

# LIST RENTAL

Connect to new customers with SME lists. SME's highly coveted, 100 percent response-generated database includes influential decision makers for you to target. Reach executives, managers, engineers and technical professionals across all facets of manufacturing who are looking for innovative products and services.

## SME's Masterfile connects you with decision makers and includes:

- Magazine and eNewsletter subscribers
- Paid attendees of expositions, conferences, and in-plant courses
- Buyers of and inquirers about manufacturing-related books, novels, DVDs & training programs
- Mail-order buyers
- Certified manufacturing professionals
- Customers who fund and support engineering education programs

### RATES

Mail Base Price: .....\$155/M  
Minimum order quantity:.....5,000

Email Base Price: .....\$325/M  
Transmission charge .....\$115/M  
Minimum email quantity.....5,000

Geographic (State or Zip Code)....\$20/M  
Phone Numbers.....\$75/M

Plant Size.....\$20/M  
Job Function.....\$20/M

Job Title Keyword(s).....\$20/M  
Technical Interest .....\$20/M  
Industry (SIC or NAICs codes).....\$20/M

### Output Options

ASCII comma-delimited file  
(Email or FTP) .....\$60/flat

179,000+

email addresses

631,000+

direct mail addresses

453,000+

phone numbers

## IDEAL FOR

- Manufacturing equipment
- Products/services
- Trade shows/conferences
- Technical books/directories
- Computer software/hardware
- Magazine subscriptions

# LIST RENTAL

## SME Email Lists

As a part of SME Media's Digital Portfolio, SME's email list opens the door for you to broadcast your message to more than 179,000 decision makers, including engineers, managers, corporate executives and other highly skilled technical professionals who make or influence purchasing decisions in the USA.

### Select by Plant Size

1-19 .....	54,717
20-49 .....	24,988
50-99 .....	16,107
100-249 .....	17,459
250-499 .....	9,835
500-999.....	6,684
1000-2499 .....	5,608
2500 and Over.....	5,545

### Select by Job Function

Owner/Company Management/Corporate Executive .....	45,753
Mfg Production Management.....	14,065
Mfg Production Dept (Non Mgmt).....	17,693
Mfg Engineering Management.....	9,294
Mfg Engineering Dept (Non Magement).....	10,669
Quality Management .....	7,537
Product Design & Development..	13,710
Research & Development.....	467
Control Engineering.....	1,868
Sales/Marketing.....	16,436
Purchasing .....	3,364

### Select by Industry Groupings

Machine Shops.....	11,288
Autos & Auto Parts.....	11,812
Medica/Dental Instruments.....	11,649
Aircraft, Aircraft Engines & Parts ..	17,554
Tool & Die Shops.....	3,251
Farm/Construction/Lawn/Mining Machines.....	7,594
Machine Tools.....	5,203
Metal Stampings.....	3,230

### Select by NAICS Industries

332 Fabricated Metal Products ...	50,327
333 Machinery Manufacturing ....	31,693
334 Computers & Electronics .....	20,320
335 Electrical Equipment.....	9,134
336 Transportation Equipment ...	27,795
337 Furniture & Related Products ..	2,437
339 Miscellaneous Manufacturing.	15,943

### Select by Technical Interest

<b>Automated Manufacturing &amp; Assembly .....</b>	<b>70,780</b>
CNC Controls & Software.....	14,512
Machine Controls - Software .....	25,763
Electronics Manufacturing .....	4,502
Flexible Manufacturing Systems ...	5,710
Machine Vision .....	5,156
Material Handling .....	25,452
Robotics.....	28,634
Assembly & Joining.....	24,569
<b>Design Software &amp; Process Controls.....</b>	<b>17,692</b>
CAD/CAM Software .....	4,288
Geometric Dimensioning & Tolerancing .....	1,294
Mold Tool & Die Design.....	1,939
Product Design & Automation.....	2,758
Reverse Engineering.....	2,727
Simulation .....	6,381

<b>Forming &amp; Fabricating.....</b>	<b>74,940</b>
Lasers.....	32,751
Laser And Plasma Cutting.....	25,509
Plate & Structural Fabricating .....	14,494
Punching.....	15,546
Tube & Pipe Processing .....	16,025
Welding.....	39,246
Die Maintenance & Repair.....	13,405
Hydroforming .....	6,134
Press Brakes .....	17,718
Presses .....	9,953
Stamping .....	569
Forming & Fabricating Tooling .....	15,929

Engineering Materials.....	45,124
Composites Manufacturing.....	14,344
Materials - Metal .....	22,248

### Measurement Insp. & Testing.....33,700

### Machining & Material Removal . ...58,257

Coolants & Lubricants.....	9,211
Deburring & Edge Finishing.....	11,056
Drilling & Tapping.....	10,267
Electrical Discharge Machining .....	8,202
Grinding.....	10,486
Machining Centers.....	17,536
Micro Manufacturing.....	9,468
Sawing.....	20,696
Turning & Lathes.....	12,224
Waterjet Cutting.....	10,125

### Product & Process Design

<b>Management .....</b>	<b>38,046</b>
Computer-Integrated Manufacturing .....	1,616
Data Collection & Architecture.....	1,536
Software, ERP/MRP & Supply Chain Management .....	1,965
Manufacturing Management .....	9,525
Lean Manufacturing .....	21,956
Product & Process Design Management .....	13,160

### Quality .....

<b>19,717</b>	
<b>Rapid Prototyping &amp; Additive Manufacturing.....</b>	<b>42,445</b>
3D Imaging .....	12,334
3D Printing.....	18,206
Additive Manufacturing .....	22,256
Rapid Prototyping .....	11,480