

# FIBER OPTIC TECHNOLOGY

Use a *Fiber Optic Technology* (formerly *Fiberoptic Product News*) controlled circulation list to reach the rapidly growing fiberoptic marketplace, covering both original equipment manufacturers, service providers and end users.



- ◆ *Fiber Optic Technology* effectively covers telecommunications and data communications OEM's and the major communication service providers. In addition, it targets emerging growth areas like:
  - ◆ Utilities
  - ◆ Medical/Health Care
  - ◆ Cable TV
  - ◆ Process Controls
- ◆ Target the largest audience of key potential buyers and specifiers involved in voice, video and data communications. Penetrate the fiberoptic marketplace to reach decision-makers with the power to buy your products and services such as:
  - ◆ Design Engineers
  - ◆ Engineering Managers
  - ◆ Technicians
- ◆ AND target other important fiberoptic professionals working in:
  - ◆ Operation
  - ◆ Corporate Management
  - ◆ Installation

*Fiber Optic Technology* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Postal List Size: 29,159**  
**Postal Price: \$150/M**  
**E-list Size: 10,454**  
**E-list Price: \$410/M**

## SELECTIONS (ADDITIONAL COST / M)

Geographic Analysis		Job Function	\$25/M
Geo/State/Province/SCF	\$10/M	One Per Location	\$20/M
Geo/5-digit ZIP Code	\$10/M	Recency	\$30/M
Acquisition Source	\$20/M	Sales Volume	\$25/M
Business Type	\$25/M	SIC/NAICS Code	\$25/M
Buying Authority	\$50/M	Telephone Numbers	\$60/M
Canadian Names	\$20/M		
Company Name Match/Omit	\$50/M		
Employee Size	\$25/M		
International Names	\$250/M		

## SEE ALSO

- DecisionMaker® Manufacturing Marketplace Database
- DecisionMaker® Electronics Marketplace Database
- DecisionMaker® Research/Laboratory Marketplace Database
- Design News
- EDN
- Lasers & Optronics (former subscribers)
- Test & Measurement World

### Multi-Channel Pricing

Mailing/Telemarketing: \$250/M
Mailing/E-Mail: \$510/M
E-Mail/Telemarketing: \$535/M
Mailing/E-Mail/Telemarketing: \$610/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	59
NH	030-038	276
VT	050-059	38
MA	010-027	1,033
RI	028-029	80
CT	060-069	346
<b>New England</b>	<b>6.3%</b>	<b>1,832</b>
NY	100-149	1,612
NJ	070-089	933
PA	150-196	848
<b>Middle Atlantic</b>	<b>11.6%</b>	<b>3,393</b>
OH	430-458	825
IN	460-479	261
IL	600-629	1,282
MI	480-499	591
WI	530-549	420
<b>East North Central</b>	<b>11.6%</b>	<b>3,379</b>
MN	550-567	533
IA	500-528	208
MO	630-658	341
ND	580-588	45
SD	570-577	49
NE	680-693	101
KS	660-679	206
<b>West North Central</b>	<b>5.1%</b>	<b>1,483</b>
DE	197-199	56
MD	206-219	500
DC	200-205	256
VA	220-246	536
WV	247-268	51
NC	270-289	460
SC	290-299	158
GA	300-319	584
FL	320-349	948
<b>South Atlantic</b>	<b>12.2%</b>	<b>3,549</b>
KY	400-427	168
TN	370-385	205
AL	350-369	283
MS	386-397	138
<b>East South Central</b>	<b>2.7%</b>	<b>794</b>
AR	716-729	98
LA	700-714	223
OK	730-749	180
TX	750-799	2,143
<b>West South Central</b>	<b>9.1%</b>	<b>2,644</b>
MT	590-599	63
ID	832-838	160
WY	820-831	41
CO	800-816	604
NM	870-884	221
AZ	850-865	644
UT	840-847	235
NV	889-898	143
<b>Mountain</b>	<b>7.2%</b>	<b>2,111</b>
AK	995-999	30
WA	980-994	416
OR	970-979	305
CA	900-961	4,149
HI	967-968	70
<b>Pacific</b>	<b>17.0%</b>	<b>4,966</b>
<b>United States</b>	<b>82.8%</b>	<b>24,151</b>
<b>U.S. Territories</b>	<b>0.2%</b>	<b>47</b>
<b>Canada</b>	<b>2.7%</b>	<b>795</b>
<b>Mexico</b>	<b>0.2%</b>	<b>44</b>
<b>Other International</b>	<b>14.1%</b>	<b>4,116</b>
<b>APO/FPO</b>	<b>0.0%</b>	<b>6</b>
<b>Total</b>	<b>100.0%</b>	<b>29,159</b>

