

# Mailing List

## Cadalyst International

Subscribers Available for Rental 1,126 \$450 Flat Fee

### Who They Are

Primarily corporate and senior managers, engineers and CAD managers within the architecture, engineering and construction (AEC) and manufacturing industries.

### What They Buy

Over 90% of *Cadalyst* subscribers expect to buy CAD products and computer peripherals over the next twelve months. Industry experts forecast AEC CAD expenditures at \$1.8 billion annually; the mechanical CAD/CAM/CAE market is forecasted at \$6.7 billion. Growth rates are expected to increase steadily over the next five years. Subscribers have specifically indicated some of the products they plan to buy including:

- CAD Software
- Visualization Software
- Graphic Design Software
- Printers, Plotters, Monitors
- Collaboration Software/Solutions
- High Speed Internet Access

### Why They Subscribe

Subscribers rely on the award winning editorial team at *Cadalyst* to provide expert, reliable analysis through product reviews, features and tutorials covering CAD-related developments – from collaboration and E-commerce to 3D simulation and visualization. Every issue also includes in depth focus on mechanical and manufacturing, with articles on how CAD/CAM/CAE solutions are integrated within the manufacturing environment, from CNC machining to supply chain integration.



eMail List AVAILABLE

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

**Minimum Order**  
\$450 Flat Fee

### List Source

Controlled Circulation,  
Verified Audit Pending



### Telemarketing List

Base Rate + \$60/M

### Mail/Phone/E-Mail 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

E-mail File	\$40/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.



**Ilene Schwartz**  
Senior Account Director, Kroll Direct Marketing  
216-371-1667 • [ilene@krolldirect.com](mailto:ilene@krolldirect.com)

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