



DIGITAL/HTML BLAST DEMOGRAPHICS

You may choose an NTH select (random selection of 5,000 email addresses) or we can build a targeted blast based on your selections (up to three demographics may be selected). Please note, counts are subject to change.

JOB TITLE

President/CEO	2,021
CLO, COO, VP or Director	2,716
Manager or Supervisor	4,745
Training Specialist	5,749
Coordinator or Assistant	1,775
Instructional Designer/Developer	2,176
Consultant	775
Other or Unspecified	31,295

INDUSTRY

Manufacturing	2,512
Hospitality (food, lodging)	677
Retail	1,194
Wholesale/Distribution	441
Finance/Banking	2,984
Real Estate/Insurance	1,864
Business Services	2,495
Communications	1,037
Transportation/Utilities	1,190
Health/Medical Services	4,212
Educational Service/Academic Institution	4,398
Government/Military	3,030
Consulting	3,599
Public Administrator	327
Other or Unspecified	21,962

DEPARTMENT

Training/Development	19,400
HR/Personnel	3,943
Education	2,948
Instructional Designer/Developer	1,853
General/Corporate/Administrative Mgmt	4,218
Sales/Marketing/Product Development	2,000
MIS/Systems Mgmt/Technical	849
Finance/Operations/DP	715
Customer Service	688
Other or Unspecified	15,356

NUMBER OF EMPLOYEES*

50,000+	3,712
25,000 - 49,999	1,822
10,000 - 24,999	2,721
5,000 - 9,999	2,850
1,000 - 4,999	5,780
500 - 999	2,779
250 - 499	2,473
100 to 249	2,749
Less than 100	10,095
Other or Unspecified	16,838

* Based on subscriber's reporting.

Geographic Selections available by COUNTRY or STATE

Updated November 23rd, 2020