

Mailing List Response

Subscribers Available for Rental 16,301 \$125 per 1,000

Who They Are

Response's audience encompasses the decision-making leaders of the entire direct response industry, including corporate brand managers, advertising agency executives, direct marketers and entrepreneurs. The market serves the fields of consumer products, advertising and creative service agencies, direct marketing media and media buying agencies.

The *Response* list is comprised mainly of decision makers, including C-level executives, presidents, marketing, sales, media and advertising executives in addition to creative service and new product/business development managers.



What They Buy

These decision makers have the authority to recommend and purchase in all areas related to the direct response TV and direct marketing industries—including media buying and planning to creative and fulfillment services, and more.

Why They Subscribe


Response delivers timely news, research and analysis of the more than \$5 billion direct response TV and marketing industries. Because DR offers measurable results, the industry is forecast to be the fastest growing category of media spending, with an ever-growing list of Fortune 1000 companies using DR to reach their consumers including such stalwarts as General Motors, Wyeth, Proctor & Gamble and Microsoft. Subscribers rely on *Response* to keep up with this fast growing and highly successful medium.

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

\$10/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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State Counts

SCF Range

995-999	AK	29
350-369	AL	185
716-729	AR	156
850-865	AZ	275
900-966	CA	1973
800-816	CO	265
060-069	CT	283
200-205	DC	68
197-199	DE	49
320-349	FL	1138
300-319	GA	555
967-968	HI	43
500-528	IA	189
832-838	ID	74
600-629	IL	740
460-479	IN	317
660-679	KS	167
400-427	KY	217
700-714	LA	139
010-027	MA	416
206-219	MD	267
039-049	ME	74
480-499	MI	482
550-567	MN	280
630-658	MO	330
386-397	MS	120
590-599	MT	49
270-289	NC	471
580-588	ND	49
680-693	NE	123
030-038	NH	89
070-089	NJ	469
870-884	NM	69
890-898	NV	137
090-149	NY	1370
430-458	OH	645
730-749	OK	193
970-979	OR	168
150-196	PA	698
028-029	RI	58
290-299	SC	207
570-577	SD	32
370-385	TN	318
750-799	TX	1034
840-847	UT	144
220-246	VA	397
050-059	VT	40
980-994	WA	272
530-549	WI	334
247-268	WV	81
820-831	WY	23

Breakdown by Business/Industry

CONSUMER PRODUCT OR SERVICE

Banking/Insurance/Financial Services	1,267
Healthcare	499
Pharmaceuticals	139
Books, Videos, CDs/DVDs	455
Computer/Consumer Electronics	644
Travel Services	273
Diet/Nutrition/Wellness Products	277
Fitness/Exercise Equipment	119
Beauty/Personal Care Products	344
Housewares/Cookware Products	123
General Merchandise	676
Consumer Products/Services	1,555
Hardware	145

ADVERTISING/DIRECT MARKETING/CREATIVE SERVICES

Direct Marketing Agency	789
General Advertising Agency	519
Interactive Agency	88
Media Buying Service	128
Hispanic Agency	60
Creative Services	399

DIRECT MARKETING MEDIA

Print	1,151
Broadcast/Cable Television	1,181
Radio	393
Online/Internet	493
Entertainment	248

CATALOGER OR RETAILER

Business-to-Business Catalog	182
Business-to-Consumer Catalog	298
Retailer/Virtual Retailer	721

SUPPLIERS OF DIRECT MARKETING PRODUCTS/SERVICES

List Broker/Compiler/Manager	267
Fulfillment House	298
Telemarketing	385
Audio/Video Duplicator	133
New Media/Internet/Multimedia	748
Computer/Data Processing Services	283
Payment Processing	248



Contact Ilene Schwartz at 216-371-1667 • ilene@krolldirect.com • www.questex.com
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Breakdown by Job Title

CEO/President	6,470
Marketing Executive	2,840
Sales Executive	1,720
Advertising Executive	743
Creative Services	1,033
Media Executive	657
New Product or Business Development	552
Programmer	158
Operations Manager	1,104
Other Named Executives	975

Breakdown by Purchase/ Buying Authority:

<i>Multiple Response</i>	
Production	5,555
Media Buying	5,283
Telemarketing	3,757
Fulfillment	3,956
Membership Clubs	3,079
List Rentals	3,111
Duplication (audio/video)	2,807
Payment Processing	3,876
Logistics	2,800



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