

# CONVERTING

Converting's controlled circulation list reaches manufacturing decision-makers who convert paper, paperboard, plastic, film and foil materials.



www.convertingmagazine.com

- ◆ Converted products include:
  - ◆ Flexible Packaging
  - ◆ Unprinted Rolls & Sheets
  - ◆ Tapes, Labels & Tags
  - ◆ Paperboard Packaging

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

**Postal List Size: 37,200**  
**Postal Price: \$140/M**  
**E-list Size: 15,481**  
**E-list Price: \$400/M**

## SELECTIONS (ADDITIONAL COST / M)

Acquisition Source	\$20/M	SIC/NAICS Code	\$20/M
Business Type	\$20/M	Telephone Numbers	\$60/M
Buying Authority	\$50/M	Width of Materials Converted/ Printed	\$20/M
Company Name Match/Omit	\$50/M		
Converting Process Type	\$20/M		
Employee Size	\$20/M		
Geographic Analysis	\$10/M		
Job Function	\$20/M		
One Per Location	\$20/M		
Recency	\$30/M		

## SEE ALSO

Blue Book/A.F. Lewis Printing & Graphic Communications Industry Database  
 DecisionMaker® Manufacturing Marketplace Database  
 Graphic Arts Monthly  
 Packaging Digest

### 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	170
NH	030-038	259
VT	050-059	71
MA	010-027	1,203
RI	028-029	224
CT	060-069	582
<b>New England</b>	<b>6.7%</b>	<b>2,509</b>
NY	100-149	2,133
NJ	070-089	1,837
PA	150-196	2,120
<b>Middle Atlantic</b>	<b>16.4%</b>	<b>6,090</b>
OH	430-458	2,461
IN	460-479	939
IL	600-629	2,707
MI	480-499	1,329
WI	530-549	2,180
<b>East North Central</b>	<b>25.9%</b>	<b>9,616</b>
MN	550-567	1,275
IA	500-528	387
MO	630-658	829
ND	580-588	56
SD	570-577	81
NE	680-693	243
KS	660-679	353
<b>West North Central</b>	<b>8.7%</b>	<b>3,224</b>
DE	197-199	151
MD	206-219	467
DC	200-205	58
VA	220-246	731
WV	247-268	94
NC	270-289	1,262
SC	290-299	694
GA	300-319	1,276
FL	320-349	1,254
<b>South Atlantic</b>	<b>16.1%</b>	<b>5,996</b>
KY	400-427	479
TN	370-385	967
AL	350-369	300
MS	386-397	115
<b>East South Central</b>	<b>5.0%</b>	<b>1,861</b>
AR	716-729	336
LA	700-714	246
OK	730-749	229
TX	750-799	1,827
<b>West South Central</b>	<b>7.1%</b>	<b>2,638</b>
MT	590-599	36
ID	832-838	138
WY	820-831	22
CO	800-816	337
NM	870-884	81
AZ	850-865	298
UT	840-847	283
NV	889-898	89
<b>Mountain</b>	<b>3.5%</b>	<b>1,284</b>
AK	995-999	11
WA	980-994	486
OR	970-979	297
CA	900-961	2,942
HI	967-968	59
<b>Pacific</b>	<b>10.2%</b>	<b>3,795</b>
<b>United States</b>	<b>99.5%</b>	<b>37,013</b>
<b>U.S. Territories</b>	<b>0.5%</b>	<b>186</b>
<b>Canada</b>	<b>0.0%</b>	<b>1</b>
<b>Mexico</b>		
<b>Other International</b>		
<b>APO/FPO</b>		
<b>Total</b>	<b>100.0%</b>	<b>37,200</b>

# CONVERTING

## BUSINESS TYPE

	Postal	Email
Flexible Packaging (bags, pouches, wraps, paper, plastic or foil)	15,899	2,658
Manufacturer of Converting Machinery, Equipment, Materials and Supplies	2,379	1,153
Paperboard Packaging (folding cartons, corrugated containers, fiber cans, tubes, drums, set-up boxes, molded fiber goods)	6,024	1,263
Tapes, Labels, or Tags	4,401	1,678
Unprinted Rolls or Sheets (paper, paperboard, film or foil as a final product or for further converting)	4,180	2,028

## BUYING AUTHORITY

	Postal	Email
Coating Equipment/Laminating Equipment	10,901	4,173
Components/Accessories	12,548	4,509
Converting Materials/Supplies	16,530	5,972
Prepress Equipment	7,022	3,065
Printing Equipment/Supplies	13,641	5,133
Sheeting Equipment	9,257	4,074
Slitting Equipment	11,308	4,607

## CONVERTING PROCESS TYPE

	Postal	Email
Coating/Laminating	11,004	4,303
Die-Cutting/Die-Making	7,234	2,932
Digital Offset	6,516	3,034
Film Extruding	5,743	2,615
Flexography	9,988	4,225
Folding/Gluing	10,105	4,271
Gravure	6,503	2,886
Letterpress	6,118	2,781
Offset Litho	7,715	3,715
Prepress	8,410	3,820
Screen	6,543	2,970
Sheeting	9,564	4,252
Slitting	11,893	4,915

## JOB FUNCTION

	Postal	Email
Executive, Senior, General Management and Administrative	13,307	2,759
Manufacturing, Production, Operations, Engineering, Facilities, Maintenance	8,705	2,056
Packaging/Materials Design, R&D, QA, Other Technical	3,672	858
Purchasing, Procurement	2,077	487
Sales, Marketing	2,346	1,424

## WIDTH OF MATERIALS

### CONVERTED/PRINTED

	Postal	Email
Less than 18 inches (45 cm)	13,426	5,682
18 to 24 inches (45 to 60 cm)	12,529	4,934
24 to 36 inches (60 to 90 cm)	9,439	3,883
More than 36 inches (90 cm)	9,202	3,946

### EMPLOYEE SIZE

	Postal	Email
Less than 20	6,411	3,209
20-49	5,437	2,205
50-99	7,791	3,252
100 or More	7,791	6,800

Source: Publisher's own data

‡ Call a DM2 Account Executive for the latest counts.