

# eCOMMERCE BUSINESS (FORMER SUBSCRIBERS)

eCommerce Business provided information that helped top-level executives implement successful e-commerce strategies. With insightful information about the rapidly changing industry, eCommerce Business covered online retailing, business-to-business e-commerce, mobile (wireless) commerce, business-to-government commerce, and supporting services and technologies (last issue 12/2000).



- ◆ eCommerce Business covered a wide array of markets including:
  - ◆ Computer
  - ◆ Retail
  - ◆ Finance/Insurance/Real Estate
  - ◆ Utilities/Communication/Transportation
  - ◆ Manufacturing
  - ◆ Wholesale/Distribution

When you deliver your message to former subscribers of eCommerce Business, you reach an audience of top tier professionals who are responsible for strategic business decisions relating to the Internet.

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

**Postal List Size: 70,059**  
**Postal Price: \$100/M**  
**E-list Size: 5,277**  
**E-list Price: \$360/M**

## SELECTIONS (ADDITIONAL COST / M)

Geographic Analysis		SIC/NAICS Code	\$25/M
Geo/State/Province/SCF	\$10/M	Telephone Numbers	\$60/M
Geo/5-digit ZIP Code	\$10/M	Title	\$25/M
Acquisition Source	\$20/M	Utilize the Internet for	\$20/M
Business Type	\$25/M		
Company Name Match/Omit	\$50/M		
Employee Size	\$25/M		
International Names	\$250/M		
One Per Location	\$20/M		
Sales Volume	\$25/M		

## SEE ALSO

DecisionMaker® IT Marketplace Database

### Multi-Channel Pricing

Mailing/Telemarketing: \$200/M  
 Mailing/E-Mail: \$460/M  
 E-Mail/Telemarketing: \$485/M  
 Mailing/E-Mail/Telemarketing: \$560/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	297
NH	030-038	524
VT	050-059	172
MA	010-027	2,977
RI	028-029	369
CT	060-069	1,506
<b>New England</b>	<b>8.3%</b>	<b>5,845</b>
NY	100-149	5,760
NJ	070-089	3,200
PA	150-196	3,779
<b>Middle Atlantic</b>	<b>18.2%</b>	<b>12,739</b>
OH	430-458	3,164
IN	460-479	1,332
IL	600-629	4,030
MI	480-499	2,310
WI	530-549	1,767
<b>East North Central</b>	<b>18.0%</b>	<b>12,603</b>
MN	550-567	1,747
IA	500-528	651
MO	630-658	1,329
ND	580-588	106
SD	570-577	124
NE	680-693	414
KS	660-679	622
<b>West North Central</b>	<b>7.1%</b>	<b>4,993</b>
DE	197-199	181
MD	206-219	1,424
DC	200-205	724
VA	220-246	1,623
WV	247-268	198
NC	270-289	1,855
SC	290-299	674
GA	300-319	1,989
FL	320-349	3,353
<b>South Atlantic</b>	<b>17.2%</b>	<b>12,021</b>
KY	400-427	637
TN	370-385	1,128
AL	350-369	707
MS	386-397	258
<b>East South Central</b>	<b>3.9%</b>	<b>2,730</b>
AR	716-729	304
LA	700-714	417
OK	730-749	442
TX	750-799	3,711
<b>West South Central</b>	<b>7.0%</b>	<b>4,874</b>
MT	590-599	134
ID	832-838	233
WY	820-831	63
CO	800-816	1,172
NM	870-884	216
AZ	850-865	869
UT	840-847	496
NV	889-898	254
<b>Mountain</b>	<b>4.9%</b>	<b>3,437</b>
AK	995-999	56
WA	980-994	1,185
OR	970-979	732
CA	900-961	8,678
HI	967-968	139
<b>Pacific</b>	<b>15.4%</b>	<b>10,790</b>
<b>United States</b>	<b>100.0%</b>	<b>70,032</b>
<b>U.S. Territories</b>	<b>0.0%</b>	<b>26</b>
<b>Canada</b>		<b>-</b>
<b>Mexico</b>		<b>-</b>
<b>Other International</b>	<b>0.0%</b>	<b>1</b>
<b>APO/FPO</b>		<b>-</b>
<b>Total</b>	<b>100.0%</b>	<b>70,059</b>

# E-COMMERCE BUSINESS (FORMER SUBSCRIBERS)

## BUSINESS TYPE

	Postal	Email	Operations, Traffic, Distribution, Finance, HR	2,252	192
Advertising/Public Relations/ Marketing	1,744	145	Other Organizational Management	2,328	160
Aerospace	220	13	Product/Brand/Category Management	921	62
Arts/Entertainment/Recreation	1,211	94	Strategic/Business Development/ Partnership Management	1,970	163
Catalog/Mail Order	2,136	114	Website/Content/Editorial/ Design/Creative	1,362	115
Commercial/Internet Online Service	603	53			
Communication/ Telecommunication	4,005	318			
Construction	1,235	116			
Consulting	1,845	189			
E-mail	1,460	150			
Education/Training	572	53			
Engineering/Architecture/ Design	1,205	110			
Finance/Investment/Banking	3,457	325			
Government	875	52			
Healthcare	1,512	99			
Hospitality/Travel/ Accommodations	359	39			
Internet Information Site	337	32			
Internet Service Provider	691	68			
Legal/Accounting/Real Estate/ Insurance	2,025	205			
Manufacturing	19,723	1,349			
Media/Publishing/Broadcasting	2,061	200			
Mobile Commerce	72	5			
Portal Site/Internet Community Aggregator	433	32			
Restaurant/Food Service	356	20			
Retail	6,241	552			
Scientific/Research	550	32			
Software Design	3,503	293			
Transportation	1,066	98			
Utility	358	21			
Web Designer/Developer	952	80			
Wholesale/Distribution	7,177	688			

## SALES VOLUME

	Postal	Email
Less than \$10 Million	21,351	2,046
\$10 Million to \$49.9 Million	11,374	906
\$50 Million to \$99.9 Million	4,769	374
\$100 Million to \$499.9 Million	6,456	480
\$500 Million to \$999.9 Million	2,927	211
More than \$1 Billion	9,074	649

## UTILIZE THE INTERNET FOR

	Postal	Email
Advertising/Marketing/ Lead Generation	41,247	3,333
Archiving/Cataloging	16,353	1,414
Customer Service	46,193	3,699
E-Commerce	48,770	4,111
Employee Relations/Intranet	31,203	2,429
Publishing/Content/Media Telephony/Video Communications	24,890	2,074
Vendor/Supplier Relations	16,685	1,403
Other	37,953	3,105
	1,932	144

## EMPLOYEE SIZE

	Postal	Email
Less than 20	5,603	702
20-49	4,027	418
50-99	5,100	422
100-249	8,713	620
250-499	4,541	290
500-999	3,890	292
More than 1,000	12,571	868

## TITLE

	Postal	Email
Advertising/Sales/Public Relations Management	2,285	155
Customer Service/Customer Acquisition/Database Management	727	68
Executive/Corporate Management	46,401	3,951
Information Technology Management	4,801	325
Marketing/Research Management	3,584	197
Merchandising, Purchasing, Supply Chain	1,616	137

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