

# 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.



- ◆ 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: 80,628*  
*Postal Price: \$140/M*  
*E-list Size: 37,002*  
*E-list Price: \$400/M*

## SELECTIONS (ADDITIONAL COST / M)

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

## SEE ALSO

Converting  
Graphic Arts Monthly

### Multi-Channel Pricing

Mailing/Telemarketing:	\$240/M
Mailing/E-Mail:	\$500/M
E-Mail/Telemarketing:	\$525/M
Mailing/E-Mail/Telemarketing:	\$600/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	267
NH	030-038	358
VT	050-059	199
MA	010-027	2,220
RI	028-029	302
CT	060-069	1,281
<b>New England</b>	<b>5.1%</b>	<b>4,627</b>
NY	100-149	4,641
NJ	070-089	4,157
PA	150-196	4,990
<b>Middle Atlantic</b>	<b>15.3%</b>	<b>13,789</b>
OH	430-458	4,990
IN	460-479	2,030
IL	600-629	6,797
MI	480-499	2,589
WI	530-549	3,844
<b>East North Central</b>	<b>22.5%</b>	<b>20,250</b>
MN	550-567	2,624
IA	500-528	1,250
MO	630-658	2,079
ND	580-588	182
SD	570-577	185
NE	680-693	714
KS	660-679	866
<b>West North Central</b>	<b>8.8%</b>	<b>7,900</b>
DE	197-199	337
MD	206-219	1,192
DC	200-205	161
VA	220-246	1,435
WV	247-268	277
NC	270-289	2,527
SC	290-299	1,264
GA	300-319	2,626
FL	320-349	3,076
<b>South Atlantic</b>	<b>14.3%</b>	<b>12,911</b>
KY	400-427	1,096
TN	370-385	1,776
AL	350-369	747
MS	386-397	276
<b>East South Central</b>	<b>4.3%</b>	<b>3,895</b>
AR	716-729	780
LA	700-714	729
OK	730-749	604
TX	750-799	5,003
<b>West South Central</b>	<b>7.9%</b>	<b>7,116</b>
MT	590-599	92
ID	832-838	395
WY	820-831	68
CO	800-816	979
NM	870-884	262
AZ	850-865	856
UT	840-847	800
NV	889-898	304
<b>Mountain</b>	<b>4.2%</b>	<b>3,756</b>
AK	995-999	73
WA	980-994	1,251
OR	970-979	782
CA	900-961	9,139
HI	967-968	271
<b>Pacific</b>	<b>12.8%</b>	<b>11,516</b>
<b>United States</b>	<b>95.2%</b>	<b>85,760</b>
<b>U.S. Territories</b>	<b>1.3%</b>	<b>1,206</b>
<b>Canada</b>	<b>3.4%</b>	<b>3,079</b>
<b>Mexico</b>	<b>0.0%</b>	<b>0</b>
<b>Other International</b>	<b>0.0%</b>	<b>0</b>
<b>APO/FPO</b>	<b>0.0%</b>	<b>0</b>
<b>Total</b>	<b>100.0%</b>	<b>80,628</b>

## PRIMARY PACKAGED PRODUCT

	Postal	Email
<b>Food and Beverage Products</b>	<b>43,173</b>	<b>14,770</b>
Baked Goods, Cookies, Crackers, Pasta, Snack Foods	7,130	2,636
Beverages (Soft Drinks, Juices, Alcoholic Beverages, Coffee, Tea/Cereals, Breakfast Foods	8,398	3,191
Cereals, Breakfast Foods	2,676	1,089
Confectionary Products, Sugar	3,367	1,385
Dairy Products	4,605	1,669
Fats, Oils	456	123
Fruits, Vegetables (Fresh, Canned, Frozen)	8,256	2,745
Grains, Seeds, Beans, Flour, Nuts	3,924	1,615
Meat, Poultry, Seafood	9,573	3,968
Pet Foods, Animal Foods	2,423	897
Soups, Sauces, Condiments, Dressings, Spices, Syrup, Powders	4,220	1,690
Other Food and Beverage Products	6,525	2,225

	Postal	Email
<b>Drugs/Personal Care/Chemical Products</b>	<b>36,014</b>	<b>15,288</b>
Chemicals, Paints, Adhesives	9,111	4,172
Cosmetics, Toiletries, Baby Products	5,232	2,061
Nutraceuticals, Vitamins or Dietary Supplements	2,112	844
Pharmaceuticals, Medical Products	14,264	5,979
Soap, Household Cleaners, Other Household	6,072	2,446

	Postal	Email
<b>Other Packaged Products</b>	<b>12,188</b>	<b>5,038</b>
Apparel/Textiles	1,880	842
Consumer Electronics, Computers, Peripherals, Household Appliance Machinery, Electronic Equipment	3,652	1,743
Machinery, Electronic Equipment	7,672	2,533
Metal, Glass, Wood Products	5,394	1,917
Paper, Printed Products, Office Supplies	5,860	2,068
Plastic, Rubber Products	5,154	1,722
Toys, Games, Sporting Goods	1,303	559
Other Packaged Products	6,261	2,293

	Postal	Email
<b>Other Related Industries</b>	<b>9,064</b>	<b>4,127</b>
Contract Packager	2,361	1,310
Food Stores, Food Service	2,506	966
Packaging Machinery	3,995	2,025
Packaging Systems Integrator	2,172	1,219
Wholesalers, Distributors, Warehouses	1,251	646
Other Products or Services	18,570	1,136

## TITLE

	Postal	Email
Corporate & General Management	21,729	9,328
Marketing	6,808	3,469
Packaging Design	1,929	1,003
Production & Engineering	42,567	15,863
Purchasing	7,655	3,204
R&D	6,347	3,189
Traffic & Shipping	3,009	1,485

## BUYING AUTHORITY

	Postal	Email
Total with Buying Authority	86,601	35,125
Packaging Equipment/ Machinery and/or Automation/Controls/	57,018	39,254
Packaging Materials/ Containers	66,874	28,766

## ANNUAL VALUE OF PRODUCTS

SPEC	Postal	Email
Under \$100,000	22,060	7,982
\$100,000 - \$499,999	18,540	6,309
\$500,000 - \$1 Million	12,432	4,408
Over \$1 Million	29,496	10,734

## EMPLOYEE SIZE

	Postal	Email
Under 20	4,317	1,713
20 - 99	5,076	1,613
100 - 249	8,744	2,280
250 - 499	4,866	1,286
500 - 999	3,714	987
1,000 or more	14,519	3,942

## PERFORM CONTRACT PACKAGING

	Postal	Email
Yes	26,379	9,366

Source: Publisher's own data

‡ Call a DM2 Account Executive  
for the latest counts.