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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).