

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.

## Sales Volume: (add \$25/M)

| under $\$ 500,000$ | 965,022 |  | $\$ 20-\$ 50 M$ |
| :--- | ---: | :--- | ---: |$\quad 38,021$

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 |
| $50-99$ | 211,235 | $5,000-9,999$ | 244 |
| $100-249$ | 68,054 | $10,000+$ | 369 |

## Suggested usage:

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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OVER FOR SIC BREAKDOWN>

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1756-7
\$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 | $\$ 30 / \mathrm{M}$ |

Broadcasting Service: \$50/M Deployment $\$ 375.00$ minimum $\$ 150.00$ set up fee $\$ 100.00$ Suppression Creative Design - Inquire

Selection:

Employee Size $\$ 25 / \mathrm{M}$
Gender $\quad \$ 5 / \mathrm{M}$

Telephones \$30/M
Sales Volume \$25/M
SIC Code $\quad \$ 5 / \mathrm{M}$
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 $\$ 10 / \mathrm{M}$ running |
| charges plus shipping. |
| Full charges will apply |
| to all orders cancelled |
| after mail date. |
| 48 -hour delivery add |
| $\$ 100.00$ |
| $\mathrm{M}=$ =per thousand names |
| $\mathrm{F}=f l a t$ |



Prices Subject to Change

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

| SIC \# | SIC DESCRIPTION |  | SIC \# |  | 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 | 2,592 |
| 5251 | Hardware Stores | 15,643 | 5722 | Household Appliances | 1,059 |
| 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 | 2,668 | 5736 | Music and Instrument Stores | 10,880 |
| 5399 | Misc. General Mdse | 1,539 | 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 | 1,366 |
| 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 | 27,889 |
| 5712 | Furniture Stores | 64,283 | 5995 | Optical Goods Stores/Opticians | 2,108 |
| 5713 | Floor Covering Stores | 22,235 | 5999 | Misc. Retail Stores | 152,687 |

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 | TN | 14,922 |
| CA | 283,014 | KY | 30,006 | NH | 11,935 | TX | 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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