

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, and 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

Combination Base Price*

Mail & Phone\$290/M
 Mail & Email\$420/M
 Email & Phone\$420/M
 Mail, Phone & Email.....\$520/M

*Selects and transmission fees are additional.

Selections/Charges

Geographic (State or Zip Code)....\$20/M
 Plant Size.....\$20/M
 Industry (SIC or NAICs codes).....\$20/M
 Job Function.....\$20/M
 Job Title Keyword(s).....\$20/M
 Technical Interest\$20/M
 Phone Numbers.....\$70/M

Output Options

ASCII comma-delimited file
 (Email, Diskette or FTP)\$75/flat
 Pressure Sensitive Labels.....\$20/M

316,156

email addresses

1,587,385

direct mail addresses

1,250,273

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 316,000 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	86,706
20-49	55,204
50-99	41,462
100-249	47,208
250-499	30,024
500-999	20,522
1000-2499	16,243
2500 and Over	14,719

Select by Job Function

Owner/Company Management/Corporate Executive	80,388
Mfg Production Management.....	28,969
Mfg Production Dept (Non Mgmt)	32,225
Mfg Engineering Management.....	21,227
Mfg Engineering Dept (Non Magement).....	28,436
Quality Management	9,537
Product Design & Development..	20,887
Research & Development.....	890
CAD-CAM/Drafting/Layout	115
Product Development	7,278
Control Engineering.....	4,407
Purchasing	8,685
Sales/Marketing.....	32,922

Select by Industry Types/SICs

33 Primary Metal Industries	15,526
34 Fabricated Metal Products.....	58,817
35 Machinery, except Electrical ...	95,943
36 Electric and Electrical	32,333
37 Transportation Equipment	62,159
38 Instruments and Related Products	45,685

Select by Industry Groupings

Machine Shops	18,373
Autos & Auto Parts.....	19,724
Medica/Dental Instruments.....	19,163
Aircraft, Aircraft Engines & Parts.	19,659
Tool & Die Shops	6,173
Farm/Construction/Lawn/Mining Machines.....	12,976
Machine Tools	9,686
Metal Stampings.....	6,481

Select by NAICS Industries

332 Fabricated Metal Products ...	94,843
333 Machinery Manufacturing ...	103,263
334 Computers & Electronics	45,822
335 Electrical Equipment.....	27,204
336 Transportation Equipment ...	73,016
337 Furniture & Related Products ..	5,530
339 Miscellaneous Manufacturing	34,601

Select by Technical Interest

Automated Manufacturing & Assembly	115,042
CNC Controls & Software.....	27,938
Machine Controls - Software	27,384
Electronics Manufacturing	6,833
Flexible Manufacturing Systems ..	15,384
Machine Vision	8,930
Material Handling	50,780
Robotics.....	50,193
Assembly & Joining.....	46,893

Design Software & Process

Controls.....	23,862
CAD/CAM Software	5,1036
Geometric Dimensioning & Tolerancing	2,764
Mold Tool & Die Design.....	9,691
Product Design & Automation.....	7,718
Reverse Engineering.....	5,023
Simulation	8,225

Forming & Fabricating.....128,896

Lasers.....	59,258
Laser And Plasma Cutting.....	44,306
Plate & Structural Fabricating	24,045
Punching.....	29,806
Tube & Pipe Processing	27,676
Welding.....	69,252
Die Maintenance & Repair.....	21,766
Hydroforming	11,008
Press Brakes	31,639
Presses	19,028
Stamping.....	5,091
Forming & Fabricating Tooling	31,639

Engineering Materials	58,459
Composites Manufacturing	28,386
Materials - Metal	32,622

Measurement Inspection & Testing 47,476

Machining & Material Removal . 103,750

Coolants & Lubricants.....	21,230
Deburring & Edge Finishing.....	24,519
Drilling & Tapping.....	24,832
Electrical Discharge Machining	21,119
Grinding	26,785
Machining Centers.....	41,364
Micro Manufacturing.....	19,803
Sawing.....	40,594
Turning & Lathes.....	34,011
Waterjet Cutting.....	20,338

Product & Process Design

Management	67,446
Computer-Integrated Manufacturing	4,740
Data Collection & Architecture	1,444
Process Design & Engineering	4,620
Software, ERP/MRP & Supply Chain Management	3,805
Lean Manufacturing	49,948
Manufacturing Management	16,666
Product & Process Design Management	29,194

Quality..... 43,4559

Rapid Prototyping & Additive

Manufacturing.....	60,644
3D Imaging	18,102
3D Printing.....	24,699
Additive Manufacturing.....	33,179
Rapid Prototyping	28,132

