

Today's Flea Markets

Consumer

Publishing Company: United, Inc., P.O. Box 18646, Charlotte, NC 28218 E-Mail jerry.stokes@worldnet.att.net; Title Tel# (704) 536-3214 Title Fax# (704) 535-1980
WWW URL www.fleamarkets.org
Personnel: Editor-Sandra Montague, Publisher, Prod Mgr.-Jerry Stokes
Editorial Description: Find out the past, the present and the future of the flea market industry.
Miscellaneous Data: Yr. Est. 1998; Quarterly; \$4/copy; 36pp.; 8 1/2 x 11; Saddle-stitched; Advertising
Circulation:
Total: 10,000
Single Copy/Newsstand: 10,000

Today's Pawnbroker

Business

CPM: \$115

Publishing Company: BKB Publications Inc., 98 Greenwich Ave., 1st Fl., New York, NY 10011-7743
Tel# (212) 807-7933 E-Mail bkbpub1@ix.netcom.com; Title Tel# (212) 807-6558 Title Fax # (212) 807-1821 E-Mail bkbpub1@ix.netcom.com
Personnel: Publisher-Brian K. Burkart, Editor-Charlene Komar Storey, Art Dir.-Gabrielle Heitler
Editorial Description: Edited for the pawnbrokerage industry. It includes general news, feature articles, legislative updates, reports on trends, legal advice, marketing tips, product information and news of state & national association activities.
Miscellaneous Data: Yr. Est. 1988; Quarterly; Annual Sub.-ind. \$25, inst. \$25; \$10/copy; 64pp.; Color-2-4; 8 1/4 x 10 1/2; Web Offset; Coated Free Sheet; Saddle-stitched; 1068-0904
Circulation:
(PSS, 78% controlled) **Advertising:** **One Time**
Full page b/w: \$1,525
Full page 4/C: \$2,255
Total: 13,235
Subscriptions: 2,830
Printing Company: Cummings Printing Co., 4 Peters Brook Dr., P.O. Box 16495, Hooksett, NH 03106-1822 Tel# (603) 625-6901 Fax# (603) 623-5132

Value Retail News

Business

Publishing Company: Value Retail News, 11701 Belcher Rd. S., Ste. 130, Largo, FL 33773-5135
Parent Co.-International Council of Shopping Centers, New York; Title Tel# (727) 536-4047 Title Fax# (727) 536-4389
Personnel: Publisher-Ellis Rowland, Editor-Linda Humphers, Adv. Dir.-Karen Knobloch, Circ. Mgr.-Lisa Albright
Editorial Description: Value Retail News deals with the real estate side of the off-price & outlet retail industry. We are exclusively targeted to off-price & outlet, what retailers are expanding, plus where & when malls & strip centers are built, etc.
Miscellaneous Data: Monthly; Annual Sub.-\$144; \$15/copy; 28pp.; Color-4; 10 x 14; Sheetfed Offset; Newsprint; Saddle-stitched; Advertising

Views & Reviews

Business, Association

Publishing Company: Retail Reporting Corp., 302 5th Avenue, 11th Floor, New York, NY 10001-3604; Title Tel# (212) 279-7000 Title Fax# (212) 279-7014 E-Mail orders@retailreporting.com
WWW URL www.retailreporting.com
Editorial Description: Supplies colored photographs of window displays of leading New York stores.
Miscellaneous Data: (Formerly Views); Weekly; Annual Sub.-ind. \$247, inst. \$249; 0884-1861

Visual Merchandising & Store Design (VM+SD)

Business

CPM: \$139

Publishing Company: ST Publications, 407 Gilbert Ave, Cincinnati, OH 45202 E-Mail signs@stpubs.com; Title Tel# (513) 421-2334 Title Fax# (513) 421-5144 E-Mail vmsd@stpubs.com
WWW URL www.signweb.com
Personnel: President-Tedd Swormstedt, Assoc. Publ., Editor-Carole Winters, Prod Mgr.-Gina Corrado, Circ. Dir.-William E. Wright, Art Dir.-Bill Parsons
Editorial Description: The leading magazine on the retail design industry, VM+SD reports on the latest trends in retail design, store planning, and merchandise presentation.
Miscellaneous Data: (Formerly Visual Merchandising: Identity); Yr. Est. 1922; Monthly; Annual Sub.-ind. \$39, inst. \$25; \$7/copy; 100pp.; 49% ads; 40% color ads; Color-4; 75 color pp.; 8 x 10 1/2; Web Offset; Coated Free Sheet; Perfect bound; 0745-4295; Available on: Microfilm; List Rental
Circulation:
(ABC, 65% controlled) **Advertising:** **One Time**
Full page b/w: \$3,938
Full page 4/C: \$4,988
Total: 28,150
Single Copy/Newsstand: 144
Subscriptions: 9,673
International: 1,613
Regional Sales Representatives: Brian Flaherty, 100 Winnesquam Dr., Warwick, RI 02886 Tel # (401) 885-3386; Mary Crotty, Box 465, Lincolnshire, IL 60069 Tel# (708) 973-2500
Printing Company: R.R. Donnelley & Sons, 121 Matthews Drive, Senatobia, MS 38668-2304 Tel # (662) 562-5252 Fax# (662) 562-5660

