

MAILING LIST CATALOG 2010

Why should you order mailing lists from the ASME Database?

- + Four out of five customers order again.
- + Average income of members is \$110,000.
- + Most members hold senior-level positions, having the power to specify, approve and buy products and services.
- + The ASME Master Database has been ranked among the top 10 most effective business-to-business mailing lists in the country in a poll conducted last year by Standard Rate and Data Service.
- + Database is updated daily.
- + Database consists of proven direct mail buyers.
- + Exact counts are provided prior to the placement of orders.
- + Orders are fulfilled quickly and accurately.

Quality Prospects for Promoting:

- books
- periodicals
- newsletters
- continuing education
- seminars
- computer software and hardware
- technical products and services

Visit our website www.asme.org/catalog/listrental

Technical Interest Groups

Technical Interest Groups consist of ASME members, subscribers to ASME periodicals, buyers of ASME books, technical papers, codes and standards, conferences, and short course attendees.

CODE	TECHNICAL INTEREST GROUP	US	CANADA	INT'L	TOTAL
01	Aerospace	21,271	603	2,586	24,460
02	Applied Mechanics	20,711	608	2,814	24,133
03	Management	24,024	737	3,303	28,064
04	Materials Handling Engineering	5,093	168	926	6,187
05	Internal Combustion Engines	10,845	222	1,829	12,846
07	Safety Engineering and Risk Analysis	6,449	222	1,286	7,957
08	Fluids Engineering	14,499	559	2,505	17,563
09	Bioengineering	9,505	276	957	10,738
10	Materials	16,546	513	2,355	19,414
11	Heat Transfer	16,322	520	2,015	18,857
12	Process Industries	6,445	308	1,141	7,894
13	Manufacturing Engineering	21,212	723	3,097	25,032
14	Design Engineering	50,595	1,324	5,611	57,530
15	Tribology	2,737	53	729	3,519
16	Petroleum	5,945	400	1,911	8,256
17	Nuclear Engineering	6,195	159	629	6,983
18	Rail Transportation	2,184	45	251	2,480
19	Power	16,093	472	1,734	18,299
20	Textile Engineering	747	13	109	869
21	Plant Engineering and Maintenance	16,293	634	3,398	20,325
22	Gas Turbines	7,137	331	1,639	9,107
23	Environmental Engineering	8,006	276	1,471	9,753
24	Technology and Society	6,491	117	652	7,260
25	Dynamic Systems and Control	10,209	349	1,558	12,116
27	Advanced Energy Systems	8,952	300	1,298	10,550
28	Pressure Vessels and Piping	13,742	882	3,001	17,625
29	Solid Waste Processing	1,795	75	249	2,119
30	Solar Energy	6,083	170	846	7,099
31	Computers and Information in Engineering	16,069	507	2,467	19,043
32	Noise Control and Acoustics	4,355	129	615	5,099
33	Nondestructive Evaluation (NDE)Engineering	2,666	203	904	3,773
34	Electronic and Photonic Packaging	4,437	131	642	5,210
35	Ocean, Offshore and Artic Engineering	4,346	130	722	5,198
36	Fluid Power Systems and Technology	5,873	162	1,034	7,069
38	Information Storage and Processing Systems	2,068	48	293	2,409
39	Microelectromechanical Systems (MEMS)	3,266	120	677	4,063
40	Pipeline Systems	2,355	285	1,114	3,754
41	Nanotechnology	2,451	70	485	3,006

