

# Beverage<sup>®</sup> INDUSTRY

Covering production, marketing, technology & distribution



34,001 Qualified Recipients .....\$135/M  
10,331 Recipients @ Email Address...\$350/M\*  
\* includes transmission fee

*Beverage Industry* recipients include general management, plant operations, production, packaging, engineering, warehouse and distribution managers as well as fleet personnel, research & development, quality control and sales & marketing professionals. These individuals work for bottlers, canners, distillers and distributors of all types of beverages.

Readers turn to *Beverage Industry* for their in-depth and up-to-date information about production, marketing, technology and distribution of soft drinks, beer, bottled water, wine and liquor, juice and juice type beverages.

## Selections Available: \*

### Title/Function

General Management/ Administration .....	20,054
Plant Operations/Production .....	7,309
Sales & Marketing .....	5,866
Warehouse/Truck Fleet Managers .....	772

### \$ Volume of Sales

\$50 million + .....	4,279
\$25 million – 49.9 million .....	1,883
\$10 million – 24.9 million .....	2,619
\$5 million – 9.9 million .....	2,709
under \$5 million .....	7,790

### Fleet Size

Under 4 .....	9,196
5-9 .....	2,906
10-19 .....	2,663
20+ .....	5,523

\* See next page for Business/Industry & Buying Authority counts.

## NEW COUNTS!

Date: .....December, 2006

Source: BPA Audited  
100% Controlled Circulation

### Material Available:

- E-mail the file .....\$40/F
- 9T/1600/6250 BPI Mag Tape...\$100/F
- 3.5” Diskette .....\$50/F
- Pres. Sensit. Labels.....\$10/M
- Cheshire Labels.....N/C

Key Coding: .....\$3.00/M (\$5/F)

Minimum Order: 5,000

E-mail List Rental: .....\$350/M  
(includes e-mail blast)

### Selections:

- State/SCF/ZIP.....\$15/M
- Business/Industry .....
- Title/Function.....\$15/M
- \$ Volume of Sales .....
- Fleet Size .....
- Buying Authority .....
- Phone.....\$60/M
- One per company .....

### Additional Charges:

- Splits.....\$25/each
- Deduping.....\$100/F

Sample mail piece required for approval.

Rental is for one time use only. As agents we believe this information is correct. However, we extend no warranty as to accuracy, deliverability, suitability or results through the use of this program. Quantities and rates are subject to change without notice.

This list should prove successful for: business publications, newsletters, seminars and conferences, computer hardware & software, general office supplies and equipment, safety equipment and much more.

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## Beverage Industry Additional Selects:

### Business/Industry

Soft Drink Manufacturer.....	5,230
Beer Manufacturer .....	2,106
Bottled Water Manufacturer.....	2,269
Wine/Liquor Manufacturer.....	1,952
Juice/Fruit Drink Manufacturer.....	1,682
Dairy-based Drink Manufacturer .....	1,920
Coffee/Tea Manufacturer.....	971
Alternative Beverage Manufacturer .....	516
Other Beverage Manufacturer .....	296
Soft Drink Distributor .....	3,298
Beer Distributor.....	3,409
Bottled Water Distributor .....	1,193
Wine/Liquor Distributor.....	902
Alternative Beverage Distributor .....	263
Juice/Fruit Drinks Distributor.....	242
Coffee/Tea Distributor .....	339
Dairy Distributor.....	131
Other Beverage Distributor .....	123
Warehouse .....	106
Wholesaler.....	560
Broker .....	431
Retailers .....	3,811
Flavor Manufacturer .....	771
Industry Supplier .....	1,003
Other.....	477

*These are additional selections available on this list. Please inquire for recent counts:*

### Buying Authority

Processing Equipment  
Packaging Equipment  
Packaging Materials  
Ingredients  
Warehousing & Distribution  
Trucks & Bodies  
Sanitation & Maintenance  
QA/QC, Instrumentation & Control  
Material Handling & Equipment  
Vending & Dispensing