

# VIDEO BUSINESS (FORMER SUBSCRIBERS)

Access retailers and distributors of pre-recorded videocassettes, videodiscs, DVDs, video games and related products with a controlled circulation list from *Video Business*. This publication specializes in news reporting and analysis including key business trends, charts of the current best-selling video titles and activity in the retail marketplace.



- ◆ *Video Business* subscribers are prime prospects for:
  - ◆ Distribution of Pre-recorded Video Tapes, Music CDs & DVD Items
  - ◆ Security
  - ◆ Small Business Seminars
  - ◆ Small Business Computer Hardware & Software
  - ◆ Financial & Insurance Offers
  - ◆ Retail & Display Equipment
  - ◆ And Much More!
- ◆ Besides pre-recorded video tapes the list offers selection by video products and merchandise sold including:
  - ◆ Video Games & Accessories
  - ◆ Magazines, Comic Books, Trading Cards
  - ◆ Candy, Soft Drinks, Snacks
  - ◆ Blank Video Tape
  - ◆ Compact Discs
  - ◆ CD-ROM/Multimedia

*Video Business* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Postal List Size: 13,988**

**Postal Price: \$130/M**

**E-list Size: 12,451**

**E-list Price: \$390/M**

## SELECTIONS (ADDITIONAL COST / M)

|                         |         |                   |        |
|-------------------------|---------|-------------------|--------|
| Acquisition Source      | \$20/M  | Recency           | \$30/M |
| Business Type           | \$20/M  | Sales Volume      | \$20/M |
| Buying Authority        | \$50/M  | SIC/NAICS Code    | \$20/M |
| Canadian Names          | \$20/M  | Telephone Numbers | \$60/M |
| Company Name Match/Omit | \$50/M  | Title             | \$20/M |
| Employee Size           | \$20/M  |                   |        |
| Geographic Analysis     | \$10/M  |                   |        |
| International Names     | \$250/M |                   |        |
| Job Function            | \$20/M  |                   |        |
| One Per Location        | \$20/M  |                   |        |

## SEE ALSO

### Multi-Channel Pricing

Mailing/Telemarketing: \$2300/M

Mailing/E-Mail: \$490/M

E-Mail/Telemarketing: \$515/M

Mailing/E-Mail/Telemarketing: \$590/M

*Minimum Order: 5,000 Names  
1 year unlimited usage available  
Prices subject to change without notice  
Call for any additional costs, conditions and terms.*

## GEOGRAPHIC ANALYSIS

| State                      | SCF           | Individuals   |
|----------------------------|---------------|---------------|
| ME                         | 039-049       | 98            |
| NH                         | 030-038       | 94            |
| VT                         | 050-059       | 66            |
| MA                         | 010-027       | 305           |
| RI                         | 028-029       | 56            |
| CT                         | 060-069       | 179           |
| <b>New England</b>         | <b>5.7%</b>   | <b>798</b>    |
| NY                         | 100-149       | 1,004         |
| NJ                         | 070-089       | 459           |
| PA                         | 150-196       | 622           |
| <b>Middle Atlantic</b>     | <b>14.9%</b>  | <b>2,085</b>  |
| OH                         | 430-458       | 528           |
| IN                         | 460-479       | 317           |
| IL                         | 600-629       | 711           |
| MI                         | 480-499       | 457           |
| WI                         | 530-549       | 385           |
| <b>East North Central</b>  | <b>17.1%</b>  | <b>2,398</b>  |
| MN                         | 550-567       | 438           |
| IA                         | 500-528       | 228           |
| MO                         | 630-658       | 336           |
| ND                         | 580-588       | 76            |
| SD                         | 570-577       | 60            |
| NE                         | 680-693       | 115           |
| KS                         | 660-679       | 150           |
| <b>West North Central</b>  | <b>10.0%</b>  | <b>1,403</b>  |
| DE                         | 197-199       | 37            |
| MD                         | 206-219       | 213           |
| DC                         | 200-205       | 36            |
| VA                         | 220-246       | 321           |
| WV                         | 247-268       | 97            |
| NC                         | 270-289       | 288           |
| SC                         | 290-299       | 122           |
| GA                         | 300-319       | 282           |
| FL                         | 320-349       | 654           |
| <b>South Atlantic</b>      | <b>14.6%</b>  | <b>2,050</b>  |
| KY                         | 400-427       | 196           |
| TN                         | 370-385       | 285           |
| AL                         | 350-369       | 160           |
| MS                         | 386-397       | 93            |
| <b>East South Central</b>  | <b>5.2%</b>   | <b>734</b>    |
| AR                         | 716-729       | 171           |
| LA                         | 700-714       | 136           |
| OK                         | 730-749       | 182           |
| TX                         | 750-799       | 777           |
| <b>West South Central</b>  | <b>9.0%</b>   | <b>1,266</b>  |
| MT                         | 590-599       | 75            |
| ID                         | 832-838       | 109           |
| WY                         | 820-831       | 30            |
| CO                         | 800-816       | 175           |
| NM                         | 870-884       | 82            |
| AZ                         | 850-865       | 203           |
| UT                         | 840-847       | 134           |
| NV                         | 889-898       | 85            |
| <b>Mountain</b>            | <b>6.4%</b>   | <b>893</b>    |
| AK                         | 995-999       | 45            |
| WA                         | 980-994       | 319           |
| OR                         | 970-979       | 226           |
| CA                         | 900-961       | 1,425         |
| HI                         | 967-968       | 51            |
| <b>Pacific</b>             | <b>14.7%</b>  | <b>2,066</b>  |
| <b>United States</b>       | <b>97.6%</b>  | <b>13,693</b> |
| <b>U.S. Territories</b>    | <b>0.3%</b>   | <b>39</b>     |
| <b>Canada</b>              | <b>1.5%</b>   | <b>208</b>    |
| <b>Mexico</b>              | <b>0.0%</b>   | <b>3</b>      |
| <b>Other International</b> | <b>0.6%</b>   | <b>82</b>     |
| <b>APO/FPO</b>             | <b>0.0%</b>   | <b>0</b>      |
| <b>Total</b>               | <b>100.0%</b> | <b>13,988</b> |

