

# 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.



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- ◆ 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: 90,512**

**Postal Price: \$185/M**

**E-list Size: 29,934**

**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		
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   | Packaging Digest  |
| DecisionMaker® Management Marketplace Database    | Plant Engineering |
| DecisionMaker® Manufacturing Marketplace Database |                   |
| Design News                                       |                   |
| Industrial Distribution                           |                   |
| Logistics Management                              |                   |
| Material Handling Product News                    |                   |
| Modern Materials Handling                         |                   |

### 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	334
NH	030-038	584
VT	050-059	197
MA	010-027	2,666
RI	028-029	355
CT	060-069	1,539
<b>New England</b>	<b>6.3%</b>	<b>5,675</b>
NY	100-149	4,419
NJ	070-089	3,089
PA	150-196	5,074
<b>Middle Atlantic</b>	<b>13.9%</b>	<b>12,588</b>
OH	430-458	5,723
IN	460-479	2,668
IL	600-629	6,164
MI	480-499	4,101
WI	530-549	3,543
<b>East North Central</b>	<b>24.5%</b>	<b>22,199</b>
MN	550-567	2,677
IA	500-528	1,241
MO	630-658	2,034
ND	580-588	240
SD	570-577	237
NE	680-693	672
KS	660-679	983
<b>West North Central</b>	<b>8.9%</b>	<b>8,084</b>
DE	197-199	235
MD	206-219	1,117
DC	200-205	285
VA	220-246	1,438
WV	247-268	307
NC	270-289	2,737
SC	290-299	1,270
GA	300-319	2,436
FL	320-349	3,454
<b>South Atlantic</b>	<b>14.7%</b>	<b>13,298</b>
KY	400-427	1,327
TN	370-385	1,926
AL	350-369	1,119
MS	386-397	470
<b>East South Central</b>	<b>5.4%</b>	<b>4,842</b>
AR	716-729	651
LA	700-714	647
OK	730-749	843
TX	750-799	6,123
<b>West South Central</b>	<b>9.1%</b>	<b>8,264</b>
MT	590-599	158
ID	832-838	349
WY	820-831	71
CO	800-816	1,109
NM	870-884	195
AZ	850-865	1,171
UT	840-847	742
NV	889-898	323
<b>Mountain</b>	<b>4.5%</b>	<b>4,118</b>
AK	995-999	60
WA	980-994	1,320
OR	970-979	959
CA	900-961	8,786
HI	967-968	102
<b>Pacific</b>	<b>12.4%</b>	<b>11,227</b>
<b>United States</b>	<b>99.8%</b>	<b>90,295</b>
<b>U.S. Territories</b>	<b>0.2%</b>	<b>216</b>
<b>Canada</b>	<b>0.0%</b>	<b>0</b>
<b>Mexico</b>	<b>0.0%</b>	<b>0</b>
<b>Other International</b>	<b>0.0%</b>	<b>0</b>
<b>APO/FPO</b>	<b>0.0%</b>	<b>1</b>
<b>Total</b>	<b>100.0%</b>	<b>90,512</b>

# PURCHASING

## BUSINESS TYPE

	Postal	Email
Aerospace & Defense related		
Manufacturing	3,664	981
Auto, Transportation & Other		
Transportation	6,239	1,782
Chemicals Distributor	546	196
Communications Systems & Equipment	2,027	671
Computer Systems/Peripherals/Software	2,366	830
Computer/Electronics Distributor	700	292
Consumer Electronics/ Appliances	2,258	739
Electronic Components/Sub - Assemblies	4,988	1,663
Fabricated Metal Manufacturer	7,790	1,902
Finance, Insurance, Real Estate	715	258
Food Beverage or Tobacco	6,601	1,882
Industrial Controls, Test or Medical Equipment	3,932	1,170
Industrial Machinery	11,233	2,569
Media/Film/TV/Printing and/or Publishing	2,264	677
Metals Wholesaler/Distributor	1,698	483
Mining, Construction, Agriculture	3,051	837
Paints & Coatings	867	210
Petroleum and/or Coal Products	823	284
Pharmaceuticals	2,115	676
Plastics and Rubber	2,988	908
Primary Metal Manufacturer, Including Non-Metallic	1,690	567
Pulp & Paper Manufacturer	1,720	634
Soaps/Detergents and Personal Care	1,122	364
Textiles Apparel or Leather Products	904	321
Transportation Services or Warehousing	2,394	689
Utilities, Power Generation, Communications	1,875	573
Wood Product Manufacturer (including furniture)	1,432	423
Other Chemicals	2,301	659
Other Wholesale or Retail Trade	3,946	1,327

## TITLE

	Postal	Email
Assistant Purchasing Manager, Coordinators, Buyers	26,785	9,190
Directors, VP's (Senior Titles)	20,556	6,234
Divisional/Regional/Purchasing/Procurement Manager, Supervisor	399	315
Purchasing/Procurement Managers, Supervisors	34,247	10,957

## EMPLOYEE SIZE

	Postal	Email
Less than 20	8,058	1,958
20-49	7,597	1,663
50-99	9,407	2,102
100-249	15,849	3,384
250-499	10,294	2,335
500-999	7,985	1,843
1,000+	31,320	6,874

## BUYING AUTHORITY FOR TRANSPORTATION SERVICES

	Postal	Email
3rd Party Logistic Services	32,293	9,575
Air Freight	38,912	12,343
Expedited Freight Services	41,426	12,774
Fleet Autos	17,835	5,247
Intermodal Services	13,868	3,980
LTL Motor Freight	42,474	12,253
Motor Freight	40,253	12,172
Rail Carriers	17,246	5,373
Small Package Delivery Service	53,633	16,799
Truckload Motor Freight	36,157	10,878

## BUYING AUTHORITY THROUGH MANUFACTURER

	Postal	Email
Assembly Components	33,613	10,229
Chemicals	39,399	11,928
Communications Equipment	28,401	8,934
Computers, Peripherals, Software	34,175	11,144
Corporate Travel	17,262	3,797
Electrical Equipment & Supplies	39,860	12,368
Electrical Interconnects, Passives, Electromechanical	29,854	9,512
Electronic Components, Equipment & Supplies	34,153	10,381
Electronic Power Supplies	33,205	10,537
Electronic Test Equipment	30,030	9,478
Furniture, Filing Systems, Office	1,670	3,497
Hydraulic/Pneumatic/Fluidic Equipment/Supplies	32,515	9,549
Lubricants & Other Petroleum Products	35,431	10,543
Materials Handling Equipment & Supplies	42,079	12,632
Mechanical Parts	34,821	10,580
Non-Ferrous Metals	36,340	10,334
Office/Business Machines, Equipment/Supplies	39,942	12,842
Packaging	50,412	15,360
Plant & Personnel Health/ Safety Equipment	36,517	11,134
Plant Services & Facilities	30,041	9,137
Plastics	38,319	11,830
Power Transmission Products	27,649	8,111
Production Equipment	35,297	11,011
Semiconductors	23,444	7,285
Specialty/Fine Chemicals Manufacturing	25,257	7,653
Steel & Other Ferrous Metals	42,776	12,336
Wireless Technology	27,050	8,740

Source: Publisher's own data

‡ Call a DM2 Account Executive for the latest counts.