



Media Kit

**Target B-to-B
Decision Makers**

**Increase Marketing
Effectiveness**

Maximize Sales

DM2-DecisionMaker®

DM2-DecisionMaker (DM2) is direct marketing to decision makers, and we lead the industry in targeted, highly qualified business-to-business (B-to-B) list management and direct marketing services including multi-channel lists, qualified leads, event marketing, online research, and custom marketing programs. DM2 can help you target your segment of business decision makers to increase your sales and marketing effectiveness.

Our B-to-B focus, combined with our 60+ years of industry experience, enables us to help you:

- Understand your customers and market needs
- Identify top prospects and new opportunities
- Qualify leads and determine their sales readiness
- Discover buying behavior and business intelligence data
- Drive quality tradeshow traffic and measure event results
- Deliver your message to pre-qualified decision makers via multi-channel, highly responsive direct marketing lists:
 - Email
 - Postal
 - Telemarketing

With more than 35 million targeted decision makers in our 25+ industry databases, we can help significantly enhance your direct marketing ROI and effectiveness.



Why Direct Marketing?

DIRECT CONNECTION

Direct Marketing is the most effective method to create a one-to-one connection with decision makers and build business relationships. And, the combination as well as sequence of targeted channels is highly successful, whether you need to attract new customers or retain existing ones.

➔ **MEASURABLE**

In fact, according to recent DMA reports, \$11.60 is the return on marketing investment for every \$1 spent in direct marketing.

➔ **EFFECTIVE**

When an envelope or an email is opened, you have 100% of the reader's attention.

➔ **GROWING**

An industry survey conducted by *BtoB Magazine* reveals that direct mail will see 7.5% growth within the next year.

➔ **TARGETED**

The #1 factor in business-to-business direct marketing campaigns is the list of decision makers you need to reach.



Why DM2-DecisionMaker?

SERVICE ORIENTED

At DM2, we will help you find more than a list. We want you to be successful with all of your marketing campaigns, regardless of the online and offline activities your company uses:

- Internal database marketing
- Events and tradeshows
- Direct mail
- Telemarketing
- 1-to-1 marketing
- Research programs
- Lead development

OUR CUSTOMERS TELL US

"Our sales have significantly increased since we started using the DecisionMaker Lead Qualification service."

"Our response rates jumped to 28% with DecisionMaker Data Enhancement."

"Your team goes above and beyond in customer service and provides quick turn-around. We really appreciate the attention to our company!"

To start achieving the same results and service, call DM2-DecisionMaker today.



HERE'S HOW IT WORKS

YOU SEND DM2 A SAMPLE OF YOUR MARKETING FILE:

DM2 profiles your database to discover who your customers are, and who they're not.

DM2 matches your customer file against our database of 35+ million contacts with deep demographics to fill in the blanks and provide you with targeted, high quality business information and buying behavior about your customers.

DM2 identifies more prospects, at your customers and at other companies in your segment, and delivers them to you.

You execute a targeted direct mail or email campaign to new prospects and a B-to-B list of decision makers in your segment.

You exhibit at an industry tradeshow and generate leads. DM2 qualifies them based on your lead criteria and target profile and delivers them to you to close.

DM2 assists when you enter new markets and launch new products with custom online research to uncover market needs, obtain product feedback, or generate business intelligence.

Target the Right Decision Makers - Achieve the Right Response

The difference between a marketing campaign and a direct marketing campaign is the list. And the quality of the list makes all the difference. Effective direct marketing cuts through the clutter and is delivered to people who meet your target profile. With more than 35 million contacts with rich business demographic data, DM2 puts the power of our B-to-B lists and databases to work for you and we become your prospect finder.

And, when you're ready to take your company's product announcement or offer to the market, we help you deliver the message to the highest quality segmented list of decision makers in your target market.

The difference is measurable results that lead to more effective sales channels.



Direct Marketing Builds Customer Relationships

ENGAGE CUSTOMERS AND BUILD RELATIONSHIPS

DM2 supports your marketing needs throughout the customer acquisition and retention process by:

- Developing leads into prospects
- Converting prospects into customers
- Obtaining business and customer intelligence

DM2 delivers your message through integrated channels to your B-to-B segment and engage them with your sales team at each stage of the customer relationship.

