



## 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. **Demographics based on subscribers from USA and CANADA.**

### JOB TITLE

President/CEO	6,498
CLO, COO, VP or Director	8,918
Manager or Supervisor	12,482
Training Specialist	12,498
Coordinator or Assistant	5,118
Instructional Designer/Developer	3,820
Consultant	786
Other	2,766

### INDUSTRY

Manufacturing	5,869
Hospitality (food, lodging)	1,304
Retail	2,554
Wholesale/Distribution	1,436
Finance/Banking	4,445
Real Estate/Insurance	2,716
Business Services	4,400
Communications	2,011
Transportation/Utilities	2,011
Health/Medical Services	6,261
Educational Service/Academic Institution	6,353
Government/Military	3,990
Consulting	4,507
Public Administrator	428
Not Specified	3,880

### DEPARTMENT

Training/Development	23,823
HR/Personnel	4,719
Education	3,186
Instructional Designer/Developer	2,361
General/Corporate/Administrative Mgmt	7,288
Sales/Marketing/Product Development	3,995
MIS/Systems Mgmt/Technical	1,334
Finance/Operations/DP	1,129
Customer Service	1,042
Other or Unspecified	1,743

### NUMBER OF EMPLOYEES\*

50,000+	5,093
25,000 - 49,999	2,613
10,000 - 24,999	4,057
5,000 - 9,999	3,902
1,000 - 4,999	8,150
500 - 999	3,811
250 - 499	3,495
100 to 249	3,765
Less than 100	11,677
Unknown	7,570

\* Based on subscriber's reporting.

**Geographic Selections available by COUNTRY or STATE**

Updated October 8<sup>th</sup>, 2019.