

Floor Covering Installer

GEOGRAPHIC ANALYSIS

Floor Covering Installer continues to be the leading and most respected publication serving the trade of floor covering installation by meeting the unique needs of floor installers and installation contractors.

- ◆ Reach over 24,000 decision-makers in the flooring industry with a direct marketing list from *Floor Covering Installer*.
- ◆ These professionals have job functions such as:
 - ◆ Buyer
 - ◆ Sales/Marketing
 - ◆ Installer
 - ◆ Supervisor/Manager
 - ◆ President/Owner
 - ◆ And More!

Floor Covering Installer is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.



A BNP Media Publication

State	ZIP Code	Individuals
ME	039-049	116
NH	030-038	136
VT	050-059	56
MA	010-027	595
RI	028-029	76
CT	060-069	329
New England		5.4% 1,308
NY	100-149	1,192
NJ	070-089	604
PA	150-196	857
Middle Atlantic		11.1% 2,653
OH	430-458	842
IN	460-479	425
IL	600-629	1,183
MI	480-499	1,240
WI	530-549	432
East North Central		17.2% 4,122
MN	550-567	497
IA	500-528	212
MO	630-658	421
ND	580-588	80
SD	570-577	53
NE	680-693	129
KS	660-679	168
West North Central		6.5% 1,560
DE	197-199	56
MD	206-219	471
DC	200-205	11
VA	220-246	516
WV	247-268	65
NC	270-289	646
SC	290-299	390
GA	300-319	679
FL	320-349	2,043
South Atlantic		20.3% 4,877
KY	400-427	237
TN	370-385	293
AL	350-369	247
MS	386-397	126
East South Central		3.8% 903
AR	716-729	144
LA	700-714	233
OK	730-749	176
TX	750-799	1,701
West South Central		9.4% 2,254
MT	590-599	112
ID	832-838	159
WY	820-831	45
CO	800-816	802
NM	870-884	143
AZ	850-865	230
UT	840-847	143
NV	889-898	134
Mountain		7.8% 1,868
AK	995-999	83
WA	980-994	611
OR	970-979	409
CA	900-961	3,147
HI	967-968	53
Pacific		17.9% 4,303
United States		99.3% 23,848
U.S. Territories		0.1% 6
Canada		0.6% 151
Mexico		—
Other International		—
APO/FPO		—
Unknown		—
Total		100.0% 24,005

Size of List: 24,005

Base Price: \$125/M

Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Employee Size	\$10/M
Job Function	\$15/M
One Per Location	\$10/M
Products Installed	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

Multi-Channel Pricing

Mailing/E-Mail: \$490/M
Mailing/Telemarketing: \$215/M
Mailing/E-Mail/Telemarketing: \$590/M

**Size of E-List:
3,607**

**E-List Base Price:
\$425/M**

SEE ALSO:

- Ceramic Industry**
- ICS Cleaning Specialist**
- National Floor Trends**
- Professional Builder**
- Professional Remodeler**
- Reed Construction Data - Regional Publication Group**
- Stone World**

Minimum Order: 5,000 Names
1 year unlimited usage available
Prices subject to change without notice
Call for any additional costs, conditions and terms.

Floor Covering Installer

<u>Business Type</u>	<u>Employee Size</u>	
Distributor	484	Less than 6
Installation Contractor/Workroom	13,987	6-20
Manufacturer	265	21-50
Retailer/Contractor	2,704	More than 50
Self-employed Installation Professional	6,547	

<u>Job Function</u>	<u>Sales Volume</u>	
		Less than \$1 Million
		\$1 Million-\$9 Million
		More than \$10 Million
Buyer/Purchasing	62	
Certified Installer	221	
Installer/Technician	4,930	
President/Owner	3,053	
Sales/Marketing	307	
Supervisor/Manager	1,892	

Products Installed, Sold, Distributed or Manufactured*

Commercial Carpet	2,642
Commercial Ceramic Floors	3,333
Commercial Resilient	2,071
Commercial Rubber Floors	1,268
Laminate Flooring	2,422
Pre-Finished Wood	10,841
Residential Carpet	2,668
Residential Ceramic Floors	3,689
Residential Resilient	2,203
Residential Rubber Floors	961
Unfinished Wood	9,874

Source: Publisher's own data

* Multiple Response