

# Postal Datacard

## MetalForming magazine Postal

45,624 Subscribers.....\$160/M  
45,404 Telemarketing..... \$160/M+\$65/M  
33,677 Email Addresses .....(See Email Datacard)

*“Sheetmetal forming and fabricating technology for leading-edge manufacturers”*

Today’s metalforming companies are deeply involved in product design and development. Their goal is to add value to stamped and fabricated metal parts through assembly, welding and finishing.

*MetalForming* offers its subscribers useful and practical information on metalforming and fabricating technologies, and value-added processes. The editorial helps fabricators of sheetmetal parts and assemblies improve productivity and quality, and control costs. They address the issues related to tool design and manufacture, and provide subscribers with cost-effective techniques to improve die specification and design.

Subscribers are company management, manufacturing production management and engineering, quality assurance/control management and engineering, product design, research & development, factory automation management, purchasing and other qualified personnel.

### JOB TITLE: (\$20/M)

Company Management.....22,493  
Manufacturing Production Management..... 4,307  
Manufacturing Department.....2,673  
Engineering Management.....2,371  
Manufacturing Engineer..... 5,288  
Product Design/Development..... 1,802  
Purchasing..... 924  
Marketing and Sales..... 1,360  
Other Qualified Personnel.....3,200  
Quality Assurance/Quality Control..... 664  
Safety, HR, Training..... 82  
Education..... 418

[www.statistics.com](http://www.statistics.com)

### DATE

January 2017

### MINIMUM ORDER

5,000

### UNIT OF SALE

N/A

### MEDIA

Controlled Circulation

### ADDRESSING

Key Coding..... \$ 3.50/M  
P/S Labels..... \$15/M  
Run Charge..... \$10/M  
E-Mail .....\$100/F

### SELECTIONS

SCF..... \$15/M  
State..... \$15/M  
Zip.....\$15/M  
Job Title.....\$20/M  
Employee Size.....\$20/M  
Company's Metalforming  
Activity..... \$20/M  
Job Specialty.....\$20/M  
Sales Volume.....\$20/M  
NAICS Code.....\$20/M  
Run Charges..... \$10/M

### Sample Mailing Piece Required

**Postal Datacard**

**EMPLOYEE SIZE: (\$20/M)**

1 to 19 Employees.....	10,653
20 to 49 Employees.....	5,518
50 to 99 Employees.....	3,894
100 to 249 Employees.....	4,648
250 to 499 Employees.....	2,269
500 to 999 Employees.....	1,532
1,000+ Employees.....	1,813

**NAICS CODE: (\$20/M)**

Furniture Manufacturers and Related Product Manufacturing.....	510
Primary Metal Manufacturing.....	2,285
Fabricated Metal Product Manufacturing .....	20,834
Machinery Manufacturing .....	7,284
Electrical Equipment Manufacturing.....	1,173
Transportation Equipment Manufacturing .....	3,589
Computer Manufacturing and Electronic Product Manufacturing.....	756
Other Manufacturing .....	1,664
Metal Service Centers, Durable Goods.....	2,316
Non-Manufacturing.....	4,152

**ORDERING INSTRUCTIONS**

5,000 Name Minimum Order \$0.00 Minimum Price  
Net Name is allowed (\$10.00/M Run Charge)  
Please Inquire about Exchange  
Broker Commission 20% on base  
Please Inquire about Reuse  
Cancellation fee at \$100.00/F

*Orders cancelled prior to merge are subject to a \$100/F cancellation fee plus any applicable production charges. Orders cancelled after merge purge are payable in full. All orders are approved on a reciprocal rental.*

**Contact Statistics List Management for more information**

**Jennifer Felling, 203-456-3339, fax 203-917-3764,  
j.felling@statlistics.com**

**69 Kenosia Avenue, Danbury, CT 06810  
Phone: 203-778-8700 Fax: 203-778-4839  
www.statlistics.com**

# E-mail Datacard

## MetalForming magazine E-mail

33,677 E-mail Addresses..... \$280/M  
+ Deployment Fee.....\$120/M

*“Sheetmetal forming and fabricating technology for leading-edge manufacturers”*

Today’s metalforming companies are deeply involved in product design and development. Their goal is to add value to stamped and fabricated metal parts through assembly, welding and finishing.

*MetalForming* e-mail offers its subscribers useful and practical information on metalforming and fabricating technologies, and value-added processes. The editorial helps fabricators of sheetmetal parts and assemblies improve productivity and quality, and control costs. They address the issues related to tool design and manufacture, and provide subscribers with cost-effective techniques to improve die specification and design.

Subscribers are company management, manufacturing production management and engineering, quality assurance/control management and engineering, product design, research & development, factory automation management, purchasing and other qualified personnel.

### JOB TITLE: (\$20/M)

Company Management.....	14,254
Manufacturing Production Management.....	3,434
Manufacturing Department.....	2,130
Engineering Management.....	2,011
Manufacturing Engineer.....	4,583
Product Design/Development.....	1,577
Purchasing.....	767
Marketing and Sales.....	1,236
Other Qualified Personnel.....	2,625
Quality Assurance/Quality Control.....	574
Safety, HR, Training.....	75
Education.....	370

### EMPLOYEE SIZE: (\$20/M)

1 - 19 Employees.....	8,478
20 - 49 Employees.....	4,704
50 - 99 Employees.....	3,447
100 - 249 Employees.....	4,252
250 - 499 Employees.....	2,095
500 - 999 Employees.....	1,418
1,000+ Employees.....	1,696

[www.statistics.com](http://www.statistics.com)

### DATE

January 2017

### MINIMUM-ORDER

5,000

### MEDIA

Email

### SELECTIONS

SCF.....	\$15/M
State.....	\$15/M
Zip.....	\$15/M
Job Title.....	\$20/M
Type of Company.....	\$20/M
Employee Size.....	\$20/M
Company's Metalforming	
Activity.....	\$20/M
Job Specialty.....	\$20/M
Sales Volume.....	\$20/M
NAICS Code.....	\$20/M

### ADDRESSING

Transmission.....	\$120/M
Transmission-HTML.....	\$150/F
A/B Split.....	\$150/F
Suppression.....	\$150/F
Personalization.....	\$10/M
Image Hosting (per image).....	\$50/F
Domain Suppression.....	\$150/F
2 Tests Included.....	NO CHARGE
Each Add'l.....	\$50/F
View Online Hosting.....	\$50/F

**E-mail Datacard**

**NAICS CODE: (\$20/M)**

Furniture and Related Product Manufacturing.....	398
Primary Metal Manufacturing.....	1,841
Fabricated Metal Product Manufacturing.....	13,625
Machinery Manufacturing.....	5,729
Electrical Equipment, Appliance and Component Manufacturing.....	961
Transportation Equipment Manufacturing.....	2,621
Computer and Electronic Product Manufacturing.....	617
Miscellaneous Manufacturing.....	1,377
Metal Service Centers, Durable Goods.....	2,703
Non-Manufacturing.....	3,805

**ORDERING INSTRUCTIONS**

- 5,000 Name Minimum Order \$0.00 Minimum Price
- Net Name is not allowed
- Exchange is not available
- Broker Commission 20% on base
- Reuse is not available
- Cancellation fee at \$250/F

*Cancelled orders are subject to a \$250/F cancellation fee plus any applicable production charges. All transmission completed through list owner/manager. All orders are approved on a reciprocal rental. Transmission: 24 working hours after approval Reach those who have opted-in to receive email messages for solicitation. List file is CAN SPAM Compliant. St@t e-cre@tive services and tracking are available.*

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