

RCD - REED DESIGN REGISTRY

Reed Design Registry's comprehensive database of architecture firms is your prime source for connecting with more than 75,000 key individuals throughout the U.S.



www.rsmeans.com/

- ◆ Useful for promoting building materials, products or equipment such as:
 - ◆ Appliances
 - ◆ Doors & Windows
 - ◆ Concrete/Masonry
 - ◆ Electrical Products
 - ◆ Cabinets & Countertop Materials
- ◆ Furnishings
- ◆ Lighting Fixtures
- ◆ Roofing Products
- ◆ Plumbing & HVAC
- ◆ Products

RCD - Reed Design Registry is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Postal List Size: 75,485
Postal Price: \$130/M

SELECTIONS (ADDITIONAL COST / M)

Building Type Focus	\$20/M	Telephone Numbers	\$30/M
Canadian Names	\$20/M	Title	\$20/M
Company Name Match/Omit	\$50/M		
Employee Size	\$20/M		
Focus Group	\$20/M		
Geographic Analysis	\$10/M		
Job Function	\$20/M		
One Per Location	\$20/M		
Sales Volume	\$20/M		
SIC/NAICS Code	\$20/M		

SEE ALSO

- Building Design + Construction
- DecisionMaker® Building/Construction Marketplace Database
- Interior Design
- Professional Builder
- RCD - RSMMeans Cost Directories

Multi-Channel Pricing

Mailing/Telemarketing: \$230/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	422
NH	030-038	414
VT	050-059	275
MA	010-027	2,881
RI	028-029	232
CT	060-069	1,041
New England	7.0%	5,265
NY	100-149	4,450
NJ	070-089	2,165
PA	150-196	2,742
Middle Atlantic	12.4%	9,357
OH	430-458	2,241
IN	460-479	1,145
IL	600-629	3,063
MI	480-499	1,685
WI	530-549	1,012
East North Central	12.1%	9,146
MN	550-567	1,316
IA	500-528	488
MO	630-658	1,365
ND	580-588	194
SD	570-577	180
NE	680-693	372
KS	660-679	609
West North Central	6.0%	4,524
DE	197-199	172
MD	206-219	1,205
DC	200-205	569
VA	220-246	1,526
WV	247-268	190
NC	270-289	2,244
SC	290-299	912
GA	300-319	1,940
FL	320-349	4,290
South Atlantic	17.3%	13,048
KY	400-427	739
TN	370-385	1,160
AL	350-369	846
MS	386-397	519
East South Central	4.3%	3,264
AR	716-729	518
LA	700-714	1,033
OK	730-749	650
TX	750-799	4,415
West South Central	8.8%	6,616
MT	590-599	336
ID	832-838	457
WY	820-831	175
CO	800-816	2,004
NM	870-884	664
AZ	850-865	1,585
UT	840-847	741
NV	889-898	631
Mountain	8.7%	6,593
AK	995-999	206
WA	980-994	2,625
OR	970-979	1,218
CA	900-961	10,348
HI	967-968	474
Pacific	19.7%	14,871
United States	96.3%	72,684
U.S. Territories	0.1%	41
Canada	3.7%	2,760
Mexico	0.0%	0
Other International	0.0%	0
APO/FPO	0.0%	0
Total	100.0%	75,485

JOB FUNCTION

Client Contact	7,417
Construction Administration	7,019
Design	10,660
Management or Marketing	35,731
Managing Principal or CEO	33,707
Production	7,503
Specification	6,020
Supplier Contact	2,639
Other	2,070

TITLE

Architect	38,312
Designer	312
Engineer	1,892

BUSINESS TYPE

A/E Firm	628
Architecture Firm	41,438
Civil Engineer	11,086
Consulting Architect	116
E/A Firm	39
Electrical Engineer	1,901
Engineer	9,998
Landscape Architect	1,302
Landscape Designer	1,222
Mechanical Engineer	2,530
Structural Engineer	5,167

Postal FOCUS GROUP

Commercial	7,417
Community	7,019
Education	10,660
Government	35,731
Industrial	33,707
Labs/Research Facilities	7,503
Medical	6,020
Recreation	2,639
Residential	2,070
Retail	

Postal BUILDING TYPE FOCUS

Airport/Aviation	1,842
Animal Veterinary	819
Aquatic Facilities	807
Arenas	542
Art Galleries	1,032
Arts Facilities	1,451
Auditorium	1,859
Auto/Dealer Facilities	1,366
Banking/Financial	4,805
Broadcast/Telecom Facilities	868
Child Care Facilities	2,538
Classrooms	3,854
Clubhouses	2,001
Colleges & Universities	9,021
Communication Facilities	1,041
Community Centers	3,992
Conference Centers	1,457
Convention Centers	905
Correctional Facilities	2,215
Courthouses	2,673
Cultural Facilities	2,195
Dental Offices	1,552
Dormitories	2,232
Entertainment Facilities	1,600
Fire Service Facilities	1,908
Food Processing	288
Food Service/Cafeteria	1,839
Funeral Homes	342
Gaming Facilities	395
Golfing Facilities	875
Government Buildings	4,733
Government Offices	2,596
Gyms & Athletic Buildings	3,430
High Tech Labs	2,639
Hospitality	2,750
Hospitals	4,465
Hotels/Motels	2,603
Individual Stores	3,590
Industrial Labs	913
K-12 Schools	8,133
Laboratories	1,046
Law Enforcement	1,578
Libraries	5,199

Long Term Care Facilities	1,807
Manufacturing	2,612
Medical Centers	3,731
Medical Offices	5,995
Memorials & Cemetery	158
Military Facilities	1,441
Mixed-Use Facilities	5,167
Movie Theaters	654
Multi-Unit	7,155
Municipal Facilities	4,133
Museums	2,559
Offices	13,242
Park Buildings	1,314
Parking Structures	2,547
Performing Arts Facilities	2,822
Postal Facilities	955
Public Works/Utilities	1,349
Recreational Facilities	3,631
Religious Facilities	6,669
Rental Warehouses	291
Resort Hotels	1,666
Restaurants	5,331
School Laboratories	2,537
Senior/Assisted Living	3,876
Shopping Centers	3,880
Single Family	7,539
Skilled Nursing Facilities	1,593
Special Needs Housing	1,176
Sports Facilities	2,040
Stadium	566
Supermarkets	994
Theaters	1,142
Theme Parks	281
Tourist & Visitor	984
Tract Homes	447
Training Centers	912
Transportation Facilities	1,752
Vocational Schools	1,164
Warehouse/Distribution	2,092
Warehouse/Office	4,162
Waterfront Facilities	762
Zoological & Aquarium	433

Source: Publisher's own data

‡ Call a DM2 Account Executive
for the latest counts.