

PACKAGING DIGEST

Reach packaging professionals with a direct marketing list from *Packaging Digest* magazine - the largest database of packaging professionals available anywhere. *Packaging Digest* is the only list BPA qualified for purchasing authority, 97% of these professionals listed have buying authority. *Packaging Digest* also has the largest list of packaging production/engineering titles.



www.packagingdigest.com

- ◆ Effectively target a range of packaging professionals in:
 - ◆ Production & Engineering
 - ◆ Corporate & General Management
 - ◆ Purchasing
 - ◆ Research & Development
 - ◆ Marketing
 - ◆ Traffic & Shipping
 - ◆ Packaging Design
- ◆ Major markets covered:
 - ◆ Packaged Food & Beverage Products
 - ◆ Consumer Packaged Products
 - ◆ Pharmaceuticals/Medical Packaged Products
 - ◆ Industrial Packaged Products
 - ◆ Personal Care Packaged Products

Packaging Digest is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Postal List Size: 90,045
Postal Price: \$140/M
E-list Size: 37,772
E-list Price: \$400/M

SELECTIONS (ADDITIONAL COST / M)

Acquisition Source	\$20/M	Primary Packaged Product	\$20/M
Buying Authority	\$50/M	Recency	\$30/M
Buying Authority Value	\$20/M	Sales Volume	\$20/M
Canadian Names	\$20/M	SIC/NAICS Code	\$20/M
Company Name Match/Omit	\$50/M	Telephone Numbers	\$60/M
Contract Packaging	\$20/M	Title	\$20/M
Employee Size	\$20/M		
Geographic Analysis	\$10/M		
One Per Location	\$20/M		
Perform Contract Packaging	\$20/M		

SEE ALSO

Converting
 DecisionMaker® Management Marketplace Database
 DecisionMaker® Manufacturing Marketplace Database
 Graphic Arts Monthly
 Purchasing

Multi-Channel Pricing

Mailing/Telemarketing: \$240/M
 Mailing/E-Mail: \$500/M
 E-Mail/Telemarketing: \$525/M
 Mailing/E-Mail/Telemarketing: \$600/M

GEOGRAPHIC ANALYSIS

State	SCF	Individuals
ME	039-049	266
NH	030-038	368
VT	050-059	232
MA	010-027	2,190
RI	028-029	306
CT	060-069	1,158
New England	5.0%	4,520
NY	100-149	4,545
NJ	070-089	3,922
PA	150-196	5,024
Middle Atlantic	15.0%	13,491
OH	430-458	5,010
IN	460-479	2,000
IL	600-629	6,523
MI	480-499	2,519
WI	530-549	3,816
East North Central	22.1%	19,868
MN	550-567	2,570
IA	500-528	1,365
MO	630-658	2,098
ND	580-588	226
SD	570-577	188
NE	680-693	745
KS	660-679	934
West North Central	9.0%	8,126
DE	197-199	348
MD	206-219	1,285
DC	200-205	168
VA	220-246	1,571
WV	247-268	342
NC	270-289	2,613
SC	290-299	1,274
GA	300-319	2,685
FL	320-349	3,350
South Atlantic	15.2%	13,654
KY	400-427	956
TN	370-385	1,818
AL	350-369	846
MS	386-397	243
East South Central	4.3%	3,863
AR	716-729	815
LA	700-714	777
OK	730-749	701
TX	750-799	5,187
West South Central	8.3%	7,480
MT	590-599	101
ID	832-838	446
WY	820-831	83
CO	800-816	930
NM	870-884	272
AZ	850-865	905
UT	840-847	803
NV	889-898	281
Mountain	4.2%	3,821
AK	995-999	68
WA	980-994	1,318
OR	970-979	823
CA	900-961	9,029
HI	967-968	295
Pacific	12.8%	11,533
United States	95.9%	86,356
U.S. Territories	0.9%	773
Canada	3.2%	2,916
Mexico	0.0%	0
Other International	0.0%	0
APO/FPO	0.0%	0
Total	100.0%	90,045

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

PRIMARY PACKAGED PRODUCT

	Postal	Email
Food and Beverage Products	46,024	12,872
Baked Goods, Cookies, Crackers, Pasta, Snack Foods	5,147	1,497
Beverages (Soft Drinks, Juices, Alcoholic Beverages, Coffee, Tea, Cereals, Breakfast Foods	6,089	1,947
Cereals, Breakfast Foods	1,069	303
Confectionary Products, Sugar	2,016	594
Dairy Products	2,917	780
Fats, Oils	400	104
Fruits, Vegetables (Fresh, Canned, Frozen)	5,048	1,478
Grains, Seeds, Beans, Flour, Nuts	2,199	66
Meat, Poultry, Seafood	14,724	3,323
Other Food and Beverage Products	3,321	1,285
Pet Foods, Animal Foods	1,071	301
Soups, Sauces, Condiments, Dressings, Spices, Syrup, Powders	2,023	604
Other Food and Beverage Products	1,748	1,705
Drugs/Personal Care/Chemical Products	32,924	16,400
Chemicals, Paints, Adhesives	6,760	3,544
Cosmetics, Toiletries, Baby Products	2,723	1,164
Machinery, Electronic Equipment	3,725	2,071
Metal, Glass, Wood Products	2,785	1,423
Pharmaceuticals, Medical Products	10,336	4,916
Soap, Household Cleaners, Other Household Products	3,882	1,563
Other Packaged Products	6,188	4,327
Apparel, Textiles	716	454
Consumer Electronics, Computers, Peripherals, Household Appliances	1,997	1,274
Paper, Printed Products, Office Supplies	2,226	1,422
Plastic, Rubber Products	1,994	1,042
Toys, Games, Sporting Goods	220	165
Other Related Industries	4,909	2,481
Contract Packager	890	309
Food Stores, Food Service	440	350
Packaging Machinery	2,098	617
Packaging Systems Integrator	704	219
Wholesalers, Distributors, Warehouses	777	991

TITLE

	Postal	Email
Corporate & General Management	23,188	8,758
Marketing	5,571	3,427
Packaging Design	1,666	944
Production & Engineering	42,558	15,893
Purchasing	7,297	3,414
R&D	7,156	3,231
Traffic & Shipping	2,609	1,462

BUYING AUTHORITY

	Postal	Email
Total with Buying Authority	90,045	35,868
Packaging Equipment/ Machinery and/or Automation/Controls/ Related Packaging Materials/Containers	65,771	23,104
Packaging Materials/ Containers	69,686	28,775

ANNUAL VALUE OF PRODUCTS

Specified	Postal	Email
Under \$100,000	20,527	6,949
\$100,000 - \$499,999	17,696	5,967
\$500,000 - \$1 Million	12,895	4,272
Over \$1 Million	31,673	10,838

EMPLOYEE SIZE

	Postal	Email
Under 20	7,001	2,925
20 - 99	11,487	5,812
100 - 249	33,024	10,514
250 - 499	15,142	5,506
500 - 999	10,402	3,842
1,000 or more	12,958	4,955

PERFORM CONTRACT PACKAGING

	Postal	Email
Yes	25,229	8,740

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