



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. **Demographics based on subscribers from USA and CANADA.**

Job Function	
01 - Executive Management	4,114
02 - General Management	3,611
03 - Sales	5,077
04 - Marketing	1,993
05 - Sales and Marketing Management	2,050
06 - Human Resources/Training	2,392
07 - Advertising/Sales Promotion	117
Primary Business Activity	
01 - Manufacturing	3,070
02 - Finance/Banking/Insurance/Real Estate	1,119
03 - Healthcare/Pharma/Medical	634
04 - Transportation/Utilities	227
05 - Hospitality/Entertainment/Food/Restaurant	424
06 - Retail/Wholesale/Distributor/Dealer/Mfr Rep	1,851
07 - Technology/IT/Telecom	788
08 - Media/Cable/Publishing/Broadcast/Mobile	222
09 - Government/Military/Education	605
10 - Business Services/Non-Profit/Legal	2,407
11 - Construction/Engineering/Contractors	240
12 - Agencies/Advertising/Branding/Mktg/Sales Promos	961
Annual Sales	
A - Under \$10 Million	993
B - \$10 - \$49 Million	1,781
C - \$50 - \$99 Million	2,372
D - \$100 - \$499 Million	1,375
E - \$500 Million to \$1 billion	719
F - Over \$1 billion	1,755

Updated October 8th, 2019.