DecisionMaker®
B-to-B List Rental

EDUCATE

- Promote White Papers
- Invite Webcast Participants
- Share Case Studies
- Sponsor Sites and Events

DecisionMaker®
Tradeshaw 360

ENGAGE

- Deliver Targeted 1:1 Message
- Send Post-to-Web Direct Mail
- Drive Tradeshaw Booth Traffic
- Invite Top Prospects to Meetings

**MAXIMIZE
CUSTOMER INTELLIGENCE**



<p>DecisionMaker® Lead Qualification</p>	<p>DecisionMaker® Data Enhancement</p>
<p>ACQUIRE</p>	<p>RETAIN</p>
<ul style="list-style-type: none"> • Qualify Leads • Research Market Needs • Learn Buying Behavior • Close More Sales 	<ul style="list-style-type: none"> • Keep Customer Data Current • Gain Business Intelligence • Get Qualified, Timely Updates • Increase Customer Intelligence

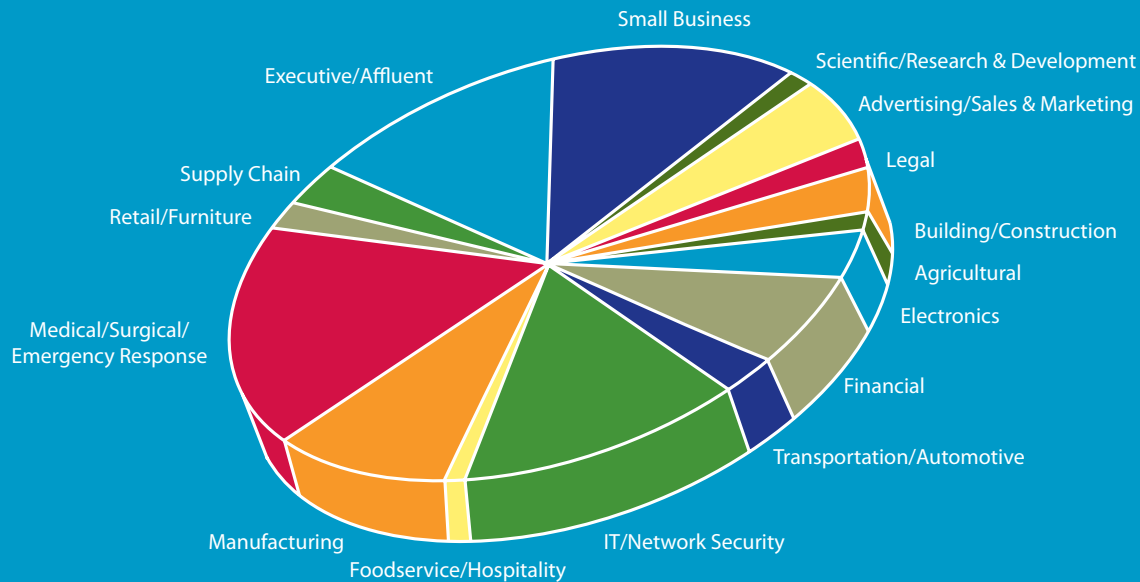
**Expert
DecisionMaker™
Panels**

TAKING B-TO-B LISTS TO A HIGHER LEVEL

DM2 is much more than a list company. Yet, our highly qualified, industry-leading list sources are the basis for all our marketing services. DM2 is your source when you need to:

- Obtain expert opinions and research
- Qualify sales leads
- Generate event attendance
- Reach targeted decision makers

List Guide



ADVERTISING/SALES/MARKETING

- Advertising Red Books Global Brand Guide
- DecisionMaker® Sales & Marketing*
- Direct Marketing Market Place (DMMP)
- Directory of Broadcast Media*
- The Advertising Red Books - Advertisers
- The Advertising Red Books - Agencies

AGRICULTURAL

- DecisionMaker® Agricultural*
- DecisionMaker® Management*
- DecisionMaker® Manufacturing*
- Egg Industry*
- Industria Avicola
- Pig International*
- Poultry International
- Poultry Tribune*
- Watt Poultry USA*

BOOK BUYERS/BOOK TRADE/EDUCATIONAL

- American Book Trade Directory
- American Library Directory
- Book Expo America
- Business Organizations, Agencies & Publications Directory*
- Library Journal
- Literary Market Place
- Publishers Weekly*
- School Library Journal

