

# Mailing List

## Home Media Magazine

Subscribers Available for Rental 19,318 \$125 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



eMail List  
AVAILABLE

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

### Minimum Order

5000 Names

### List Source

Controlled Circulation,  
Verified Audit Pending



### Telemarketing List

Base Rate + \$60/M

### Mail/Phone/Email 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

### Addressing/Format Options

Email File \$50/flat

Mag Tape \$35/flat

Diskette \$55/flat

Cheshire Labels NC

Peel & Stick Labels \$10/M

Galley Printout \$10/M

Key Codes \$3/M

Splits \$25 ea.

Barcoding (labels) \$6/M \$30 min.

### Updating Cycle

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

### Guaranteed 98% Mail Deliverability

### Terms and Conditions

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

### Cancellations

\$15/M running charges plus \$50 cancellation fee. List must be returned within 90 days or full rental charges apply.



**QUESTEX**  
MEDIA

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

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### State Counts

#### SCF Range

995-999	AK	43
350-369	AL	318
716-729	AR	199
850-865	AZ	339
900-966	CA	1,996
800-816	CO	316
060-069	CT	248
200-205	DC	46
197-199	DE	53
320-349	FL	992
300-319	GA	526
967-968	HI	47
500-528	IA	298
832-838	ID	150
600-629	IL	854
460-479	IN	429
660-679	KS	240
400-427	KY	349
700-714	LA	240
010-027	MA	383
206-219	MD	304
039-049	ME	150
480-499	MI	618
550-567	MN	406
630-658	MO	509
386-397	MS	196
590-599	MT	98
270-289	NC	508
580-588	ND	80
680-693	NE	172
030-038	NH	121
070-089	NJ	531
870-884	NM	133
890-898	NV	134
090-149	NY	1,108
430-458	OH	784
730-749	OK	312
970-979	OR	352
150-196	PA	818
028-029	RI	69
290-299	SC	231
570-577	SD	88
370-385	TN	465
750-799	TX	1,309
840-847	UT	198
220-246	VA	467
050-059	VT	81
980-994	WA	405
530-549	WI	437
247-268	WV	123
820-831	WY	45

### Breakdown by Title

Owner/CEO	5,573
President/VP/General Manager	3,514
Director/Manager/Assistant Manager	2,657
Buyer	206
Merchandise Manager	216
Store Manager/Associates	5,444
Sales Representatives/Consultants	694
Product Manager	211
On Air Personality	116

### Breakdown by Type of Business

Video Specialty	7,559
Consumer Electronics	4,263
Drug Store	296
Supermarket/Convenience	898
Music/DVD/Book Store	1,297
Computer/Video Games	1,107
Mass Merch/Warehouse/Club/Dept/Toy Store	379
Other Retailer	892
E-commerce Retailing/Mail Order Catalog	215
Hardware Manufacturers	112
Consumer/Press/Critic/Reviewer	123
VOD/Cable/ Digital Delivery	369
PR/Ad Agency/Creative	163
Custom Installers	109
Computer, Internet & Tech Firms, etc	281
Distributor/Rack Jobber	212
Programming/Content Supplier	601

### Breakdown by Type of Products Sold

Multiple Response	
Blank Media	2,029
Video Games/Computer Games	2,622
Candy/ Popcorn/ Soda	2,512
Magazines/ Books	1,479
Movie Memorabilia/Posters	946
Adult Products	1,143
DVDs	4,068
Hardware	948
Licensed Mechanics	788
Tanning Equipment	314
Music	886
Music Digital Downloads	37
Video Digital Downloads	57
Game Digital Downloads	29
Blu-ray	207



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