

TWICE

Target decision-makers in the consumer electronics marketplace with a controlled circulation list from *TWICE* (This Week In Consumer Electronics).



www.twice.com

- ◆ Reach top retail executives, owners, vice presidents, general managers, buyers, merchandise and sales managers, many of which have the authority to purchase products and services.
- ◆ *TWICE* covers a wide variety of retail stores that sell consumer electronics, personal computers and major appliances, as well as distributors and manufacturer's representatives.

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

Postal List Size: 20,001
Postal Price: \$130/M
E-list Size: 10,011
E-list Price: \$390/M

SELECTIONS (ADDITIONAL COST / M)

Acquisition Source	\$20/M	Telephone Numbers	\$60/M
Business Type	\$20/M	Title	\$20/M
Company Name Match/Omit	\$50/M		
Employee Size	\$20/M		
Geographic Analysis	\$10/M		
One Per Location	\$20/M		
Products Sold/Distributed	\$20/M		
Recency	\$30/M		
Sales Volume	\$20/M		
SIC/NAICS Code	\$20/M		

SEE ALSO

DecisionMaker® Electronics Marketplace Database
 DecisionMaker® IT Marketplace Database
 DecisionMaker® Management Marketplace Database

Multi-Channel Pricing

Mailing/Telemarketing: \$230/M
 Mailing/E-Mail: \$490/M
 E-Mail/Telemarketing: \$515/M
 Mailing/E-Mail/Telemarketing: \$590/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	87
NH	030-038	110
VT	050-059	35
MA	010-027	549
RI	028-029	65
CT	060-069	307
New England	5.8%	1,153
NY	100-149	1,477
NJ	070-089	887
PA	150-196	814
Middle Atlantic	15.9%	3,179
OH	430-458	757
IN	460-479	468
IL	600-629	1,040
MI	480-499	491
WI	530-549	454
East North Central	16.1%	3,210
MN	550-567	832
IA	500-528	226
MO	630-658	334
ND	580-588	61
SD	570-577	77
NE	680-693	158
KS	660-679	218
West North Central	9.5%	1,906
DE	197-199	35
MD	206-219	314
DC	200-205	92
VA	220-246	606
WV	247-268	82
NC	270-289	458
SC	290-299	192
GA	300-319	491
FL	320-349	1,227
South Atlantic	17.5%	3,498
KY	400-427	210
TN	370-385	289
AL	350-369	191
MS	386-397	114
East South Central	4.0%	804
AR	716-729	167
LA	700-714	157
OK	730-749	209
TX	750-799	1,287
West South Central	9.1%	1,820
MT	590-599	89
ID	832-838	104
WY	820-831	27
CO	800-816	308
NM	870-884	60
AZ	850-865	347
UT	840-847	186
NV	889-898	120
Mountain	6.1%	1,241
AK	995-999	38
WA	980-994	476
OR	970-979	262
CA	900-961	2,301
HI	967-968	37
Pacific	15.6%	3,114
United States	99.6%	19,925
U.S. Territories	0.4%	76
Canada	0.0%	0
Mexico	0.0%	0
Other International	0.0%	0
APO/FPO	0.0%	0
Total	100.0%	20,001

BUSINESS TYPE - RETAILERS

	Postal	Email
Audio Store	462	250
Camera/Digital Imaging Store	308	136
Computer/Software Store	486	311
Consumer Electronics/Major Appliance Store	8,238	3,292
Custom Audio/Video Installer	2,058	776
Department Store	301	160
Drug Store	391	42
E-Commerce/Internet/Catalog Retailer	1,085	349
Furniture Store	867	151
Mail Order/Catalog House	10	44
Mass Merchandiser/Discount Store	520	257
Military PX	57	28
Mobile Electronic/Autosound Store	929	353
Music/Record Store	206	95
Office Super Store	282	73
Retail Buying Group	328	193
Supermarket	63	34
Toy Superstore	40	19
Video Software Store	616	343
Warehouse Club	147	60
Wireless/Communications Specialty Store	825	568
Other Retailer	847	517

BUSINESS TYPE - NON-RETAILERS

	Postal	Email
Distributor	1,048	1,114
Manufacturer's Rep	724	741

JOB TITLE

	Postal	Email
General Buyer/Buyer Management (Owner, CEO, President, Vice President, General Manager, Merchandise Manager)	2,298	872
Merchandise Manager	15,256	6,151
Merchandise Manager	966	389
Sales Manager, Sales Personnel	1,577	2,131

ANNUAL RETAIL SALES ‡

- \$50 million or more
- \$10 million to \$49.9 million
- \$5 million to \$9.9 million
- \$1 million to \$4.9 million
- \$250,000 to \$999,999
- Less than \$250,000

PRODUCTS SOLD AND/OR

DISTRIBUTED

	Postal	Email
Audio Products	13,642	6,152
Blank Media/Accessories	7,452	3,411
Computers/Computer Peripherals	7,824	3,331
Digital Imaging Products	7,567	3,229
Extended Warranties	7,981	2,511
Home Installation	8,307	2,592
Major Appliances	5,789	2,508
Mobile Electronics	8,847	3,717
Video Products	14,054	4,638
Wireless/Communications Products	8,318	2,788

Source: Publisher's own data

‡ Call a DM2 Account Executive for the latest counts.