

Mailing List Sensors

**Quality Leads
Targeted Penetration
Guaranteed Value
Proven Results**

Former Print Subscribers

Available for Rental 42,560 \$125 per 1,000

Who They Are

Subscribers are product and system design engineers and corporate managers in both OEM companies (where sensors are incorporated into products for resale) and end-user companies (where sensors are used in production operations). Many subscribers are both OEMs and end users. They are key decision makers involved in sensor operations, design, application and implementation. *Sensors* readers are responsible for the technology that enables companies to gather the hard data that affects key business issues like safety, productivity, and product quality.



What They Buy

100% of these subscribers buy and/or specify sensors and sensor-related products. In addition to being able to select names by the types of sensors, sensor components and related products that they buy, you can also select by additional products that these engineers purchase including:

- Automation control systems
- Computer systems
- Data acquisition systems
- Electrical and electronic components
- Instrumentation
- Industrial controls and measurement devices and systems
- Test and measurement equipment
- Software

eMail List
AVAILABLE

Why They Subscribe

Sensors offers the only comprehensive communications venue targeted at the sensors market. Readers love the in-depth articles on key sensor and sensor-related developments. In addition, the publication includes a feature section on the application of sensor innovations to solve real world problems. The "Intelligent Systems" section focuses on sensors in combination with data acquisition, communications and control. This section is especially popular with subscribers and includes features on topics such as networking, wireless, motion/vision, and smart sensors along with up and coming new technologies.

Ilene Schwartz
Senior Account Director, Kroll Direct Marketing
216-371-1667 • ilene@krolldirect.com

For advertising opportunities visit www.sensorsmag.com

Minimum Order

5000 Names

List Source

Publishers Data

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

Sensors

State Counts

SCF Range

| | | |
|---------|----|------|
| 995-999 | AK | 25 |
| 350-369 | AL | 509 |
| 716-729 | AR | 316 |
| 850-865 | AZ | 646 |
| 900-966 | CA | 5100 |
| 800-816 | CO | 605 |
| 060-069 | CT | 962 |
| 200-205 | DC | 83 |
| 197-199 | DE | 117 |
| 320-349 | FL | 1532 |
| 300-319 | GA | 722 |
| 967-968 | HI | 34 |
| 500-528 | IA | 542 |
| 832-838 | ID | 222 |
| 600-629 | IL | 2536 |
| 460-479 | IN | 1345 |
| 660-679 | KS | 414 |
| 400-427 | KY | 517 |
| 700-714 | LA | 265 |
| 010-027 | MA | 1704 |
| 206-219 | MD | 670 |
| 039-049 | ME | 131 |
| 480-499 | MI | 2089 |
| 550-567 | MN | 1040 |
| 630-658 | MO | 813 |
| 386-397 | MS | 234 |
| 590-599 | MT | 103 |
| 270-289 | NC | 1113 |
| 580-588 | ND | 84 |
| 680-693 | NE | 286 |
| 030-038 | NH | 323 |
| 070-089 | NJ | 1294 |
| 870-884 | NM | 289 |
| 890-898 | NV | 174 |
| 090-149 | NY | 2158 |
| 430-458 | OH | 2584 |
| 730-749 | OK | 393 |
| 970-979 | OR | 543 |
| 150-196 | PA | 2093 |
| 028-029 | RI | 192 |
| 290-299 | SC | 675 |
| 570-577 | SD | 92 |
| 370-385 | TN | 758 |
| 750-799 | TX | 2336 |
| 840-847 | UT | 415 |
| 220-246 | VA | 933 |
| 050-059 | VT | 139 |
| 980-994 | WA | 764 |
| 247-268 | WI | 1436 |
| 530-549 | WV | 151 |
| 820-831 | WY | 52 |

Breakdown by Primary Job Title

| | |
|---|--------|
| Product Design Engineering/R&D | 16,142 |
| Systems Design Engineering/R&D | 10,680 |
| Production Engineering/Process or Manufacturing | 11,764 |
| Evaluation/QC/Standards/Reliability/Test Engineer | 7,904 |
| General/Corporate Management | 8,607 |
| Field/Application Engineering | 5,730 |
| Software Engineering | 4,008 |
| Chemical Engineering | 1,683 |
| Engineering Management | 8,542 |
| Mechanical/Maintenance Engineering/Management | 5,567 |
| Research & Development/Management/Scientist | 8,312 |
| Consultant | 3,236 |
| Operations/Maintenance | 5,064 |
| Purchasing/Procurement | 4,502 |
| Education | 2,358 |
| Electrical Engineering | 9,254 |
| Other | 1,292 |

