

# INDUSTRIAL



Reach Facilities Managers, Plant Engineers and Managers/Supervisors, Materials Managers, Warehouse Supervisors, Industrial Safety Engineers, Industrial Relations Managers, Safety and Health Engineers, Quality Control Managers and more.

**ANNUAL CIRCULATION**  
**280,000**

## CLEMENT COMMUNICATIONS

### INDUSTRIAL SAFETY

#### Audience Profile

The Clement Communications Industrial Safety card pac reaches 80,000 direct mail sold buyers of Clement Communications industrial safety and quality posters, resources, communication programs and newsletters. These industrial safety supervisors work in a wide variety of industries and include many of the Fortune 1000 corporations.

The job titles include Industrial Relations Managers, Safety & Health Managers, CEO's, CFO's, Human Resources Executives, Legal Affairs Executives, Office Managers, Training Supervisors, etc.

These professionals make all the buying decisions for products and services that will help them improve their hazard-free environment.

#### Source of Names

This mailing utilizes hotline lists of Clement Communications' most recent mail order buyers who have purchased motivational and safety posters such as:

- Working Together Means Winning Together
- Supervisor's Guide to Employment Practices
- Safety Meetings and Regulatory Compliance Made Easy
- Safe Attitude Posters
- Supervisor's Guide to Quality and Excellence
- Safety and the Supervisor

#### They are interested in

Business publications, training programs, books, computer and office supplies, seminars, human resource products, premiums and incentives, executive gifts, industrial supplies, business equipment, presentation products, sales tools, educational materials, career planning materials, and much more.

#### Sampling of Advertisers

BNA Communications, Bongarde, Crisis Prevention, Dartnell, ERI Safety videos, G. Neil, General Bandages, Global Safety, Neutron Industries, NoButts Bin, Peavy Performance.

CIRCULATION	CLOSING	MAILING
80,000	4/30/04	5/30/04
COLOR	3 X 5	5 X 7
B/W	\$3,840	\$5,280
2 Color	\$4,290	\$5,930
4 Color	\$4,490	\$6,080

## INDUSTRIAL QUALITY & PLANT MANAGEMENT

#### Audience Profile

The Industrial Quality & Plant Management card pac reaches 100,000 direct mail sold plant managers, plant supervisors, maintenance supervisors, purchasing officials, plant operators, quality control managers, coordinators, supervisors, quality assurance engineers, production specialists, operations management, and directors of manufacturing. They work in plants with SIC codes ranging from 20-39.

They have a wide range of industrial settings including manufacturing materials, materials handling, packaging, pollution control, build-ups, and mechanical components to name a few.

#### Sampling of Lists

The Industrial Quality & Plant Management card pac mailing utilizes the most recent names from high-quality direct response lists such as:

- Wearguard Business Buyers
- Total Quality Subscribers Buyers
- Techni Tool Mail Order Buyers
- Revere Products Corporation
- Professional Equipment Corp.
- Plant Services Magazine
- Industrial Discount Corporation
- Indoor Air Quality
- Dozier Equipment MOB
- Conney Safety Products

#### They are interested in

Test and measurement equipment, technical books and publications, packaging materials, materials handling equipment, computer systems, training programs, maintenance materials, safety products, bar code equipment, and much more.

#### Sampling of Advertisers

Aergo Inc., Arlyn Scales, Bird-X, Bird-B-Gone, Buttstop, Component Systems, ColorTec, Cold Air, Contact East, Craftmatic, Darex Corp., Dasytec, Data Management, Davis Instruments, Direct Color Systems, Dings Magnetic, ERI Safety, LabSafety, Label Master, Lee Spring, New Hermes, Noren Products, Oreck, Pioneer Research, Printronix, Sato America, Timesoft, Symbiotic Systems, System ID.

CIRCULATION	CLOSING	MAILING
100,000	1/23/04	2/28/04
100,000	9/23/04	10/29/04
COLOR	3 X 5	5 X 7
B/W	\$4,800	\$6,600
2 Color	\$5,250	\$7,250
4 Color	\$5,450	\$7,400



60 Madison Avenue, New York, NY 10010  
www.venturedirect.com

For more information, call a BtoB Specialist today at  
212.655.5255 or email [b2bsales@ven.com](mailto:b2bsales@ven.com).  
[www.venturedirect.com](http://www.venturedirect.com).