



List Brokerage & Management • Data Processing • Internet Marketing

MEDIAWEEK

MEDIAWEEK ACTIVE SUBSCRIBERS

| | | |
|---------------|--|-----------------|
| 19,780 | Active US Subscribers | \$150/M |
| 14,995 | Subscribers with Phones | +\$60/M |
| 41,078 | Directory Listees | \$125/M |
| 24,995 | Mediaweek Group Directory Buyers .. | \$135/M |
| 54,031 | Email Addresses | \$300/M* |

Published by Nielsen Business Media (Formerly VNU Business Media)

MEDIAWEEK, the news magazine of the media, contains over 20,000 key decision makers from leading ad agencies, public relations agencies, TV, entertainment, publishing, media and interactive agencies.

Included are top media directors, supervisors, media planners, media buyers and client side marketing and media directors involved in purchasing media to market the nation's leading products and services.

These executives pay \$149 per year to keep up-to-date on the latest trends, expenditures, strategies and latest practices in direct marketing, broadcast TV, cable, outdoor, radio, print, motion picture, interactive, Internet and online marketing.

Edith Roman recommends the MEDIAWEEK Subscriber File for a variety of offers including: seminars, advertising specialties and premiums, cellular phones, computer, software, multimedia, publishing, Internet, upscale mail order catalogs, travel, financial, credit cards, gift, high tech electronics gear, PDA's, and other items for discerning executives of substantial means.

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

Industry:

| | |
|-------------------------------------|-------|
| Advertising Agency/Public Relations | 8,418 |
| Media | 675 |
| Magazine | 1,095 |
| TV | 3,274 |
| Entertainment | 2,440 |
| Interactive Agency | 287 |
| Other | 417 |

Job Title:

| | |
|-------------------------|--------|
| President/Owner/Partner | 1,447 |
| Executive & Senior VP | 1,008 |
| Vice President | 1,039 |
| General Management | 390 |
| Director | 1,963 |
| Acct Supervisor | 459 |
| Media Supervisor | 2,072 |
| Manager | 994 |
| Media Buyer | 656 |
| Other | 2,594 |
| Unknown | 1,457 |
| Business Address | 20,492 |

Job Function:

| | |
|-----------------------------------|-------|
| Media Buying/Planning/Supervision | 4,792 |
| General/Corporate Management | 791 |
| Mktg/Sales/Advt/Acct/Management | 1,866 |
| Other | 3,779 |

Additional Information

---Date---
9/08

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

---Gender---
8,531 Male
7,821 Female

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

---Selections---
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

For Postal List Info Contact:
John Lo Giudice at 845-731-2752
mailto:john.logiudice@edithroman.com

For Email List Info Contact:
Wayne Nagrowski at 845-731-3854
mailto:wayne.nagrowski@epostdirect.com