



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 and inquirers of manufacturing-related books, novels, DVDs, and training programs
- Mail-order buyers
- Certified manufacturing professionals
- Customers who fund and support engineering education programs

247,981

e-mail addresses

1,482,319

Direct mail addresses

921,244

phone numbers

IDEAL FOR

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

RATES

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

E-mail Base Price:\$325/M
 Transmission charge\$115/M
 Minimum e-mail quantity5,000

Combination Base Price*

Mail & Phone\$290/M
 Mail & E-mail\$420/M
 E-mail & Phone.....\$420/M
 Mail, Phone & E-mail\$520/M

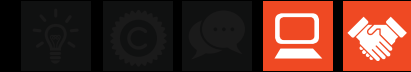
*Selects and transmission fees are additional.

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
 (E-mail, Diskette or FTP).....\$75/flat
 Pressure Sensitive Labels.....\$20/M



SME e-MAIL LISTS

As a part of Advanced Manufacturing Media's Digital Portfolio, SME's e-mail list opens the door for you to broadcast your message to more than 247,000 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 | 64,200 |
| 20-49 | 36,239 |
| 50-99 | 25,911 |
| 100-249 | 31,094 |
| 250-499 | 19,024 |
| 500-999..... | 13,519 |
| 1,000-2,499 | 10,806 |
| 2,500 and over..... | 11,102 |

Select by Job Function

| | |
|--|--------|
| Control Engineering..... | 3,142 |
| Mfg Engineering Dept (Non Management.....) | 21,810 |
| Mfg Engineering Management..... | 13,997 |
| Mfg Production Dept (Non Management) | 24,371 |
| Mfg Production Management..... | 20,667 |
| Owner/Company Management/ Corporate Executive | 60,212 |
| Product Design & Development | 15,402 |
| Purchasing..... | 6,092 |
| Quality Management | 7,046 |
| Sales/Marketing..... | 22,977 |

Select by Industry Types/SICs

| | |
|---|--------|
| 33 Primary Metal Industries | 9,609 |
| 34 Fabricated Metal Products..... | 34,499 |
| 35 Machinery, except Electrical | 53,746 |
| 36 Electric and Electrical | 17,278 |
| 37 Transportation Equipment | 26,375 |
| 38 Instruments and Related Products | 34,394 |

Select by Industry Groupings

| | |
|--|--------|
| Machine Shops | 12,269 |
| Autos & Auto Parts..... | 13,866 |
| Medical/Dental Instruments | 13,005 |
| Aircraft, Aircraft Engines & Parts..... | 12,168 |
| Tool & Die Shops | 3,913 |
| Farm/Construction/Lawn/Mining Machines | 8,640 |
| Machine Tools | 6,440 |
| Metal Stampings..... | 4,297 |

Select by NAICS Industries

| | |
|--|--------|
| 332 Fabricated Metal Products | 44,301 |
| 333 Machinery Manufacturing | 43,699 |
| 334 Computers & Electronics | 21,261 |
| 335 Electrical Equipment..... | 12,211 |
| 336 Transportation Equipment | 26,770 |
| 337 Furniture & Related Products | 2,457 |
| 339 Miscellaneous Manufacturing | 20,303 |

Select by Technical Interest

| | |
|--|---------|
| Automated Manufacturing & Assembly | 116,089 |
| CNC Controls & Software..... | 17,961 |
| Machine Controls - Software | 24,089 |
| Electronics Manufacturing | 5,347 |
| Flexible Manufacturing Systems | 9,977 |
| Machine Vision..... | 6,780 |
| Material Handling | 43,232 |
| Robotics..... | 40,287 |
| Assembly & Joining..... | 38,048 |

Design Software & Process Controls.....23,862

| | |
|--|-------|
| CAD/CAM Software | 5,166 |
| Geometric Dimensioning & Tolerancing | 2,977 |
| Mold Tool & Die Design..... | 2,982 |
| Product Design & Automation..... | 4,413 |
| Reverse Engineering | 5,145 |
| Simulation | 8,171 |

Forming & Fabricating..... 128,896

| | |
|--------------------------------------|--------|
| Lasers..... | 51,391 |
| Laser And Plasma Cutting..... | 38,660 |
| Plate & Structural Fabricating | 22,092 |
| Punching..... | 25,160 |
| Tube & Pipe Processing | 24,371 |
| Welding..... | 62,140 |
| Die Maintenance & Repair..... | 20,221 |
| Hydroforming | 9,831 |
| Press Brakes | 27,973 |
| Presses | 16,698 |
| Stamping | 1,848 |
| Forming & Fabricating Tooling | 25,233 |

| | |
|--------------------------------|--------|
| Engineering Materials | 58,459 |
| Composites Manufacturing | 24,745 |
| Materials - Metal | 29,936 |

Measurement Inspection & Testing

| | |
|---|----------------|
| | 53,636 |
| Machining & Material Removal | 103,750 |
| Coolants & Lubricants | 15,006 |
| Deburring & Edge Finishing..... | 18,992 |
| Drilling & Tapping..... | 17,464 |
| Electrical Discharge Machining | 13,967 |
| Grinding | 17,440 |
| Machining Centers | 30,762 |
| Micro Manufacturing | 17,249 |
| Sawing | 31,762 |
| Turning & Lathes..... | 19,886 |
| Waterjet Cutting..... | 17,144 |

