

BLUE BOOK/A.F. LEWIS PRINTING & GRAPHIC COMMUNICATIONS INDUSTRY DATABASE

The Blue Book/A.F. Lewis Database is a privately-owned, exclusive database that has been updated since 1909. It lists over 87,000 individuals and 65,000 graphic arts establishments. Information is updated continuously through mail questionnaires and telephone interviews.



www.graphicartsonline.com

The Graphic Arts Blue Books are put into the hands of buyers at tens of thousands graphic arts plants — from small “mom and pop” printers up through the largest printing plants. The completeness of the listings in the Blue Books, combined with its circulation, has made the Blue Books the best-known and most widely-used buyer’s guide in the industry.

- ◆ Target the following type of companies:
 - ◆ Commercial Printers
 - ◆ Packaging Companies
 - ◆ Manufacturers
 - ◆ Quick/Instant Printers
 - ◆ Newspaper Printers
 - ◆ Service Bureaus and More!

The Blue Book/A. F. Lewis Printing & Graphic Communication Industry Database is updated quarterly. Contact a DM2 Account Executive for up-to-the-minute counts.

Postal List Size: 87,151

Postal Price: \$140/M

SELECTIONS (ADDITIONAL COST / M)

Business Type	\$20/M	SIC/NAICS Code	\$20/M
Canadian Names	\$20/M	Telephone Numbers	\$30/M
Company Name Match/Omit	\$50/M	Type of Plant	\$20/M
Company Type	\$20/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

Converting
 DecisionMaker® Manufacturing Marketplace Database
 Graphic Arts Monthly
 Packaging Digest

Multi-Channel Pricing

Mailing/Telemarketing: \$240/M

GEOGRAPHIC ANALYSIS

State	SCF	Individuals
ME	039-049	353
NH	030-038	480
VT	050-059	240
MA	010-027	2,348
RI	028-029	299
CT	060-069	1,409
New England	5.9%	5,129
NY	100-149	7,632
NJ	070-089	4,101
PA	150-196	4,040
Middle Atlantic	18.1%	15,773
OH	430-458	3,675
IN	460-479	1,943
IL	600-629	6,166
MI	480-499	2,979
WI	530-549	2,436
East North Central	19.7%	17,199
MN	550-567	2,042
IA	500-528	1,193
MO	630-658	1,836
ND	580-588	230
SD	570-577	254
NE	680-693	523
KS	660-679	813
West North Central	7.9%	6,891
DE	197-199	199
MD	206-219	1,470
DC	200-205	424
VA	220-246	1,425
WV	247-268	278
NC	270-289	1,997
SC	290-299	742
GA	300-319	1,902
FL	320-349	3,361
South Atlantic	13.5%	11,798
KY	400-427	982
TN	370-385	1,450
AL	350-369	742
MS	386-397	396
East South Central	4.1%	3,570
AR	716-729	511
LA	700-714	657
OK	730-749	754
TX	750-799	3,908
West South Central	6.7%	5,830
MT	590-599	210
ID	832-838	245
WY	820-831	126
CO	800-816	1,113
NM	870-884	389
AZ	850-865	1,213
UT	840-847	407
NV	889-898	292
Mountain	4.6%	3,995
AK	995-999	123
WA	980-994	1,385
OR	970-979	981
CA	900-961	9,885
HI	967-968	160
Pacific	14.4%	12,534
United States	94.9%	82,719
U.S. Territories	0.1%	54
Canada	5.0%	4,378
Mexico		
Other International		
APO/FPO		
Total	100.0%	87,151

Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.

BLUE BOOK/A.F. LEWIS PRINTING & GRAPHIC COMMUNICATIONS INDUSTRY DATABASE

COMPANY TYPE

Broker	Postal 1,733
Manufacturing/Dealer	8,513
Operating Plant	76,052
Sales Office	852

BUSINESS TYPE

Ad Agencies	Postal 1,173
Book Printing	784
Daily News w/Pressroom	2,365
Dealer/Distributor New Equipment/ Systems	Postal 1,778
Dealer/Distributor Supplies	635
Dealer/Distributor Used, Rebuilt Equipment/Systems	284
Envelope Printing	471
Financial, Legal Printing	370
General Commercial Printing	33,143
Government (Fed/State/Military)	1,073
Graphic Designer	3,776
Greeting Card Printing	70
Label, Wrapper Printing	1,322
Magazine, Periodical Printing	571
Manufacturer	3,841
Newspaper w/Pre-Press Only	3,529
Non-Daily, Shoppers w/Pressroom	2,090
Other Business, Industry	2,333
Other Non-Profit	973
Other Specialty Printing	1,736
Other Trade Services	1,205
Paper Boxes, Cartons	1,479
Paper Merchant	1,336
Printed Flexible Packaging, Bags	704
Publishers (Pre-Press Only)	1,776
Quick/Instant Printing	8,242
Schools	2,569
Screen Process, except Textile	1,559
Service Bureau, Imageset/Desktop	2,176
Service Organization	305
Software	249
Tag, Ticket, Tape Printing	237
Thermography	375
Trade Association, User Group	111
Trade Binding	1,074
Unit Set/Forms/Cards/Manifold Printing	1,217

JOB FUNCTION

Business Management	Postal 67,709
Production Management	11,547
Production Operations	1,325
Purchasing	1,565
Sales	4,434

TYPE OF PLANT

All Operating Graphic Arts Plants	Postal 76,052
Commercial Printing Plants	40,519
In-Plant Printers	9,413
Newspaper Plants	7,102

EMPLOYEE SIZE

4-Jan	Postal 22,846
9-May	18,127
19-Oct	12,481
20-49	11,022
50-99	5,633
100-249	3,929
250 or more	2,014

SALES VOLUME

Less than \$1 Million	Postal 26,907
\$1 Million - \$9 Million	19,611
\$10 Million - \$49 Million	7,041
\$50 Million - \$249 Million	2,286
\$250 Million - \$1 Billion	858
More than \$1 Billion	1,568

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