

# Manufacturing Management Masterfile/SME

Over 428,000 Technical Managers & Executives



Society of  
Manufacturing  
Engineers

## Technical Interest

Milling	79,279
Quality	77,202
Turning/Boring	76,329
Machining Centers	75,872
Forming & Fabricating	72,407
Material Handling	65,849
Welding	61,277
Software, CAD/CAM	60,774
Automated Mfg. & Assembly	59,330
NC, CNC & DNC	58,144
Robotic Fundamentals	57,094
Cutting Tools	57,004
Lean Manufacturing	49,596
Workplace Safety & Ergonomics	46,272
Laser & Plasma Cutting	40,920

\*Additional Technical Interests available. Please refer to the SME Masterfile List datacard for a complete list of available selects.

## Plant Size

1-19	127,586
20-49	98,553
50-99	52,711
100-249	57,200
250-499	28,209
500-999	16,132
1,000-2,499	9,751
2,500+	7,959

## Select by Title (Individual Keywords)

Management	115,819
President	81,594
Owner/Partner	69,279
Vice President	41,140
Engineering	33,598
Supervisor	29,863
Director	19,233

\*Additional Titles available-Please inquire

## Select by Industry Types/SICs

33 Primary Metal Industries	11,067
34 Fabricated Metal Products	58,717
35 Machinery, Except Electrical	114,830
36 Electric and Electronic Equipment	16,697
37 Transportation	30,395
38 Instruments and Related Products	18,218

\*Other 2 and 4-digit SICs available-Please inquire

Geographic selects also available (state or zip).

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

## Job Function

Corporate Management	185,990
Manufacturing Production	86,554
Job Shop Owner	59,743
Manufacturing Engineering	31,549
Sales/Marketing	20,048
Product Design/R&D	17,221
Quality Assurance/Control	10,428
Purchasing	8,435

## NAICS Industries

332 Fabricated Metal Products	93,891
333 Machinery Manufacturing	64,206
334 Computers & Electronics	16,363
335 Electrical Equipment	7,588
336 Transportation Equipment	35,137
337 Furniture & Related Products	3,325
339 Miscellaneous Manufacturing	21,135

\*Other 3 and 6 digit Naics available - Please inquire

## Rates

Direct Mail Base Price:	\$140/M
Selections:	+\$15/M
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Minimum order:	\$550

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Mail & Telemarketing ..	\$290/M
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### Questions? Call

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