

# FOODSERVICE EQUIPMENT & SUPPLIES

Use *Foodservice Equipment & Supplies'* controlled circulation list to reach qualified foodservice buyers and specifiers. These industry professionals influence brand selection through the distribution, specification and purchase of more than 90% of all foodservice equipment and supplies sold in this market — far more than any other publication in the field.



- ◆ Good for promoting:
  - ◆ Tabletop & Supplies
  - ◆ Furnishings
- ◆ Foodservice Equipment
- ◆ Maintenance Supplies

*Foodservice Equipment & Supplies* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

*Postal List Size: 20,102*  
*Postal Price: \$135/M*  
*E-list Size: 8,553*  
*E-list Price: \$395/M*

## SELECTIONS (ADDITIONAL COST / M)

Acquisition Source	\$20/M	Sales Volume	\$20/M
Business Type	\$20/M	SIC/NAICS Code	\$20/M
Canadian Names	\$20/M	Telephone Numbers	\$60/M
Company Name Match/Omit	\$50/M	Title	\$20/M
Employee Size	\$20/M		
Geographic Analysis	\$10/M		
Market Segments	\$20/M		
One Per Location	\$20/M		
Products Sold	\$20/M		
Recency	\$30/M		

## SEE ALSO

Chain Leader  
 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	74
NH	030-038	100
VT	050-059	59
MA	010-027	586
RI	028-029	101
CT	060-069	212
<b>New England</b>	<b>5.6%</b>	<b>1,132</b>
NY	100-149	1,230
NJ	070-089	570
PA	150-196	878
<b>Middle Atlantic</b>	<b>13.3%</b>	<b>2,681</b>
OH	430-458	925
IN	460-479	391
IL	600-629	985
MI	480-499	519
WI	530-549	415
<b>East North Central</b>	<b>16.0%</b>	<b>3,235</b>
MN	550-567	415
IA	500-528	258
MO	630-658	484
ND	580-588	78
SD	570-577	68
NE	680-693	150
KS	660-679	205
<b>West North Central</b>	<b>8.2%</b>	<b>1,658</b>
DE	197-199	46
MD	206-219	404
DC	200-205	91
VA	220-246	384
WV	247-268	86
NC	270-289	540
SC	290-299	256
GA	300-319	611
FL	320-349	1,478
<b>South Atlantic</b>	<b>19.4%</b>	<b>3,899</b>
KY	400-427	258
TN	370-385	369
AL	350-369	250
MS	386-397	108
<b>East South Central</b>	<b>4.9%</b>	<b>985</b>
AR	716-729	135
LA	700-714	260
OK	730-749	198
TX	750-799	1,532
<b>West South Central</b>	<b>10.7%</b>	<b>2,125</b>
MT	590-599	75
ID	832-838	76
WY	820-831	26
CO	800-816	405
NM	870-884	114
AZ	850-865	334
UT	840-847	158
NV	889-898	189
<b>Mountain</b>	<b>6.9%</b>	<b>1,377</b>
AK	995-999	46
WA	980-994	412
OR	970-979	234
CA	900-961	1,943
HI	967-968	153
<b>Pacific</b>	<b>13.8%</b>	<b>2,788</b>
<b>United States</b>	<b>98.9%</b>	<b>19,880</b>
<b>U.S. Territories</b>	<b>0.4%</b>	<b>81</b>
<b>Canada</b>	<b>0.7%</b>	<b>141</b>
<b>Mexico</b>	<b>0%</b>	<b>0</b>
<b>Other International</b>	<b>0%</b>	<b>0</b>
<b>APO/FPO</b>	<b>0%</b>	<b>0</b>
<b>Total</b>	<b>100%</b>	<b>20,102</b>

# FOODSERVICE EQUIPMENT & SUPPLIES

<b>BUSINESS TYPE</b>	Postal	Email
Broadliner Distributor	2,338	868
Dealer/Distributor of Foodservice Equipment	7,994	2,155
Foodservice Facilities Consultant	2,262	1,080
Multi-Unit Chain Restaurant/ Resort/Casino	4,985	2,175
Multi-Unit Convenience Stores	168	100
Non-Commercial Foodservice	2,424	1,010

<b>JOB TITLE</b>	Postal	Email
Operations Management	10,871	4,361
Principles	5,386	2,217
Sales	2,409	1,097
Technical Design	846	393
Other	585	414

<b>MARKET SEGMENTS</b>	Postal	Email
Bars/Taverns	6,994	3,078
Caterers	6,956	3,165
Colleges/Universities	6,762	2,867
Contract Feeders	4,537	1,989
C-Stores	5,120	2,227
Full Menu Restaurants	9,837	4,610
Healthcare	7,223	3,081
Hotels/Motels	7,898	3,582
Limited-Menu Restaurants	8,201	3,579
Military	3,774	1,678
Schools	7,210	3,034
Supermarket Deli/Bakery	5,183	2,269

<b>PRODUCTS SPECIFIED</b>	Postal	Email
Beverage Bar & Ice E&S	3,644	1,505
Food Serving & Merchandising E&S	4,160	1,695
Furnishings	7,248	3,394
Housekeeping & Maintenance E&S	7,328	3,645
Kitchen Equipment	4,856	1,941
Kitchen Supplies	4,107	1,690
Tabletop	7,978	2,967

## **SALES VOLUME ‡**

Less than \$1 Million  
\$1 Million - \$9 Million  
\$10 Million - \$49 Million  
\$50 Million - \$249 Million  
\$250 Million - \$1 Billion  
\$100 Million - \$499 Million  
More than \$1 Billion

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