BUILDING/CONSTRUCTION

- Building Design & Construction*
- Buildings New York Show
- Construction Equipment*
- Consulting-Specifying Engineer*
- Custom Builder
- DecisionMaker® Building/Construction*
- GRID*†
- Housing Giants
- Interior Design
- Plant Sites & Parks†
- Professional Builder*
- Professional Remodeler*
- RCD - Associated Construction Publications*
- RCD - Contractors
- RCD - Manufacturers & Distributors
- RCD - Reed Design Registry
- RCD - RSMeans Cost Directories*

IT

- Datamation*†
- DecisionMaker® IT*
- DecisionMaker® Network Security*
- eCommerce Business*†

ELECTRONICS

- CIE-Composants Instrumentation*
- Comm Verge*†
- Control Engineering*
- DecisionMaker® Electronics*
- DecisionMaker® Engineering*
- Design News*
- EDN*

- EDN Europe*
- Electronic Business*†
- Electronic News*†
- Electronic Packaging & Production (EP&P)*†
- Electroniques*
- Fiber Optic Technology (formerly Fiber Optic Product News)*†
- Lasers & Optronics *†
- National Technology Transfer
- Nepcon East/West Show
- Nepcon Texas Show
- Purchasing*
- Semiconductor International*
- Test & Measurement World*
- TWICE*

EXECUTIVES/PROFESSIONALS/AFFLUENT

- Business Organizations, Agencies & Publications Directory*
- BuyerZone
- Consulting & Consulting Organizations Directory*
- Corporate Affiliations - International Companies, Public & Private
- Corporate Affiliations - U.S. Private Companies
- Corporate Affiliations - U.S. Public Companies
- DecisionMaker® C-Level*
- DecisionMaker® Canadian*
- DecisionMaker® Career Women*

LEGEND:

* - Email List Available

† - Former Subscribers

EXECUTIVES/PROFESSIONALS/AFFLUENT

- DecisionMaker® Finance*
- DecisionMaker® Fortune 1000*
- DecisionMaker® Human Resources*
- DecisionMaker® Importer/Exporter*
- DecisionMaker® International
- DecisionMaker® Management*
- DecisionMaker® Professionals at Home
- Encyclopedia of Associations*
- Financial Media Group Database*
- Martindale-Hubbell® Law Directory*
- Ward's Business Directory*

FINANCIAL

- American Corporate Finance Directory
- DecisionMaker® Finance*
- DecisionMaker® Management*
- Financial Media Group Database*
- The Corporate Finance Sourcebook

FOODSERVICE/HOSPITALITY

- Chain Leader*
- DecisionMaker® Management*
- DecisionMaker® Manufacturing*
- Florida Restaurant Show
- Foodservice Equipment & Supplies*
- HOTELS*
- Int'l Restaurant & Food Service Show - New York
- Packaging Digest*
- Restaurants & Institutions*

LEGAL

- Law & Legal Information Directory*
- Martindale-Hubbell® Corporate Counsel*
- Martindale-Hubbell® International*
- Martindale-Hubbell® Law Directory*
- Martindale-Hubbell® Sole Practitioners*
- Parker Directory of California Attorneys

MANUFACTURING

- Biophex Show
- Control Engineering*
- Converting*
- DecisionMaker® Engineering*
- DecisionMaker® Manufacturing*
- DecisionMaker® Supply Chain*
- Design News*
- EDN*
- Egg Industry*
- Electronic Business*†
- Electronic Packaging & Production (EP&P)*†
- Feed International
- Feed Management*
- Industrial Distribution*

- Interphex Show
- IAN Inside Products (formerly Instrumentation & Automation News)*
- Logistics Management*
- Manufacturing Business Technology*
- Material Handling Product News*
- Modern Materials Handling*
- Packaging Digest*
- Petfood Industry*
- Pharmaceutical Laboratory†
- Pig International
- Plant Engineering*
- Plants Sites & Parks*†
- Poultry International
- Poultry Tribune*
- Purchasing*
- RCD - Manufacturers & Distributors
- Semiconductor International*
- Supply Chain Management Review*
- Warehouse Management*†
- WATT Poultry USA*

