

BuyerZone connects buyers and sellers online better than anyone. This list of primary decision makers is your source for targeted, industry-specific, pre-qualified buyers of business products and services. BuyerZone delivers superior results by attracting high-level business contacts with purchasing authority through a sophisticated online Request for Quotes (RFQ) process. BuyerZone leads have resulted in more than \$13 billion in B2B transactions since 2004.

These pre-qualified business buyers are now available for targeted direct marketing offers including merchandise catalogs, business services offers, seminars/education and training - to name a few.



- ◆ Target these decision makers based on:
 - ◆ Job Function
 - ◆ Business Type/Industry
 - ◆ Company Size
 - ◆ Purchasing Category
- ◆ Find your best prospects in markets including:
 - ◆ Office Equipment
 - ◆ Financial and Business Services
 - ◆ Human Resources and Training
 - ◆ Industrial and Construction
 - ◆ Sales and Marketing
 - ◆ Software and Internet Services
 - ◆ Telecommunications

BuyerZone is updated monthly and lists buyers based on recency of purchase. Contact a DM2 Account Executive for up-to-the-minute counts.

Postal List Size: 1,055,694
Postal Price: \$120/M

SELECTIONS (ADDITIONAL COST / M)

Business Type	\$20/M	Sales Volume	\$20/M
Company Name Match/Omit	\$50/M	SIC/NAICS Code	\$20/M
Employee Size	\$20/M	Title	\$20/M
Geographic Analysis	\$10/M		
Hotline Names	\$20/M		
Industry	\$20/M		
One Per Location	\$20/M		
Purchase Category	\$50/M		

SEE ALSO

- DecisionMaker® HR/Training Marketplace Database
- DecisionMaker® Management Marketplace Database
- DecisionMaker® Manufacturing Marketplace Database
- DecisionMaker® Sales and Marketing Database
- DecisionMaker® Small Business Marketplace Database

Multi-Channel Pricing

Mailing/Telemarketing: \$220/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	5,794
NH	030-038	7,279
VT	050-059	3,040
MA	010-027	34,802
RI	028-029	4,605
CT	060-069	16,773
New England	5.3%	72,293
NY	100-149	79,891
NJ	070-089	43,658
PA	150-196	47,171
Middle Atlantic	12.5%	170,720
OH	430-458	40,575
IN	460-479	22,294
IL	600-629	53,223
MI	480-499	37,587
WI	530-549	20,493
East North Central	12.7%	174,172
MN	550-567	21,060
IA	500-528	10,352
MO	630-658	23,723
ND	580-588	2,522
SD	570-577	2,877
NE	680-693	6,546
KS	660-679	11,605
West North Central	5.7%	78,685
DE	197-199	3,938
MD	206-219	29,210
DC	200-205	10,673
VA	220-246	29,639
WV	247-268	5,536
NC	270-289	39,632
SC	290-299	19,760
GA	300-319	51,581
FL	320-349	112,863
South Atlantic	22.1%	302,832
KY	400-427	13,964
TN	370-385	24,277
AL	350-369	17,305
MS	386-397	10,163
East South Central	4.8%	65,709
AR	716-729	9,857
LA	700-714	19,423
OK	730-749	14,352
TX	750-799	108,678
West South Central	11.1%	152,310
MT	590-599	5,026
ID	832-838	7,209
WY	820-831	3,273
CO	800-816	27,929
NM	870-884	8,126
AZ	850-865	30,723
UT	840-847	12,020
NV	889-898	13,847
Mountain	7.9%	108,153
AK	995-999	3,437
WA	980-994	31,654
OR	970-979	17,974
CA	900-961	184,991
HI	967-968	5,899
Pacific	17.8%	243,955
United States	99.9%	1,054,063
U.S. Territories	0.1%	1,631
Canada	0%	0
Mexico	0%	0
Other International	0%	0
APO/FPO	0.0%	1
Total	100%	1,055,694

INDUSTRY

Advertising/Marketing/PR	30,088
Agriculture	33,816
Biotech/Pharmaceuticals	4,048
Computers - Hardware	8,710
Computers - Software	14,032
Construction/General Contracting	138,529
Consulting	42,458
Education	52,961
Equipment Sales & Service	18,248
Financial Services	40,366
Government	27,774
Healthcare	86,766
Information Services	15,731
Insurance	17,806
Legal	24,052
Manufacturing	88,351
Media/Entertainment/Publishing	28,273
Non-Profit	73,763
Real Estate	65,435
Restaurant	43,997
Retail	118,353
Telecom/Utilities	14,329
Transportation/Logistics	28,339
Travel/Hospitality	19,312
Wholesale	35,166
Other Business Services	299,744

TITLE

Accounting/Finance	45,661
Administrative Assistant	62,002
Attorney	9,298
CEO/President/Owner	392,724
CFO	19,187
CIO	4,971
Consultant	32,073
Dentist/Physician	14,465
Designer/Writer/Producer	9,694
Educator	19,664
Engineer/Programmer	15,159
Facilities/Operations	33,842
General Manager	78,317
Human Resources	13,400
Manufacturing	10,735
Marketing/Public Relations	23,699
MIS/IT	24,017
Office Manager	97,126
Partner/Principal	113,509
Purchasing Manager	29,109
Research & Development	4,277
Receptionist	9,590
Sales/Business Development	49,293

PURCHASE CATEGORY

Facilities Management	Postal
Equipment & Service	98,584
Financial Services & Business Insurance	201,846
HR Services & Benefits	93,051
Industrial/Construction	377,102

Marketing & Merchandising Services	139,976
Office Equipment	240,445
Office Furniture	29,171
Professional Services	12,377
Software & Internet Services	73,443
Telecom Equip. & Services	104,183

EMPLOYEE SIZE

Less than 9	Postal
10-19	873,828
20-49	165,800
50-99	134,816
100-499	79,211
500-999	74,134
More than 1,000	15,188
	26,361

SALES VOLUME

Less than \$1 Million	Postal
\$1 Million - \$9 Million	358,543
\$10 Million - \$49 Million	140,452
\$50 Million - \$249 Million	40,788
\$250 Million - \$1 Billion	22,863
More than \$1 Billion	10,891
	26,640

HOTLINE NAMES

1 Month	Postal
0-3 Months	38,907
4-6 Months	120,321
7-12 Months	137,509
24 Months	244,67
	920,624

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