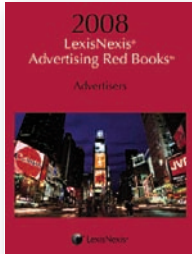


ADVERTISING RED BOOKS - ADVERTISERS

Reach the country's major advertisers with a list from LexisNexis Group's terrific source, *The Advertising Red Books - Advertisers*, which assembles over 150,000 key executives from over 16,000 companies reporting an annual advertising budget of over \$200,000. The Advertising Red Books database is constantly changing and the listings are updated weekly.



- ◆ These advertisers come from a variety businesses:
 - ◆ Architecture, Engineering & Construction
 - ◆ Broadcasting & Cable
 - ◆ Computers/Office Equipment
 - ◆ Financial Services
 - ◆ Pharmaceuticals & Healthcare
- ◆ This list is a fantastic source for marketing:
 - ◆ Association Memberships
 - ◆ Photographic Services
 - ◆ Premiums/Incentives
 - ◆ Travel Offers
 - ◆ Subscriptions

The *Advertising Red Books - Advertisers* list is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Postal List Size: 151,706
Postal Price: \$110/M
E-list Size: 33,307
E-list Price: \$370/M

SELECTIONS (ADDITIONAL COST / M)

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

SEE ALSO

Advertising Red Books - Agencies
 DecisionMaker® Sales & Marketing Marketplace Database
 Direct Marketing Market Place (DMMP)

Multi-Channel Pricing

Mailing/Telemarketing: \$210/M
 Mailing/E-Mail: \$470/M
 E-Mail/Telemarketing: \$495/M
 Mailing/E-Mail/Telemarketing: \$570/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	366
NH	030-038	587
VT	050-059	336
MA	010-027	6,716
RI	028-029	623
CT	060-069	3,431
New England	7.9%	12,059
NY	100-149	17,043
NJ	070-089	6,696
PA	150-196	6,757
Middle Atlantic	20.1%	30,496
OH	430-458	6,378
IN	460-479	2,282
IL	600-629	8,234
MI	480-499	3,610
WI	530-549	3,127
East North Central	15.6%	23,631
MN	550-567	3,498
IA	500-528	1,041
MO	630-658	2,931
ND	580-588	107
SD	570-577	191
NE	680-693	805
KS	660-679	931
West North Central	6.3%	9,504
DE	197-199	401
MD	206-219	2,580
DC	200-205	2,661
VA	220-246	3,327
WV	247-268	253
NC	270-289	2,720
SC	290-299	891
GA	300-319	4,199
FL	320-349	6,483
South Atlantic	15.5%	23,515
KY	400-427	1,235
TN	370-385	2,097
AL	350-369	668
MS	386-397	450
East South Central	2.9%	4,450
AR	716-729	628
LA	700-714	643
OK	730-749	851
TX	750-799	8,437
West South Central	5.0%	10,559
MT	590-599	99
ID	832-838	378
WY	820-831	80
CO	800-816	2,227
NM	870-884	245
AZ	850-865	1,534
UT	840-847	835
NV	889-898	727
Mountain	4.0%	6,125
AK	995-999	85
WA	980-994	2,748
OR	970-979	1,348
CA	900-961	20,383
HI	967-968	236
Pacific	16.4%	24,800
United States	95.67%	145,139
U.S. Territories	0.07%	99
Canada	4.26%	6,468
Mexico	0%	0
Other International	0%	0
APO/FPO	0%	0
Total	100%	151,706

