



DIGITAL/HTML BLAST DEMOGRAPHICS

You may choose an NTH select (random selection of 5,000 email addresses) or we can build a targeted blast based on your selections (up to three demographics may be selected). Please note, counts are subject to change.

JOB TITLE

President/CEO	1,521
CLO, COO, VP or Director	2,730
Manager or Supervisor	3,648
Training Specialist	4,408
Coordinator or Assistant	1,127
Instructional Designer/Developer	1,889
Consultant	618
Other or Unspecified	15,847

INDUSTRY

Manufacturing	1,481
Hospitality (food, lodging)	439
Retail	767
Wholesale/Distribution	311
Finance/Banking	1,730
Real Estate/Insurance	1,171
Business Services	1,674
Communications	701
Transportation/Utilities	869
Health/Medical Services	2,780
Educational Service/Academic Institution	3,167
Government/Military	2,081
Consulting	2,623
Other or Unspecified	11,931

DEPARTMENT

Training/Development	12,609
HR/Personnel	2,558
Education	2,000
Instructional Design/Development	1,247
General/Corporate/Administrative Mgmt	2,652
Sales/Marketing/Product Development	1,289
MIS/Systems Mgmt/Technical	542
Finance/Operations/DP	430
Customer Service	439
Other or Unspecified	7,893

NUMBER OF EMPLOYEES*

50,000+	2,246
25,000 - 49,999	1,176
10,000 - 24,999	1,718
5,000 - 9,999	1,868
1,000 - 4,999	3,816
500 - 999	1,877
250 - 499	1,672
100 to 249	1,852
Less than 100	6,943
Other or Unspecified	8,476

* Based on subscriber's reporting.

Geographic Selections available by COUNTRY or STATE