

# CONTROL ENGINEERING

Target the control engineers who are responsible for the design and use of control/instrumentation/automation systems, components and equipment in the \$130 billion automation marketplace with a controlled circulation list from *Control Engineering*.



- ◆ Reach Control, Production, Product Design, System Design Engineers as well as Corporate Managers.
- ◆ The *Control Engineering* controlled circulation list reaches decision-makers for instrumentation, control, and automation products and services.
- ◆ This list is useful for promoting products such as:
  - ◆ Measurement/Sensing Instruments
  - ◆ Software
  - ◆ Programmable Controllers
  - ◆ Electrical Motors & Drives
  - ◆ Computers
  - ◆ Consulting & Technology Services

*Control Engineering* is updated monthly. Contact a Mardev-DM2 Account Executive for up-to-the-minute counts.

**Postal List Size: 86,000**  
**Postal Price: \$150/M**  
**E-list Size: 28,884**  
**E-list Price: \$410/M**

## SELECTIONS (ADDITIONAL COST / M)

Acquisition Source	\$20/M	Number of Employees Managed	\$20/M
Automation Computing Responsibility	\$50/M	One Per Location	\$20/M
Business Type	\$20/M	Recency	\$30/M
Buying Authority	\$50/M	Sales Volume	\$20/M
Canadian Names	\$20/M	SIC/NAICS Code	\$20/M
Company Name Match/Omit	\$50/M	Telephone Numbers	\$60/M
Design/Build/Install Machines	\$50/M	Title	\$20/M
Employee Size	\$20/M		
Geographic Analysis	\$10/M		
Job Function	\$25/M		

## SEE ALSO

DecisionMaker Engineering Marketplace  
 DecisionMaker Manufacturing Marketplace  
 Plant Engineering

### Multi-Channel Pricing

Mailing/Telemarketing: \$250/M  
 Mailing/E-Mail: \$510/M  
 E-Mail/Telemarketing: \$535/M  
 Mailing/E-Mail/Telemarketing: \$610/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	257
NH	030-038	506
VT	050-059	184
MA	010-027	2,285
RI	028-029	234
CT	060-069	1,324
<b>New England</b>		<b>5.6% 4,790</b>
NY	100-149	3,604
NJ	070-089	2,386
PA	150-196	4,080
<b>Middle Atlantic</b>		<b>11.7% 10,074</b>
OH	430-458	4,596
IN	460-479	2,207
IL	600-629	4,604
MI	480-499	3,526
WI	530-549	2,857
<b>East North Central</b>		<b>20.7% 17,790</b>
MN	550-567	2,169
IA	500-528	986
MO	630-658	1,319
ND	580-588	170
SD	570-577	153
NE	680-693	445
KS	660-679	785
<b>West North Central</b>		<b>7.0% 6,027</b>
DE	197-199	240
MD	206-219	1,055
DC	200-205	241
VA	220-246	1,526
WV	247-268	347
NC	270-289	2,055
SC	290-299	1,199
GA	300-319	1,844
FL	320-349	2,580
<b>South Atlantic</b>		<b>12.9% 11,107</b>
KY	400-427	1,034
TN	370-385	1,490
AL	350-369	1,044
MS	386-397	383
<b>East South Central</b>		<b>4.6% 3,951</b>
AR	716-729	558
LA	700-714	785
OK	730-749	715
TX	750-799	5,792
<b>West South Central</b>		<b>9.1% 7,850</b>
MT	590-599	130
ID	832-838	363
WY	820-831	119
CO	800-816	1,199
NM	870-884	409
AZ	850-865	1,297
UT	840-847	859
NV	889-898	332
<b>Mountain</b>		<b>5.5% 4,708</b>
AK	995-999	95
WA	980-994	1,450
OR	970-979	981
CA	900-961	9,032
HI	967-968	126
<b>Pacific</b>		<b>13.6% 11,684</b>
<b>United States</b>	90.6%	77,981
<b>U.S. Territories</b>	0.6%	541
<b>Canada</b>	6.2%	5,334
<b>Mexico</b>	1.4%	986
<b>Other International</b>	1.3%	1,155
<b>APO/FPO</b>	0.0%	3
<b>Total</b>	<b>100%</b>	<b>86,000</b>

