

IAN INSIDE PRODUCTS (FORMER SUBSCRIBERS)

Direct your sales message to the largest audience in the instrumentation and control market with a controlled circulation list from *IAN Inside Products*. (Last issue: 10/2006)



- ◆ Reach the design engineers, systems integrators, quality control engineers, production engineers, company and operations managers — all responsible for industrial and process control at both OEM and end-user companies.
- ◆ The *IAN Inside Products* list identifies the primary buying and specifying influences located in manufacturing facilities across several key markets.
- ◆ This list is useful for promoting products including:
 - ◆ Sensing Instruments & Sensors
 - ◆ Test & Calibration Equipment
 - ◆ Relays, Switches, Timers
 - ◆ Software
 - ◆ Wire, Cable, & Accessories
 - ◆ Motors & Motor Controls
 - ◆ Programmable Controllers

IAN Inside Products is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Postal List Size: 60,000
Postal Price: \$100/M
E-list Size: 20,052
E-list Price: \$360/M

SELECTIONS (ADDITIONAL COST / M)

Acquisition Source	\$20/M	Recency	\$30/M
Business Activity	\$20/M	Sales Volume	\$20/M
Buying Authority	\$50/M	SIC/NAICS Code	\$20/M
Company Name Match/Omit	\$50/M	Telephone Numbers	\$30/M
Dollar Volume of Products Specified	\$20/M		
Employee Size	\$20/M		
Geographic Analysis	\$10/M		
Job Function	\$20/M		
One Per Location	\$20/M		
Primary End Product	\$20/M		

SEE ALSO

Control Engineering
 DecisionMaker® Engineering Marketplace Database
 DecisionMaker® Manufacturing Marketplace Database
 Design News
 EDN
 Electronic Business (former subscribers)

Multi-Channel Pricing

Mailing/Telemarketing: \$200/M
 Mailing/E-Mail: \$460/M
 E-Mail/Telemarketing: \$485/M
 Mailing/E-Mail/Telemarketing: \$560/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	236
NH	030-038	459
VT	050-059	173
MA	010-027	2,086
RI	028-029	238
CT	060-069	1,102
New England	7.2%	4,294
NY	100-149	3,160
NJ	070-089	2,214
PA	150-196	3,390
Middle Atlantic	14.6%	8,764
OH	430-458	3,999
IN	460-479	1,549
IL	600-629	3,719
MI	480-499	3,229
WI	530-549	2,079
East North Central	24.3%	14,575
MN	550-567	1,696
IA	500-528	725
MO	630-658	1,111
ND	580-588	127
SD	570-577	117
NE	680-693	375
KS	660-679	568
West North Central	7.9%	4,719
DE	197-199	222
MD	206-219	843
DC	200-205	141
VA	220-246	1,079
WV	247-268	264
NC	270-289	1,654
SC	290-299	919
GA	300-319	1,408
FL	320-349	1,905
South Atlantic	14.1%	8,456
KY	400-427	843
TN	370-385	1,306
AL	350-369	748
MS	386-397	335
East South Central	5.4%	3,232
AR	716-729	431
LA	700-714	431
OK	730-749	513
TX	750-799	4,149
West South Central	9.2%	5,524
MT	590-599	108
ID	832-838	260
WY	820-831	71
CO	800-816	735
NM	870-884	260
AZ	850-865	776
UT	840-847	544
NV	889-898	193
Mountain	4.9%	2,947
AK	995-999	48
WA	980-994	850
OR	970-979	596
CA	900-961	5,740
HI	967-968	55
Pacific	12.2%	7,289
United States	99.7%	59,800
U.S. Territories	0.3%	199
Canada		-
Mexico		-
Other International		-
APO/FPO		-
Total	100.0%	60,000

IAN INSIDE PRODUCTS (FORMER SUBSCRIBERS)

