

Direct Marketing List Markets

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Business Classifications

Advertising & Marketing
Air Conditioning, Heating, Plumbing,
Sheet Metal & Ventilation
Amusements
Appliances
Architecture
Arts
Automotive
Aviation & Aerospace
Baking
Banking & Financial
Barbers
Beauty & Hairdressing
Boating
Books & Book Trade
Bottling
Brewing, Distilling & Beverages
Brick, Tile, Building Materials
Building
Building Management & Real Estate
Business Executives
Business Firms (Manufacturing,
Wholesale, Retail & Service)
Camps & Camping
Cemetery & Monuments & Funeral
Suppliers
Ceramics
Certified Public Accountants & Accountants
Chain Stores
Chemical & Chemical Process Industries
Clothing & Furnishing Goods (Men's)
Clothing & Furnishing Goods (Women's)
Coin-Operated & Vending Machines
Confectionery
Control & Instrumentation Systems
Corsets, Brassieres & Undergarments
Cosmetics
Dairy Products (Milk, Ice Cream, Milk Products)
Department, General Merchandise, & Specialty
Stores
Discount Marketing
Display
Draperies & Curtains
Educational
Electrical
Electronic Engineering
Engineering & Construction
Engineers
Farm Implements & Suppliers
Feed, Grain & Milling
Fertilizer & Agricultural Chemicals
Fire Protection
Fishing, Commercial
Floor Coverings
Florists & Floriculture

Food - Processing & Distribution
Funeral Directors
Furniture & Upholstery
Gas
Giftware
Glass
Golf
Government Administrative Services & Public
Works
Grocery
Hardware & Housewares
Home Furnishings
Hotels, Motels, Clubs & Resorts
Human Resources
Industrial Distribution
Infants', Childrens' & Teen Age Goods
Institutions
Insurance
Interior Design / Space Planning
International Trade
Jewelry & Watchmaking
Journalism
Landscape, Garden Supplies, Seed & Nursery
Trade
Laundry & Drycleaning
Leather, Boots & Shoes
Legal
Lighting & Lighting Fixtures
Luggage & Leather Goods
Lumber & Forest Industries
Maintenance
Maritime, Marine, Shipbuilding, Repair &
Operating
Materials Handling & Distribution
Meats & Provisions
Metal, Metalworking & Machinery
Mining (Coal, Metal & Non-Metallic)
Motion, Talk, Sound, Commercial Pictures, Etc.
Motor Trucks, & Accessories
Motorcycle & Bicycle
Moving & Storage
Music & Music Trades
Ocean Science & Engineering
Office Equipment & Stationery
Office Equipment Mail Order Buyers
Office Methods & Management
Packaging (Mfrs.) Paperboard
Packaging (Users)
Paint, Painting & Decorating
Paper
Parks, Public
Petroleum & Oil
Pets & Pet Supplies
Photographic
Plant & Manufacturing Executives

Plastics & Composites
Plumbing
Police, Detective & Security
Pollution Control, Environment, Ecology,
Energy
Poultry & Poultry Products
Power & Power Plants
Printing & Printing Processes
Produce (Fruits & Vegetables)
Product Design Engineering
Public Transportation
Purchasing
Radio & Television
Railroad
Refrigeration
Religious
Rental & Leasing Equipment
Restaurants & Food Service
Roads, Streets, Etc.
Roofing
Rubber
Safety, Accident Prevention
Sales Management
Schools & School Administration
Science, Research & Development
Selling & Salesmanship
Small Office/Home Office
Sporting Goods
Stone Products
Sugar & Sugar Beets
Swimming Pools
Technology - Buyers/Specifiers
(Hdwre/Sftwr/Books)
Technology - Executives/Management
Technology - Magazine Subscribers
Technology - Newsletter Recipients
Technology - Seminar Attendees
Technology - System Users/Developers
Technology - Training Buyers/Subscribers
Technology - Website Registrants
Technology (General)
Telephone & Communications
Textiles & Knit Goods
Tobacco
Toys, Hobbies & Novelties
Trailers & Accessories
Transportation, Traffic, Shipping & Shipping
Room Supplies
Travel, Business, Conventions & Meetings
Travel, Retail
Water Supply & Sewage Disposal
Welding
Wire & Wire Products
Woodworking



