

# TEST & MEASUREMENT WORLD

Connect with influential executive level electronics engineers in the \$20 billion+ worldwide electronics test and measurement marketplace with a controlled circulation list from *Test & Measurement World*.



www.tmworld.com

- ◆ Penetrate the locations that buy the most — the majority of professionals in the *Test & Measurement World* list are electronics engineers and managers who have buying power.
- ◆ Reach more engineering managers than the competition.
- ◆ These influential electronics professionals have responsibility for quality at every phase of electronic product design, production and use. As a result, they buy every type of test, measurement, inspection, and quality control equipment software and service including:
  - ◆ Test Instruments
  - ◆ Test Hardware & ESD Control Products
  - ◆ Production/QA/ATE/Test
  - ◆ Software/Design Automation
  - ◆ Communications/Microwave Test Equipment
  - ◆ Inspection Equipment

*Test & Measurement World* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Postal List Size: 65,010**

**Postal Price: \$150/M**

**E-list Size: 25,290**

**E-list Price: \$410/M**

## SELECTIONS (ADDITIONAL COST / M)

Acquisition Source	\$20/M	One Per Location	\$20/M
Business Type	\$20/M	Recency	\$30/M
Buying Authority	\$50/M	Sales Volume	\$20/M
Canadian Names	\$20/M	SIC/NAICS Code	\$20/M
Company Name Match/Omit	\$50/M	Telephone Numbers	\$60/M
Employee Size	\$20/M	Testing/Measuring	
Frequency Range	\$20/M	Functions Performed	\$30/M
Geographic Analysis	\$10/M		
Industry Involvement	\$20/M		
Job Function	\$20/M		

## SEE ALSO

Control Engineering  
 DecisionMaker® Electronics Marketplace Database  
 DecisionMaker® Engineering Marketplace Database  
 DecisionMaker® Manufacturing Marketplace Database  
 Design News  
 EDN  
 Semiconductor International

### Multi-Channel Pricing

Mailing/Telemarketing: \$250/M  
 Mailing/E-Mail: \$510/M  
 E-Mail/Telemarketing: \$535/M  
 Mailing/E-Mail/Telemarketing: \$610/M

## GEOGRAPHIC ANALYSIS

State	SCF	Individuals
ME	039-049	183
NH	030-038	507
VT	050-059	145
MA	010-027	2,426
RI	028-029	226
CT	060-069	1,061
<b>New England</b>	<b>7.0%</b>	<b>4,548</b>
NY	100-149	3,462
NJ	070-089	1,995
PA	150-196	2,733
<b>Middle Atlantic</b>	<b>12.6%</b>	<b>8,195</b>
OH	430-458	2,840
IN	460-479	1,410
IL	600-629	3,409
MI	480-499	2,833
WI	550-549	1,596
<b>East North Central</b>	<b>18.6%</b>	<b>12,088</b>
MN	550-567	1,653
IA	500-528	582
MO	630-658	913
ND	580-588	106
SD	570-577	143
NE	680-693	307
KS	660-679	576
<b>West North Central</b>	<b>6.6%</b>	<b>4,280</b>
DE	197-199	107
MD	206-219	1,233
DC	200-205	364
VA	220-246	1,051
WV	247-268	163
NC	270-289	1,397
SC	290-299	588
GA	300-319	1,051
FL	320-349	2,390
<b>South Atlantic</b>	<b>12.8%</b>	<b>8,349</b>
KY	400-427	570
TN	370-385	930
AL	350-369	720
MS	386-397	279
<b>East South Central</b>	<b>3.8%</b>	<b>2,499</b>
AR	716-729	279
LA	700-714	278
OK	730-749	492
TX	750-799	4,338
<b>West South Central</b>	<b>8.3%</b>	<b>5,387</b>
MT	590-599	111
ID	832-838	320
WY	820-831	53
CO	800-816	1,151
NM	870-884	472
AZ	850-865	1,370
UT	840-847	638
NV	889-898	233
<b>Mountain</b>	<b>6.7%</b>	<b>4,348</b>
AK	995-999	54
WA	980-994	1,072
OR	970-979	871
CA	900-961	9,644
HI	967-968	89
<b>Pacific</b>	<b>18.0%</b>	<b>11,730</b>
<b>United States</b>	<b>94.5%</b>	<b>61,424</b>
<b>U.S. Territories</b>	<b>0.2%</b>	<b>153</b>
<b>Canada</b>	<b>3.1%</b>	<b>2,035</b>
<b>Mexico</b>	<b>0.1%</b>	<b>38</b>
<b>Other International</b>	<b>2.1%</b>	<b>1,357</b>
<b>APO/FPO</b>	<b>0.0%</b>	<b>3</b>
<b>Total</b>	<b>100.0%</b>	<b>65,010</b>

