

VIDEO BUSINESS

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
 - ◆ And Much More!

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

Postal List Size: 20,420

Postal Price: \$130/M

E-list Size: 12,561

E-list Price: \$390/M

SELECTIONS (ADDITIONAL COST / M)

Geographic Analysis		Job Function	\$25/M
Geo/StateProvince/SCF	\$10/M	One Per Location	\$20/M
Geo/5-digit ZIP Code	\$10/M	Recency	\$30/M
Acquisition Source	\$20/M	Sales Volume	\$25/M
Business Type	\$25/M	SIC/NAICS Code	\$25/M
Buying Authority	\$50/M	Telephone Numbers	\$60/M
Canadian Names	\$20/M	Title	\$25/M
Company Name Match/Omit	\$50/M		
Employee Size	\$25/M		
International Names	\$250/M		

SEE ALSO

DecisionMaker® Management Marketplace Database

Multi-Channel Pricing

Mailing/Telemarketing:	\$230/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	108
NH	030-038	144
VT	050-059	99
MA	010-027	453
RI	028-029	78
CT	060-069	272
New England	5.7%	1,154
NY	100-149	1,522
NJ	070-089	701
PA	150-196	842
Middle Atlantic	15.0%	3,065
OH	430-458	707
IN	460-479	406
IL	600-629	856
MI	480-499	534
WI	530-549	424
East North Central	14.3%	2,927
MN	550-567	662
IA	500-528	295
MO	630-658	370
ND	580-588	74
SD	570-577	67
NE	680-693	138
KS	660-679	206
West North Central	8.9%	1,812
DE	197-199	43
MD	206-219	338
DC	200-205	70
VA	220-246	444
WV	247-268	111
NC	270-289	405
SC	290-299	172
GA	300-319	380
FL	320-349	979
South Atlantic	14.4%	2,942
KY	400-427	264
TN	370-385	442
AL	350-369	205
MS	386-397	103
East South Central	5.0%	1,014
AR	716-729	189
LA	700-714	165
OK	730-749	235
TX	750-799	1,159
West South Central	8.6%	1,748
MT	590-599	101
ID	832-838	111
WY	820-831	51
CO	800-816	316
NM	870-884	98
AZ	850-865	286
UT	840-847	192
NV	889-898	126
Mountain	6.3%	1,281
AK	995-999	59
WA	980-994	463
OR	970-979	298
CA	900-961	2,680
HI	967-968	72
Pacific	17.5%	3,572
United States	95.6%	19,515
U.S. Territories	0.4%	72
Canada	3.1%	633
Mexico	0.0%	5
Other International	1.0%	195
APO/FPO		-
Total	100.0%	20,420

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RETAILERS

	Postal	Email
Bookstore	445	158
Consumer Electronics, Music/ CD/Multimedia	3,436	1,362
Ecommerce/Internet Retailer, Online Media, Mail Order	1,015	466
Mass Merchant/Discount/ Supermarket/Convenience/Drug	2,065	277
Video Rental/Sales Specialty	8,109	5,594
Video/Computer Game	689	325
Warehouse/Department/Toy/ Hobby/Sporting Goods	1,183	418
Other Retailers	825	401

NON-RETAILERS

	Postal	Email
Content Owners Film/TV/Video		
Financial/Investment/Banking	346	283
Manufacturers Reps	200	291
Media/Publicity/Marketing, Production/Distribution	772	1,549
Video Hardware/Tech, Software/Applications	189	203
Wholesaler/Distributor	1,146	972

TITLE

	Postal	Email
Analyst/Specialist	347	186
Buyer, Merchandise Manager	1,013	353
Managers & Assistant Manager	4,940	1,570
Owner/President/ Partner/C-Level	10,193	3,883
Sales/Marketing VP/ Director/Manager, Sales	1,717	929
VP/General Manager, Director, Producer	2,210	996

PRODUCTS DISTRIBUTED‡

Rent DVD
Sell DVD
Rent High Def DVD
Sell High Def DVD
Rent VHS
Sell VHS
Rent UMD/PSP
Sell UMD/PSP

DOLLAR VOLUME‡

Under \$50K
\$50K - \$99K
\$100K - \$499K
\$500K - \$999K
\$1 - \$4.9 million
Over \$5 million

*Source: Publisher's own data
‡ Call a DM2 Account Executive
for the latest counts.*