

DECISIONMAKER[®] MANUFACTURING MARKETPLACE DATABASE

The DecisionMaker Manufacturing Marketplace Database is the premier source for targeting over 5 million buyers and specifiers at manufacturing and supply chain locations across North America.

DecisionMaker DATABASE

- ◆ These key individuals are responsible for purchasing products and services for manufacturing plants, warehouses and distribution centers in a wide range of industries.
- ◆ There is no better way to promote machinery, tools, instruments, materials, computer products and applications, communications equipment, training and educational programs.

Mardev-DM2 DecisionMaker[®] Databases are more than just a masterfile. They are custom built databases that start with all of our individual, high quality, direct response lists and end with custom built, single-source databases that provide marketers with both rich selectivity and large volumes of names.

The DecisionMaker[®] Databases are unique to Mardev-DM2 and updated three times per year. Contact a Mardev-DM2 Account Executive for up-to-the-minute counts.

Source: Comprised primarily of controlled circulation subscription files and also includes business directory & database listings as well as trade show attendee files. DecisionMaker[®] Databases are selectable by source type.

Postal List Size: 5,279,587

Postal Price: \$165/M

E-list Size: 730,205

E-list Price: \$425/M

SELECTIONS (ADDITIONAL COST / M)

Geographic Analysis	\$10/M	One Per Location	\$20/M
Acquisition Source	\$20/M	Recency	\$30/M
Business Type	\$20/M	Sales Volume	\$20/M
Buying Authority	\$50/M	SIC/NAICS Code	\$20/M
Canadian Names	\$20/M	Square Footage of Warehouse	\$20/M
Company Name Match/Omit	\$50/M	Telephone Numbers	\$60/M
Design/Specify for Industry	\$30/M	Title	\$20/M
Employee Size	\$20/M		
Home Address	\$15/M		
International Names	\$250/M		
Internet Usage	\$30/M		
Job Function	\$20/M		
Location Square Footage	\$20/M		
Multi-Source	\$20/M		

SEE ALSO

Consulting-Specifying Engineer	DecisionMaker Global Marketplace
Construction Equipment	DecisionMaker IT Marketplace
Control Engineering	Plant Engineering
DecisionMaker Engineering Marketplace	Purchasing
DecisionMaker Electronics Marketplace	

Multi-Channel Pricing

Mailing/Telemarketing: \$265/M

Mailing/E-Mail: \$525/M

E-Mail/Telemarketing: \$550/M

Mailing/E-Mail/Telemarketing: \$625/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	20,944
NH	030-038	32,494
VT	050-059	12,792
MA	010-027	162,393
RI	028-029	18,649
CT	060-069	75,749
New England		6.5% 323,020
NY	100-149	269,462
NJ	070-089	175,919
PA	150-196	228,860
Middle Atlantic		13.5% 674,247
OH	430-458	229,171
IN	460-479	116,930
IL	600-629	254,919
MI	480-499	180,401
WI	530-549	131,858
East North Central		18.3% 913,278
MN	550-567	126,825
IA	500-528	55,465
MO	630-658	97,597
ND	580-588	12,137
SD	570-577	12,758
NE	680-693	31,894
KS	660-679	49,804
West North Central		7.7% 386,479
DE	197-199	13,449
MD	206-219	90,577
DC	200-205	18,397
VA	220-246	131,648
WV	247-268	18,728
NC	270-289	142,529
SC	290-299	58,911
GA	300-319	143,880
FL	320-349	224,026
South Atlantic		16.8% 842,144
KY	400-427	58,450
TN	370-385	94,553
AL	350-369	62,900
MS	386-397	28,555
East South Central		4.9% 244,458
AR	716-729	36,588
LA	700-714	47,241
OK	730-749	51,377
TX	750-799	352,495
West South Central		9.7% 487,706
MT	590-599	14,131
ID	832-838	23,603
WY	820-831	8,407
CO	800-816	92,010
NM	870-884	22,332
AZ	850-865	77,479
UT	840-847	42,373
NV	889-898	24,258
Mountain		6.1% 304,593
AK	995-999	8,424
WA	980-994	104,557
OR	970-979	66,513
CA	900-961	637,987
HI	967-968	11,634
Pacific		16.6% 829,110
United States	94.8%	5,005,024
U.S. Territories	0.2%	8,222
Canada	2.5%	134,123
Mexico	0.4%	18,782
Other International	2.1%	113,436
Total	100.0%	5,279,587