ADVERTISING RED BOOKS - ADVERTISERS

BUSINESS TYPE

BUSINESS TYPE	Postal	Email	Sweets	659	74	Consumer Magazine	46,178	9,270
Accessories, Jewelry & Watches	804	99	Tires, Tubes, Rubber Molded Products	1,019	178	Direct Marketing to Business Establishments	55,982	13,724
Apparel	2,016	284	Tobacco Products & Supplies	170	9	Direct Marketing to Consumers	51,112	11,103
Appliances	808	171	Travel & Transportation	3,092	800	Daily Newspapers	48,548	10,804
Architecture, Engineering & Construction	4,791	1,084	Wines & Liquors	626	54	Exhibits/ Trade Shows	76,353	18,105
Associations, Institutions, Unions	3,737	1,046	JOB FUNCTION			Foreign	20,116	4,609
Automobiles & Trucks	2,045	287	Accounting	1,207	298	Internet Advertising	59,719	13,772
Automotive Parts & Accessories	2,017	250	Administration Operation	6,981	1,384	Multimedia	14,947	3,331
Aviation & Aerospace	1,403	377	Advertising	2,579	501	Network Radio	14,470	3,133
Beer, Ale & Soft Drinks	836	86	Art Director	234	69	Network TV	21,985	4,347
Broadcasting, Cable, Films & Video	4,985	1,036	Assistant Vice President	1,046	185	Newspapers/Distributors/ Magazines	11,842	2,427
Cleaning Agents	646	114	Board Of Directors	8,900	1,573	Outdoor (Posters)	35,189	7,152
Computers/Office Equipment, Supplies & Services	14,386	3,887	Business Development	3,036	693	Pop	26,848	4,895
Cosmetics & Toiletries	1,255	117	Chairman Of The Board	6,279	951	Premiums/ Novelty	34,470	7,597
Cultural & Recreational Entertainment	8,708	1,859	Chief Executive Officer	8,995	1,603	Products/Samples	16,140	2,974
Department Stores & Mail Order Houses	2,098	309	Chief Financial Officer	7,252	1,440	Special Events Marketing	35,274	8,103
Electronics, Radio & Television	6,268	1,373	Chief Information Officer - MIS	1,406	285	Spot Radio	40,243	8,354
Fabrics, Yarns & Sewing Notions	630	126	Chief Marketing Officer	703	168	Spot TV	37,311	7,480
Farm Equipment & Supplies	551	80	Chief Officer of Subsidiary	1,506	180	Weekly Newspaper	33,062	7,691
Financial Services	12,294	2,782	Chief Operating Officer	3,227	606	Yellow Pages	21,937	4,679
Flour & Cereal	314	17	Chief Technology Officer	1,010	237	EMPLOYEE SIZE		
Food Processing & Manufacturing	4,127	642	Controller	3,324	667	Postal		Email
Food Retailers	2,390	582	Coordinator	1,142	293	Less than 20	4,667	773
Furniture, Floor Coverings & Decor	1,627	148	Customer Services	1,014	238	20-49	9,166	1,862
Games, Toys, etc.	976	184	Director	16,946	4,325	50-99	12,210	2,675
Gasoline & Lubricants	1,620	392	Editor	2,498	721	100-249	24,982	5,637
Government & State Agencies	2,611	846	Engineering	1,151	201	250-499	16,736	3,547
Hardware	1,556	235	Executive Director	1,008	262	500-999	14,250	3,200
Heating & Air Conditioning	868	138	Executive Vice-President	9,876	2,100	More than 1,000	62,590	14,405
Hotels, Resorts & Real Estate	4,127	1,322	Finance Executive- Other	3,900	825	SALES VOLUME		
Housewares	817	72	General Counsel	3,511	790	Postal		Email
Industrial Chemicals	2,925	600	General Manager	4,142	801	Under \$10 Million	67,428	13,600
Insurance	3,783	1,049	Human Resources	5,038	1,049	\$10 - \$19 Million	4,638	923
Internet/Online	5,309	1,044	Information Technology	2,207	497	\$20 - \$39 Million	4,489	929
Lighting	887	210	Investor Relations	1,185	356	\$40 - \$59 Million	3,234	765
Machinery & Supplies	6,120	1,349	Manager	18,699	5,031	\$60 - \$79 Million	2,938	570
Optical, Photo & Scientific Instruments	2,734	622	Marketing	12,821	2,404	\$80 - \$99 Million	3,015	634
Paints, Varnishes & Enamel	523	44	Marketing Director	3,158	589	\$100 - \$499 Million	17,306	4,093
Paper, Packaging & Containers	1,426	340	Marketing Manager	1,450	299	\$500 - \$999 Million	10,472	2,620
Pet Food, Livestock & Poultry Feed	370	59	Officer	3,450	809	\$1 Billion+	38,186	9,173
Pharmaceuticals & Health Care Products	9,013	1,950	Partner	381	72			
Public Utilities	3,266	649	Planning & Development	2,045	442			
Publishers, Printers & Engravers	11,740	3,224	President	12,481	1,957			
Recreational Vehicles	461	52	President Within Office	3,865	782			
Restaurants	2,033	287	Product Manager	1,051	221			
Schools & Colleges	878	219	Public Relations	2,586	648			
Seeds, Plants & Fertilizers	587	116	Research & Development	1,094	242			
Shoes	744	74	Sales	10,359	2,559			
Sporting Goods	1,259	130	Sales Manager	1,621	761			
			Senior Vice President	16,383	3,645			
			Strategy	1,773	402			
			Treasurer	3,120	573			
			Vice Chairman	1,148	162			
			Vice President	38,516	7,983			
			MEDIA TYPE					
			Business Publications	72,301	16,944			
			Cable TV	24,315	4,823			
			Catalog/Directories/ Categories/Collateral	46,072	9,970			
			Co-Op Advertising	24,793	4,877			

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