STATE	COUNT
ALABAMA	2,503
ALASKA	520
ARIZONA	1,845
ARKANSAS	1,056
CALIFORNIA	15,627
COLORADO	3,202
CONNECTICUT	3,169
DELAWARE	548
DISTRICT OF COLUMBIA	873
FLORIDA	6,253
GEORGIA	3,501
HAWAII	390
IDAHO	955
ILLINOIS	6,380
INDIANA	3,415
IOWA	1,517
KANSAS	1,341
KENTUCKY	1,424
LOUISIANA	2,573
MAINE	486
MARYLAND	3,518
MASSACHUSETTS	5,000
MICHIGAN	6,688
MINNESOTA	3,139
MISSISSIPPI	904
MISSOURI	2,168
MONTANA	416
NEBRASKA	656
NEVADA	817
NEW HAMPSHIRE	943
NEW JERSEY	5,140
NEW MEXICO	1,419
NEW YORK	10,874
NORTH CAROLINA	3,788
NORTH DAKOTA	426
OHIO	8,551
OKLAHOMA	1,881
OREGON	1,730
PENNSYLVANIA	8,687
PUERTO RICO	1,410
RHODE ISLAND	701
SOUTH CAROLINA	2,365
SOUTH DAKOTA	449
TENNESSEE	2,940
TEXAS	14,650
UTAH	1,237
VERMONT	435
VIRGINIA	5,111
WASHINGTON	3,385
WEST VIRGINIA	742
WISCONSIN	2,972
WYOMING	262

UNITED STATES 159,572
 US POSSESSIONS 1,448
 CANADA 4,954
 INTERNATIONAL 30,773

TOTAL 196,747

COUNTRY	COUNT
ALBANIA	4
ALGERIA	17
ANTIGUA	4
ARGENTINA	327
ARUBA	4
AUSTRALIA	590
AUSTRIA	117
BAHAMAS	12
BAHRAIN	21
BANGLADESH	192
BARBADOS	12
BELGIUM	239
BERMUDA	6
BOLIVIA	319
BOTSWANA	7
BRAZIL	438
BRUNEI	9
BULGARIA	11
BRITISH WEST INDIES	13
CAMEROON	8
CANADA	4,954
CHILE	181
CHINA	564
COLOMBIA	887
COSTA RICA	110
CROATIA	23
CURACAO	5
CYPRUS	43
CZECH REPUBLIC	49
DENMARK	142
DOMINICAN REPUBLIC	14
ECUADOR	463
EGYPT	383
EL SALVADOR	3
ENGLAND	1,309
ESTONIA	8
ETHIOPIA	14
FINLAND	113
FRANCE	660
GERMANY	828
GHANA	157
GREECE	141
GRENADA	3
GUATEMALA	8
GUYANA	6
HONG KONG	519
HONDURAS	4
HUNGARY	41
ICELAND	11
INDIA	3,482
INDONESIA	167
IRAN	556
IRELAND	126
ISRAEL	193
ITALY	685
IVORY COAST	3
JAMAICA	94
JAPAN	1,868
JORDAN	67
KAZAKHSTAN	17
KENYA	19
KUWAIT	167
LAOS	3
LEBANON	425
LIBYA	8
LITHUANIA	13

COUNTRY	COUNT
LUXEMBOURG	4
MACAU	1
MACEDONIA	7
MALAYSIA	272
MALDIVES	1
MALTA	8
MATAWI	5
MAURITIUS	11
MEXICO	1,839
MONACO	1
MONGOLIA	1
MOROCCO	8
NETHERLANDS	266
NETHERLANDS ANT.	7
NEW ZEALAND	109
NICARAGUA	35
NIGERIA	1,145
NORTH KOREA	2
NORTHERN IRELAND	6
NORWAY	124
OMAN	123
PAKISTAN	1,670
PANAMA	34
PAPUA NEW GUINEA	4
PARAGUAY	2
PERU	997
PHILIPPINES	379
POLAND	78
PORTUGAL	71
QATAR	100
ROMANIA	106
RUSSIA	141
SAUDI ARABIA	417
SCOTLAND	154
SERBIA	9
SIERRA LEONE	2
SINGAPORE	474
SLOVAKIA	12
SLOVENIA	39
SOUTH AFRICA	139
SOUTH KOREA	819
SPAIN	317
SRI LANKA-CEYLON	292
SUDAN	15
SURINAME	1
SWAZILAND	1
SWEDEN	293
SWITZERLAND	281
SYRIA	6
TAIWAN	413
THAILAND	99
TRINIDAD AND TOBAGO	452
TUNISIA	9
TURKEY	580
UGANDA	12
UKRAINE	24
UNITED ARAB EMIRATES	507
URUGUAY	12
VENEZUELA	797
WALES	69
YEMEN	2
YUGOSLAVIA	12
ZAMBIA	12
ZIMBABWE	13

