

Business Media Markets

AC/Heating/Plumbing/Refrigeration/Sheet Metal/Ventilation	Fundraising/Philanthropy	Paper
Advertising & Marketing	Funeral Directors	Parks, Public
Amusements & Gaming Management	Furniture & Upholstery	Petroleum & Oil
Appliances	Gas	Pets
Architecture	Giftware/Art Goods/Decorative	Photographic
Arts	Accessories/Greeting Cards	Plant/Engineering, Maintenance, Repair & Operations
Automotive	Glass	Plastics & Composites
Aviation & Aerospace	Golf	Police, Law Enforcement & Penology
Baking	Government (Local, State & Federal) and Public Works	Pollution Control (Air & Water)
Banking	Graphic Design	Poultry & Poultry Products
Barbers	Grocery	Power & Power Plants
Beauty & Hairdressing	Hardware & Housewares	Printing & Printing Processes
Boating	Home Furnishings	Produce (Fruits & Vegetables)
Books & Book Trade	Homeland Security & Response	Product Design Engineering
Brewing, Distilling, Bottling and Beverage Markets	Horse & Rider Supplies, Apparel & Equipment	Professional Association Management
Brick, Tile, Building Materials	Hotels, Motels, Clubs & Resorts	Public Transportation & Mass Transit
Building	Human Resources	Publication Groups & Networks
Building Management & Real Estate	Industrial	Purchasing
Building Products Retailing	Industrial Automation	Quality Assurance
Business	Industrial Distribution	Radio, TV & Video
Business - Metro, State & Regional	Infants, Children's & Teen Age Goods	Railroad
Camping & Campgrounds	Institutions	Recreational Vehicles, Trailers & Accessories
Cemetery & Monuments	Insurance	Reference
Ceramics	Interior Design/Furnishings/Space Planning	Religious
Chain Stores	International Trade	Rental & Leasing Equipment
Chemical & Chemical Process Industries	Intimate Apparel	Restaurants & Food Service
Clothing & Furnishing Goods (Men's)	Jewelry & Watchmaking	Robotics
Clothing & Furnishing Goods (Women's)	Journalism & Publishing	Roofing
Coin-Operated & Vending Machines	Landscape, Garden Supplies	Rubber
Computers	Laundry & Drycleaning	Safety, Accident Prevention
Confectionery	Leather, Boots & Shoes	Sales Management
Control & Instrumentation Systems	Legal	School (K-12) & College Administration
Cosmetics	Lighting & Lighting Fixtures	Science, Research & Development
Dairy Products (Milk, Ice Cream, Milk Products)	Logging, Forest Management/Product Manufacturing	Security
Department & Specialty Stores	Luggage & Leather Goods	Seed & Nursery Trade
Discount Marketing	Maintenance/Cleaning	Shopping Centers
Display	Manufacturing/Industries, Equip., Products & Systems	Selling & Salesmanship
Draperies & Curtains	Maritime, Marine, Shipbuilding, Repair & Operating	Sporting Goods
Educational	Materials	Stone Products, etc.
Educational, Adult Training, Motivation & Development	Materials Handling & Distribution	Sugar & Sugar Crops
Electrical	Meats & Provisions	Swimming Pools
Electronic Engineering	Metal, Metalworking & Machinery	Tea, Coffee, Spices
Employment Opportunities & Recruitment	Military & Naval (Active & Inactive Service)	Telecommunications Technology
Energy Application & Management	Mining (Coal, Metal & Non-Metallic)	Textiles & Knit Goods
Engineering & Construction	Motion, Talk, Sound, Commercial Pictures, Etc.	Tobacco
Farm Implements (General)	Motor Trucks, & Accessories	Toys, Hobbies & Novelties
Feed, Grain & Milling	Motorcycle & Bicycle	Transportation, Logistics & Distribution
Fertilizer & Agricultural Chemicals	Moving & Storage	Travel, Business, Conventions & Meetings
Financial	Music & Music Trades	Travel, Retail
Fire Protection	Nuclear Science & Engineering	Waste Management & Recycling
Fishing, Commercial	Ocean Science & Engineering	Water Supply & Sewage Disposal
Fitness Professional	Office Equipment & Stationery	Web Search Engines & Directories
Floor Coverings/Installation	Office Methods & Management	Welding
Florists & Floriculture	Packaging (Users)	Wire & Wire Products
Fluid Power Systems	Packaging Manufacturers	Woodworking
Food - Processing & Distribution	(Paperboard/Flexible Packaging)	
	Paint & Wallcoverings, Painting & Decorating	

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**For more information, contact your Account Manager
or SRDS Service Center at 800.851.SRDS (7737).**

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Healthcare Classifications

Allergy
Anesthesiology
Biotechnology
Cardiology
Chiropractic
Dental
Dermatology
Diabetes & Endocrinology
Emergency Medicine
Extended Healthcare
Gastroenterology & Proctology
General Surgery
Geriatrics & Gerontology
Healthcare Business Management
Hematology
Infectious Diseases
Internal Medicine
Laboratory, Pathology & Biomedical Sciences
Managed Care
Medical Product Directories/Manufacturing Distribution
Multi-Specialty & Primary Care
Nephrology
Neurosciences/Neurology
Nurse Practitioner & Physician Assistant
Nursing
Nutrition & Dietetics
Obstetrics & Gynecology
Oncology
Ophthalmology
Optometry & General Eye Care
Orthopedics & Orthopedic Surgery
Otorhinolaryngology
Pediatric Medicine
Pharmaceutics & Pharmacology
Physical, Occupational & Other Therapy/Rehabilitation
Podiatry
Psychiatry
Psychology & Counseling
Pulmonary Health
Radiology
Rheumatology
Speech Language Pathology & Audiology
Sports Medicine
Surgical Specialties
Urology
Veterinary

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