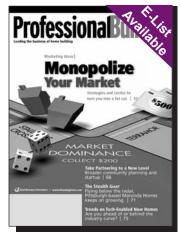
Professional Builder

Meet your direct marketing challenges in 2004 with Professional Builder's controlled circulation list, which targets residential building professionals.

Professional Builder has identified, documented and audited the most comprehensive database of building firms in the new-home construction industry.

- As a result, it reaches:
 - Custom/Luxury Home Builders
 - Residential Builders
 - Model Home Builders
 - Single Family Builders
 - Multi-Family Home Builders
- Reach over 3,000 architectural firms.
- Useful for promoting a multitude of building products:
 - · Roofing & Siding
 - Lighting Fixtures
 - Locksets & Hardware
 - Doors & Windows
 - Plumbing Fixtures and Faucets



- Flooring & Floor Covering
- Cabinets & Countertop Materials
- Hand & Power Tools

Professional Builder is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts. Size of List: 127,000

Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Annual Dollar Volume	\$10/M
Average Square Footage Built	\$10/M
Building Activity	\$10/M
Build Luxury Homes	\$10/M
Business Type	\$15/M
Buying Authority	\$25/M
Cost Per Square Foot	\$10/M
Internet Usage	\$20/M
One Per Location	\$10/M
Recency	\$10/M
Remodeling Activity	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M
Type of Units Built	\$10/M

Multi-Channel Pricing

Base Price: \$125/M

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

> Size of E-List: 32,613

E-List Base Price: \$425/M

SEE ALSO:

Architectural Specifier (Former Subscribers) **Building Design & Construction Construction Equipment** Consulting-Specifying Engineer DecisionMaker® Building/Construction Roofing Contractor Marketplace Database Environmental Design + Construction Stone World **Interior Design**

National Driller Plumbing & Mechanical **Professional Remodeler** Reed Construction Data -Architecture Firm Database **SNIPS**



GE	UGKAPI	TIC ANALYSI:	•
State	ZIP Code		Individuals
ME	039-049		631
NH	030-038		833
VT MA	050-059 010-027		380 2,831
RI	028-029		429
CT	060-069		2,155
New England		5.7%	7,259
NY NJ	100-149		6,641
PA	070-089 150-196		4,059 6,295
Middle Atlantic		13.4%	16,995
OH	430-458		5,564
IN 	460-479		3,177
IL MI	600-629 480-499		6,365 5,721
WI	530-549		3,414
East North Cen	tral	19.1%	24,241
MN	550-567		2,655
IA M0	500-528		1,627
ND	630-658 580-588		2,417 334
SD	570-577		455
NE	680-693		922
KS West North Ce	660-679	7.40/	1,218
DE DE	-	7.6%	9,628
MD	197-199 206-219		417 2,777
DC	200-205		174
VA	220-246		3,613
WV NC	247-268		541 5.016
SC	270-289 290-299		5,016 2,183
GA	300-319		3,982
FL	320-349	01.10/	8,068
South Atlantic	400 407	21.1%	26,771
KY TN	400-427 370-385		1,437 2,218
AL	350-369		1,496
MS	386-397		638
East South Cen		4.6%	5,789
AR LA	716-729 700-714		924 1,107
OK	730-714		1,107
TX	750-799		7,416
West South Ce		8.4%	10,708
MT	590-599		672
ID WY	832-838 820-831		783 269
CO	800-816		2,988
NM	870-884		782
AZ UT	850-865		2,082
NV	840-847 889-898		1,042 808
Mountain	000 000	7.4%	9,426
AK	995-999		310
WA	980-994		2,841
OR CA	970-979 900-961		1,737 10,629
HI	967-968		396
Pacific		12.5%	15,913
United States		99.8%	126,729
U.S. Territories Canada		0.1% 0.1%	108 148
Mexico		_	_
Other Internati	onal	0.0%	2
APO/FPO Unknown		0.0% 0.0%	10 3
Total		100.0%	127,000
		100.070	. 27,000

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

Professional Builder



Business Type Title

Architectural Firm, Architectural		Architect, Designer or Engineer	3,397	
Engineering Firms	3,506	Construction Manager, Superintendent,		
Builder, Builder-Developer, General		Purchasing Agent	16,827	
Contractors	114,257	Owner, Partner, Corporate Executive,		
Mobile or Modular or Sectional		Director/General Manager	101,433	
Home Manufacturers	1,398	Sales or Marketing Management Titled		:
Realty, Building Material Dealer,		Personnel	3,401	
Wholesaler	7,825	Other Management/Titled Personnel	1,927	

Type of Units Built*

Custom	61,320	Appliances	89,986
Custom Homes	53,200	Cabinets and Countertops Materials	99,883
Move-Up	41,387	Caulks and Sealants	93,020
Multi-Family	35,016	Central Vacuum Systems	69,731
Retirement	21,117	Ceramic Tile	94,187
Single Family	93,140	Computer Hardware & Software	66,452
Starter	29,085	Construction Equipment	81,891
Vacation	13,984	Decking/Fence Materials	88,916
		Doors	105,750
Cost Per Square F	oot*	Engineered Wood Products	88,439
		Fireplaces and Accessories	89,678
\$65 or less	12,806	Flooring and Floor Coverings	96,884
\$66-\$80	19,982	Hand and Power Tools	86,150
\$81-\$100	37,463	Home Automation	65,100

\$101-\$110 30,218 \$111-\$120 26,327 \$121 or More 40,984

Average Square Feet of Unit Built*

Less than 1,000	3,069
1,000-1,500	9,453
1,501-1,800	12,599
1,801-2,500	26,773
2,501-3,000	24,087
3,001-4,000	22,311
More than 4,000	21,329

Annual Dollar Volume

Less than \$1,000,000	33,555
\$1,000,001-\$3,000,000	34,469
\$3,000,001-\$5,000,000	15,169
\$5,000,001-\$10,000,000	13,238
\$10,000,001 or More	21,102

Buying Authority*

Appliances	89,986
Cabinets and Countertops Materials	99,883
Caulks and Sealants	93,020
Central Vacuum Systems	69,731
Ceramic Tile	94,187
Computer Hardware & Software	66,452
Construction Equipment	81,891
Decking/Fence Materials	88,916
Doors	105,750
Engineered Wood Products	88,439
Fireplaces and Accessories	89,678
Flooring and Floor Coverings	96,884
Hand and Power Tools	86,150
Home Automation	65,100
HVAC and Environmental Controls	84,794
Insulation and Related Products	95,679
Lighting Fixtures	94,225
Locksets and Hardware	97,318
Paints, Stains, and Finishes	94,760
Plumbing Fixtures	97,274
Roofing Materials	100,341
Siding	98,151
Sound and Security Systems	72,100
Trucks	76,957
Windows	105,858

Internet Usage

My Company Buys Via the Internet	18.864
	.,
My Company Sells Via the Internet	6,554
I Buy Via the Internet on Behalf of	
My Company	24,681

Building Activity*

Residential Builders:	
Build Single Family and/or	
Multifamily and/or	
Custom/Luxury Homes valued at	
\$400,000+	109,591
Single Family Builders:	
Build Single Family and/or	
Custom/Luxury Homes valued at	
\$400,000 or more	104,154
Multifamily Builders:	
Build Multifamily Homes	34,972

Build Luxury Homes

Builders who build three or more	
custom/luxury homes (valued at	
\$400,000 or more), and/or homes	
whose cost per square foot is \$121	
or more, excluding land.	56,662