Minimum Order: 5,000 Names  
 1 year unlimited usage available  
 Prices subject to change without notice  
 Call for any additional costs, conditions and terms.

## BUSINESS TYPE

	Postal	Email
Automotive, Ground Vehicles	6,216	2,325
Avionics, Aircraft, Military/ Aerospace	7,128	1,901
Cellular/Consumer Phones, PCs, Pagers	654	303
Computer Peripherals	713	304
Consumer Electronics	3,668	1,320
Contract Manufacturers	6,223	2,637
EDA Tools	129	69
Electronic Instruments	5,010	1,812
ICs and Semiconductors	4,020	1,236
Independent/Academic R&D Labs	1,649	726
Industrial Controls	5,852	2,257
LANS, WANS Hardware/ Software	717	340
Mainframes and Supercomputers	1,238	521
Medical Devices	2,893	940
Multimedia Systems and Components	712	304
Network Related Hardware/ Software	3,650	1,339
Passive Components	1,515	410
PDA's and Handheld Units	120	48
Personal Computers	1,243	558
Real Time OS/Development Tools	188	70
RF & Microwave Systems	1,778	528
Software and Algorithm Tools	696	348
Wired, Wireless, Fiberoptic Networks	2,112	910
Workstations, Midrange Computers and Servers	1,827	692
Other Communications Systems	2,154	784
Other Computer Systems	680	326
Other Manufacturers Incorporating Electronics	2,225	1,182

## BUYING AUTHORITY

	Postal	Email
<b>Production/QA/ATE/Test</b>		
Bare Board Testers	3,523	4,127
Board Testers	17,022	3,973
Board Testers, Combinational	11	583
Board Testers, Functional	3,729	4,372
Board Testers, In-Circuit	3,620	4,370
Burn-in Equipment/Accessories	3,611	4,440
Discrete Component Testers	19,497	7,916
Environmental Test Equipment	21,186	8,454
Handlers/Sorters	-	269
Hipot/Insulation Breakdown Testers	16,413	6,935
IC ATE	22,419	8,183
IC ATE, Analog/Linear/Mixed Signal	15	1309
Manufacturing Defects Analyzers	3,491	4,312
Power Supply Testers	3,695	4,754
Vibration Test Equipment	3,186	3,980
Wafer Probers	11,024	4,723

## Test Instruments

	Postal	Email
Amplifiers	3,903	4,960
Audio Testers	20,000	8,075
Calibrators/Standards	24,898	9,871
Counters/Timers	25,593	9,640
Data-Acquisition Systems	32,096	11,728
Electronic Filters	3,811	4,645
Electro-Optic/Fiber Optic Test	4,161	4,715
EMI/RFI/EMC Test Equipment	20,178	7,426
ESD Test Equipment	16,859	6,810
Function/Pulse Generators	24,890	8,701
Logic Analyzers & Probes	25,535	9,521
Multimeters, Digital	37,766	13,268
Noise Generators, Noise Meter	3,394	4,509
Ohmmeters, Voltmeters	3,933	5,850
Oscilloscopes	36,511	12,901
Phase Meters/Phase Angle Volume	3,245	4,041
Power Supplies/Current Sources	35,064	12,232
Powerline Monitors	18,946	7,493
Recorders/Data Loggers	22,067	8,371
Signal/Sweep Generators	3,471	4,175
Spectrum Analyzers	26,816	9,454
Switching Matrices	15,988	6,385
Temperature Measurement Equipment	31,612	11,466
Waveform Analyzers	17,625	7,222
Waveform Generators	2,756	3,784
<b>Card Level Instruments</b>		
GPIO/IEEE-488	17,904	6,579
LXI	5,970	1,357
PCI/Compact PCI/PXI	18,755	6,953
RS-232C	7	649
VXibus	9,240	3,966
Other Card Level Instruments & Buses	10,195	3,998