DECISIONMAKER[®] MANUFACTURING

MARKETPLACE DATABASE

JOB FUNCTION

	Postal	Email
Administrative	400,164	33,514
Assembly	3,136	1,265
Automation	2,212	427
Consulting	222,882	23,053
Corporate Or General Mgmt	3,266,777	406,159
Design Engineering	640,853	116,241
Distributor/Manufacturer Rep	64,504	10,754
Electrical Engineering	462,375	88,343
Engineering	794,734	142,228
Engineering Management	375,229	81,006
Finance/Accounting	479,795	41,919
Maintenance	146,137	23,724
Material Handling	53,371	8,716
MIS/DP	1,244,094	180,932
Other	402,147	77,030
Packaging	17,589	3,304
Plant Management/Operations	483,708	86,657
Production/Manufacturing	356,445	67,735
Purchasing/Procurement	230,642	41,763
QA/QC/Test	180,180	35,888
Research & Development	506,825	61,440
Sales & Marketing	656,887	66,686
Systems Integrator	119,623	16,422
Technical Desgn/ Management/Services	484,309	59,178
Traffic/Distribution	74,001	11,984
Warehousing	48,593	7,501
Human Resources/Training	180,251	20,568
Supply Chain	255,739	46,823
Manufacturing Engineer	468,549	85,236
Mechanical Engineer	450,807	83,756
Process Engineer	447,413	83,436
Environmental/Health/ Safety/Compliance	45,437	9,341
Facilities Management	18,665	2,541
Warehousing	60,007	13,904

SIC CODE

	Postal	Email
10-14 Mining	22,916	4,031
15-17 Construction	122,185	21,726
20-39 Manufacturing	3,322,493	427,549
20 Food & Kindred Products	222,456	24,151
21 Tobacco Products	4,613	566
22 Textile Mill Products	32,905	3,098
23 Apparel & Other Textile Products	76,909	6,776
24 Lumber & Wood Products	106,958	10,456
25 Furniture & Fixtures	61,281	7,190
26 Paper & Allied Products	83,498	10,634
27 Printing & Publishing	386,944	49,436
28 Chemicals & Allied Products	289,607	46,329
29 Petroleum & Coal Products	37,822	6,810
30 Rubber & Miscellaneous Plastic Products	123,527	12,519
31 Leather & Leather Products	11,311	1,017
32 Stone, Clay & Glass Products	94,845	11,890
33 Primary Metal Industries	95,275	10,531
34 Fabricated Metal Products	237,668	23,545
35 Industrial Machinery & Equipment	503,940	62,853
36 Electronics & other Electrical Equipment	413,205	66,686
37 Transportation Equipment	210,464	30,216
38 Instruments & Related Products	225,466	33,771
39 Miscellaneous Manufacturing Industry	103,799	9,075
40-47 Transportation,Comm. Electric, Gas, And Sanitary Services	269,913	47,083
40 Railroad Transportation	4,649	439

SIC CODE (CONT.)

	Postal	Email
41 Local & Interurban Passenger Transportation	21,451	2,322
42 Trucking & Warehousing	109,647	18,536
44 Water Transportation	8,237	809
45 Transportation by Air	20,326	2,336
46 Pipelines, except Natural Gas	1,943	283
47 Transportation Services	34,510	3,917
48 Communications	34,060	7,311
49 Electric, Gas & Sanitary Services	35,090	11,130
50-51 Wholesale Trade	338,840	47,197
50 Wholesale Trade-Durable Goods	239,867	35,218
51 Wholesale Trade-Non-Durable Goods	98,973	11,979
52-59 Retail	138,011	18,326
70-89 Services	241,509	42,142
73 Business Services	116,035	16,619
87 Engineering & Management Services	125,459	25,520
91-97 Government	32,486	6,030
91 Executive Legislative & General	24,693	5,596
97 National Security & International Affairs	7,793	432

Source: Publisher's own data

‡ Call a Mardev-DM2 Account

Executive for the latest counts.