DIRECT MARKETING

Canadian Direct Marketing News

Business

CPM: \$371

Publishing Company: Lloydmedia, Inc. DMN, 302 - 137 Main St. N, Markham, ON L3P 1Y2 Canada
Tel# (905) 201-6600 Fax# (905) 201-6601 E-Mail home@dmn.ca; Title Tel# (416) 439-4083 Title Fax# (416) 439-4086 WWW URL www.dmn.ca
Personnel: Publisher-Thomas Kjaersgaard, Editor-Ron Glen, Adv. Dir.-Joanne Schrier, Art Dir.-Nancy Fiorini
Editorial Description: Canada's largest circulation magazine for direct marketing executives & professionals.
Miscellaneous Data: Yr. Est. 1988; Monthly; Annual Sub.-\$60; \$4/copy; Tabloid
Circulation:
(PSS, 100% controlled) **Advertising:** **One Time**
Full page b/w: \$3,195
Total: 8,600
List Rental: List Management Company: Watts List Management, 455 Homer Avenue, Toronto, ON M8W 4W9 Canada Tel# (416) 252-7741 Fax# (416) 252-0037 Actives: \$150/M List Mgr.: Duncan Palmer

Catalog Age

Business

CPM: \$218

Publishing Company: Media Central, 11 River Bend Dr. South, Stamford, CT 06907-0949 Fax # (203) 358-5832; Title Tel# (203) 358-9900 Title Fax# (203) 358-5823
WWW URL www.catalogagemag.com
Personnel: Group Publisher-Jeff Reinhardt, Publisher-Leslie Bacon
Editorial Description: Edited for executives in the catalog publishing industry.
Miscellaneous Data: Yr. Est. 1983; 13x/yr.; Free To Qualified Recipient; Annual Sub.-\$74; \$10/copy; 91pp.; Color-4; 10 1/2 x 14 1/2; Web Offset; Coated Free Sheet; Perfect bound; 0740-3119; Available on: Microform, Online
Circulation:
(ABC) **Advertising:** **One Time**
Full page b/w: \$2,965
Total: 13,580
List Rental: Actives: \$85/M
Printing Company: Dartmouth Printing Co., 69 Lyme Road, Hanover, NH 03755 Tel# (603) 643-2220 Fax# (603) 643-5479

Catalog Age/Direct Source Book

Business

CPM: \$132

Publishing Company: Media Central, 43 L Nason Street, Maynard, MA 01754 Tel# (978) 897-5552
Fax# (978) 897-6824 E-Mail info@mediacentral.com; Title Tel# (203) 358-4239 Title Fax # (203) 358-5812
Personnel: Publisher-Peter Goldstone, Prod Mgr.-Leda Milazzo, Adv. Dir.-Jeff Reinhardt, Circ. Mgr.-Philip Scarano
Editorial Description: Reference source of products, services, and equipment used by catalogs.
Miscellaneous Data: Annually; Free With Membership; \$35/copy; 200pp.; Color-4; 80 color pp.; 8 1/2 x 10 1/2; Web Offset; Coated Free Sheet; Perfect bound; Magazine Directory Issue
Circulation:
(ABC, 73% controlled) **Advertising:** **One Time**
Total: 18,252 Full page b/w: \$2,425
Single Copy/Newsstand: 2,552 Full page 4/C: \$3,335
Subscriptions: 2,300
Printing Company: Cummings Printing Co., 4 Peters Brook Dr., P.O. Box 16495, Hooksett, NH 03106-1822 Tel# (603) 625-6901 Fax# (603) 623-5132

Catalog Success

Business

CPM: \$195

Publishing Company: North American Publishing Co., 401 N. Broad Street, 5th Floor, Philadelphia, PA 19108 Fax# (215) 238-5412 E-Mail customerservice@napco.com; Title Tel# (215) 238-5300 Title Fax# (215) 238-5457 WWW URL www.napco.com
Personnel: Group Publisher-Peggy Hatch, Editor-Donna Loyle, Prod Dir.-Gina Montemurro, Circ. Mgr.-Tunisia Bey
Editorial Description: Devoted to the business of profitable catalog marketing.
Miscellaneous Data: Yr. Est. 1999; Monthly; Free To Qualified Recipient; \$10/copy; 98pp.; Color-4; 7 1/2 x 10 1/2; Web Offset; Coated Free Sheet; Perfect bound; 1524-2307; Available on: Online
Circulation:
Total: 23,000 **Advertising:** **One Time**
Readership: 45,801 Full page b/w: \$4,500
Full page 4/C: \$4,500
List Rental: List Management Company: Kroll Direct Marketing, List Management Division, 101 Morgan Lane, Suite 120, Plainsboro, NJ 08536 Tel# (609) 275-2900 Fax# (609) 275-6606 Actives: \$110/M

