

E-MAIL BLASTS



The Quality Digest e-blasting program allows you to send your specific message (and your message ONLY) to a highly targeted group of our subscribers. You can pick your targets based on selects such as industry sector, job function, company size, and/or geographic location. We can even help you with the HTML design of your blast material. An overview of our current readership can be found below, and breakouts of the geography and company sizes can be provided upon request.

Rate: \$400 per thousand delivered e-mails

Primary Industry	Total Qualified	Percent of Total	Senior Mgmt	Quality Mgmt	Mfg. Mgmt	Standards/ Compliance Mgmt	Quality Control/ Assurance	Mfg. Engineering	Purchasing	Training/ Consulting	Other Functions
Manufacturing											
Aerospace	1,391	2.8	230	503	47	50	282	144	19	40	76
Automotive	960	1.9	131	309	59	74	193	111	13	17	53
Chemicals	972	2.0	136	351	70	105	122	82	12	22	72
Electronics	2,201	4.6	377	742	125	210	316	239	29	33	130
Fabricated Metals	2,766	5.6	492	1,090	220	269	388	195	17	27	68
Food & Kindred	464	.9	80	224	41	6	69	16	6	3	19
Instruments & Related	738	1.6	201	157	44	58	73	55	19	21	110
Machinery except Electronics	873	1.8	163	248	81	134	95	89	16	7	40
Medical Equipment & Sup-plies	1,099	2.2	220	413	48	25	208	91	10	20	64
Pharmaceuticals/Biomedical	1,137	2.4	170	394	46	18	303	74	6	30	96
Primary Metals	1,114	2.3	189	404	88	80	155	107	17	11	63
Rubber/Plastics	2,118	4.3	523	738	109	171	229	132	17	12	187
Transportation Equipment	453	.9	75	156	29	19	66	62	9	7	30
Manufacturing - all other	5,861	11.9	854	1,962	456	853	666	431	71	104	464
Sub-Total Manufacturing	22,147	45.1	3,841	7,691	1,463	2,072	3,165	1,828	261	354	1,472
Services											
Business	1,116	2.3	510	193	15	104	59	15	5	93	122
Financial	462	.9	124	131	17	13	39	15	2	33	88
Health Care	1,690	3.5	416	608	28	13	273	32	12	80	228
Software	828	1.7	255	207	13	26	102	40	3	57	125
Training/Consulting	1,745	3.5	640	186	10	68	46	17	3	660	115
Transportation	510	1.0	109	156	24	35	76	39	6	16	49
Utilities	361	.7	67	99	16	15	46	38	6	21	53
Services - all other	2,119	4.3	568	667	62	165	211	82	40	50	274
Sub-Total Services	8,831	18.0	2,689	2,247	185	439	852	278	77	1,010	1,054
Other											
Education	1,032	2.1	155	108	18	26	43	48	5	221	408
Government/Military	1,366	2.8	237	419	21	60	246	98	19	80	186
Others allied to the field	2,620	5.3	834	545	66	208	251	104	25	83	504
Sub-Total Other	5,018	10.2	1,226	1,072	105	294	540	250	49	384	1,098
Undefined subscribers	13,091	26.7	55	150	16	49	78	20	8	59	12,656
Total	49,087	100	7,811	11,160	1,769	2,854	4,635	2,376	395	1,807	16,280
Percent	100	100	15.9	22.7	3.6	5.8	9.4	4.9	.8	3.7	33.2

Note: These numbers change daily, as the real-time subscribership is dynamic.

All Quality Digest e-mail addresses are "opt-ins."