

DECISIONMAKER® FORTUNE 1000 MARKETPLACE DATABASE

With the DecisionMaker® Fortune 1000 Database, you can reach over 1.2 million executives at Fortune 1000 companies.

DecisionMaker DATABASE

- ◆ Useful for promoting:
 - ◆ Seminars
 - ◆ e-Business Solutions
 - ◆ Big-Ticket Product Offerings
 - ◆ Business Catalogs
 - ◆ Software
 - ◆ Magazine Subscriptions and More!
- ◆ These decision-makers specify and authorize big-ticket purchases for the most powerful business institutions in the world.

DM2 DecisionMaker® Databases are more than just a masterfile. They are custom built databases that start with all of our individual, high quality, direct response lists and end with custom built, single-source databases that provide marketers with both "deep data" selectivity and larger volumes of names.

The DecisionMaker® Databases are unique to DM2 and updated quarterly. Contact a DM2 Account Executive for up-to-the-minute counts.

Source: Comprised primarily of controlled circulation subscription files, and also includes business directory & database listings as well as trade show attendee files. DecisionMaker® Databases are selectable by source type.

Postal List Size: 1,217,253
Postal Price: \$165/M
E-list Size: 409,243
E-list Price: \$425/M

SELECTIONS (ADDITIONAL COST / M)

Business Type	\$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
Employee Size	\$20/M	Title	\$20/M
Gender	\$15/M		
Geographic Analysis	\$10/M		
Home Address	\$15/M		
International Names	\$250/M		
Job Function	\$20/M		
Recency	\$30/M		

SEE ALSO

- DecisionMaker® Electronics Marketplace Database
- DecisionMaker® IT Marketplace Database
- DecisionMaker® Management Marketplace Database
- DecisionMaker® Manufacturing Marketplace Database

Multi-Channel Pricing

Mailing/Telemarketing:	\$265/M
Mailing/E-Mail:	\$525/M
E-Mail/Telemarketing:	\$550/M
Mailing/E-Mail/Telemarketing:	\$625/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	3,434
NH	030-038	5,820
VT	050-059	1,277
MA	010-027	49,834
RI	028-029	4,472
CT	060-069	24,754
New England	6.0%	89,591
NY	100-149	124,144
NJ	070-089	53,857
PA	150-196	64,970
Middle Atlantic	16.4%	242,971
OH	430-458	70,439
IN	460-479	33,691
IL	600-629	88,377
MI	480-499	53,336
WI	530-549	34,990
East North Central	18.9%	280,833
MN	550-567	35,547
IA	500-528	12,039
MO	630-658	25,920
ND	580-588	1,849
SD	570-577	1,339
NE	680-693	7,811
KS	660-679	11,721
West North Central	6.5%	96,226
DE	197-199	5,438
MD	206-219	36,309
DC	200-205	38,511
VA	220-246	46,687
WV	247-268	3,702
NC	270-289	37,791
SC	290-299	14,099
GA	300-319	44,265
FL	320-349	47,364
South Atlantic	18.5%	274,166
KY	400-427	13,009
TN	370-385	25,010
AL	350-369	16,392
MS	386-397	5,101
East South Central	4.0%	59,512
AR	716-729	9,619
LA	700-714	8,064
OK	730-749	10,212
TX	750-799	116,591
West South Central	9.7%	144,486
MT	590-599	932
ID	832-838	5,900
WY	820-831	581
CO	800-816	24,645
NM	870-884	6,570
AZ	850-865	20,860
UT	840-847	10,220
NV	889-898	5,547
Mountain	5.1%	75,255
AK	995-999	610
WA	980-994	28,245
OR	970-979	12,568
CA	900-961	164,262
HI	967-968	2,543
Pacific	14.0%	208,228
United States	99.1%	1,217,253
U.S. Territories	0.3%	4,599
Canada	0.5%	7,779
Mexico	0.0%	36
Other International	0.1%	1,066
APO/FPO	0%	0
Total	100%	1,217,253

DATABASE

BUSINESS TYPE ‡

Automotive
 Communications
 Construction
 Consulting
 Distributors, Brokers
 E-Commerce/Internet Retailer
 Education
 Engineering Firms
 Entertainment/Media
 Finance/Insurance/Real Estate
 Financial Institution
 Government/Military
 Hotels, Motels, Resorts
 Interior Design/Architecture
 Legal
 Manufacturing
 Medical/Healthcare
 Research & Development Laboratories
 Restaurant/Food
 Retail Trade
 Services
 Transportation
 Travel
 Utilities
 Utilities/Communications/ Transportation
 Wholesale
 Wholesale/Retail/Distributor

JOB FUNCTION ‡

Architect/Construction
 Attorney
 Consulting
 Corporate Management
 Design Engineering
 Educator
 Engineering
 Finance
 Foodservice
 Interior Designers
 IS/MIS/IT
 Maintenance
 Manufacturing & Production
 Middle Management
 Nurse
 Operations
 Owner
 Physician
 Plant
 Purchasing
 Quality/Quality Assurance/Quality Control
 Research & Development, Laboratory
 Sales & Marketing
 Warehouse

TITLE ‡

Account Executive
 Accountant
 Administrator
 Agent
 Analyst
 Architect
 Assistant
 Associate
 Buyer
 Chairman
 Chemist/Scientist
 Chief
 Chief Executive
 Consultant
 Controller
 Coordinator
 Counsel/Counselor
 Designer
 Director
 Editor/Writer/Librarian
 Educator
 Engineer
 Estimator
 Executive & Chief Financial
 Foreman
 Leader
 Manager/Head
 Mechanic
 Military/Government
 Nurse
 Officer
 Operator
 Owner
 Partner
 Physician/Doctor
 Planner/Scheduler
 President
 Programmer
 Proprietor/Principal
 Representative/Sales
 Secretary/Treasurer
 Specialist
 Superintendent
 Supervisor
 Technologist/Technicians
 Vice President
 Vice President & Chief Officer

EMPLOYEE SIZE ‡

Less than 20
 20-49
 50-99
 100-249
 250-499
 500-999
 1,000 or More

SALES VOLUME ‡

Less than \$1 Million
 \$1 Million - \$9 Million
 \$10 Million - \$49 Million
 \$50 Million - \$249 Million
 \$250 Million - \$1 Billion
 More than \$1 Billion

Source: Publisher's own data

*‡ Call a DM2 Account Executive
 for the latest counts.*