



List Brokerage & Management • Data Processing • Internet Marketing

ADWEEK

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21,956	Active US Subscribers	\$150/M
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25,285	Adweek Group Directory Buyers	\$135/M
61,850	Email Addresses	\$300/M*

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Everyone who's anyone in the advertising world pays \$149 to subscribe to ADWEEK. It is the 'must read' publication that keeps them informed of the latest advertising campaigns, marketing strategies, new business pitches, account movements and important weekly trends affecting their business.

Now you can reach these key advertising, marketing and sales promotion professionals by targeting them at their business, home or email address.

These executives earn substantial income. ADWEEK subscribers are discerning professionals possessing the disposable income to spend on high quality goods and services. They know what they need and will search the universe to get what they want. Always on the move, they love to shop by mail and over the Internet.

Edith Roman recommends the ADWEEK Subscriber File for a host of direct response offers including: publishing, computer, software, multi-media, high tech electronics gear, seminars, Internet, upscale mail order catalogs, travel, financial, credit cards, gift, advertising specialties and premiums, cellular phones, PDA's and other items for executives on the go.

Additional Nielsen files of interest in this market include: Brandweek, Mediaweek Subscribers, and Nielsen Business Media Advertising & Media World Database.

Type of Business:

Advertising Agency	11,014
Interactive Agency	306
Public Relations Firm	513
Ind Media Buying Service ...	537
Newspaper	447
Magazine	1,815
Radio	285
TV	1,157
Graphic Design	492
Marketing Research	532
Sales Promotion/Support ...	295
Commercial Production	540
Entertainment	530
Others Allied to the Field ...	1,532

Job Title:

President/Owner/Partner ...	3,782
Executives VP/Senior VP ...	1,178
Vice President	1,327
General Manager	256
Director	1,809
Creative/Art Director	598
Account Supervisor	667
Media Supervisor	131
Manager	1,519
Associate/Asst. Manager ...	132
Unknown	4,501

Additional Information

---Date---
9/08

---Unit of Sale---
\$149.00/Year

---Gender---
11,316 Male
7,304 Female

---Media---

PSL.....	\$10/M
Cartridge.....	\$25 Flat
CD ROM.....	\$65 Flat
Email.....	\$65 Flat

---Selections---

One Name Per Site	\$15/M
Job Title	\$15/M
Job Function	\$15/M
Business/Industry Type ..	\$15/M
Business Address	\$15/M
SCF	\$10/M
State	\$10/M
Zip.....	\$10/M
Gender.....	\$15/M
Phones	\$60/M

---Key Code---
\$3/M

---Minimum Order---
5,000 Names

---Source---
Paid Circulation
BPA Audited

**Sample Mailing
Piece Required**

*Transmission
\$95/M for Text
\$115/M for HTML

---Cancellation---
\$10/M + \$50 Flat Fee
Cancellation After Mail Date
Requires Payment in Full

Contact

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