

RCD - REED DESIGN REGISTRY (FORMER SUBSCRIBERS)

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

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



RCD - Architecture Firm Database is updated monthly.
Contact a DM2 Account Executive for up-to-the-minute counts.

Postal List Size: 75,115
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	\$25/M		
One Per Location	\$20/M		
Sales Volume	\$20/M		
SIC/NAICS Code	\$20/M		

SEE ALSO

- Building Design + Construction
- 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	418
NH	030-038	411
VT	050-059	272
MA	010-027	2,852
RI	028-029	231
CT	060-069	1,035
New England	7.0%	5,219
NY	100-149	4,439
NJ	070-089	2,144
PA	150-196	2,726
Middle Atlantic	12.4%	9,309
OH	430-458	2,223
IN	460-479	1,139
IL	600-629	3,048
MI	480-499	1,665
WI	530-549	1,010
East North Central	12.1%	9,085
MN	550-567	1,307
IA	500-528	489
MO	630-658	1,360
ND	580-588	191
SD	570-577	175
NE	680-693	366
KS	660-679	605
West North Central	6.0%	4,493
DE	197-199	170
MD	206-219	1,203
DC	200-205	573
VA	220-246	1,520
WV	247-268	192
NC	270-289	2,230
SC	290-299	913
GA	300-319	1,951
FL	320-349	4,276
South Atlantic	17.3%	13,028
KY	400-427	733
TN	370-385	1,158
AL	350-369	839
MS	386-397	512
East South Central	4.3%	3,242
AR	716-729	514
LA	700-714	1,022
OK	730-749	644
TX	750-799	4,392
West South Central	8.8%	6,572
MT	590-599	339
ID	832-838	465
WY	820-831	172
CO	800-816	1,987
NM	870-884	667
AZ	850-865	1,590
UT	840-847	722
NV	889-898	631
Mountain	8.8%	6,573
AK	995-999	205
WA	980-994	2,598
OR	970-979	1,211
CA	900-961	10,308
HI	967-968	471
Pacific	19.7%	14,793
United States	96.3%	72,314
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%	75,115

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(FORMER SUBSCRIBERS)

JOB FUNCTION

Postal	
Client Contact	7,381
Construction Administration	6,978
Design	10,609
Management or Marketing	35,543
Managing Principal or CEO	33,507
Production	7,466
Specification	5,988
Supplier Contact	2,621
Other	2,064

TITLE

Postal	
Architect	38,093
Designer	312
Engineer	1,886

BUSINESS TYPE

Postal	
A/E Firm	627
Architecture Firm	41,202
Civil Engineer	11,037
Consulting Architect	116
E/A Firm	39
Electrical Engineer	1,884
Engineer	9,962
Landscape Architect	1,302
Landscape Designer	1,219
Mechanical Engineer	2,522
Structural Engineer	5,147

FOCUS GROUP

Postal	
Commercial	15,770
Community	12,608
Education	12,019
Government	10,153
Industrial	5,133
Labs/Research Facilities	2,631
Medical	9,566
Recreation	9,001
Residential	13,689
Retail	13,585

FOCUS GROUP

Postal	
Airport/Aviation	1,839
Animal Veterinary	812
Aquatic Facilities	804
Arenas	542
Art Galleries	1,031
Arts Facilities	1,448
Auditorium	1,856
Auto/Dealer Facilities	1,362
Banking/Financial	4,784
Broadcast/Telecom Facilities	859
Child Care Facilities	2,532
Classrooms	3,838
Clubhouses	1,995
Colleges & Universities	8,993
Communication Facilities	1,026
Community Centers	3,972
Conference Centers	1,454
Convention Centers	902

Correctional Facilities	2,210
Courthouses	2,654
Cultural Facilities	2,192
Dental Offices	1,543
Dormitories	2,221
Entertainment Facilities	1,596
Fire Service Facilities	1,897
Food Processing	285
Food Service/Cafeteria	1,833
Funeral Homes	342
Gaming Facilities	395
Golfing Facilities	875
Government Buildings	4,723
Government Offices	2,591
Gyms & Athletic Buildings	3,417
High Tech Labs	2,631
Hospitality	2,745
Hospitals	4,451
Hotels/Motels	2,597
Individual Stores	3,575
Industrial Labs	909
K-12 Schools	8,093
Laboratories	1,038
Law Enforcement	1,569
Libraries	5,176
Long Term Care Facilities	1,807
Manufacturing	2,598
Medical Centers	3,722
Medical Offices	5,976
Memorials & Cemetery	158
Military Facilities	1,429
Mixed-Use Facilities	5,147
Movie Theaters	654
Multi-unit	7,128
Municipal Facilities	4,105
Museums	2,558
Offices	13,185
Park Buildings	1,312
Parking Structures	2,543
Performing Arts Facilities	2,818
Postal Facilities	953
Public Works/Utilities	1,340
Recreational Facilities	3,629
Religious Facilities	6,635
Rental Warehouses	291
Resort Hotels	1,664
Restaurants	5,309
School Laboratories	2,521
Senior/Assisted Living	3,857
Shopping Centers	3,869
Skilled Nursing Facilities	1,593
Special Needs Housing	1,176
Sports Facilities	2,039
Stadium	563
Supermarkets	990
Theaters	1,140
Theme Parks	281
Tourist & Visitor	984
Tract Homes	446
Training Centers	906

Transportation Facilities	1,745
Vocational Schools	1,156
Warehouse/Distribution	2,073
Warehouse/Office	4,150
Waterfront Facilities	761
Zoological & Aquarium	433

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