

CONVERTING

Converting's controlled circulation list reaches manufacturing decision-makers who convert paper, paperboard, plastic, film and foil materials.

- ◆ Converted products include:
 - ◆ Flexible Packaging
 - ◆ Office Products
 - ◆ Unprinted Rolls & Sheets
 - ◆ Sanitary Products
 - ◆ Tapes, Labels & Tags
 - ◆ Paperboard Packaging



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

Postal List Size: 36,795

Postal Price: \$140/M

E-list Size: 14,779

E-list Price: \$400/M

SELECTIONS (ADDITIONAL COST / M)

Acquisition Source	\$20/M	SIC/NAICS Code	\$20/M
Business Type	\$20/M	Telephone Numbers	\$60/M
Buying Authority	\$50/M	Width of Materials Converted/ Printed	\$20/M
Company Name Match/Omit	\$50/M		
Converting Process Type	\$20/M		
Employee Size	\$20/M		
Geographic Analysis	\$10/M		
Job Function	\$20/M		
One Per Location	\$20/M		
Recency	\$30/M		

SEE ALSO

Graphic Arts Monthly

Multi-Channel Pricing

Mailing/Telemarketing:	\$240/M
Mailing/E-Mail:	\$500/M
E-Mail/Telemarketing:	\$525/M
Mailing/E-Mail/Telemarketing:	\$600/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	183
NH	030-038	225
VT	050-059	69
MA	010-027	1,103
RI	028-029	215
CT	060-069	567
New England	6.4%	2,362
NY	100-149	2,158
NJ	070-089	1,748
PA	150-196	1,872
Middle Atlantic	15.7%	5,778
OH	430-458	2,337
IN	460-479	798
IL	600-629	2,680
MI	480-499	1,161
WI	530-549	2,213
East North Central	24.9%	9,189
MN	550-567	1,167
IA	500-528	343
MO	630-658	784
ND	580-588	43
SD	570-577	86
NE	680-693	227
KS	660-679	365
West North Central	8.2%	3,015
DE	197-199	153
MD	206-219	442
DC	200-205	72
VA	220-246	698
WV	247-268	80
NC	270-289	1,209
SC	290-299	649
GA	300-319	1,264
FL	320-349	1,248
South Atlantic	15.8%	5,823
KY	400-427	420
TN	370-385	796
AL	350-369	288
MS	386-397	152
East South Central	4.5%	1,656
AR	716-729	293
LA	700-714	224
OK	730-749	256
TX	750-799	1,848
West South Central	7.1%	2,621
MT	590-599	37
ID	832-838	118
WY	820-831	16
CO	800-816	353
NM	870-884	78
AZ	850-865	319
UT	840-847	286
NV	889-898	116
Mountain	3.6%	1,323
AK	995-999	21
WA	980-994	561
OR	970-979	327
CA	900-961	3,322
HI	967-968	75
Pacific	11.7%	4,306
United States	98.0%	36,073
U.S. Territories	0.6%	224
Canada	0.2%	91
Mexico	0.1%	18
Other International	0.1%	364
APO/FPO	0.1%	25
Total	100%	36,795

CONVERTING

BUSINESS TYPE

	Postal	Email
Converter (a company that takes plastic, film, paperboard or paper, Flexible Packaging (bags, pouches, wraps, paper, plastic or foil, Manufacturer of Converting Machinery, Equipment, Materials and paperboard Packaging (folding cartons, corrugated containers, Tapes, Labels, or Tags	31,473	6,547

BUSINESS TYPE

	Postal	Email
Flexible Packaging (bags, pouches, wraps, paper, plastic or foil, Manufacturer of Converting Machinery, Equipment, Materials and Paperboard Packaging (folding cartons, corrugated containers, Tapes, Labels, or Tags	8,403	1,900
Manufacturer of Converting Machinery, Equipment, Materials and Paperboard Packaging (folding cartons, corrugated containers, Tapes, Labels, or Tags	2,781	968
Paperboard Packaging (folding cartons, corrugated containers, Tapes, Labels, or Tags	4,731	2,053
Tapes, Labels, or Tags	3,908	1,411
Unprinted Rolls or Sheets (paper, paperboard, film or foil as other companies who perform converting processes and/or convert, Coating Equipment/Laminating Equipment	3,506	1,675
Other companies who perform converting processes and/or convert, Coating Equipment/Laminating Equipment	2,204	642

BUYING AUTHORITY

	Postal	Email
Coating Equipment/Laminating Equipment	6,744	3,234
Components/Accessories	7,038	3,506
Converting Materials/Supplies	10,710	4,547
Prepress Equipment	4,155	2,353
Printing Equipment/Supplies	8,999	3,882
Sheeting Equipment	4,857	3,230
Slitting Equipment	6,764	3,534

PURCHASING INVOLVEMENT OF

CONVERTING

	Postal	Email
Yes	22,017	4,553
No	3,547	1,359

CONVERTING PROCESS

PERFORMED AT

	Postal	Email
Coating/Laminating	11,531	4,669
Die-Cutting/Die-Making	8,861	357
Digital Offset	3,111	2,099
Film Extruding	4,842	2,569
Flexography	6,177	2,891
Folding/Gluing	10,391	4,751
Gravure	2,932	1,907
Letterpress	2,495	1,902
Offset Litho	3,881	2,508
Prepress	8,334	3,987
Printing (flexography, gravure, offset litho, screen, letterpress, Screen)	16,751	3,665
Screen	2,900	2,050
Sheeting	8,924	4,344
Slitting	11,646	5,036

JOB TITLE

	Postal	Email
Executive, Senior, General Management and Administrative	9,860	2,570
Manufacturing, Production, Operations, Engineering, Facilities, Purchasing, Procurement, Sales, Marketing	9,065	1,857
Purchasing, Procurement, Sales, Marketing	4,074	1,859
Other	559	305

WIDTH OF MATERIALS

CONVERTED/PRI

	Postal	Email
Less than 18 inches (45 cm)	13,315	6,019
18 to 24 inches (45 to 60 cm)	11,543	5,243
24 to 36 inches (60 to 90 cm)	9,761	4,146
More than 36 inches (90 cm)	11,121	4,117

EMPLOYEE SIZE

	Postal	Email
Less than 20	5,094	2,294
20-49	3,445	1,630
50-99	3,681	2,256
100 or More	10,108	4,963

Source: Publisher's own data

‡ Call a DM2 Account Executive for the latest counts.