



Electrical Wholesaling from Penton

ELECTRICAL WHOLESALING focuses on electrical distribution professionals with articles on current trends, new market opportunities, sales techniques and operational analyses.

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA

MAINTENANCE

Market Entry	02/04/2014
New to Manager	07/21/2015
Counts Through	07/21/2015

DATA CARD MAINTENANCE

New To System	07/21/2015
Last Update	07/21/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

SEGMENTS

19,621	Total Universe / Universe Rate	\$150.00/M
17,191	Records with Phones	+ \$60.00/M
5,910	Email	\$375.00/M
	Transmission	+ \$50.00/M

DESCRIPTION

Electrical Wholesaling focuses on electrical distribution professionals with articles on current trends, new market opportunities, sales techniques and operational analyses.

The target audience is distribution professionals interested in reaching the people who stock and sell your products.

Job Title	Postal	Email
Chairman/pres/vp	14293	3516
Sales/store/mgr	9032	2452
Comptroller / Treasurer	248	53
Buyer Or Purch Agent	288	85
Inside Salesperson (old)	14	5
Outside Salesperson (old)	26	6
Outside/inside Sales (old)	8	1
Quotes Or Price Clerk	55	12
Warehouseman/order Clerk	57	16
Specialist/engineer	208	59
Office Mgr / Admin Mgr	339	100
Other	66	15
Sales - Inside / Outside Cntrm	1813	516

Title Category	Postal	Email
Top Management	14735	3624

Middle/administrative Management	7631	2080
Financial Management	675	170
Sales & Marketing Management	4421	1136
Information Technology (it) Professionals	107	18
Production Management	528	158
Engineering Management	333	91
Professionals	299	86
All Other Management	49	11
Vp-level	1324	289
Director-level	307	81
Manager-level	8501	2327
Assistant -level	62	20
Human Resources	27	3
Purchasing	258	72
Retired	3	2
Senior (c-level Or Higher)	12509	3137
Students	1	0
Education	5	0
Medical	1	0
Lawyers	2	0

Type of Company	Postal	Email
Electrical Wholesaler	23114	6094
Manufacturers' Agent	1074	257
Manufacturer	1222	367
Other	57	14

Number of Employees	Postal	Email
4-Jan	2384	778
9-May	2453	824
19-Oct	1902	586
20-49	1540	432
50-99	615	175
100-249	372	105
250-499	114	28
500+	153	43

Member of Grps	Postal	Email
1 Naed	40	0
2 Naw	2	0

3 Ahtd	1	0
4 Affiliated Distributors	7	0
5 Equity/edn	22	0
6 I-mark	12	0
7 Other	14	0

Their diverse portfolio of properties can help you reach your target audience.

Penton reaches 16 markets, over 18MM professionals, and has touch points for virtually every industry.

(electronics, machines, computers, buyer, seller)

SELECTS

Bus/Industry Type	\$15.00/M
Cartridge	\$35.00/F
Email/FTP Delivery	\$75.00/F
Job Function/Title	\$15.00/M
Key Code	\$3.00/M
Number of Employees In Company	\$15.00/M
One Name per Site	\$15.00/M
Phone Number	\$60.00/M
Sales Volume	\$15.00/M
SCF	\$10.00/M
SIC Code	\$15.00/M
State	\$10.00/M
Zip	\$10.00/M
Primary Business	\$15.00/M

GENDER

Male	77%
Female	11%

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

Minimum Quantity **5,000**
Minimum Price **\$0.00**

NET NAME ARRANGEMENTS

Net Name is allowed

Floor **0%**
Minimum Quantity **0**
Run Charges **\$10.00/M**

EXCHANGES

Exchange is not allowed

REUSE

Please inquire

CANCELLATION

Charges **\$50.00/F**

KEY CODING

Key Coding is available

Charges **\$3.00/M**

ADDRESSING

EMAIL **\$75.00/F**
FTP **\$75.00/F**

SPECIAL INSTRUCTIONS

All orders cancelled before the maildate will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the maildate.