TOTAL INTERNATIONAL 35,727 (Including Canada)

Mechanical Engineering Magazine Subscribers

Mechanical Engineering is the official monthly magazine of ASME and is read by mechanical engineers in all technical areas.

STATE	COUNT
ALABAMA	1,263
ALASKA	263
ARIZONA	1,038
ARKANSAS	539
CALIFORNIA	7,866
COLORADO	1,616
CONNECTICUT	1,673
DELAWARE	269
DISTRICT OF COLUMBIA	205
FLORIDA	3,355
GEORGIA	1,671
HAWAII	185
IDAHO	513
ILLINOIS	3,163
INDIANA	1,615
IOWA	743
KANSAS	742
KENTUCKY	674
LOUISIANA	1,239
MAINE	283
MARYLAND	2,193
MASSACHUSETTS	2,465
MICHIGAN	2,869
MINNESOTA	1,523
MISSISSIPPI	378
MISSOURI	1,109
MONTANA	201
NEBRASKA	384
NEVADA	468
NEW HAMPSHIRE	515
NEW JERSEY	2,630
NEW MEXICO	817
NEW YORK	3,971
NORTH CAROLINA	2,071
NORTH DAKOTA	186
OHIO	3,985
OKLAHOMA	951
OREGON	850
PENNSYLVANIA	4,430
RHODE ISLAND	361
SOUTH CAROLINA	1,304
SOUTH DAKOTA	187
TENNESSEE	1,383
TEXAS	8,477
UTAH	619
VERMONT	223
VIRGINIA	2,711
WASHINGTON	2,115
WEST VIRGINIA	298
WISCONSIN	1,332
WYOMING	107
United States	80,028
US Possessions	285
Canadian	2,680
International	11,611
TOTAL	94,604

CODE	TECHNICAL INTEREST GROUP	Level of Interest			Total
		1	2	3-5	
01	Aerospace	7,046	2,010	3,025	12,081
02	Applied Mechanics	5,783	2,854	4,113	12,750
03	Management	6,695	3,756	6,751	17,202
04	Materials Handling Engineering	831	980	2,046	3,857
05	Internal Combustion Engines	3,088	1,093	2,212	6,393
07	Safety Engineering and Risk Analysis	970	1,142	3,178	5,290
08	Fluids Engineering	3,080	2,962	4,469	10,511
09	Bioengineering	2,497	1,026	1,908	5,431
10	Materials	2,215	2,984	6,235	11,434
11	Heat Transfer	3,162	2,843	5,237	11,242
12	Process Industries	887	1,358	2,994	5,239
13	Manufacturing Engineering	4,245	3,180	5,312	12,737
14	Design Engineering	14,652	6,335	8,465	29,452
15	Tribology	478	375	1,331	2,184
16	Petroleum	2,019	1,359	2,608	5,986
17	Nuclear Engineering	1,471	1,125	2,185	4,781
18	Rail Transportation	508	225	912	1,645
19	Power	5,479	3,692	6,592	15,763
20	Textile Engineering	111	59	322	492
21	Plant Engineering and Maintenance	3,389	3,029	6,509	12,427
22	Gas Turbines	1,737	1,278	2,687	5,702
23	Environmental Engineering	1,276	1,326	3,356	5,958
24	Technology and Society	514	640	3,269	4,423
25	Dynamic Systems and Control	2,025	1,305	3,070	6,400
27	Advanced Energy Systems	2,114	1,241	3,601	6,956
28	Pressure Vessels and Piping	3,556	3,509	6,045	13,110
29	Solid Waste Processing	231	212	933	1,376
30	Solar Energy	835	771	3,418	5,024
31	Computers and Information in Engineering	1,987	1,969	5,749	9,705
32	Noise Control and Acoustics	583	488	1,849	2,920
33	Nondestructive Evaluation (NDE) Engineering	399	509	1,687	2,595
34	Electronic and Photonic Packaging	816	519	1,153	2,488
35	Ocean, Offshore and Artic Engineering	809	641	1,818	3,268
36	Fluid Power Systems and Technology	871	829	2,506	4,206
38	Information Storage and Processing Systems	153	230	888	1,271
39	Microelectromechanical Systems (MEMS)	590	305	1,294	2,189
40	Pipeline Systems	886	778	1,730	3,394
41	Nanotechnology	584	282	1,307	2,173