SME MAILING LISTS

Select by Plant Size

1-19.....	445,264
20-49.....	294,038
50-99.....	203,120
100-249.....	233,079
250-499.....	137,064
500-999.....	88,331
1000-2499.....	68,177
2500 and Over.....	57,324

Select by Job Function

Owner/Company Management/ Corporate Executive.....	430,865
Mfg Production Management	138,864
Mfg Production Dept (Non Mgmt).....	215,706
Mfg Engineering Management	72,260
Mfg Engineering Dept (Non Magement).....	145,195
Quality Management.....	42,541
Product Design & Development.....	106,619
Research & Development.....	6,932
CAD-CAM/Drafting/Layout.....	395
Product Development.....	16,171
Control Engineering.....	22,712
Purchasing.....	42,424
Sales/Marketing.....	124,438

Select by Industry Types/SICs

33 Primary Metal Industries.....	70,218
34 Fabricated Metal Products.....	270,474
35 Machinery, except Electrical.....	489,178
36 Electric and Electrical Equipment.....	137,882
37 Transportation Equipment.....	265,486
38 Instruments and Related Products.....	171,300

Select by Industry Groupings

Machine Shops.....	111,053
Autos & Auto Parts.....	87,515
Medica/Dental Instruments.....	64,797
Aircraft, Aircraft Engines & Parts.....	67,989
Tool & Die Shops.....	37,827
Farm/Construction/Lawn/Mining Machines.....	43,187

Machine Tools.....	44,973
Metal Stampings.....	28,116

Select by NAICS Industries

332 Fabricated Metal Products.....	465,540
333 Machinery Manufacturing	481,195
334 Computers & Electronics.....	174,020
335 Electrical Equipment.....	106,928
336 Transportation Equipment.....	319,443
337 Furniture & Related Products.....	24,167
339 Miscellaneous Manufacturing.....	136,329

Select by Technical Interest

Automated Manufacturing & Assembly.....	285,296
CNC Controls & Software.....	142,249
Machine Controls - Software.....	96,862
Conveyors & Conveying Systems	2,191
Electronics Manufacturing.....	21,207
Flexible Manufacturing Systems.....	76,555
Machine Vision.....	33,391
Material Handling.....	85,464
Robotics.....	212,833
Sensors.....	37,732
Assembly & Joining.....	183,961

Design Software & Process

Controls.....	50,714
CAD/CAM Software.....	48,276
Geometric Dimensioning & Tolerancing.....	6,647
Mold Tool & Die Design.....	69,574
Product Design & Automation	33,436
Reverse Engineering.....	10,570
Simulation.....	19,560

Forming & Fabricating.....289,111

Lasers.....	206,939
Laser And Plasma Cutting.....	52,914
Plate & Structural Fabricating	73,428
Punching.....	121,746
Tube & Pipe Processing.....	89,340
Welding.....	269,635
Die Maintenance & Repair.....	60,653

Hydroforming.....	35,808
Press Brakes.....	116,542
Presses.....	60,404
Stamping.....	47,080
Forming & Fabricating Tooling.....	75,594

Engineering Materials..... 140,422

Composites Manufacturing.....	93,416
Materials - Metal.....	92,134

Measurement Inspection &

Testing.....	145,550
---------------------	----------------

Machining & Material

Removal..... 237,190

Coolants & Lubricants.....	114,571
Deburring & Edge Finishing.....	113,293
Drilling & Tapping.....	140,925
Electrical Discharge Machining.....	118,784
Grinding.....	163,951
Machining Centers.....	248,901
Micro Manufacturing.....	67,155
Sawing.....	188,221
Turning & Lathes.....	242,538
Waterjet Cutting.....	83,136

Product & Process Design

Management.....136,055

Computer-Integrated Manufacturing.....	2,809
Data Collection & Architecture.....	6,705
Process Design & Engineering.....	10,213
Software, ERP/MRP & Supply Chain Management.....	5,271
Lean Manufacturing.....	86,289
Manufacturing Management.....	23,279
Product & Process Design Management.....	51,735

Quality..... 177,248

Rapid Prototyping & Additive

Manufacturing..... 138,263

3D Imaging.....	31,880
3D Printing.....	40,472
Additive Manufacturing.....	68,905
Rapid Prototyping.....	103,660

- Updated Continuously
- NCOA & CASS Certified
- 99% Deliverability Guaranteed*
- *Direct mail only

Other selection criteria include Job Title, Geography, additional Technical Interests and SICs (2- or 4-digit) and NAICS (3- or 6-digit).