

Direct Marketing List Markets

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

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

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Direct Marketing List Markets

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

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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

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