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## BUSINESS TYPE

	Postal	Email
Aerospace/Military	2,103	473
Communications End User	1,469	654
Datacom Equipment		
Manufacturer	1,034	429
Distributor/VAR	919	414
Fiber optic Consultant	1,220	558
Fiber optic System Construction/ Installation/Construction	1,310	598
Government	1,338	467
Health Care Equipment/Services	817	282
Manufacturer Incorporating Fiberoptics in End Use	1,180	358
Manufacturer Using Fiberoptics in Manufacturing Process	1,257	431
OEM: Electronic Components & IC's	1,929	436
Process Control Equipment/ Services	1	70
Publishing/Broadcasting	1,294	504
R&D/Education	2,862	1,036
Supplier Fiber/Cable/Fiber optic Component	1,551	589
Telecommunication Equipment		
Manufacturer	3,273	1,165
Telecom Services	2,983	1,244
Test & Measurement Equipment	1,721	514
Other Type of Organization	897	1,184

## JOB FUNCTION

	Postal	Email
<b>Management</b>		
Corporate	2,758	1,279
Engineering/Technical	6,660	1,740
Networking/MIS/IT	601	499
Operations/Manufacturing	1,329	460
Other	554	216
R&D/Education	761	224
Sales & Marketing	1,902	748

## Staff

Design Engineer/Systems Engineer/ Application Engineer	6,627	1,729
Networking/MIS/IT	646	444
Operations/Manufacturing	659	280
QA/AC	212	79
R&D/Education	1,316	433
Technical	1,458	500
Other	419	224

## Other

Construction/Installer/Contractor	611	275
Consulting	1,563	703
Purchasing	802	239
Other	280	757

## BUYING AUTHORITY

	Postal	Email
<b>Buy</b>		
Active/Passive Components	4,333	681
Automation & Manufacturing Equipment	2,432	417
Cable Management/Hardware	3,804	725
Fiber/Cable Assemblies	5,911	1,012
Networking Equipment	4,088	707
None of the Above	1,131	229
Test & Measurement/ Instrumentation	5,470	890
Transmission Systems	2,842	468
None of the Above	1,435	303
<b>Specify</b>		
Automation & Manufacturing Equipment	4,082	714
Active/Passive Components	7,083	1,169
Cable Mgmt/Hardware	6,069	1,104
Fiber/Cable Assemblies	9,574	1,672
Networking Equipment	6,741	1,214
Test & Measurement/Instrument	8,567	1,447
Transmission Systems	5,068	874

## EMPLOYEE SIZE

	Postal	Email
Less than 20	10,557	194
20-49	3,469	69
50-99	2,973	77
100-499	5,700	114
500-999	2,152	48
More than 1,000	4,306	149

## SALES VOLUME

	Postal	Email
Less than \$1 Million	1,209	787
\$1 Million to \$9 Million	2,499	945
\$10 Million to \$49 Million	2,179	729
\$50 Million to \$249 Million	1,454	440
\$250 Million to \$1 Billion	1,679	469
More than \$1 Billion	6,453	1,694

Source: Publisher's own data

‡ Call a DM2 Account Executive  
for the latest counts.