MEDICAL/SURGICAL/EMERGENCY RESCUE

- American Men & Women of Science*
- DecisionMaker® Management*
- DecisionMaker® Medical*
- Encyclopedia of Medical Organizations and Agencies*
- FireRescue Magazine
- Home Healthcare Database
- IHE-International Hospital Equipment
- Jems-Journal of Emergency Medical Services
- LabPlus International
- Medical & Health Information Directory*
- Nurse Practitioner Database
- Nurse Respondent Database*
- Nursing2007
- Nursing Book Buyers
- Nursing Management
- Nursing Videocassette Buyers
- Physician Assistants Database
- Wildland Firefighter
- Wound Care Database

MULTIMEDIA/COMMUNICATIONS

- Broadcasting & Cable*
- Broadcasting & Cable Yearbook
- Cablevision*†
- DecisionMaker® Electronics*
- Directory of Broadcast Media*
- Directory of Publications*
- EDN*
- Fiber Optic Technology (formerly Fiber Optic Product News)*†
- Multichannel News*

- Telecommunications Directory*
- TWICE*
- Video Business*

PRINTING/PACKAGING/CONVERTING

- Blue Book/A.F. Lewis Printing & Graphic Communications Industry Database
- Converting*
- Directory of Publications*
- Graphic Arts Monthly*
- Packaging Digest*

RETAIL/FURNITURE

- CabinetMaker*
- Casual Living*
- DecisionMaker® Management*
- FDM*
- Furniture Today*
- Gifts & Decorative Accessories
- Home Accents Today*
- Home Textiles Today
- Interior Design
- JCK - Las Vegas
- JCK - Phoenix
- Jewelers' Circular - Keystone
- Modern Woodworking
- Playthings
- Upholstery Manufacturing*

SCIENTIFIC/RESEARCH & DEVELOPMENT

- American Men & Women of Science*
- DecisionMaker® Research/Laboratory*
- Lasers & Optronics*†
- Medical & Health Information Directory*
- Pharmaceutical Laboratory†
- Research Centers Directory*
- Semiconductor International*
- Test & Measurement World*

TRANSPORTATION/AUTOMOTIVE

- American Wholesalers & Distributors Directory*
- Automotive Industries*
- Commercial Carrier Journal*
- COMPRESSORTech Two*
- DecisionMaker® Management*
- DecisionMaker® Manufacturing*
- Diesel & Gas Turbine Worldwide*
- Diesel Progress International
- Logistics Management*
- Overdrive*
- Purchasing*
- Warehouse Management*†

Connect and Succeed

As a marketing or sales professional, you are under greater pressure than ever to prove a higher return on your investments, justify marketing activities, and increase qualified leads to drive sales. At DM2, we want to help you do just that.

We understand how crucial qualified leads and prospects are to you and your company's success. And we know how challenging the customer acquisition process can be. DM2-DecisionMaker can help you identify and target the most responsive lists of business decision makers. Plus, we help you and your company maximize sales and marketing effectiveness by delivering:

- Qualified leads from targeted prospect lists
- Enhanced business demographics and new contacts
- Industry-specific product, market and customer research
- Pre- and post-show event marketing services



DM2 delivers targeted business data that helps marketing and sales professionals directly connect with high-level budget owners and decision makers. At DM2 there's a lot we can do to enhance your career and marketing success.

Contact us today to get started.

**QUALITY SOURCES FROM DM2-DECISIONMAKER
LEAD TO RESPONSIVE RESULTS**

DM2 delivers lists, leads, and pre-qualified business data based on self-reported, frequently updated sources, including controlled circulation subscriber files of industry-leading publications. Our professional contacts are rich with business buying behavior for individuals as well as companies. Put our proven response power to work for you.

Call DM2 today at 800.323.4958 or visit us online at www.dm2decisionmaker.com

The logo for DM2 Decision Maker features a stylized 'dm2' icon on the left, composed of three overlapping rectangular blocks. To the right of the icon, the text 'dm2DecisionMaker' is written in a bold, sans-serif font. Below this, the tagline 'Your Marketing Starts Here.' is written in a smaller, italicized font.

dm2DecisionMaker
Your Marketing Starts Here.

2000 Clearwater Drive • Oak Brook, IL 60523
Toll Free: 800.323.4958 • Fax: 630.288.8390
info@dm2decisionmaker.com
www.dm2decisionmaker.com