

PHARMACEUTICAL LABORATORY (FORMER SUBSCRIBERS)

A direct marketing list from *Pharmaceutical Laboratory* will put you in touch with 23,000 researchers, scientists, lab personnel and lab managers at pharmaceutical companies (last issue 12/2001).



- ◆ Reach key personnel with job titles such as:
 - ◆ Scientific Research & Development
 - ◆ Engineering
 - ◆ Corporate
 - ◆ Purchasing
 - ◆ Quality Assurance/Quality Control
 - ◆ Consulting
- ◆ Target pharmaceutical research scientists involved in drug discovery, proteomics, genomics and quality control in biopharmaceutical companies.

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

Postal List Size: 23,131
Postal Price: \$100/M
E-list Size: 1,145
E-list Price: \$400/F

SELECTIONS (ADDITIONAL COST / M)

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

SEE ALSO

DecisionMaker® Manufacturing Marketplace Database
 DecisionMaker® Research/Laboratory 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	73
NH	030-038	96
VT	050-059	35
MA	010-027	1,183
RI	028-029	48
CT	060-069	775
New England	9.6%	2,210
NY	100-149	1,782
NJ	070-089	2,995
PA	150-196	1,664
Middle Atlantic	27.9%	6,441
OH	430-458	719
IN	460-479	675
IL	600-629	1,440
MI	480-499	865
WI	530-549	291
East North Central	17.3%	3,990
MN	550-567	400
IA	500-528	177
MO	630-658	610
ND	580-588	16
SD	570-577	17
NE	680-693	133
KS	660-679	160
West North Central	6.5%	1,513
DE	197-199	285
MD	206-219	620
DC	200-205	77
VA	220-246	264
WV	247-268	79
NC	270-289	776
SC	290-299	134
GA	300-319	306
FL	320-349	684
South Atlantic	13.9%	3,225
KY	400-427	95
TN	370-385	234
AL	350-369	125
MS	386-397	60
East South Central	2.2%	514
AR	716-729	73
LA	700-714	152
OK	730-749	62
TX	750-799	780
West South Central	4.6%	1,067
MT	590-599	28
ID	832-838	29
WY	820-831	7
CO	800-816	234
NM	870-884	61
AZ	850-865	123
UT	840-847	200
NV	889-898	40
Mountain	3.1%	722
AK	995-999	0
WA	980-994	213
OR	970-979	91
CA	900-961	2,470
HI	967-968	14
Pacific	12.1%	2,788
United States	97.1%	22,470
U.S. Territories	0.3%	68
Canada	0.9%	211
Mexico	0.2%	56
Other International	1.4%	325
APO/FPO	0.0%	1
Total	100.0%	23,131

PHARMACEUTICAL LABORATORY (FORMER SUBSCRIBERS)

BUSINESS TYPE	Postal	Email
Academic/University Laboratory	1,155	70
Biopharmaceutical	2,095	100
Government	580	23
Independent/Contract Laboratory	2,879	132
Nutritional/Nutraceutical	29	1
Pharmaceutical	11,904	470
Other	2,734	141

TITLE	Postal	Email
Consultant	461	32
Corporate	2,858	155
Purchasing	419	21
QA/QC	1,827	64
Scientific/R&D	8,178	349
Other	978	51

LAB TYPE	Postal	Email
Development	7,737	377
Discovery	573	50
Formulating/Research	7,252	328
QA/QC	5,502	271
None of the Above	3,204	166

EMPLOYEE SIZE	Postal	Email
Under 50	5,740	327
50-99	2,000	93
100-249	2,863	129
250-499	2,187	102
500-999	1,865	80
1,000 and above	4,634	182

LAB WORK UTILIZES	Postal	Email
Bioinformatics	420	40
Combinatorial Chemistry	1,053	74
Genomics	374	36
High Throughput Screening	1,024	74
Proteomics	368	36

SALES VOLUME‡
Less than \$1 Million
\$1 Million to \$9 Million
\$10 Million to \$49 Million
\$50 Million to \$249 Million
\$250 Million to \$1 Billion
More than \$1 Billion

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