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NEW LIST

RETAIL ESTABLISHMENTS

2,400,000 Million - Includes Owners/Managers 720,000 Email Addresses



Reach retail business owners of all sizes in all industries. They are responsible for all phases of their business. They seek information on new products and trends to keep on top of changing retail environments. They are open to products and services that will help them get the edge on their competitors.

There are over 400 business categories. See reverse side for a sample listing of retailers by SIC code. Telephone and email addresses are available.

Select by 6 digit SIC (type of business). Business owner/manager by name.

Telephones are available. (add \$30/M) **Zip + 4 appended.** Minimum order 3,000 records.

<u>Sales Volume: (</u> add \$25/M)								
under \$500,000	965,022	2 \$20 - 3	\$50M	38,021				
\$500,000 – \$1M	513,244	\$50 - \$	\$100M	9,803				
\$1 - \$2.5M	493,940) \$100 ·	- \$500M	3,710				
\$2.5 - \$5M	172,733	3 \$500N	/I - \$1B	344				
\$5 - \$10M	75,009	Over S	\$1B	603				
\$10 - \$20M	40,364	1						
Employee Size: (add \$25/M)								
1-9	1,187,800	250-499	6,099					
10-19	456,189	500-999	1,978					
20-49	363,060	1,000-4,999	1,361					

Suggested usage:

50-99

100-249

These executives are the decision makers who purchase a wide variety of business products and services that help them run their operation efficiently. They are prospects for trade publications, seminars, security systems, uniforms, OSHA materials, computers, telecommunications, retirement plans, business insurance, software, credit cards, environmental controls, investments, etc.

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211,235

68,054

OVER FOR SIC BREAKDOWN≻

244

369

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5,000-9,999

10,000+

\$95/M one-time use \$190/M unlimited use Add \$100/M email addresses (\$500.00 Minimum) Material E-mail/FTP \$65/F P/S Labels \$30/M Broadcasting Service: \$50/M Deployment \$375.00 minimum \$150.00 set up fee \$100.00 Suppression Creative Design - Inquire Selection: Employee Size \$25/M Gender \$5/M Telephones \$30/M Sales Volume \$25/M SIC Code \$5/M State/SCF/Zip \$5/M Commission 20% to recognized brokers Cancellation Policy All orders cancelled before the mail date will incur a \$50 flat cancellation fee, along with \$10/M running charges plus shipping. Full charges will apply to all orders cancelled

1756-7

48-hour delivery add \$100.00

after mail date.

M=per thousand names F=flat



Prices Subject to Change

MAJOR CREDIT CARDS ACCEPTED

RETAIL ESTABLISHMENTS

Select by SIC Code (4 digit listed below): (add \$5/M) (samples)

	Select by Sic Code (4 digit listed below). (and \$5/10) (samples)							
<u>SIC #</u>	SIC DESCRIPTION		<u>SIC #</u>	SIC DESCRIPTION				
5211	Lumber & Other Building Materials	94,524	5714	Drapery & Upholstery Stores	7,329			
5231	Paint, Glass & Wallpaper	31,592	5719	Misc. Home Furnishings/Fixtures	22,592			
5251	Hardware Stores	15,643	5722	Household Appliances	18,059			
5261	Nurseries, Garden Centers, Mowers	43,618	5731	Radio, TV & Electronic Stores	33,787			
5271	Mobile Homes and Equipment	3,782	5734	Computer & Software Stores	45,946			
5311	Department Stores	42,755	5735	Record & Prerecorded Tapes	8,910			
5331	Variety Stores	23,668	5736	Music and Instrument Stores	10,880			
5399	Misc. General Mdse	12,539	5812	Eating Places-all Kinds	517,734			
5411	Grocery Stores	167,623	5813	Drinking Places	42,791			
5421	Meat & Fish Markets	13,443	5912	Drug Stores & Proprietary Stores	26,708			
5431	Fruit & Vegetable Markets	8,593	5921	Liquor Stores	34,218			
5441	Candy Nut & Confectionery Stores	7,377	5932	Used Merchandise Stores	59,457			
5451	Dairy Products	5,830	5941	Sporting Goods & Bicycle Shops	44,403			
5461	Bakeries	38,256	5942	Book Stores	13,366			
5499	Health Foods, Gourmet, Etc.	36,434	5943	Stationery Stores	13,473			
5511	New & Used Car/Truck Dealers	85,105	5944	Jewelry Stores	36,486			
5521	Used Trucks & Performance Cars	5,030	5945	Hobby, Toy & Game Shops	17,909			
5531	Auto Supplies, Tire Dealers	102,753	5946	Camera & Photo Supply Stores	1,683			
5541	Gasoline Srvs Stations/Truck Stops	38,088	5947	Gift & Souvenir Shops	53,736			
5551	Boat Dealers/Marine Equipment	15,611	5948	Luggage & Leather Goods	2,196			
5561	Recreational Vehicle Dealers/ Parts	6,223	5949	Sewing & Needlework	7,524			
5571	Motorcycle Dealers, Golf Carts	11,392	5961	Catalog & Mail-order Houses	3,895			
5599	Trailer, Utility and Aircraft Equip	7,223	5962	Merchandising Vending Machine	6,705			
5611	Men's Clothing and Surplus	19,958	5963	Direct Selling Establishments	8,840			
5621	Women's Clothing	41,078	5983	Fuel Oil Dealers	592			
5632	Women's Accessories	8,003	5984	Liquefied Petrol Gas Dealers	912			
5641	Children & Infants' Wear Stores	8,406	5989	Fuel Dealers	2,034			
5651	Family Clothing Stores	19,657	5992	Florists	25,880			
5661	Shoe Stores	24,921	5993	Tobacco Stores & Stands	10,126			
5699	Misc. Apparel & Acces, Tailors	44,360	5994	News Dealers & Newsstands	2,889			
5712	Furniture Stores	64,283	5995	Optical Goods Stores/Opticians	27,108			
5713	Floor Covering Stores	22,235	5999	Misc. Retail Stores	152,687			
	č	-			-			

Over 400 different categories available by 6 digit SIC code. Complete breakdown on request. Branches or chain units may be omitted on request.

	State Counts:								
AK	6,679	ID	12,620	MT	10,683	RI	10,683		
AL	37,635	IL	90,091	NC	70,259	SC	70,259		
AR	23,244	IN	42,025	ND	6,497	SD	6,497		
AZ	39,491	KS	22,010	NE	14,922	ΤN	14,922		
CA	283,014	KY	30,006	NH	11,935	ΤX	11,935		
CO	39,999	LA	35,494	NJ	72,685	UT	72,685		
CT	28,886	MA	52,436	NM	15,451	VA	15,451		
DC	4,728	MD	38,579	NV	19,138	VT	19,138		
DE	7,328	ME	11,558	NY	159,352	WA	159,352		
FL	153,294	MI	72,228	OH	80,566	WI	80,566		
GA	71,825	MN	37,929	OK	27,673	WV	27,673		
HI	11,254	MO	43,821	OR	32,362	WY	32,362		
IA	24,573	MS	21,475	PA	95,416		95,416		

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