DECISIONMAKER[®] MANUFACTURING

MARKETPLACE DATABASE

DESIGN/SPECIFY FOR INDUSTRY

	Postal	Email
Aircraft/Aerospace/Defense	41,112	5,509
Alternative Energy	14,241	2,083
Automotive/Trucks/Off-Highway	2,053	653
Automotive/Transportation	36,019	4,667
Chemicals	4,103	728
Communications Systems & Equipment	33,683	6,110
Computers, Systems Or Peripherals	32,609	5,488
Construction/Agricultural Equipment	24,128	3,216
Consumer Electronics Or Appliances	22,751	3,207
Contract Design/Systems, Integration/Testing	19,177	2,995
Electrical Or Electrical Components & Subassembly	46,612	7,297
Fabricated Metal Products	30,255	3,915
Food, Beverage Or Tobacco	2,347	298
Food/Beverage Equipment Or Machinery	17,060	2,380
Industrial Controls/Automation /Instrumentation & Machine Tools	43,106	5,940
Materials Handling Equipment	24,714	3,325
Medical/Healthcare/Scientific	29,888	4,313
Pharmaceuticals	3,868	861
Pharm/Chemical Eqpt Or Machinery	14,956	2,116
Packaging Equipment Or Machinery	20,867	3,018
Plastics & Rubber Products	6,195	970
Prim Metal Or Nonmetallic Mineral Products	4,526	693
Semiconductor Equipment	17,668	3,075
Wood Or Paper, Including Printing & Related Products	3,460	463
Other Industrial Equipment Or Machinery	32,490	4,969

SQUARE FOOTAGE OF WAREHOUSE

	Postal	Email
Less than 50,000 sq. ft.	54,427	8,616
50,000 - 99,999 sq. ft.	76,351	13,395
Over 200,000 sq. ft.	77,905	12,207

LOCATION SQUARE FOOTAGE

	Postal	Email
Less than 50,000 sq. ft.	136,024	23,602
50,000 - 100,000 sq. ft.	131,333	21,961
100,001 - 500,000 sq. ft.	447,465	74,677
500,001 - 1,000,000 sq. ft.	177,879	32,010
More than 1,000,000 sq. ft.	286,032	55,735

BUSINESS TYPE

	Postal	Email
Aircraft/Guided Missile/ Ordnance	78,521	11,051
Automotive & Other Trans Mfrs	119,138	18,548
Computer & Dp Services	129,355	19,556
Consultant	125,567	20,352
Distributor	43,394	8,889
Electronic Manufacturers	386,941	59,884
Engineering Construction Firms	90,445	16,525
Government & Military	123,851	22,641
Instr & Cntrl Apparatus Sales/Svc	100,023	14,281
Instrumentation & Control Equipment Mfrs	139,874	18,778
Manufacturers Representative	3,027	1,052
Mfr Of Machinery/Eq For Inds	397,098	46,905
Othr Fabricated Metal & Misc Mfrs	847,285	109,205
Printing	113,560	17,387
Raw Materials Processing	303,503	34,874
Research & Development Firms	25,900	5,648
Transport & Communication Svc	91,576	15,726
Utils/Elec/Gas/Water/Sewerage	62,027	20,201
Wireless Technology	25,042	7,426
Supply Chain	700,619	86,874
Computer Manufacturing	252,434	35,645
Pharmaceutical Manufacturing	49,612	26,579
Food/Bev/Tobacco	144,945	17,530
Textile And Apparel	19	3
Lumber/Furniture/Paper	117,205	10,584
Chemicals	171,904	28,148
Petroleum	22,506	3,087
Rubber/Plastics	17,074	1,972
Metals	197,255	20,113
Transportation Equipment	27,548	4,212
Misc. Manufacturing	51,031	3,198
Leather	8,171	878
Stone/Clay/Glass	456	44

TYPE OF MFG PROCESS

	Postal	Email
Turning/Milling	43,765	6,792
Broaching/Gear Cut	17,575	2,742
Press Working	18,501	2,989
Heat Treating	22,146	3,580
Welding And Brazing	29,671	4,613
Boring/Drilling	38,944	5,960
Tapping & Threading	40,908	6,280
Sawing/Grinding	41,250	6,318
Edm, Ecm, & Lasers	19,469	3,001
Plastic Molding	139,896	19,027
Automatic Assembly	49,889	7,500
Inspection & Measure	36,377	5,589
Water Jet Cutting	6,972	1,156
CAD/CAM	35,670	5,645
CNC Operator	36,019	5,638
Robotics	15,136	2,407
Screw Machining	8,747	1,313

EMPLOYEE SIZE

	Postal	Email
Less than 20	936,295	85,257
20-49	422,216	46,435
50-99	462,748	54,241
100-249	467,105	65,375
250-499	231,752	34,809
500-999	248,250	37,561
1,000 or More	1,303,475	184,197

SALES VOLUME

	Postal	Email
Less than \$1 Million	694,657	63,517
\$1 Million - \$9 Million	678,633	59,418
\$10 Million - \$49 Million	529,958	67,110
\$50 Million - \$249 Million	464,403	65,092
\$250 Million - \$1 Billion	189,782	29,168
More than \$1 Billion	575,626	96,071

BUYING AUTHORITY

	Postal	Email
Assembly & Packaging		
Fastening/Joining/Assembly System & Components	255,867	76,175
Packaging	164,277	37,431

