

CHAIN LEADER

Chain Leader is the only controlled circulation list that exclusively targets senior management of chain restaurant companies, across all areas of the business: finance, marketing, operations, research and development - to name a few. Reach the companies and individuals who control over one third of all U.S. restaurant units and over half of all restaurant sales.



- ◆ Target:
 - ◆ Presidents
 - ◆ Chief Executive Officers
- ◆ Vice Presidents
- ◆ Directors

Reach these individuals at multi-unit chain restaurant companies plus powerful multi-unit franchises across the country.

Chain Leader is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Postal List Size: 16,150
Postal Price: \$135/M
E-list Size: 4,053
E-list Price: \$395/M

SELECTIONS (ADDITIONAL COST / M)

| | | | |
|------------------------------|--------|---------------------------------|---------|
| Acquisition Source | \$20/M | International Names | \$250/M |
| Annual Food & Beverage Sales | \$20/M | Location Type | \$20/M |
| Average Check Size | \$20/M | Number of Units Responsible for | \$20/M |
| Buying Authority | \$50/M | One Per Location | \$20/M |
| Canadian Names | \$20/M | Primary Concept/Segment | \$20/M |
| Company Name Match/Omit | \$50/M | Recency | \$30/M |
| Company Operates | \$20/M | Sales Volume | \$20/M |
| Concepts/Segments | \$20/M | SIC/NAICS Code | \$20/M |
| Employee Size | \$20/M | Telephone Numbers | \$60/M |
| Geographic Analysis | \$10/M | Title | \$20/M |

SEE ALSO

Foodservice Equipment & Supplies
 Restaurants & Institutions

Multi-Channel Pricing

Mailing/Telemarketing: \$235/M
 Mailing/E-Mail: \$495/M
 E-Mail/Telemarketing: \$520/M
 Mailing/E-Mail/Telemarketing: \$595/M

Minimum Order: 5,000 Names
1 year unlimited usage available
Prices subject to change without notice
Call for any additional costs, conditions and terms.

GEOGRAPHIC ANALYSIS

| State | SCF | Individuals |
|----------------------------|---------------|---------------|
| ME | 039-049 | 34 |
| NH | 030-038 | 55 |
| VT | 050-059 | 27 |
| MA | 010-027 | 392 |
| RI | 028-029 | 43 |
| CT | 060-069 | 151 |
| New England | 4.4% | 702 |
| NY | 100-149 | 705 |
| NJ | 070-089 | 337 |
| PA | 150-196 | 545 |
| Middle Atlantic | 9.8% | 1,587 |
| OH | 430-458 | 646 |
| IN | 460-479 | 250 |
| IL | 600-629 | 756 |
| MI | 480-499 | 388 |
| WI | 530-549 | 240 |
| East North Central | 14.1% | 2,280 |
| MN | 550-567 | 395 |
| IA | 500-528 | 122 |
| MO | 630-658 | 300 |
| ND | 580-588 | 38 |
| SD | 570-577 | 44 |
| NE | 680-693 | 112 |
| KS | 660-679 | 233 |
| West North Central | 7.7% | 1,244 |
| DE | 197-199 | 32 |
| MD | 206-219 | 244 |
| DC | 200-205 | 123 |
| VA | 220-246 | 261 |
| WV | 247-268 | 31 |
| NC | 270-289 | 415 |
| SC | 290-299 | 195 |
| GA | 300-319 | 729 |
| FL | 320-349 | 1,289 |
| South Atlantic | 20.6% | 3,321 |
| KY | 400-427 | 273 |
| TN | 370-385 | 415 |
| AL | 350-369 | 155 |
| MS | 386-397 | 96 |
| East South Central | 5.8% | 939 |
| AR | 716-729 | 95 |
| LA | 700-714 | 190 |
| OK | 730-749 | 197 |
| TX | 750-799 | 1,541 |
| West South Central | 12.5% | 2,023 |
| MT | 590-599 | 48 |
| ID | 832-838 | 60 |
| WY | 820-831 | 16 |
| CO | 800-816 | 383 |
| NM | 870-884 | 93 |
| AZ | 850-865 | 338 |
| UT | 840-847 | 156 |
| NV | 889-898 | 164 |
| Mountain | 7.8% | 1,258 |
| AK | 995-999 | 26 |
| WA | 980-994 | 317 |
| OR | 970-979 | 170 |
| CA | 900-961 | 2,156 |
| HI | 967-968 | 73 |
| Pacific | 16.9% | 2,742 |
| United States | 99.67% | 16,096 |
| U.S. Territories | 0.32% | 52 |
| Canada | 0% | 0 |
| Mexico | 0% | 0 |
| Other International | 0.01% | 1 |
| APO/FPO | 0.01% | 1 |
| Total | 100% | 16,150 |

CHAIN LEADER

| BUYING AUTHORITY | Postal | Email |
|---|--------|-------|
| Architectural/Design Services | 3,007 | 986 |
| Beverages | 2,598 | 709 |
| Cleaning Supplies/Chemicals | 3,786 | 1349 |
| Computers/POS Systems/ Information Systems | 3,568 | 1258 |
| Equipment | 4,887 | 1667 |
| Financial/Management Services | 3,266 | 1079 |
| Food | 4,926 | 1729 |
| Furniture/Fixtures | 3,967 | 1366 |
| Paper/Plastic Goods | 4,058 | 1435 |
| Recruitment/Training | 3,495 | 1182 |
| Tabletop/Kitchenware/Utensils | 3,926 | 1352 |

| CONCEPTS OPERATED | Postal | Email |
|--------------------------|--------|-------|
| Fast Casual | 4,067 | 544 |
| Full Service | 7,019 | 572 |
| Quick Service | 5,297 | 561 |

| TITLE | Postal | Email |
|------------------------|--------|-------|
| Buyer/Secretary | 349 | 74 |
| CEO/CFO/Chairman | 1,594 | 340 |
| Controller/Treasurer | 300 | 60 |
| Director | 3,073 | 798 |
| Executive Chef/Chef | 689 | 279 |
| Manager/Supervisor | 3,836 | 924 |
| Owner/Co-Owner/Partner | 1,723 | 490 |
| President | 2,131 | 516 |
| Vice President | 2,436 | 527 |

| UNIT SIZE | Postal | Email |
|-------------------|--------|-------|
| 2-9 Units | 5,751 | 1158 |
| 10-49 Units | 4,120 | 687 |
| 50-199 Units | 2,650 | 496 |
| 200 or more Units | 3,493 | 597 |

*Source: Publisher's own data
‡ Call a DM2 Account Executive
for the latest counts.*