

Mailing List

GPS World

Quality Leads
Targeted Penetration
Guaranteed Value
Proven Results

Subscribers Available for Rental 23,954 \$145 per 1,000

Who They Are

Target high-level corporate managers, project and engineering managers, product designers, researchers, and system developers in the business and technology of Global Navigation and Positioning. They are the professional end users and manufacturers in:

- Survey & Construction
- Military & Government
- Avionics & Transportation
- Location-Based Services
- Mass Market OEM
- Utilities & Communications
- System Design & Test
- Agriculture & Natural Resources



What They Buy

Over 95% of these subscribers are actively involved in the specification and acquisition of GPS products and services including:

- Accessories
- Equipment
- Mapping
- GIS Systems
- Engineering Services
- Location Based Services
- Wireless Communication
- GPS Related Internet Applications
- Timing Devices
- Handheld, Computer GPS Cards & Modules
- Land Vehicle Navigation & Route
- Integrated Navigation Equipment
- Surveying RTK
- Geodetic/Geophysical
- Surveying GIS
- Software Receivers
- Automatic Vehicle Location
- PCs/Laptops & Handheld Computers
- Cameras
- Antennas
- Differential GPS
- Survey Equipment
- Sensors

eMail List
AVAILABLE

Why They Subscribe

Readers rely on *GPS World* for continuous innovation in delivery of the freshest, most comprehensive GPS/GNSS-related news when making purchase decisions in this \$5.8 billion market. Not limited to coverage of the U.S. Global Positioning System, editorial chronicles the development and business of global navigation satellite systems throughout the world. *GPS World's* mission is to provide business and technical information to executives and engineers who have the need to incorporate global positioning, navigation and timing technologies into their corporate strategies and operations to maximize profit and productivity. *GPS World* achieves this mission through an integrated system of print, e-newsletters, and Web sites that provide critical intelligence to industry decision makers.

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For advertising opportunities visit www.gpsworld.com

Minimum Order
5,000 Names

List Source
Controlled Circulation,
Verified Audit Pending



Telemarketing List
Base Rate + \$60/M

Mail/Phone/Email Lists
Combination Discounts Available
Call for Rates

Selections
Base Rate + \$15/M
Job Title
Job Function
Business/Industry
Business Address
Geography
Gender
Max Per Site
All Other Selects \$15/M-\$25/M

Addressing/Format Options

Email File	\$50/flat
Mag Tape	\$35/flat
Diskette	\$55/flat
Cheshire Labels	NC
Peel & Stick Labels	\$10/M
Galley Printout	\$10/M
Key Codes	\$3/M
Splits	\$25 ea.
Barcoding (labels)	\$6/M \$30 min.

Updating Cycle
Lists are updated quarterly. Please call for the most current counts.

Guaranteed 98% Mail Deliverability

Terms and Conditions
Rented for one time use only. Sample mailing piece required, subject to approval.

Cancellations
\$15/M running charges plus \$50 cancellation fee. List must be returned within 90 days or full rental charges apply.



QUESTEX
MEDIA
www.questex.com

Mailing List

GPS World

State Counts

SCF Range

995-999	AK	61
350-369	AL	302
716-729	AR	178
850-865	AZ	426
900-966	CA	2997
800-816	CO	504
060-069	CT	335
200-205	DC	52
197-199	DE	43
320-349	FL	1191
300-319	GA	517
967-968	HI	50
500-528	IA	330
832-838	ID	157
600-629	IL	1068
460-479	IN	573
660-679	KS	274
400-427	KY	262
700-714	LA	247
010-027	MA	756
206-219	MD	451
039-049	ME	135
480-499	MI	857
550-567	MN	572
630-658	MO	508
386-397	MS	195
590-599	MT	94
270-289	NC	687
580-588	ND	97
680-693	NE	176
030-038	NH	190
070-089	NJ	549
870-884	NM	206
890-898	NV	153
090-149	NY	1105
430-458	OH	1031
730-749	OK	281
970-979	OR	373
150-196	PA	1031
028-029	RI	103
290-299	SC	315
570-577	SD	99
370-385	TN	425
750-799	TX	1599
840-847	UT	222
220-246	VA	703
050-059	VT	65
980-994	WA	547
530-549	WI	655
247-268	WV	129
820-831	WY	78

Breakdown by Job Title

Corporate/General Manager	8,383
Program Manager	1,494
Engineering Manager	4,970
Technical Manager or Staff	5,770
Manufacturing/Production/Operations	1,617
Purchasing/Procurement Manager or Staff	423
Marketing/Sales	652
Other Named Executives	553

Breakdown by Business/Industry

End Users

Survey & Mapping	5,980
Avionics & Transportation	1,507
Military & Government	2,451
Utilities/Telecom	1,538
Agriculture and Natural Resources	646

Manufacturers

OEM and Product Design	6,511
System Design/Test	1,659

Service Providers

Location Based Services	1,777
Distributors and Resellers	1,068
Others Allied to the Field	649

*Above breakdowns are for U.S. Circulation only.
See separate Data Card for International breakdowns.*



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