DM News

Business

CPM: \$175

Publishing Company: Courtenay Communications Corporation, 100 Avenue of the Americas, New York, NY 10013 Fax# (212) 925-8752; Title Tel# (212) 925-7300 Title Fax# (212) 725-8752
WWW URL www.dnnews.com
Personnel: Publisher-Scott Vail, Editor in Chief-Tad Clarke, Prod Dir.-Joe Oakes, Circ. Dir.-Ronald S. Moyer
Editorial Description: Full-service newspaper of record for direct marketing professionals offering news, columns and targeted special sections.
Miscellaneous Data: Yr. Est. 1979; 48x/yr.; Annual Sub.-\$49; \$2/copy; 54pp.; Color-2-4; 10 1/2 x 14 1/2; Web Offset; Coated Free Sheet; Saddle-stitched; 0194-3588; Tabloid; Available on: Online
Circulation:
(BPA) **Advertising:** **One Time**
Total: 40,544 Full page b/w: \$7,120
Full page 4/C: \$8,430
List Rental: List Management Company: Venture Direct Worldwide, 60 Madison Ave., Third Floor, New York, NY 10010 Tel# (212) 655-5196 Fax# (212) 576-1129

Direct Marketing Magazine

Business

CPM: \$312

Publishing Company: Hoke Communications, Inc., 224 Seventh Street, Garden City, NY 11530-5771 E-Mail 71410.2423@compuserve.com; Title Tel# (516) 746-6700 Title Fax# (516) 294-8141
WWW URL www.hokecomm.com
Personnel: Publisher-Henry Reed Hoke, III, Editor-Elaine Santoro, Circ. Mgr.-Marie Flynn, Art Dir.-Patricia Byrne
Editorial Description: For direct marketers who maintain their own marketing database of customers and prospects and who are heavy users of direct response advertising in all media - or who want to get started using direct mail.
Miscellaneous Data: (Formerly The Reporter of Direct Mail Advertising); Yr. Est. 1938; Monthly; Annual Sub.-\$60; \$10/copy; 80pp.; Color-4; 8 1/2 x 10 1/2; Coated Free Sheet; Perfect bound; 0012-3188; Available on: Microfilm, Microfiche, Online
Circulation:
(ABC) **Advertising:** **One Time**
Total: 7,877 Full page b/w: \$2,465
7,877 Full page 4/C: \$3,215
Subscriptions: 7,877
Regional Sales Representatives: Jose Zaldivar, 224 Seventh St., Garden City, NY 11530-5771 Tel# (516) 746-6700
List Rental: List Management Company: HCI List Management, 224 7th St, Garden City, NY 11530-5747 Tel# (516) 746-6700 Fax# (516) 294-8141 Actives: \$85/M
Printing Company: Cadmus Mack, 2901 Byrdhill Rd., Richmond, VA 23228-5805 Tel# (804) 264-2711 Fax# (804) 262-3267

Direct Marketing Software Guide

Publishing Company: Hoke Communications, Inc., 224 Seventh Street, Garden City, NY 11530-5771 E-Mail 71410.2423@compuserve.com; Title Tel# (516) 746-6700 Title Fax# (516) 294-8141
WWW URL www.hokecomm.com
Personnel: Editor-Elaine Santoro
Miscellaneous Data: Annually; \$15/copy; 100pp.; Web Offset; Magazine Directory Issue
Advertising: **One Time**
Full page b/w: \$2,465

Direct®

Business

CPM: \$240

Publishing Company: Primedia Business Magazines & Media, 9800 Metcalf Avenue, Overland Park, KS 66212 Tel# (913) 341-1300 Fax# (913) 967-1898 E-Mail inquiries@primediabusiness.com; Title Tel# (203) 358-9900 Title Fax# (203) 358-5821 WWW URL www.directmag.com
Personnel: Group Publisher-Leslie Bacon, Circ. Dir.-Mark Rosen
Editorial Description: Serves the field of Direct Marketing including direct mail, catalogs, direct response space, TV and telephone, as well as any and all other direct response media.
Miscellaneous Data: Yr. Est. 1988; 16x/yr.; Annual Sub.-\$74; \$10/copy; 75pp.; Color-4; 10 3/4 x 14 1/2; Web Offset; Coated Free Sheet; Saddle-stitched; 1046-4174
Circulation:
(ABC) **Advertising:** **One Time**
Total: 36,582 Full page b/w: \$8,790
Single Copy/Newsstand: 35,929 Full page 4/C: \$10,870
Subscriptions: 653
Readership: 90,000
List Rental: Actives: \$95/M List Mgr.: Marie Briganti
Printing Company: Cadmus Mack, 1991 Northampton Street, Easton, PA 18042-3189 Tel # (610) 258-9111 Fax# (610) 250-7211