



DIRECT MARKETING LIST RENTAL PROGRAM

DIRECT MAIL | EMAIL | TELEMARKETING

Reach prime targets in the building maintenance and engineering marketplace

The Maintenance Solutions magazine subscriber list can now be rented for your direct marketing projects. It offers marketers of maintenance/engineering products and services an exclusive, efficient access to the professionals who have front line knowledge of maintenance issues and who also have the authority to buy.

Now you can use the only list available to efficiently reach maintenance and engineering management professionals via direct mail, e-mail, and telemarketing

Put your organization's direct marketing message in the hands of 35,000 maintenance and engineering decision-makers who:

- Manage 1.1 million of the largest institutional and commercial facilities
- Are responsible for 40 billion square feet of floor space
- Spend \$128 billion annually on capital equipment and building maintenance

Multiple Use, Database and Test Programs available

List Rental Charges

Base Rate.....	\$165/M
Email Addresses	\$390/M
Phone Numbers	\$80/M
Select Fee	\$15/M
Format (Email)	\$75 flat
Keycode	\$15/M

Rates are for one-time use.
Multiple use programs available.

View Datasheets online:
www.tradepress.com/lists

Terms and Ordering Information:
20% commission on base rate to recognized list brokers. Sample required for approval. *Orders processed within 3 to 5 days.
*RUSH PROCESSING AVAILABLE

For more information on how you can target these lucrative prospects contact

**Sherman Leibowitz at 414-228-7701, Ext. 441.
sherman.leibowitz@tradepress.com**

Trade Press List Management
2100 W. Florist Avenue • Milwaukee, WI 53209
414-228-7701, Ext. 441 • Fax: 414-228-1134

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Maintenance Involvement Summary

- 95.5% of *Maintenance Solutions* readers have Building Maintenance/Engineering as a primary job responsibility.
- 98.2% of *Maintenance Solutions* readers and their inhouse staffs handle all or some of their organizations' Lighting Maintenance.
- 72.6% of *Maintenance Solutions* readers and their inhouse staffs handle all or some of their organizations' Housekeeping.
- 90.9% of *Maintenance Solutions* readers and their inhouse staffs handle all or some of their organizations' HVAC Maintenance.
- 82.9% of *Maintenance Solutions* readers and their inhouse staffs handle all or some of their organizations' Grounds Maintenance.
- 61.3% of *Maintenance Solutions* readers and their inhouse staffs handle all or some of their organizations' Roofing Maintenance.

Product Selection And Buying Involvement

The 35,000 readers of *Maintenance Solutions* are decision makers with purchasing power. Multiple studies of thousands of readers concluded they are responsible for recommending, selecting and purchasing a wide variety of products and services. Everything from computerized maintenance management systems to chillers and roofing systems are the responsibility of the maintenance and engineering executives who read *Maintenance Solutions*.

PRODUCT	PERCENTAGE OF READERS INVOLVED IN SELECTING & PURCHASING	ANNUAL SPENDING
ADA-Compliant Products	87%	\$1.3 billion
Diagnostic/Monitoring/Testing Instruments	100%	\$169 million
Door & Door Hardware	95%	\$564 million
Electrical Products	95%	\$3.4 billion
Energy (Electrical, Gas, Propane)	94%	\$25.2 billion
Grounds Care Equipment	82%	\$609 million
Hand Tools	94%	\$47 million
HVAC Equipment	95%	\$9.3 billion
HVAC Parts	92%	\$3.4 billion
Lighting/Lighting Controls	95%	\$2.1 billion
Maintenance & Cleaning Supplies	82%	\$5.3 billion
Plumbing Products	98%	\$1.4 billion
Power Tools	95%	\$83 million
Roofing Products & Systems	89%	\$3.4 billion
Safety Products & Services	96%	\$517 million
Software (CMMS)	86%	\$199 million

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Title Categories: (All job titles are selectable individually)	Direct Mail	Telemarketing	E-mail
Directors (Maintenance/Engineering): Director of Maintenance, Director of Engineering, Director of Facilities Maintenance, Director of Buildings & Grounds, Director of Building & Plant Services, Facility/Building/Maintenance Engineer	20,449	19,984	3,614
Maintenance Management: Maintenance Manager, Facility Maintenance Manager, Engineering & Maintenance Manager, Building Services Manager, Plant Manager	9,746	9,161	2,512
Maintenance Supervision: Building & Grounds Supervisor, Maintenance Supervisor, Building Supervisor	4,863	4,275	1,008

MARKET SEGMENTS:	Direct Mail	Telemarketing	E-mail
Commercial Buildings: Office Buildings, Real Estate/Property Management Firms, Developers, Financial Institutions, Insurance Co.'s, Civic & Convention Centers	5,277	4,946	1,499
Retail Buildings: Shopping Center, and Retail Chain Headquarters	618	567	179
Educational Buildings: Schools, Colleges and Universities, (including members of APPA)	13,598	13,034	2,496
Government Buildings: Federal, State, County, Municipal, Airports & Military	3,833	3,597	936
Medical Buildings: Hospitals, Nursing Homes, Medical Clinics (including members of ASHE)	9643	9,294	1,407
Industrial Buildings: Office and Headquarter Buildings of Manufacturing Firms, Plants, and Utilities	1,081	1,019	426
Hospitality Buildings: Hotels, Motels, Restaurant Chains	1,008	963	271
TOTAL	35,058	33,420	7,214

Geographical Breakout of Qualified Circulation

State	Zip Range	Direct Mail	Telemarketing	Email
AK	995-999	73	63	16
AL	350-369	415	394	69
AR	716-729	384	373	55
AZ	850-865	391	375	91
CA	900-966	2,507	2,411	582
CO	800-816	532	509	109
CT	060-069	448	435	96
DC	200,202-205	280	259	65
DE	197-199	112	104	22
FL	320-349	1,346	1,262	337
GA	300-319	831	775	194
HI	967-968	64	59	14
IA	500-528	658	636	97
ID	832-838	191	187	18
IL	600-629	1,719	1,654	310
IN	460-479	824	780	135
KS	660-679	584	560	107
KY	400-427	594	575	93
LA	700-714	376	359	75
MA	010-027	796	760	201
MD	206-219	962	917	223
ME	039-049	226	217	36
MI	480-499	1,148	1,108	239
MN	550-567	822	790	147
MO	630-658	965	933	160
MS	386-397	324	307	48
MT	590-599	200	188	27
NC	270-289	999	938	213
ND	580-588	186	179	25

State	Zip Range	Direct Mail	Telemarketing	Email
NE	680-693	468	451	61
NH	030-038	172	159	38
NJ	070-089	991	941	257
NM	870-884	195	187	45
NV	890-898	135	122	29
NY	090-149	2,169	2,052	502
OH	430-458	1,905	1,833	367
OK	730-749	694	670	94
OR	970-979	384	360	84
PA	150-196	1,849	1,760	404
RI	028-029	144	140	40
SC	290-299	424	395	80
SD	570-577	241	233	25
TN	370-385	619	578	116
TX	750-799	2,304	2,181	504
UT	840-847	204	193	38
VA	201,220-246	979	920	210
VT	050-059	95	95	20
WA	980-994	610	584	132
WI	530-549	989	963	186
WV	247-268	243	231	48
WY	820-831	120	115	27
US TERRITORIES		27	25	22
CANADA		131	119	73
APO/FPO		7	4	6
MEXICO		0	0	0
FOREIGN		2	2	2
TOTAL		35,058	34,420	7,214

To inquire or order, contact Sherman Leibowitz at 414-228-7701, Ext. 441.
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