

PURCHASING

Direct your sales message to the key decision-makers involved throughout the entire buying process with a controlled circulation list from *Purchasing*.

Reach qualified buyers involved at various levels, including pre-specification, design, production and distribution.

Increase your sales potential by covering buying locations in the manufacturing, process, and service industries, including all of the Fortune Industrial 1000 and the Fortune Service 1000 Company buying locations.



- ◆ Useful for promoting such products as:
 - ◆ Computers, Office Products & Systems
 - ◆ Assembly Components
 - ◆ Steel/Other Ferrous/Non-Ferrous Metals
 - ◆ Chemicals & Chemical Products
 - ◆ Logistics & Transportation
 - ◆ Electronic Components, Equipment & Supplies
 - ◆ Packaging (Cartons, Labeling, Strapping)
 - ◆ OEM Products/Components & Equipment
 - ◆ MRO (Maintenance, Repair & Operating) Products & Suppliers

Purchasing is updated regularly. Contact a DM2 Account Executive for up-to-the-minute counts.

Postal List Size: 87,530

Postal Price: \$185/M

E-list Size: 28,229

E-list Price: \$445/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	Title	\$20/M
Company Name Match/Omit	\$50/M	Recency	\$30/M
Employee Size	\$20/M		
Geographic Analysis	\$10/M		
Job Function	\$20/M		
One Per Location	\$20/M		
Recency	\$30/M		
Sales Volume	\$20/M		

SEE ALSO

- BuyerZone
- Design News
- Industrial Distribution (former subscribers)
- Logistics Management
- Material Handling Product News
- Modern Materials Handling
- Packaging Digest
- Plant Engineering

Multi-Channel Pricing

Mailing/Telemarketing:	\$285/M
Mailing/E-Mail:	\$545/M
E-Mail/Telemarketing:	\$570/M
Mailing/E-Mail/Telemarketing:	\$645/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	268
NH	030-038	536
VT	050-059	187
MA	010-027	2,426
RI	028-029	341
CT	060-069	1,461
New England	6.0%	5,219
NY	100-149	4,339
NJ	070-089	2,978
PA	150-196	4,945
Middle Atlantic	14.0%	12,267
OH	430-458	5,575
IN	460-479	2,527
IL	600-629	5,992
MI	480-499	3,871
WI	530-549	3,593
East North Central	24.6%	21,558
MN	550-567	2,614
IA	500-528	1,201
MO	630-658	1,932
ND	580-588	220
SD	570-577	241
NE	680-693	639
KS	660-679	928
West North Central	8.9%	7,775
DE	197-199	231
MD	206-219	1,079
DC	200-205	298
VA	220-246	1,396
WV	247-268	278
NC	270-289	2,701
SC	290-299	1,219
GA	300-319	2,422
FL	320-349	3,403
South Atlantic	14.9%	13,038
KY	400-427	1,272
TN	370-385	1,893
AL	350-369	1,052
MS	386-397	432
East South Central	5.3%	4,649
AR	716-729	594
LA	700-714	668
OK	730-749	856
TX	750-799	5,961
West South Central	9.2%	8,079
MT	590-599	147
ID	832-838	297
WY	820-831	75
CO	800-816	1,031
NM	870-884	199
AZ	850-865	1,098
UT	840-847	705
NV	889-898	324
Mountain	4.4%	3,876
AK	995-999	64
WA	980-994	1,300
OR	970-979	974
CA	900-961	8,351
HI	967-968	103
Pacific	12.3%	10,792
United States	99.7%	87,253
U.S. Territories	0.3%	277
Canada	0.0%	0
Mexico	0.0%	0
Other International	0.0%	0
APO/FPO	0.0%	0
Total	100.0%	87,530

PURCHASING

BUSINESS TYPE

	Postal	Email
Aerospace & Defense related		
Manufacturing	3,823	1,075
Auto, Transportation & Other		
Transportation	5,741	1,711
Chemicals Distributor	539	199
Communications Systems & Equipment	1,699	619
Computer Systems/Peripherals/Software	2,107	857
Computer/Electronics Distributor	621	247
Consumer Electronics/Appliances	1,991	729
Electronic Components/Sub Assemblies	4,607	1,682
Fabricated Metal Manufacturer	7,351	2,014
Finance, Insurance, Real Estate	738	248
Food Beverage or Tobacco	6,049	2,123
Industrial Controls, Test or Medical Equipment	3,371	1,116
Industrial Machinery	9,086	2,615
Media/Film/TV/Printing and/or Publishing	2,382	644
Metals Wholesaler/Distributor	1,571	465
Mining, Construction, Agriculture	2,799	841
Paints & Coatings	814	239
Petroleum and/or Coal Products	835	298
Pharmaceuticals	1,895	699
Plastics and Rubber	2,812	971
Primary Metal Manufacturer, Including Non-Metallic	2,095	683
Pulp & Paper Manufacturer	1,559	655
Soaps/Detergents and Personal Care	1,057	379
Textiles Apparel or Leather Products	1,066	416
Transportation Services or Warehousing	2,465	810
Utilities, Power Generation, Communications	1,809	589
Wood Product Manufacturer (including furniture)	1,763	549
Other Chemicals	2,150	703
Other Wholesale or Retail Trade	4,008	1,350

TITLE

	Postal	Email
Assistant Purchasing Manager, Coordinators, Buyers	24,449	8,888
Directors, VP's (Senior Titles)	23,001	6,925
Divisional/Regional/Purchasing/Procurement Manager, Supervisor	433	280
Purchasing/Procurement Managers, Supervisors	31,912	11,179

EMPLOYEE SIZE

	Postal	Email
Less than 20	10,093	2,612
20-49	7,839	2,020
50-99	8,397	2,389
100-249	13,010	3,694
250-499	9,328	2,504
500-999	7,342	2,027
1,000+	31,521	7,909

BUYING AUTHORITY THROUGH

MANUFACTURER

	Postal	Email
Assembly Components	29,753	10,157
Chemicals	36,391	12,219
Communications Equipment	24,413	8,705
Computers, Peripherals, Software	32,156	11,130
Corporate Travel	16,451	4,404
Electrical Equipment & Supplies	36,117	12,395
Electrical Interconnects, Passives, Electromechanical	25,410	9,285
Electronic Components, Equipment & Supplies	29,985	10,295
Electronic Power Supplies	29,379	10,439
Electronic Test Equipment	26,258	9,389
Furniture, Filing Systems, Office	248	2,613
Hydraulic/Pneumatic/Fluidic Equipment/Supplies	28,569	9,626
Lubricants & Other Petroleum Products	31,723	10,633
Materials Handling Equipment & Supplies	38,938	12,749
Mechanical Parts	32,513	10,838
Non-Ferrous Metals	32,281	10,353
Office/Business Machines, Equipment/Supplies	36,145	12,494
Packaging	46,737	15,595
Plant & Personnel Health/Safety Equipment	32,373	11,173
Plant Services & Facilities	26,247	9,118
Plastics	34,832	11,901
Power Transmission Products	22,900	7,939
Production Equipment	32,100	10,990
Semiconductors	18,656	6,908
Specialty/Fine Chemicals Manufacturing	21,054	7,564
Steel & Other Ferrous Metals	39,448	12,595
Wireless Technology	23,514	8,569

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