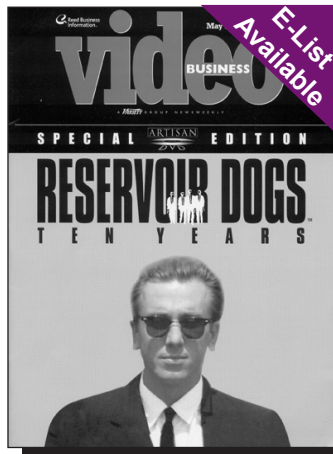


# Video Business

Access retailers and distributors of pre-recorded videocassettes, videodiscs, DVD, 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 and DVD Items
  - ◆ Security
  - ◆ Small Business Seminars
  - ◆ Small Business Computer Hardware & Software
  - ◆ Financial & Insurance Offers
  - ◆ Retail & Display Equipment
  - ◆ And Much More!
- ◆ Besides prerecorded video tapes the list offers selection by video products and merchandise sold including:
  - ◆ Video Games & Accessories
  - ◆ Magazines, Comic Books, Trading Cards
  - ◆ Blank Video Tape
  - ◆ CD-ROM/Multimedia
  - ◆ Candy, Soft Drinks, Snacks
  - ◆ Compact Discs
  - ◆ And Much More!



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

**Size of List: 38,023**

**Base Price: \$120/M**

## Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Business Type	\$15/M
Canadian Names	\$10/M
Chain vs. Independent	\$10/M
Employee Size	\$10/M
Location Part of Chain	\$10/M
Products Merchandised	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Title	\$15/M

## Multi-Channel Pricing

Mailing/E-Mail: \$490/M

**Size of E-List:  
8,550**

**E-List Base Price:  
\$490/M**

### GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	241
NH	030-038	242
VT	050-059	182
MA	010-027	851
RI	028-029	148
CT	060-069	440
<b>New England</b>		<b>5.5%</b>
NY	100-149	2,559
NJ	070-089	1,209
PA	150-196	1,669
<b>Middle Atlantic</b>		<b>14.3%</b>
OH	430-458	1,355
IN	460-479	765
IL	600-629	1,735
MI	480-499	1,168
WI	530-549	808
<b>East North Central</b>		<b>15.3%</b>
MN	550-567	855
IA	500-528	518
MO	630-658	752
ND	580-588	118
SD	570-577	122
NE	680-693	249
KS	660-679	371
<b>West North Central</b>		<b>7.9%</b>
DE	197-199	83
MD	206-219	620
DC	200-205	75
VA	220-246	850
WV	247-268	222
NC	270-289	752
SC	290-299	399
GA	300-319	732
FL	320-349	1,707
<b>South Atlantic</b>		<b>14.3%</b>
KY	400-427	522
TN	370-385	754
AL	350-369	450
MS	386-397	296
<b>East South Central</b>		<b>5.3%</b>
AR	716-729	331
LA	700-714	434
OK	730-749	460
TX	750-799	2,382
<b>West South Central</b>		<b>9.5%</b>
MT	590-599	176
ID	832-838	187
WY	820-831	91
CO	800-816	548
NM	870-884	182
AZ	850-865	526
UT	840-847	343
NV	889-898	247
<b>Mountain</b>		<b>6.0%</b>
AK	995-999	108
WA	980-994	786
OR	970-979	628
CA	900-961	5,262
HI	967-968	148
<b>Pacific</b>		<b>18.2%</b>
<b>United States</b>		<b>96.4%</b>
<b>U.S. Territories</b>		<b>0.3%</b>
<b>Canada</b>		<b>3.3%</b>
<b>Mexico</b>		—
<b>Other International</b>		—
<b>APO/FPO</b>		—
<b>Unknown</b>		<b>0.0%</b>
<b>Total</b>		<b>100.0%</b>

**SEE ALSO:**  
**Broadcasting & Cable**  
**Broadcasting & Cable Yearbook**  
**DecisionMaker® Management Marketplace Database**

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