# VIDEO BUSINESS (FORMER SUBSCRIBERS)

## RETAILERS

|  | Postal | Email |
|--|--------|-------|
| Bookstore  | 292    | 223   |
| Consumer Electronics, Music/<br>CD/Multimedia  | 2,340  | 1,249 |
| Ecommerce/Internet Retailer,<br>Online Media, Mail Order   | 973    | 635   |
| Mass Merchant/Discount/<br>Warehouse Club, Toy/Hobby,<br>Department/Video Rental/<br>Sales Specialty | 1,023  | 1,023 |
| Video Rental/Sales Specialty   | 6,891  | 5,348 |
| Video/Computer Game  | 318    | 304   |
| Supermarkets/Convenience<br>Stores/Drug Stores   | 1,616  | 573   |
| Other Retailers  | 566    | 400   |

## NON-RETAILERS

|   | Postal | Email |
|---|--------|-------|
| Content Owners Film/TV/Video/<br>Production or Distribution | 2      | 1,536 |
| Manufacturers Reps  | 1      | 230   |
| Media/Publicity/Marketing,<br>Financial/Investment/Banking  | 1      | 302   |
| Video Hardware/Tech, Software/<br>Applications              | 1      | 150   |
| Wholesaler/Distributor                                      | 1      | 790   |

## TITLE

|  | Postal | Email |
|--|--------|-------|
| Analyst/Specialist                             | 188    | 261   |
| Buyer, Merchandise Manager                     | 808    | 428   |
| Managers & Assistant Manager                   | 4,184  | 2,177 |
| Owner/President/Partner/<br>C-Level            | 6,925  | 4,250 |
| Sales/Marketing VP/Director/<br>Manager, Sales | 720    | 883   |
| VP/General Manager, Director,<br>Producer      | 1,198  | 1,101 |

## PRODUCTS DISTRIBUTED

|                   | Postal | Email |
|-------------------|--------|-------|
| Rent DVD          | 7,361  | 3,519 |
| Sell DVD          | 11,493 | 6,246 |
| Rent High Def DVD | 3,749  | 1,530 |
| Sell High Def DVD | 6,469  | 2,911 |
| Rent UMD/PSP      | 7      | 158   |
| Sell UMD/PSP      | 15     | 339   |
| Rent VHS          | 2,491  | 1,178 |
| Sell VHS          | 3,422  | 1,873 |

## DOLLAR VOLUME

|                              | Postal | Email |
|------------------------------|--------|-------|
| Under \$50,000               | 2,385  | 1,475 |
| \$50,000 - \$99,999          | 1,197  | 721   |
| \$100,000 - \$499,999        | 1,116  | 671   |
| \$500,000 - \$999,999        | 417    | 284   |
| \$1 million - \$4.99 million | 472    | 406   |
| \$5 million+                 | 639    | 558   |

## DVD/VHS/UMD BUYING

### AUTHORITY

|     | Postal | Email |
|-----|--------|-------|
| Yes | 10,237 | 5,865 |
| No  | 3,780  | 2,407 |

## NEW TECHNOLOGY INVOLVEMENT

|                 | Postal | Email |
|-----------------|--------|-------|
| Digital Video   | 1,550  | 316   |
| Mobile Video    | 781    | 176   |
| Streaming Video | 878    | 201   |
| Video Downloads | 979    | 204   |
| Video on Demand | 990    | 189   |

Source: Publisher's own data

‡ Call a DM2 Account Executive  
for the latest counts.