

# eMail List Home Media Magazine

Email Addresses Available 3,409 \$425 per 1,000

## Who They Are

The *Home Media Magazine* subscriber list includes owners, presidents, buyers, and store managers at:

- Mass Merchants
- Big Box Retailers
- Video Game Retailers
- On-line Retailers
- Video Specialty Stores
- Super/Grocery/Convenience Stores
- Music Stores

## What They Buy

These decision makers are ready prospects for:

- DVD & VHS, Game and CD Products
- Computer Systems and Software
- Merchandising and Display Systems
- Inventory Control Equipment and Supplies
- Security Systems
- Office/Store Supplies and Equipment
- Snack Foods
- Novelty/Impulse Items

## Why They Subscribe

With each issue, *Home Media Magazine* presents:

- Up-to-the-minute facts about today's sales and video rental marketplace
- Timely and insightful reporting on issues like the rising tide of video "superstores" and the growth of alternative home viewing technologies
- Predictions of the season's best selling titles
- Marketing research and "how-to" stories
- Product information on new DVD & VHS titles
- Trends and data on video games




# Mail List

AVAILABLE

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

**Minimum Order**  
3000 Names

### List Source

Controlled Circulation,   
Verified Audit Pending

### Mail/Email/Phone Lists

Combination Discounts Available  
Call for Rates

### Selections

Base Rate + \$15/M  
Job Title  
Job Function  
Business/Industry  
Business Address  
Geography  
Gender  
Max Per Site  
All Other Selects \$15/M-\$25/M

### How to Rent a Questex Email List

All orders must be in writing. Please mail, fax or email a letter or purchase order with the following information:

- Selections
  - Quantity of names requested
  - Test names and corresponding email addresses
  - Target date you need the email message sent
  - Sample of the email message
  - Prepayment if requested for a first time renter
- A signed email list rental contract is required with each order before transmission.

### Updating Cycle

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

### Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.



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

**QUESTEX**  
MEDIA

[www.questex.com](http://www.questex.com)

# eMail List

## Home Media Magazine

### Breakdown by Title

Owner/CEO	1,507
President/VP/General Manager	661
Director/Manager/ Assistant Mgr	378
Buyer	60
Merchandise Manager	48
Store Manager/Associates	464
Sales Representative/Consultant	107
Product Manager	42
On Air Personality	35

### Breakdown by Industry

Video Specialty	1,024
Consumer Electronics	760
Drug Store	30
Supermarket/Convenience	98
Music/DVD/Book	292
Computer/Video Games	202
Mass Merch/Warehouse/Club/Dept/Toy Store	64
Other Retailer	199
E-Commerce Retailg/Mail Order Catalog	60
Hardware Manufacturers	30
Consumer Press/Critic/Reviewer	29
VOD/Cable/Digital Delivery	101
PR/Ad Agency/Creative	64
Custom Installers	30
Computer, Internet & Tech Firms, etc	70
Distributor/Rack Jobber	59
Programming/Content Supplier	189

### Breakdown by Products Sold

Multiple Response	
Blank Media	658
Video Games/Computer Games	736
Candy/Popcorn/Soda	676
Magazines/Books	414
Movie Memorabilia/Posters	328
Adult Products	370
DVDs	1,205
Hardware	328
Licensed Mechanics	283
Tanning Equipment	102
Music	319
Music Digital Downloads	16
Video Digital Downloads	33
Game Digital Downloads	15
Blu-ray	147

### Email List Terms and Conditions:

- All transmissions must be sent by Questex Media's service provider.
- In compliance with the CAN SPAM Act of 2003, Questex inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
- Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
- Advertisers must supply Questex with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Questex an email stating that fact.
- The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
- The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
- Within 48 to 72 hours of receipt of all required information, Questex will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
- Pricing is based on net, error free emails delivered.
- Prepayment is required for first time renters.
- The list owner reserves the right to refuse any mailer or offer message.



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