

Target more than 134,000 engineering decision-makers in North America responsible for electronics expenditures in the \$1.2 trillion electronics OEM marketplace with a controlled circulation list from EDN magazine.



- ◆ Reach more Design & Development Engineers, Managers, Technical Services Professionals, R&D Staff, and Corporate Management Professionals who have audited authority to recommend, specify or authorize the purchase of your products.
- ◆ This powerful marketing tool is ideal for promoting many products such as:
 - ◆ IC's & Semiconductors
 - ◆ Computers
 - ◆ EDA Tools
 - ◆ Test & Measurement Equipment
 - ◆ Computer Boards & Peripherals
 - ◆ Embedded Development Tools
 - ◆ Components
 - ◆ And Much More!

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

Postal List Size: 134,025
Postal Price: \$150/M
E-list Size: 41,565
E-list Price: \$410/M

SELECTIONS (ADDITIONAL COST / M)

Geographic Analysis		One Per Location	\$20/M
Geo/State/Province/SCF	\$10/M	Recency	\$30/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
Buying Authority	\$50/M	Type of Design	\$20/M
Canadian Names	\$20/M		
Company Name Match/Omit	\$50/M		
Employee Size	\$25/M		
Job Function	\$25/M		

SEE ALSO

- DecisionMaker® Electronics Marketplace Database
- DecisionMaker® Manufacturing Marketplace Database
- Design News
- Semiconductor International
- 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	308
NH	030-038	1,101
VT	050-059	306
MA	010-027	5,534
RI	028-029	483
CT	060-069	2,162
New England	7.4%	9,894
NY	100-149	7,093
NJ	070-089	4,154
PA	150-196	5,523
Middle Atlantic	12.5%	16,770
OH	430-458	5,572
IN	460-479	2,880
IL	600-629	6,862
MI	480-499	4,763
WI	530-549	3,181
East North Central	17.4%	23,258
MN	550-567	3,301
IA	500-528	1,174
MO	630-658	1,782
ND	580-588	192
SD	570-577	258
NE	680-693	596
KS	660-679	1,137
West North Central	6.3%	8,440
DE	197-199	245
MD	206-219	2,710
DC	200-205	802
VA	220-246	2,276
WV	247-268	321
NC	270-289	2,778
SC	290-299	1,179
GA	300-319	2,174
FL	320-349	4,789
South Atlantic	12.9%	17,274
KY	400-427	1,067
TN	370-385	1,745
AL	350-369	1,477
MS	386-397	446
East South Central	3.5%	4,735
AR	716-729	546
LA	700-714	535
OK	730-749	988
TX	750-799	8,836
West South Central	8.1%	10,905
MT	590-599	212
ID	832-838	588
WY	820-831	125
CO	800-816	2,503
NM	870-884	953
AZ	850-865	2,847
UT	840-847	1,223
NV	889-898	553
Mountain	6.7%	9,004
AK	995-999	94
WA	980-994	2,594
OR	970-979	1,853
CA	900-961	22,844
HI	967-968	194
Pacific	20.6%	27,579
United States	95.4%	127,859
U.S. Territories	0.2%	226
Canada	4.4%	5,937
Mexico		
Other International	0.0%	1
APO/FPO	0.0%	2
Total	100.0%	134,025

BUSINESS TYPE

	Postal	Email
Automotive, Ground Vehicles	6,940	2,443
Avionics, Aircraft, Military/ Aerospace	10,926	2,539
Cellular/Consumer Phones, PCs, Pagers	1,271	514
Computer Peripherals	1,718	601
Consumer Electronics	8,531	2,699
Contract Manufacturers	5,425	2,209
EDA Tools	582	223
Electronic Instruments	7,304	2,190
ICs and Semiconductors	5,930	2,098
Independent/Academic R&D Labs	2,040	833
Industrial Controls	17,739	5,377
LANS, WANS Hardware/ Software	1,363	525
Mainframes and Supercomputers	3,323	1,298
Medical Devices	5,231	1,601
Multimedia Systems and Components	2,034	657
Network Related Hardware/ Software	7,781	2,808
Passive Components	1,618	514
PDA's and Handheld Units	327	120
Personal Computers	3,265	1,211
Real Time OS/Development Tools	348	149
RF & Microwave Systems	3,008	788
Software and Algorithm Tools	1,853	805
Wired, Wireless, Fiber-Optic Networks	3,859	1,440
Workstations, Midrange Computers and Servers	4,018	1,558
Other Communications Systems	3,494	1,265
Other Computer Systems	1,882	732
Other Electronic Components	1,744	618
Other Manufacturers Incorporating Electronics	1,680	771