Product & Process Design Management

| | |
|---|--------|
| | 67,446 |
| Computer-Integrated Manufacturing | 1,979 |
| Data Collection & Architecture..... | 1,168 |
| Process Design & Engineering | 4,620 |
| Software, ERP/MRP & Supply Chain Management | 1,695 |
| Lean Manufacturing | 43,361 |
| Manufacturing Management | 12,401 |
| Product & Process Design Management | 26,917 |

Quality

| | |
|---|---------------|
| | 37,367 |
| Rapid Prototyping & Additive Manufacturing | 60,644 |
| 3D Imaging | 17,395 |
| 3D Printing..... | 18,137 |
| Additive Manufacturing | 26,226 |
| Rapid Prototyping | 25,295 |



Select by Plant Size

| | |
|----------------------|---------|
| 1-19 | 388,206 |
| 20-49..... | 248,590 |
| 50-99 | 164,264 |
| 100-249 | 191,444 |
| 250-499 | 104,659 |
| 500-999..... | 68,361 |
| 1,000-2,499..... | 51,641 |
| 2,500 and over | 46,841 |

Select by Job Function

| | |
|--|---------|
| Control Engineering | 19,687 |
| Mfg Engineering Dept (Non Management) | 132,461 |
| Mfg Engineering Management | 57,556 |
| Mfg Production Dept (Non Management) | 198,996 |
| Mfg Production Management | 122,863 |
| Owner/Company Management/ Corporate Executive | 398,600 |
| Product Design & Development | 96,721 |
| Purchasing..... | 37,741 |
| Quality Management..... | 38,407 |
| Sales/Marketing | 108,330 |

Select by Industry Types/SICs

| | |
|--|---------|
| 33 Primary Metal Industries..... | 52,484 |
| 34 Fabricated Metal Products | 202,291 |
| 35 Machinery, except Electrical..... | 360,319 |
| 36 Electric and Electrical Equipment | 92,391 |
| 37 Transportation Equipment | 145,954 |
| 38 Instruments and Related Products | 114,627 |

Select by Industry Groupings

| | |
|--|---------|
| Machine Shops | 105,447 |
| Autos & Auto Parts | 84,220 |
| Medical/Dental Instruments | 59,287 |
| Aircraft, Aircraft Engines & Parts..... | 57,145 |
| Tool & Die Shops..... | 34,746 |
| Farm/Construction/Lawn/ Mining Machines | 39,307 |
| Machine Tools | 41,424 |
| Metal Stampings | 26,098 |

Select by NAICS Industries

| | |
|---------------------------------------|---------|
| 332 Fabricated Metal Products | 285,783 |
| 333 Machinery Manufacturing | 258,047 |
| 334 Computers & Electronics | 98,745 |
| 335 Electrical Equipment | 59,192 |
| 336 Transportation Equipment | 145,444 |
| 337 Furniture & Related Products..... | 13,839 |
| 339 Miscellaneous Manufacturing | 96,098 |

Select by Technical Interest

| | |
|--|---------|
| Automated Manufacturing & Assembly | 197,865 |
| CNC Controls & Software..... | 26,025 |
| Machine Controls - Software..... | 52,328 |
| Conveyors & Conveying Systems | 1,873 |
| Electronics Manufacturing | 11,199 |
| Flexible Manufacturing Systems | 20,781 |
| Machine Vision..... | 15,366 |
| Material Handling..... | 85,464 |
| Robotics | 67,208 |
| Sensors | 13,358 |
| Assembly & Joining | 65,922 |

Design Software & Process Controls

| | |
|--|--------|
| 40,225 | |
| CAD/CAM Software..... | 7,354 |
| Geometric Dimensioning & Tolerancing | 4,417 |
| Mold Tool & Die Design | 5,330 |
| Product Design & Automation | 7,133 |
| Reverse Engineering | 8,134 |
| Simulation | 11,853 |

Forming & Fabricating

| | |
|--------------------------------------|---------|
| 256,785 | |
| Lasers..... | 94,947 |
| Laser And Plasma Cutting | 69,994 |
| Plate & Structural Fabricating | 38,887 |
| Punching | 44,803 |
| Tube & Pipe Processing..... | 42,424 |
| Welding | 123,232 |
| Die Maintenance & Repair | 35,373 |
| Hydroforming..... | 17,775 |
| Press Brakes..... | 49,107 |
| Presses..... | 31,230 |
| Stamping..... | 3,143 |
| Forming & Fabricating Tooling..... | 44,485 |

| | |
|-------------------------------|---------|
| Engineering Materials..... | 131,483 |
| Composites Manufacturing..... | 51,064 |
| Materials - Metal..... | 59,679 |

Measurement Inspection & Testing

| | |
|--------------------------------------|---------|
| 83,958 | |
| Machining & Material Removal | 215,013 |
| Coolants & Lubricants..... | 33,855 |
| Deburring & Edge Finishing | 38,762 |
| Drilling & Tapping..... | 38,878 |
| Electrical Discharge Machining | 27,228 |
| Grinding..... | 34,928 |
| Machining Centers..... | 65,623 |
| Micro Manufacturing..... | 37,269 |
| Sawing | 61,548 |
| Turning & Lathes | 43,013 |
| Waterjet Cutting | 35,945 |

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.....

| | |
|--|---------|
| 68,575 | |
| Rapid Prototyping & Additive Manufacturing | 108,712 |
| 3D Imaging..... | 29,982 |
| 3D Printing | 25,417 |
| Additive Manufacturing..... | 43,328 |
| Rapid Prototyping..... | 54,690 |

- 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).