

# Mailing List

## Home Entertainment Events

**Quality Leads**  
**Targeted Penetration**  
**Guaranteed Value**  
**Proven Results**

Active Attendees 10,995 \$140 per 1,000

### Who They Are

Attendees to the Entertainment Merchant Association's (EMA) Home Media Expos are the buyers, entertainment retailers, suppliers, distributors and sellers of home entertainment content and products. The EMA was established in 2006 through the merger of the Interactive Entertainment Merchants Association (IEMA) and the Video Software Dealers Association (VSDA) specifically to accommodate the full range of channels that ultimately deliver content, video, video games, music and user generated content into consumers' homes or portable devices.

### What they buy

EMA Home Media Expos are the premier networking events in the \$33 billion home entertainment industry giving you access to retailers who are actively seeking out:

- Home Video/DVDs
- Video Games/Computer Games
- Licensed Merchandise/Toys
- Hardware
- Retail Store Accessories
- Inventory Control Products



### Why They Attend

EMA Home Media Expo is the only show of its kind in the U.S. Retailers from around the world attend to learn about the emerging trends in technology and strategies from the top companies in the industry, and to find the newest releases and other products they can carry in their stores. From traditional packaged media to digital downloads -there are more choices than ever, and EMA's Home Media Expo showcases them all!

**Minimum Order**  
5,000 Names

**List Source**  
Registration Data

**Telemarketing List**  
Base Rate + \$60/M

**Mail/Phone/Email Lists**  
Combination Discounts Available  
Call for Rates

### Addressing/Format Options

Email File	\$50/flat
Diskette	\$55/flat
Cheshire Labels	NC
Peel & Stick Labels	\$10/M
Galley Printout	\$10/M
Key Codes	\$3/M
Barcoding (labels)	\$6/M \$30 min.

### Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

### Terms and Conditions

Rented for one time use only. Sample mailing piece required, subject to approval.

### Cancellations

\$10/M running charges plus \$50 cancellation fee. List must be returned within 90 days or full rental charges apply.

eMail List  
AVAILABLE

Contact Ilene Schwartz at 216-371-1667  
ilene@krolldirect.com

For advertising opportunities visit [www.homeentertainmentevents.com](http://www.homeentertainmentevents.com)



# Mailing List

## Home Entertainment Events

### Breakdown by State

#### SCF Range

995-999	AK	13
350-369	AL	35
716-729	AR	24
850-865	AZ	299
900-966	CA	4311
800-816	CO	226
060-069	CT	66
200-205	DC	34
197-199	DE	14
320-349	FL	634
300-319	GA	146
967-968	HI	82
500-528	IA	30
832-838	ID	40
600-629	IL	259
460-479	IN	113
660-679	KS	19
400-427	KY	22
700-714	LA	31
010-027	MA	115
206-219	MD	128
039-049	ME	12
480-499	MI	194
550-567	MN	166
630-658	MO	79
386-397	MS	6
590-599	MT	8
270-289	NC	156
580-588	ND	3
680-693	NE	24
030-038	NH	31
070-089	NJ	267
870-884	NM	41
890-898	NV	645
090-149	NY	843
430-458	OH	145
730-749	OK	21
970-979	OR	137
150-196	PA	298
028-029	RI	8
290-299	SC	66
570-577	SD	4
370-385	TN	95
750-799	TX	410
840-847	UT	96
220-246	VA	162
050-059	VT	10
980-994	WA	236
530-549	WI	90
247-268	WV	15
820-831	WY	16

### Breakdown by Industry

Retailer - Independent	3,066
Retailer - Mass Merchant	108
Retailer - Music	29
Retailer - Other	59
Distributor	956
Manufacturer / Distributor	1,310
Importer / Exporter	86
Manufacturers' Rep	89
Investors	279
Rack Jobber	27
Distributor / Wholesaler	790
Website Developer	662
Internet Service Provider	343
Library / School	118
Talent	563
Others Not Classified by Industry	2,510

### Breakdown by Job Title

Owner	2,447
CEO	584
Pres	886
VP/General Manager	1,394
Director	668
Merchandise Mgr	241
Sales Mgr	516
Sales Associate	755
Buyer	111
Store Mgr/Asst Mgr	667
Website Designer	179



Contact Ilene Schwartz at 216-371-1667 • [ilene@krolldirect.com](mailto:ilene@krolldirect.com) • [www.questex.com](http://www.questex.com)  
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