JOB FUNCTION

	Postal	Email							
Control and/or Instrument Engineer	7,242	1,649	Petroleum, Refining	1,236	322	Transmitters	39,758	10,902	
Evaluation-QC, Standards, Reliability	2,831	1,110	Pharmaceutical	2,542	749	Programmable Logic Controllers	38,324	10,636	
General or Corporate Management	7,658	2,919	Plastics and Rubber	2,900	756	Recorders & Plotters	17,947	6,372	
Operation or Maintenance	1,975	1,261	Primary Metals	2,013	499	Relays, Switches, & Timers	39,399	10,952	
Process Engineering	4,584	853	Pulp and Paper	1,811	645	Safety for Process and Machine System	14,548	2,623	
Product Design Engineer including Applied R&D	7,736	3,199	Scientific and Research Services	973	271	Software	19,903	7,585	
Production Engineering-Process or Manufacturing	6,948	2,910	Textile Mill	241	-	Test & Calibration Equipment	23,522	1,657	
Production/Manufacturing Engineering	2,822	566	Transportation Services	79	30	Valves, Actuators & Positioners	37,701	10,641	
Systems Design Engineer including Applied R&D	10,503	3,232	Utilities	1,055	309	Vision Systems	25,397	6,900	
Systems Integrator/Consultant	2,244	625	Other Electronic Products and Equipment	1,849	481	Wireless, RFID	8,009	1,478	
Other Engineering etc.	5,527	1,495	Other Manufacturing and Processes	1,319	1,172				
			Other Transportation Equipment Manufacturer	949	293				

EMPLOYEE SIZE

	Postal	Email
Less than 20	5,560	2,865
20-49	3,320	1,569
50-99	3,611	1,570
100-249	13,217	4,078
250-499	9,691	2,934
500-999	5,924	2,027
More than 1,000	4,219	2,284

PRIMARY END PRODUCT

	Postal	Email
Aircraft and Aerospace	1,691	417
Chemical	3,258	896
Computers and Communication Equipment	2,080	736
Construction Services	260	107
Electronic Components	2,766	913
Engine, Turbine, Mechanical/ Electrical Product	1,677	506
Engineering, Systems Integration, Architecture	4,210	1,052
Fabricated Metals	3,005	842
Food and Beverage	5,155	1,288
Government and Military	654	191
Industrial, Commercial, Agriculture/Other	9,362	2,502
Information, Data Processing, Software Services	396	171
Instrumentation, Measurement/ Control System	4,046	1,111
Medical Equipment and Instruments	1,560	477
Mining	225	77
Motor Vehicles and Components	2,610	745

BUSINESS ACTIVITY

	Postal	Email
Work on Products/Systems for Resale to Other Companies	19,321	6,836
Work on Products/Systems for Internal Use	15,825	5,288
Work on Products/Systems for Internal Use & Resale to Other Companies, Analytical Instrument/Test/ Calibration Equipment	12,554	4,819

BUYING AUTHORITY

	Postal	Email
Analytical Instrument/Test, Calibration Equipment	18,903	3,421
Analytical Instruments	19,785	7,246
Computers	36,594	10,783
Connectors, Wire & Cable	22,243	7,999
Control Panels, Alarms & Annunciators	37,529	10,315
Control Systems	37,778	10,771
Controllers & Regulators	41,419	11,733
Data Acquisition Equipment	20,217	7,285
Data Acquisition Equipment/Recorders/ Plotters	16,460	2,985
Design and Other Software	13,215	2,351
Discrete Sensors	35,524	9,599
Embedded Systems	23,011	6,341
Enclosures	36,647	10,070
HMI/SCADA Software	10,146	1,869
Human Machine Interface Equipment	34,906	9,346
I/O Product & Systems	34,433	9,361
IAN Inside Product News	4,768	1,047
MES/Batch/Historian Software	7,534	1,349
Motion Control Systems	32,710	9,111
Motors & Drivers	37,698	10,494
Networking, Connectors, Wire, Cable	15,234	2,752
Power Systems & Supplies	38,101	10,735

DOLLAR VOLUME OF PRODUCTS SPECIFIED

	Postal	Email
Less than \$10,000	383	312
\$10,000-\$39,999	507	377
\$40,000-\$74,999	425	320
\$75,000-\$99,999	336	215
\$100,000-\$249,999	883	631
\$250,000-\$499,999	569	341
\$500,000-\$999,999	555	412
More than \$1,000,000	1,318	1,042

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