BUYING AUTHORITY

ICS & Semiconductors

	Postal	Email
32-bit uPs/uCs	42,605	15,979
4/8/16 bit uPs/uCs	49,742	17,455
A/D, D/A Converters	51,901	18,236
ASICs/Custom IC's	49,230	19,059
Communication ICs	43,591	15,965
Digital Signal Processors	45,285	17,273
FPGAs	32,956	12,178
Gate Arrays	260	1,500
IP (CPUs and other cores)	17,921	7,395
MEMS	49	399
Mixed-Signal ICs	40,336	14,458
OP Amps	47,684	15,894
Power Semiconductors	50,972	17,444
Programmable Logic ICs (PLDs)	39,438	14,879
RF/Microwave ICs	23,701	9,331
SRAM/DRAM/Flash	122,745	43,583
Standard Logic ICs	49,656	17,383
Video/Graphics/Imaging ICs	34,073	3,219

Computers & Peripherals

	Postal	Email
Communications Systems Equipment	40,275	16,130
CRTS/Monitors/Displays/ Terminals	44,485	17,271
PC CARDS	34,033	13,752
PCs & Workstations	120,328	48,443

Computer Boards

	Postal	Email
Computer Boards (SBCs, PCI, Compaq PCI, PC/104, ATCA, AMC)	78,323	30,033
I/O Boards & Communication Boards	39,304	15,094
Imaging & Graphics Boards	29,981	11,877

EDA/CAE

	Postal	Email
Analog Simulation and Analysis	30,719	10,408
CASE Tools	162	881
Design Closure	16,919	6,134
Design Entry	25,563	8,839
Digital Simulation and Analysis	32,410	11,339
Formal Verification	17,119	6,258
Hardware/Software Co-Design	32,561	11,643
IC Design Tools	26,356	10,037
PAL/PLD/FPGA Tools/ Programmable	22,529	8,059
PCB Design, Simulation and Analysis Tool	37,185	12,827
Physical Layout Tools	25,516	8,929
Synthesis	19,676	6,684
Testbench Development	29,347	10,626

Embedded Development Tools

	Postal	Email
Compilers/Cross Compilers/ Interpreters	31,647	11,808
Device/Logic Programmers	36,707	13,570
Emulators/Debuggers (Combined Emulators and Debuggers below)	70,246	25,882
Programming Lang/Tools	44,756	16,982
Real-time Operating Systems	38,246	14,688

Test & Measurement

	Postal	Email
Automatic Test Equipment	40,964	16,789
Communications/ Test Equipment	40,170	15,969
Data Acquisition Hardware/ Software	44,938	17,807
Logic/Waveform Analyzers	44,777	17,113
Oscilloscopes	57,844	21,509
Waveform/Function Generators	45,243	16,826

Components

	Postal	Email
Circuit Protection Devices	48,349	17,973
Display Devices/Readouts/ Displays/Panel Meters	48,324	17,714
Fiberoptics & Optoelectronics	41,366	15,508
Motors & Fans	48,527	17,757
Relays, Switches & Keyboards	56,511	20,564
Resistors, Capacitors & Pots	58,336	20,727
Sensors & Transducers	51,780	18,939
Transformers, Inductors, Chokes & Filter	52,443	18,754

Power Sources

	Postal	Email
Batteries	58,384	21,695
Power Supplies	72,185	27,413

Interconnection & Packaging

	Postal	Email
Connectors, Sockets, Backplanes	55,979	20,578
Enclosures (Cabinets, Hardware, etc.)	44,318	16,288
Printed Circuits	45,613	16,293
Wire, Cable, Optical Fiber	54,798	19,623

Services

	Postal	Email
Contract Assembly/Test	30,299	11,724
Design Services	32,963	13,111
Distributor Services	19,816	8,142
IC foundry	15,913	6,796

Source: Publisher's own data

‡ Call a DM2 Account Executive
for the latest counts.

JOB FUNCTION

	Postal	Email
Design & Development		
Engineering Staff	46,060	15,050
Executive Management	30,387	10,525
R&D Engineering	7,936	2,969
R&D Management	3,648	1,370
Section/Project Management	16,732	5,820
Technical Service Staff	5,343	2,158
Technical Service Management	5,128	2,161

TYPE OF DESIGN

	Postal	Email
Analog Design	31,423	9,262
Automotive Electronics Design	5,010	1,757
Communications Design	15,506	5,196
Digital Design	33,196	10,536
Embedded Systems Design	18,310	5,665
Software Design	21,248	6,913
Systems Design	27,619	8,547

EMPLOYEE SIZE

	Postal	Email
Less than 10	17,110	6,129
10-19	7,997	2,979
20-49	11,325	4,231
50-99	12,083	4,407
100-249	17,784	6,061
250-499	14,250	4,539
500-999	10,752	3,685
More than 1,000	23,768	8,120

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 for the latest counts.