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

Multi-Channel Pricing

Selections (Additional Cost/M)

Geographic Analysis:
State/Province/SCF \$10/M
5-digit ZIP Code \$10/M
Acquisition Source \$10/M

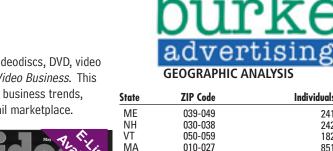
State/Province/SCF 5-digit ZIP Code **Acquisition Source** \$10/M **Business Type** \$15/M Canadian Names \$10/M Chain vs. Independent \$10/M **Employee Size** \$10/M Location Part of Chain \$10/M **Products Merchandised** \$10/M Recency \$10/M Sales Volume \$10/M SIC Code \$15/M Title \$15/M

Size of E-List: 8,550

E-List Base Price: \$490/M

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.



State	ZIP Code	I	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
New England	d	5.5%	2,104
NY	100-149		2,559
NJ	070-089		1,209
PA	. 150-196	14.00/	1,669
Middle Atlan		14.3%	5,437
OH	430-458		1,355
IN	460-479		765
IL MI	600-629 480-499		1,735
WI	530-549		1,168 808
East North (15.3%	5,831
MN	550-567	151575	855
IA	500-528		518
M0	630-658		752
ND	580-588		118
SD	570-577		122
NE	680-693		249
KS	660-679		371
West North		7.9%	2,985
DE	197-199		83
MD	206-219		620
DC VA	200-205		75 850
WV	220-246 247-268		222
NC	270-289		752
SC	290-299		399
GA	300-319		732
FL	320-349		1,707
South Atlant	ic	14.3%	5,440
KY	400-427		522
TN	370-385		754
AL	350-369		450
MS	386-397	5 aa/	296
East South (5.3%	2,022
AR	716-729		331
LA	700-714		434
OK	730-749		460
TX West South	750-799	9.5%	2,382 3,607
		7.370	
MT ID	590-599 832-838		176
WY	820-831		187 91
CO	800-816		548
NM	870-884		182
AZ	850-865		526
UT	840-847		343
NV	889-898		247
Mountain		6.0%	2,300
AK	995-999		108
WA	980-994		786
OR	970-979		628
CA	900-961		5,262
HI Pacific	967-968	18.2%	148 6,932
United State U.S. Territor		96.4% 0.3%	36,658
Canada	163	3.3%	114 1,243
Mexico			-,2-13
Other Intern	ational	_	_
APO/FPO Unknown		— 0.0%	- 8
Total		100.0%	38,023

Video Business

Video Business



Business Type		Title	
Retail/Wholesale		Assistant Manager	898
Book	299	Buyer	894
Cameras/Photo Equipment	53	Director	1,057
Consumer Electronics	1,873	Management	13,333
Convenience	507	Merchandise Manager	224
Department	147	Owner/Partner/C-Level	16,691
Drug	169	Producer	225
Independent/Manufacturing		Sales	724
Representative	470	Sales/Marketing Vice President/	
Internet Retailing	319	Director/Manager	1,454
Mail Order	320	Vice President/General Manager	1,689
Mass Merchandise/Discount			
Warehouse Club	279	Location Part of Cha	in
Music/Records	916		
Supermarket	575	Yes	14,716
Toy/Hobby/Gift	217	No	22,331
VHS/DVD Rental/Sales	26,674		
Video Game Rental/Sales	785	Products Merchandis	ed*
Whoesale/Distributor/Rack Jobber			
Other Retail	1,631	Audio Books	8,938
	521	Blank Video Tape	22,675
Creative		Candy/Snacks/Soft Drinks	22,086
Digital/Video Recording Technology		CD-Rom/DVD-ROM/Computer Software	5,823
Film and/or Video Acquisition	109	Compact Discs (CD)	8,922
Distribution		Laserdiscs	3,123
Film and/or Video Production	560	Magazine/Comic Books/Trading Cards	11,475
Pay-per-view Industry	1,312	Pre-Recorded DVD	33,780
Publicity	57	Pre-Recorded VHS	33,585
Video Game Developer/Publisher	80	Tanning	2,507
Video-on-Demand Services	81	VCR's, TV, Receivers, Video Cameras	11,191
L	37	Video Accessories	19,057
Sales Volume		Video Games	22,495
Less than \$100,000		Employee Size	
\$100,000-\$249,999	8,814		
\$250,000-\$499,999	5,633	Less than 20	2,199
\$500,000-\$999,999	•	20-49	506
\$1,000,000-\$4,999,999	3,329		352
\$5,000,000 or More	4,316	100-249	387
	8,259	250-499	151
		500-999	106

Source: Publisher's own data
* Multiple Response

70

1,000 or More