



## 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                    | 968    |
| CLO, COO, VP or Director         | 1,879  |
| Manager or Supervisor            | 2,596  |
| Training Specialist              | 3,342  |
| Coordinator or Assistant         | 728    |
| Instructional Designer/Developer | 1,510  |
| Consultant                       | 455    |
| Other or Unspecified             | 25,419 |

### INDUSTRY

|  |        |
|--|--------|
| Manufacturing                            | 1,161  |
| Hospitality (food, lodging)              | 370    |
| Retail                                   | 581    |
| Wholesale/Distribution                   | 238    |
| Finance/Banking                          | 1,432  |
| Real Estate/Insurance                    | 952    |
| Business Services                        | 1,268  |
| Communications                           | 480    |
| Transportation/Utilities                 | 703    |
| Health/Medical Services                  | 2,263  |
| Educational Service/Academic Institution | 2,371  |
| Government/Military                      | 1,660  |
| Consulting                               | 1,878  |
| Other or Unspecified                     | 21,950 |

### DEPARTMENT

|                                       |        |
|---------------------------------------|--------|
| Training/Development                  | 10,028 |
| HR/Personnel                          | 1,883  |
| Education                             | 1,472  |
| Instructional Design/Development      | 955    |
| General/Corporate/Administrative Mgmt | 1,738  |
| Sales/Marketing/Product Development   | 899    |
| MIS/Systems Mgmt/Technical            | 388    |
| Finance/Operations/DP                 | 313    |
| Customer Service                      | 337    |
| Other or Unspecified                  | 18,884 |

### NUMBER OF EMPLOYEES\*

|                      |        |
|----------------------|--------|
| 50,000+              | 1,842  |
| 25,000 - 49,999      | 991    |
| 10,000 - 24,999      | 1,319  |
| 5,000 - 9,999        | 1,475  |
| 1,000 - 4,999        | 3,178  |
| 500 - 999            | 1,506  |
| 250 - 499            | 1,281  |
| 100 to 249           | 1,449  |
| Less than 100        | 4,823  |
| Other or Unspecified | 19,033 |

\* Based on subscriber's reporting.

**Geographic Selections available by COUNTRY or STATE**