

# Mardevdm2 announces list management partnership with CFE Media

## About mardevdm2

The global data and marketing services division of Reed Business Information, a world-leading provider of business information and services. With offices in London, Chicago, New York, Singapore and Sydney, mardevdm2 provides unmatched global data and insight, demand generation and lead nurturing programs, as well as custom marketing campaigns that help B2B marketers effectively engage with their target audience.

## Media contact

Mary N. Miller  
Global Director, Marketing  
mardevdm2  
2000 Clearwater Drive  
Oak Brook, IL 60523

mary.miller@mardevdm2.com  
D: +1.630.288.8312  
M: +1.312.343.6969  
F: +1.678.680.1657

## Exclusive alliances enables mardevdm2 to promote the industry-leading subscriber data from Control Engineering, Consulting-Specifying Engineer and Plant Engineering to B2B marketers who target the engineering industry.

**Oak Brook, IL — 14 June 2010** — mardevdm2 (www.mardevdm2.com), a global B2B marketing and data services partner, today announced the exclusive list management relationship with CFE Media, which stands for Content for Engineers. CFE is a newly formed company that produces the industry-leading engineering titles: *Control Engineering*, *Consulting-Specifying Engineer*, and *Plant Engineering*.

These content and market-driven brands carry an active, loyal audience of more than 200,000 current, controlled circulation subscribers, in addition to the unique online and e-newsletter readers. The decision makers in this specialty field are responsible for instrumentation, automation, and control equipment, process and services. They represent a highly educated pool of experts who manage technology, safety and communication systems.

“At mardevdm2, we partner with data and service providers who deliver quality source data and targeted demographics that empower marketers to deliver their message with confidence to the right buyers in the market,” says Zina Manda, Director of mardevdm2. “CFE Media provides the exclusive engineering content, as well as engaging new services such as tutorials, videos and other online tools that will maintain an active community of engineering professionals that are part of our clients’ target market.”

“We are very excited about the re-launch of these well-respected and relied upon engineering titles. And our partnership with mardevdm2 maintains the marketing expertise and availability of our data in the industry that marketers expect,” says Jim Langhenry, President of CFE Media. “We are confident our alliance with mardevdm2 will bring the decision maker access as well as marketing and data services our clients and partners need to effectively reach the engineering market.”

The engineering titles are available through mardevdm2.com with more than 200,000 postal and 75,000 email addresses. Marketers are able to segment and target the audience by job title, business and building type, expenditures, equipment value, plant size and buying authority categories including: electrical and mechanical products, information control systems, discrete sensors, building and maintenance equipment, and wireless devices – to name a few.