Breakdown by Specified Uses for Sensors

| | |
|---------------------------------|--------|
| <i>(Multiple Responses)</i> | |
| Original Equipment Manufacturer | 17,407 |
| End User | 15,188 |
| Consultant | 6,635 |
| R&D | 14,681 |



Contact Ilene Schwartz at 216-371-1667 • ilene@krolldirect.com • www.questex.com
For advertising opportunities visit www.sensorsmag.com

Mailing List

Sensors

Breakdown by Business/Industry

| | |
|---------------------------------------|-------|
| Fabricated Metal Product Mfg | 5,844 |
| Machinery Manufacturing | 4,391 |
| Computer & Electronic Prod Mfg | 3,828 |
| Electrical Eqpt Appl Comp Mfg | 3,913 |
| Transportation Eqpt Mfg | 2,667 |
| Medical Equipment Mfg | 1,416 |
| Miscellaneous Manufacturing | 5,351 |
| Chemical & Pharmaceutical Mfg | 887 |
| Plastics & Rubber Prod Mfg | 567 |
| Primary Metal Manufacturing | 311 |
| Food Beverage & Tobacco Mfg | 491 |
| Paper Manufacturing | 237 |
| Nonmetallic Mineral Prod Mfg | 69 |
| Mining Petroleum & Coal Prod Mfg | 214 |
| Other Raw Materials Processing | 155 |
| Engrng Arch Bldg Auto & Rel Svcs | 4,888 |
| Comp Sys Des & Related Service | 379 |
| Consulting Mgmt Sci & Tech Svcs | 888 |
| Research & Development Service | 1,347 |
| Other Services | 628 |
| Military | 1,153 |
| Civil Service | 589 |
| Utilities | 399 |
| Wholesale Trade | 198 |
| Education | 319 |
| Textile Mills & Apparel Manufacturing | 83 |
| Construction | 314 |
| Retail Trade | 84 |
| Transportation & Warehousing | 142 |

Breakdown by

Types of Sensors Purchased

| | |
|-------------------------------|--------|
| Acceleration | 11,621 |
| Acoustic Emissions | 7,186 |
| Atmospheric/Meteorological | 7,728 |
| Chemical | 10,346 |
| Displacement | 14,308 |
| Electrical Properties | 17,547 |
| Encoder | 15,847 |
| Environmental/HVAC | 8,795 |
| Fiber Optic | 12,581 |
| Flow | 13,739 |
| Gas/Vapor | 8,469 |
| Force/Strain/Load/Torque | 13,737 |
| Level | 10,841 |
| Mems/Nano | 4,152 |
| Moisture/Humidity | 10,294 |
| Photoelectric/Light Sensing | 14,581 |
| Pressure | 17,952 |
| Proximity/Position/Presence | 15,261 |
| Radioactive/Nuclear/Radiation | 1,861 |
| Tactile | 2,615 |
| Temperature | 16,984 |
| Tilt | 4,608 |
| Velocity | 6,923 |
| Vibration | 8,229 |
| Vision | 6,365 |



Contact Ilene Schwartz at 216-371-1667 • ilene@krolldirect.com • www.questex.com
 For advertising opportunities visit www.sensorsmag.com

Mailing List

Sensors

Breakdown by Additional Products Recommended (+\$25/M)

(Multiple Responses)

| | |
|-------------------------------------|--------|
| Instrumentation | 9,501 |
| Automation Control Systems | 9,763 |
| Computer Systems | 10,221 |
| Data Acquisition Systems & Software | 9,611 |
| Electrical/Electronic Components | 12,557 |
| Lab/Production Test Equipment | 8,401 |
| Motion Control | 7,728 |
| Data Analysis/Presentation | 6,457 |
| Displays | 8,077 |
| GPS/Positioning Service | 4,335 |
| Safety | 6,804 |
| Software | 7,657 |
| Hard-Wired Networking | 6,495 |
| Internet-Enabled Devices | 4,409 |
| Wireless Communications | 5,743 |
| RFID Related Products | 3,783 |
| Actuators/Effectors | 6,832 |



Contact Ilene Schwartz at 216-371-1667 • ilene@krolldirect.com • www.questex.com
For advertising opportunities visit www.sensorsmag.com