

ENGINEERING INDUSTRY PROFESSIONALS

Over 197,000 Buyers & Specifiers in Manufacturing, Design, Management and Quality!



- ◆ Continuously updated
- ◆ 100% Named individuals
- ◆ 100% Response-generated
- ◆ 99% Deliverability guaranteed

Select by Job Function

Manufacturing Engineering	118,677
Product Design/R&D	26,205
Quality	23,764
Manufacturing Production	15,771
Control Engineering	13,805
Corporate Executive	7,489

Select by Job Title

Engineer	162,621
Manufacturing	35,868
Manager	17,948
Senior	15,301
Design	15,183
Quality	13,228
Tool	7,797
Project	7,357
Process	7,785
Supervisor	3,764
Director	3,691

Additional Titles Available - Please Inquire

Select by Industry Types/SIC

35 Machinery, except Electrical	47,974
34 Fabricated Metal Products	24,161
37 Transportation Equipment	26,432
38 Instruments & Related Products	14,318
36 Electric, Electronic Equipment	13,527
30 Rubber & Misc Plastics Products	8,205
50 Wholesale Trade-Durable Goods	7,316

Other 2 and 4-Digit SIC's also Selectable-
Please Inquire

Select by Industry Groupings

Autos & Auto Parts	18,141
Machine Shops	8,931
Aircraft, Aircraft Engines & Parts	9,752
Medical/Dental Instruments	7,139
Tool & Die Shops	4,603
Farm, Construction, Mining Equip.	4,438
Metal Stamping	3,025

Other Industries Selectable-Please Inquire

RATES

Direct Mail Base price: \$140/M
Minimum order charge: ...\$550.00

Selections/Charges:

Geographic (State or zip code) ..	\$15/M
Plant size	\$15/M
Industry -SIC/NAICS codes	\$15/M
Job Funcion/Title Keyword(s)	\$15/M
Technical interest	\$15/M
Phone Numbers.....	\$65/M

Combination Pricing:

Mail & Telemarketing	\$290/M
Mail & Email	\$395/M
Email & Telemarketing	\$425/M
Mail, Phone & Email	\$485/M

OUTPUT OPTIONS

Peel & Stick Labels	\$15/M
Diskette (ASCII/comma-delimited).50/flat	
Electronic-E-mail/FTP.....	\$50/flat

Select by Technical Interest

Milling	41,540
Machining Centers	40,482
Turning & Boring	39,505
Robotics	38,235
Assembly & Joining	37,953
Quality	37,937
Software, CAD/CAM	37,596
Material Handling	35,997
Forming & Fabricating	34,882
Lean Manufacturing	27,479
Cutting Tools	27,281

Additional Interests Available-Please Inquire

Select by NAICS Industry

332 Fabricated Metal Products	31,842
333 Machinery Manufacturing	33,439
334 Computers & Electronics	13,811
335 Electrical Equipment	6,227
336 Transportation Equipment	29,690
337 Furniture & Related Products	1,688
339 Miscellaneous Manufacturing	11,596

Select by Plant Size

1-19	23,520
20-49	26,348
50 - 99	23,368
100 - 249	38,288
250 - 499	27,457
500 - 999	19,652
1,000 - 2,499	14,189
2,500 and over	12,844

Select Geographically

New England	21,565
Maine	630
New Hampshire	2,248
Vermont	755
Massachusetts	8,335
Rhode Island	1,184
Connecticut	8,413
Middle Atlantic	13,778
New York	5,867
New Jersey	2,104
Pennsylvania	5,807
East North Central	68,787
Ohio	16,479
Indiana	8,641
Illinois	15,759
Michigan	19,505
Wisconsin	8,403
West North Central	13,589
Minnesota	5,541
Iowa	2,679
Missouri	2,790
North Dakota	258
South Dakota	343
Nebraska	757
Kansas	1,221
South Atlantic	19,349
Delaware	175
Maryland	1,056
Virginia	1,986
West Virginia	290
North Carolina	5,771
South Carolina	3,651
Georgia	2,745
Florida	3,675
East South Central	8,140
Kentucky	2,284
Tennessee	3,622
Alabama	1,562
Mississippi	672
West South Central	12,303
Arkansas	942
Louisiana	547
Oklahoma	1,260
Texas	9,554
Mountain	4,647
Montana	103
Idaho	295
Wyoming	59
Colorado	1,040
New Mexico	278
Arizona	1,569
Utah	912
Nevada	391
Pacific	35,169
Alaska	24
Washington	1,926
Oregon	1,084
California	32,103
Hawaii	32
Total	197,327

Questions? Call Mary Venianakis
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E-mail: mvenianakis@sme.org

FAX your order to(800) 820-0991 or (313) 425-3417