## BUSINESS TYPE

	Postal	Email	Process Control Products or Systems Group	62,645	17,631
Aircraft, Aerospace or Defense	3,587	558	PLCs	20,219	5,568
Automotive or Transportation	3,935	677	Analytical Instruments, Test & Calibration Equipment	42,333	12,612
Chemicals	3,902	725	Process Sensors & Transmitters (including flow, pressure, temperature Valves, Actuators, and Positioners	46,388	15,240
Computers and Communication Equipment	3,549	713	Valves, Actuators, and Positioners	44,433	14,759
Consulting, Business or Technical Service	1,771	498	<b>Discrete Sensors (including proximity, photoelectric)</b>	<b>43,644</b>	<b>13,950</b>
Consumer Electronics or Appliances	582	161	Motion Control Systems	39,899	13,234
Semiconductors or Other Electronic Components	4,394	752	Motors and Drives (including starters & protection devices)	48,979	15,578
Electrical Equipment	859	218	Vision Systems	27,226	9,692
Engine, Turbine, Power Transmission Equipment	1,563	327	Control Panels, Alarms and Annunciators	45,112	14,922
Engineering or System Integration Service	7,678	1,683	Enclosures	45,568	14,091
Primary or Fabricated Metals	5,098	1,006	I/O Products and Systems	44,851	14,375
Food, Beverage or Tobacco	6,082	1,292	Networking, Connectors, Wire and Cable	42,573	11,748
Government or Military	1,558	314	Power Systems and Supplies	46,824	15,156
Industrial Machinery	11,761	2,047	Relays, Switches and Timers	48,224	15,512
Information Data Processing or Software Service	608	165	Safety for Process and Machine Systems	34,048	10,312
Instrument Measurement or Control Systems or Devices	5,115	832	Wireless, RFID	27,166	6,850
Industrial Controls, Test or Medical Equipment	3,852	638	<b>JOB FUNCTION</b>	<b>Postal</b>	<b>Email</b>
Mining, Agriculture or Construction	585	144	Control and/or Instrument Engineering	6,949	2,131
Petroleum or Refining	2,081	494	Evaluation, Quality Control, Standards, Reliability, and/or Test, General or Corporate Management	2,882	812
Pharmaceuticals	2,882	728	General or Corporate Management	7,255	2,030
Plastics or Rubber	3,244	632	Operations and Maintenance	5,219	1,509
Wood, Paper or Printing	2,690	691	Process Engineering	5,865	1,356
Scientific or Research Services	1,337	286	Product Design Engineering (including Applied R&D)	7,045	1,960
Textiles or Apparel	618	138	Production Engineering, Process or Manufacturing	20,440	4,942
Utilities or Telecommunications	1,785	338	Production/Manufacturing Engineering	8,672	1,619
Other Manufacturing	4,884	915	System Design Engineering (including Applied R&D)	6,668	2,349
			System Integration and/or Consulting	2,223	762
			Other Engineering	15,027	1,747

## BUYING AUTHORITY

	Postal	Email
<b>Information Control</b>		
<b>Products or Systems Group</b>	<b>77,585</b>	<b>21,733</b>
Computers	47,108	15,525
Control Systems (DCS and PC-based)	45,395	15,379
Controllers and Regulators	48,298	16,104
Data Acquisition Equipment, Recorders and Plotters	43,814	12,468
Design and other Software	21,116	4,632
Embedded Systems	24,222	8,714
HMI/SCADA Software	30,592	6,589
Human Machine Interface Equipment	26,508	9,192
MES/Batch/Historian Software	8,547	1,933
Programmable Logic Controllers (PLC)	30,563	10,796
Software (without specification)	16,451	7,159

## DESIGN, BUILD, INSTALL MAC RESPONSIBILITY FOR AUTOMATION COMPUTING & NETWORK ASSETS

	Postal	Email
Automation Department	18,196	4,098
IT Department	31,244	6,314
New Manufacturing IT Department	4,054	850
Shared Between Separate Automation and IT Departments	20,455	3,962

## NUMBER OF EMPLOYEES

### MANAGED

	Postal	Email
1 to 5	14,480	4,598
6 to 15	10,069	3,282
16 or More	10,529	3,497

### TITLE

	Postal	Email
Directors	3,008	1,014
Executive Management	10,147	3,448
Managers	15,737	5,399
Non-Management	52,842	17,260

## EMPLOYEE SIZE

	Postal	Email
Less Than 100	32,562	8,521
100-249	15,942	3,671
250-499	11,817	5,000
500-999	9,201	2,897
1,000 or More	14,424	4,083

## PRIMARY SUPPLIER

	Postal	Email
ABB	7,270	1,352
Emerson	4,542	875
GE Fanuc	6,444	1,164
Honeywell International Inc.	9,793	1,901
Invensys	1,406	284
Rockwell Automation	20,637	3,776
Schneider Electric	2,723	565
Siemens Energy & Automation	9,276	1,904

## DESIGN, BUILD, INSTALL MACHINES ‡

For Use Within Own Company  
For Resale To Other Companies

Source: Publisher's own data

‡ Call a Mardev-DM2 Account

Executive for the latest counts.