STANDARD RATE & DATA SERVICE

Business - Healthcare Classifications

Healthcare - Allergy
Healthcare - Anesthesiology
Healthcare - Biotechnology
Healthcare - Business & Facility Management
Healthcare - Cardiology
Healthcare - Chiropractic
Healthcare - Dental
Healthcare - Dermatology
Healthcare - Diabetes & Endocrinology
Healthcare - Emergency Medicine & Services
Healthcare - Extended & Senior Care
Healthcare - Gastroenterology & Proctology
Healthcare - General Surgery
Healthcare - Geriatric & Gerontology
Healthcare - Hematology
Healthcare - Infectious Disease
Healthcare - Internal Medicine
Healthcare - Laboratory, Pathology & Biomedical Sciences
Healthcare - Managed Care
Healthcare - Medical Products
Directories/Manufacturing/Distribution
Healthcare - Multi-Specialty & Primary Care
Healthcare - Nephrology
Healthcare - Neurosciences/Neurology

Healthcare - Nurse Practitioner & Physician Assistant
Healthcare - Nursing
Healthcare - Nutrition & Dietetics
Healthcare - Obstetrics & Gynecology
Healthcare - Oncology
Healthcare - Ophthalmology
Healthcare - Optometry & General Eyecare
Healthcare - Orthopedics & Orthopedic Surgery
Healthcare - Otorhinolaryngology
Healthcare - Pediatric Medicine
Healthcare - Pharmacy
Healthcare - Physical, Occupational & Other Therapy/Rehabilitation
Healthcare - Podiatry
Healthcare - Psychiatry
Healthcare - Psychology & Counseling
Healthcare - Pulmonary Health
Healthcare - Radiology
Healthcare - Rheumatology
Healthcare - Speech Language Pathology & Audiology
Healthcare - Sports Medicine
Healthcare - Surgical Specialties
Healthcare - Urology
Healthcare - Veterinary

Consumer Classifications

Affluent
Almanacs
Art & Antiques
Associations & Organizations
Automotive
Aviation
Babies
Black/African-American
Boating & Yachting
Book Buyers-Consumer
Brides
Business Leaders
Children
Collectibles
College & Alumni
Consumer Electronics
Contributors-Philanthropic
Crafts, Hobbies & Models
Credit Card Holders
Disabilities
Education, Learning & Self-Improvement
Entertainment
Epicurean & Specialty Foods
Ethnic
Fashions-Clothing
Fishing & Hunting
Fitness
Game Buyers, Contest and Puzzle Participants
Gardening (Home)
Gay & Lesbian
General
General Merchandise Mail Order Buyers
Gifts - Gift Buyers
Green/Sustainable Living
Health
Hispanic
Home & Home Service
Home Computers & Software
Horses, Riding and Breeding
Insurance Buyers
Investors

Labor-Trade Unions
Land & Real Estate Investors
Life Events
Magazines (General)
Mature Market
Men's
Metropolitan/Regional/State
Military, Naval & Veterans
Motorcycle
Music and Record Buyers
News
Occult, Astrological & Metaphysical
Occupant & Resident
Opportunity Seekers
Outdoor Recreation
Parenthood
Pets
Photography
Political & Social Topics
Premium & Catalog Buyers
Professional
Religious & Denominational
Rural Lifestyle
Science, Technology & Mechanics
Sewing & Needlework
Small Business
Sports
Teenagers
Travel
Video & Video Gaming
Women's

Farm Classifications

Dairy & Dairy Breeds
Diversified Farming & Farm Home
Farm Education & Vocations
Field Crops & Soil Management
Land Use & Conservation
Livestock & Breed
Poultry