## Test/Analysis Services

	Postal	Email
Board/Sub-Assembly Test Services	18,004	7,051
Burn-In/Environmental Test Services	16,528	6,758
Calibration/Maintenance Services	25,389	9,466
EMI/RFI/EMC Test Services	16,344	6,071
Failure Analysis Services	18,152	7,114
IC/Component Test Services	14,850	6,185
Test Equipment Leasing/Rental	21,854	8,215
Test Programming Services	15,629	6,667

## Test Hardware

	Postal	Email
Adaptors, Clip, Connectors	26,004	9,450
EMI/RFI Control/Protection Products	16,224	6,073
ESD Control/Protection Products	17,600	6,801
Fixturing	20,338	7,758
Probes, Contacts, Probe Cards	23,121	8,524
Test Sockets	19,637	7,401

## Software Design Automation

	Postal	Email
ATPG Software	2,783	3,135
Data Acquisition/Reduction Software	25,281	10,150
Design for Test	21,968	5,301
Design Verification Systems	21,110	8,194
Fault Simulation Software	14,647	6,023
Machine-Vision Software	21,467	8,649
Math, Graphing, Analysis Software	24,561	9,579
Test Software & Development Aids	29,488	10,984

## Inspection Equipment

	Postal	Email
Automated Optical Inspection	15,432	5,556
Cameras	2,650	3,831
Camera: Machine VIS Systems	20,159	4,645
CMMs	1,907	2,204
Machine Vision Systems	2,531	3,453
Micro, Scan Electron Scan PRB	9,856	2,333
Microscopes, Optical	20,406	7,676
Microscopes, Scanning Electron's	1,911	2,584
Non-Destructive Test	1,387	1,854
SMT Inspection Equipment	1,909	2,336
Surface Analysis Equipment	13,361	4,990
Thermal Imaging Equipment	15,053	5,670
X-Ray Inspection Equipment	10,539	4,182

## Communications/Microwave

	Postal	Email
LAN/WAN Testers	16,455	6,488
Microwave Test Equipment	3,218	3,560
RF Test/Measurement Equipment	3,195	4,143
RF Test/Microwave Test Equipment	18,401	3,946

Source: Publisher's own data

‡ Call a DM2 Account Executive  
for the latest counts.

## INDUSTRY INVOLVEMENT

	Postal	Email
Aerospace/Defense	16,659	5,549
Automotive	14,202	5,549
Communication	19,564	8,058
Computers	17,150	7,598
Consumer Electronics	15,891	6,563
Contract Manufacturing	12,068	5,009
ICs/Components	13,289	5,696
Industrial Controls/Automation	21,388	8,362
Medical	11,512	4,416

## JOB FUNCTION

### **Management**

	Postal	Email
Calibration/Standards	1,567	572
Corporate & General Management	3,569	1,735
Design & Development	15,110	5,405
Field Service	1,807	718
Manufacturing/Production	14,116	5,346

### **Technical**

	Postal	Email
Calibration/Standards	1,580	650
Design & Development	16,615	5,639
Field Service	1,875	793
Manufacturing/Production	8,769	3,354

## TESTING/MEASURING FUNCTIONS PERFORMED

	Postal	Email
Design/Development Test	34,940	13,710
Failure Analysis	23,198	9,811
Field Service Test	17,069	7,860
Incoming Inspection	20,653	9,477
Process Measurements	20,626	9,454
Production/Manufacturing Testing	25,676	11,247
Prototype Evaluation	28,221	11,435
QC/QA Reliability	22,339	10,211
Research & Development	29,853	12,099
Software Testing	19,998	8,741
Standards/Calibration	19,727	8,607

## EMPLOYEE SIZE

	Postal	Email
1-19	4,411	2,075
20-49	3,207	1,991
50-99	3,350	2,004
100-249	11,054	4,616
250-499	8,326	3,515
500-999	7,008	2,778
1,000 or more	13,198	4,998

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