Chemicals/Materials

	Postal	Email
Abrasives	3,191	1,566
Adhesives/Fasteners	20,457	7,161
Chemicals/Gases/Materials	105,750	30,173
Ingredients/Raw Materials	14,876	4,034
Lubricants & other Petroleum Products	140,350	41,294
Metals	106,219	22,197
Paints/Coatings	54,452	13,410
Plastics	97,079	20,483

Computer-Related

	Postal	Email
CAD/CAM/CAE/CAM	172,420	44,792
Communications Network	666,164	173,615
Computers-PCs/ Workstations	582,400	160,706
Computer Components	120,570	32,163
Computer Hardware	579,090	156,112
Computer Services	73,542	18,275
Design Software or Hardware		
CAD/CAM	135,125	42,243
Electronics Design Automation (EDAM)	38,126	41,860
ERP Software	125,982	9,066
Manufacturing Software	372,474	100,485
Peripherals	430,388	112,258
SCADA/Data Acquisition		
Systems/Equipment	208,792	40,010
Software/Data Analysis Programs	297,961	84,485
Software: All Types	1,022,144	292,800
Wireless Technology	289,418	71,172
Workstations/Hardware	397,557	102,830

Source: Publisher's own data

‡ Call a Mardev-DM2 Account

Executive for the latest counts.

BUYING AUTHORITY (CONT.)

	Postal	Email
Environmental/Safety		
Electronic Filtration Facilities/Contamination Control	71,843	18,581
Filtration	126,827	40,426
Maintenance/Sanitation	86,169	27,436
Optical Filtration	121,407	32,801
Pollution Control/Environmental	8,372	4,111
Safety Equipment	158,262	48,357
Safety/Security	282,900	77,730
	352,962	109,801

Equipment/Machinery

	Postal	Email
Conveyors	67,559	15,479
Inspection Equipment	72,844	22,802
Lasers and Cutting Machines and Equipment	21,090	9,648
Lift Trucks	175,448	50,515
Office & Business Machines	35,131	8,302
Printing Equipment & Products	25,968	10,124
QA/QC Instrumentation/Equipment	39,053	11,602
Soldering System/Equipment/Supplies	8,973	3,503
Weighing/Counting Equipment	8,736	2,730

Parts/Components/Supplies

	Postal	Email
Controllers/Regulators	211,796	46,754
Fastening/Joining/Assembly System & Components	255,867	76,175
Fluid Power/Handling Devices	91,484	19,520
ICs	211,715	55,771
Instrument/Controls	108,920	29,534
Motion Control	74,144	14,587
Piping, Valves & Fittings	135,701	36,108
Power Supplies/Batteries	384,131	106,545
Power Transmission Components/Equipment/Systems/Products	253,485	52,736
Pumps	171,985	67,038
Sensors & Switches	265,611	62,014
Wafer Making/Processing	36,884	8,318

Supply Chain/Transportation

	Postal	Email
Auto ID/Data Collection	86,273	23,756
Material Handling	183,833	43,155
Supply Chain Software	111,037	33,121
Third Party Services/Outsourcing	98,416	31,473
Transportation Equipment/Supplies	185,028	52,292
Transportation Services	206,831	49,917
Warehousing/Storage	12,832	8,318

BUYING AUTHORITY (CONT.)

Test & Measurement	Postal	Email
Card-Level Instruments & Buses	31,511	7,602
Communications/Microwave Test	29,763	7,728
Design/Test/Measurement	89,574	24,026
Measuring & Sensing	51,083	10,223
Oscilloscopes	120,909	33,869
Production/QA/ATE/Test	92,891	23,093
QA/QC Instrumentation/Equipment	39,053	11,602
Test Hardware	79,667	24,165
Test Instruments	290,906	80,599
Test/Analysis Services/Consultants	58,186	15,683

Electric/Electronic

	Postal	Email
Connectors/sockets/Backplanes	148,747	45,954
Contract Manufacturing	71,618	16,376
Electric Motors & Motor Controls	114,677	26,653
Electrical/Electronic Equipment & Supplies	222,527	64,399
Electromechanical Components	150,637	44,710
Electronic/Electrical Components	403,070	117,018
ICs	211,715	55,771
Instrument/Controls	108,920	29,534
Motion Control	74,144	14,587
Sensors & Switches	265,611	62,014
Wafer Making/Processing	36,884	8,318

Other

	Postal	Email
Consulting	112,616	39,549
Contract Manufacturing	71,618	16,376
Ecommerce	65,551	10,677
HVAC	58,434	12,799
Office Furniture/Supplies	6,589	1,669
Tools	81,191	32,139

Source: Publisher's own data

‡ Call a Mardev-DM2 Account

Executive for the latest counts.