CODE	JOB FUNCTION	COUNT
01	General and Corporate Management	11,777
02	Product Design	11,032
03	Systems Design	5,274
04	Production Engineering	2,978
05	Testing/Reliability/Quality Control	2,443
06	Plant Engineering/Operations Maintenance	6,811
07	Education	6,035
08	Other Job Functions	4,314
09	Engineering Student	15,744
11	Basic Research and Development	3,341
12	Consulting	9,998
13	Design of Equipment/In Plant	1,921
14	Other Design Engineering	1,110
15	Other Process Engineering	264
99	No Job Function	11,881



INTERNATIONAL REGION

Africa	553
Asia	3,705
Australasia*	442
Europe	2,685
Central America/Mexico	1,066
Middle East	1,280
South America	1,880

*Includes Australia, New Zealand and neighboring islands

PRIMARY TECHNICAL GROUP

Basic Engineering	17,215
Engineering & Technology Management	8,179
Energy Conversion	12,987
Energy Resources	3,714
Environment & Transportation	9,644
Gas Turbine	1,737
Manufacturing	9,463
Pressure Technology	3,955
System & Design Group	21,109

AGE

20-24	5,106
25-29	6,501
30-34	6,061
35-39	7,079
40-44	8,840
45-49	11,858
50-54	10,683
55-59	9,283
60-64	7,595
65 and Over	5,211
Not Available	16,387

HIGHEST ACADEMIC DEGREE

Ph. D.	14,085
Doctor of Science	714
Master of Science	16,698
M.E. Degree	4,788
Bachelor of Science	36,985
Bachelor of Arts	871
Master of Arts	2,252
Other College Degrees	3,695
Not Available	14,516

ASME Technical Journals
 ASME technical journals are published quarterly, bi-monthly, or monthly. These counts represent subscribers who are engineering professionals.

CODE	JOURNAL	US	CANADA	FOREIGN	TOTAL
JAM	Applied Mechanics	3,539	162	1,673	5,374
AMJ	Applied Mechanics Review	1,141	70	685	1,896
BIO	Biomechanical Engineering	3,275	122	781	4,178
CND	Computational and Non-Linear Dynamics	157	10	102	269
JCISE	Computing & Information Science In Engineering	682	33	381	1,096
DS	Dynamics Systems, Measurement and Control	3,020	104	1,272	4,396
EP	Electronic Packaging	2,097	64	495	2,656
GTP	Engineering for Gas Turbines and Power	3,168	192	1,332	4,692
MATS	Engineering Materials & Technology	2,770	146	1,285	4,201
JERT	Energy Resources Technology	1,769	103	720	2,592
FE	Fluid Engineering	3,159	186	1,546	4,891
FC	Fuel Cell Science and Technology	438	21	253	712
HT	Heat Transfer	3,442	174	1,669	5,285
MANU	Manufacturing Science and Engineering	2,860	156	1,313	4,329
MD	Mechanical Design	4,727	178	1,247	6,152
MS	Microelectromechanical Systems (MEMS)	1,428	37	249	1,714
OMAE	Offshore Mechanics and Arctic Engineering	1,275	198	860	2,333
PVT	Pressure Vessel Technology	2,472	196	1,230	3,898
SOL	Solar Energy Engineering	1,829	90	796	2,715
MT	Transactions on Mechatronics	795	23	110	928
TRIB	Tribology	1,880	77	991	2,948
TURBO	Turbomachinery	2,112	70	934	3,116
VIB	Vibration and Acoustics	2,862	164	1,157	4,183

