

Commercial Carrier Journal

GEOGRAPHIC ANALYSIS

Commercial Carrier Journal's controlled circulation list reaches the professional fleet operator who controls 10 or more trucks, trailers, buses, or off-highway vehicles in either private, for-hire or government fleets. These important trucking industry professionals are the owners, executives, maintenance and operation managers for transportation and service fleets involved in all areas of distribution, construction and virtually every field that the vital and dynamic trucking industry serves.

- ◆ These important decision-makers have responsibilities and concerns for:
 - ◆ Fleet Vehicle & Equipment Purchasing
 - ◆ Tools
 - ◆ Vehicle Maintenance & Repair
 - ◆ Uniforms
 - ◆ Computer Hardware & Software
 - ◆ Logistics
 - ◆ Safety Equipment & Safety Equipment Leasing
 - ◆ Labor Relations & Human Resources
 - ◆ Communication & Information Systems
 - ◆ Hazardous Material Training & Equipment
 - ◆ Insurance & Finance
 - ◆ Transportation Legislation



Commercial Carrier Journal is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 95,880

Base Price: \$125/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Business Type	\$15/M
Buying Authority	\$25/M
Canadian Names	\$10/M
Employee Size	\$10/M
Fleet Size	\$10/M
Internet Usage	\$20/M
Job Function	\$15/M
Maintenance Shop Facilities	
w/Mechanics	\$10/M
Operation Type	\$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:
9,365**

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

State	ZIP Code	Individuals
ME	039-049	825
NH	030-038	565
VT	050-059	328
MA	010-027	1,853
RI	028-029	277
CT	060-069	1,146
New England		5.2% 4,994
NY	100-149	4,357
NJ	070-089	2,333
PA	150-196	5,096
Middle Atlantic		12.3% 11,786
OH	430-458	5,145
IN	460-479	3,064
IL	600-629	4,232
MI	480-499	3,356
WI	530-549	3,150
East North Central		19.8% 18,947
MN	550-567	2,486
IA	500-528	2,214
MO	630-658	2,437
ND	580-588	644
SD	570-577	609
NE	680-693	1,324
KS	660-679	1,460
West North Central		11.7% 11,174
DE	197-199	295
MD	206-219	1,516
DC	200-205	55
VA	220-246	2,234
WV	247-268	868
NC	270-289	3,323
SC	290-299	1,366
GA	300-319	2,352
FL	320-349	3,431
South Atlantic		16.1% 15,440
KY	400-427	2,253
TN	370-385	2,461
AL	350-369	1,871
MS	386-397	1,023
East South Central		7.9% 7,608
AR	716-729	1,241
LA	700-714	1,424
OK	730-749	1,376
TX	750-799	6,172
West South Central		10.7% 10,213
MT	590-599	678
ID	832-838	779
WY	820-831	401
CO	800-816	1,581
NM	870-884	584
AZ	850-865	823
UT	840-847	771
NV	889-898	458
Mountain		6.3% 6,075
AK	995-999	326
WA	980-994	1,754
OR	970-979	1,249
CA	900-961	5,441
HI	967-968	253
Pacific		9.4% 9,023
United States		99.4% 95,260
U.S. Territories		0.0% 27
Canada		0.6% 588
Mexico		0.0% 2
Other International		0.0% 3
APO/FPO		— —
Unknown		— —
Total		100.0% 95,880

SEE ALSO:
Construction Equipment
Industrial Distribution
Logistics Management
Overdrive

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

<u>Job Function</u>	<u>Business Type</u>	<u>Employee Size</u>
Administration/Marketing Management	Agricultural/Livestock	6,395
	Bulk Petroleum/Chemicals	4,320
Corporate Management/Corporate Official	Buses Fleets (Including Schools)	4,341
	Construction/Mining/Logging/Excavating	28,273
Maintenance/Fleet Management	Expedited/Air Freight/Other Private Fleets	532
Purchasing Management	General Freight/Dry Bulk/Household Government (Federal/State/Local/Military)	21,825
Transportation/Operations Management	Hazmat/Explosives	6,744
	Manufacturing/Processing	2,990
	Public Utilities	2,377
	Refrigeration/Frozen Goods/Food & Beverages	6,505
	Retail or Wholesale Delivery/Services	6,494
	Waste Materials/Recyclable Goods	2,277
	10-24 Vehicles	45,033
	25-49 Vehicles	19,834
	50-99 Vehicles	13,090
	100-499 Vehicles	13,488
	500 or More Vehicles	4,435

<u>Buying Authority*</u>	<u>Sales Volume</u>
Fleet Management	Less than \$1 Million
Leasing, Credit, Financial Services, Insurance	\$1 Million-\$9 Million
Maintenance Shop Equipment and Tools/Refueling Equipment	\$10 Million-\$49 Million
Oils - Additives & Lubricants	\$50 Million-\$249 Million
Powertrain Components	\$250 Million-\$1 Billion
Replacement Parts	More than \$1 Billion
Tires & Wheels	
Trucks/Tractors/Buses/Off-Road/Trailers	
Vehicle Appearance	

<u>Internet Usage*</u>	<u>Fleet Size</u>
My Company Buys Via the Internet	10-24 Vehicles
My Company Sells Via the Internet	25-49 Vehicles
I Buy Via the Internet on Behalf of My Company	50-99 Vehicles
	100-499 Vehicles
	500 or More Vehicles

<u>Operation Type</u>	<u>Maintenance Shop Facilities with Mechanics</u>
Common/Contract/Other For-Hire Carriers	Less than 10
Dealer/Distributor	10-19
Lease/Rental	20 or More
Private Fleet	No Mechanics or Unknown

Source: Publisher's own data

* Multiple Response