



FOR



TARGET YOUR MARKET

Designed to enable you to optimize your marketing and sales efforts, Target Market Intelligence (TMI) for *Today's Medical Developments* is a secure, fully searchable database of the most up-to-date and comprehensive business information available. TMI gives you access to our deep demographic databases which can be used to customize and pinpoint your communications and sales efforts.

As *TMD's* circulation has grown over 50% in the last three years, so has our ability to define the demographic of the medical manufacturing and design market. By providing our comprehensive circulation information through TMI, *TMD* furthers our commitment as a full-service marketing communications partner to our advertisers.

Identify markets, uncover opportunities and understand demand using TMI and its custom research capabilities!

COMPREHENSIVE MARKET INFORMATION

The TMI database is updated monthly and includes the following demographics: address, business type, company representatives, phone, fax, and e-mail information as well as manufacturing processes performed, equipment and components used and future capital equipment needs. This powerful resource would require a considerable annual investment to build and maintain on your own.

TARGETED PRECISION

Target your query by both demographics and specific geographies. Use the database to tailor your sales and marketing efforts to those performing a specific manufacturing process, or using specific components.

FLEXIBLE AND COLLABORATIVE

TMI includes collaboration tools that enable you to compare your internal databases and customer data with the TMI database. You have the power to add notes to companies and contacts, as well as add companies to create a proprietary and customized version of the TMI database.

SALES SUCCESS

Maximize your sales team's effectiveness with the rich market intelligence of TMI. Providing your representatives with an accurate, complete profile of sales opportunities ensures that each territory's potential can be maximized.

ANNUAL SUBSCRIPTION:

Access to the TMI database is provided through an annual subscription. See your sales representative for subscription details.

- Search by any and all of the database variables
- View all listings
- Use of Geo-mapping, research, collaboration and data sharing tools
- Download up to 500 records a month (use of data governed by user agreement)

Contact your sales representative today!

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Visit www.onlineTMD.com to learn more about the TMI database.