University Department Heads

This category represents a list of influential U.S. and Canadian University Mechanical Engineering Department Heads

Recommended for: College Textbooks, Computer Software, Lab Equipment, and Newsletters.

Quantity: 360

Cost: \$150 Flat Fee

Email lists now available

Email blasts to ASME non-members are available.

Selections can be made by technical interest, job function, geography (country, state/province, zip code), age and academic degree.

Contact John Panza at panzaj@asme.org for additional information.

Terms and Conditions

- Selections
- Prices
- Terms
- Policies

BASE CHARGE

\$145/M

MINIMUM ORDER QUANTITY

5,000

SELECTION CHARGES

Technical Interest Group	\$10/M
Journal Subscribers	\$10/M
Job Function	\$10/M
State/Zip Code/ SCF	\$10/M
Country	\$15/M
Graduation Year	\$15/M
Membership Years	\$15/M
Age	\$15/M
Academic Degree	\$15/M
Business or Home Address	\$15/M
PE License	\$15/M
Multiple Key Codes	\$15/M

RE-USAGE

\$10 less than the base charge with no selection charges.

FORMATS

E-mail Delivery Only \$50 Flat
(Excel or comma delimited)

REQUIREMENTS FOR ORDERING

All orders must be in writing.
No telephone orders.

Sample mailing piece must be approved and mailer must sign list rental contract.

Must supply mail date and mail within 35 days of receipt.

TERMS AND CONDITIONS

Names are for one-time use unless otherwise agreed upon.

Normal turnaround is 5 to 7 work days.

Postal mailing lists are NOT to be used for emailing, telemarketing or membership promotion.

COMMISSION POLICY

20% discount to recognized list brokers.
15% discount to agencies.

CANCELLATION POLICY

Running charges after delivery.

Recruitment Advertising For information on recruitment advertising in Mechanical Engineering magazine, contact John Panza at 1-212-591-7121 or email: panzaj@asme.org

ASME MAILING LIST ORDER FORM

Date: _____

P.O. # _____

Bill To:

Name: _____

Company: _____

Address: _____

City/State/Zip Code: _____

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Fax: _____

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Name: _____

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Phone: _____

Fax: _____

Email: _____

Mailers/Client: (If different from above) _____

Mail Offer: (Must submit sample[s] for approval) _____

Due Date: _____ Mail Date: _____

If no mail date is given, mailing is considered completed 35 days from the shipping date. Please advise of all delays in mailings. Multiple mail dates must be approved.

Number of Names Requested (5,000 Minimum) _____.

LIST

CATEGORY(IES)

CODE

LIST	CATEGORY(IES)	CODE
_____	_____	_____
_____	_____	_____
_____	_____	_____

SPECIAL INSTRUCTIONS

FORMAT

_____ Email (\$50)

U.S. Canada International
 Total estimated cost including email delivery: \$ _____

All orders must include a mailing sample and a signed list rental contract.

Fax or mail your order

John Panza
 Telephone: 212-591-7121
 Fax: 212-591-7137
 Email: panzaj@asme.org

ASME List Rentals
 Three Park Avenue, 22W1
 New York NY 10016-5990

2010

MAILING LIST CATALOG

www.asme.org/catalog/listrental



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