

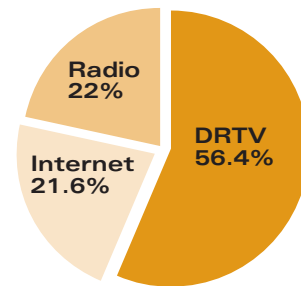
# The DR Market

## The Direct Response Market: \$296 Billion and Growing

The direct response market is growing: more marketers are selling more products, using more platforms to reach more customers. Reach the entire direct response market with *Response*.

### Direct Response Market Size (2004)

**DRTV: \$167 billion**  
**Radio: \$65 billion**  
**Internet: \$64 billion**



In 2004, total U.S. sales revenue attributed to all direct marketing, including direct mail, reached \$2.3 trillion.

Source: ERA, *Internet Retailer* magazine, DMA.

## Magazine Overview

*Response* is the definitive information source for direct response marketing. *Response* provides targeted, cutting edge content for professionals involved in all facets of direct response marketing, including DRTV, radio, interactive TV, the Internet and print. *Response* is the industry leader in promoting the convergence of direct marketing methods. *Response* delivers timely news and in-depth analysis specific to the needs of its readership.

**Frequency:** 13x

**Launch Date:** 1991

**Subscribers:** Direct Response Professionals

**Audience:** 21,000

**Products:**

- > *Response* Magazine
- > *Response* Online: [www.responsemagazine.com](http://www.responsemagazine.com)
- > *Response Digital* e-zine edition
- > *Response This Week* e-newsletter
- > *Response Masters* Series events

**NEW!** > *Response* DRTV & TVDVD Summit

**NEW!** > *Response* Expo

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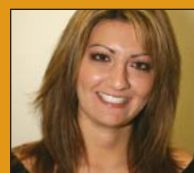
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 Fax: (440) 891-2643

For Reprints: [Response@reprintbuyer.com](mailto:Response@reprintbuyer.com)

For current single copy, back issues or film/fisch/CD-ROM: 1-866-344-1315.

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**Karen Edgerton**  
 Circulation Manager  
 For subscriptions, call  
 (866) 344-1315 or (615) 377-3322



### About Our Company

Questex Media Group Inc. is a global, diversified business-to-business integrated media provider, headquartered in Newton, Ma. Questex Media serves multiple industries including technology, travel, beauty, home entertainment, landscaping, and industrial and specialty markets through a range of well established, market leading products and services. The company's properties include 23 trade publications, 25 conferences and tradeshows, as well as a host of databases and online media brands. Questex Media has more than 400 employees in offices throughout North America, Latin America, Asia, and Europe.

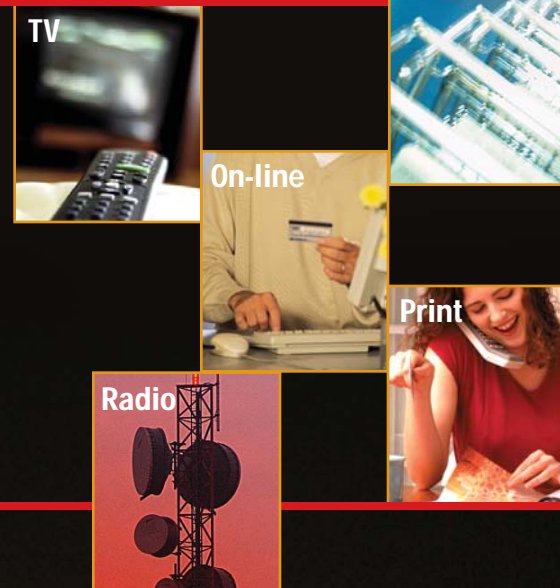
# Response Magazine

The only independent source for direct response marketers

[www.responsemagazine.com](http://www.responsemagazine.com)

## 2006 Media Planner

Covering...



## Top 5 Reasons to Advertise with Response

### 1. Demonstrate market leadership in a market-leading editorial environment.

For 14 years, *Response* has grown with — and helped to grow — the direct response market. Our progressive editorial defines the trends that are transforming and expanding direct response.

### 2. Leverage respected, independent, experienced editorial to build trust for your company.

*Response* is written and edited by a team of direct response veterans, and published by an independent business publisher, making *Response* the most trusted source for news and research in the direct response market.

### 3. Reach all the buyers.

*Response* reaches more than 21,000 decision makers in all segments of the direct response market — from *Fortune* 1000 companies and major manufacturers, through direct response specialist companies, to individual inventors and start-ups in 12 vertical market segments.

### 4. Reach your buyers when they're researching products and ready to buy.

Marketers turn to *Response* for complete and objective information on direct response products and services, focused on their bottomline. *Response* covers all the buying decisions that go into a successful direct response campaign.

### 5. Communicate with direct response decision makers in all the ways that they get information.

*Response* offers a full platform of integrated print, online and events marketing vehicles for your products and services.

Surround your message with the media brand and editorial focus that leads the direct response market. Reach your audience when they're ready to buy, in an environment they trust.

### To advertise with *Response*, contact:

**John Yarrington**  
 Publisher  
 (714) 338-6724  
[yyarrington@questex.com](mailto:yyarrington@questex.com)

**Adam Carrillo**  
 National Account Executive  
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**Kurt Wohlman**  
 Classified Advertising Manager  
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# Response Audience

Reach the Entire Direct Response Market with *Response*: 21,000 Decision Makers, 12 Key Vertical Markets

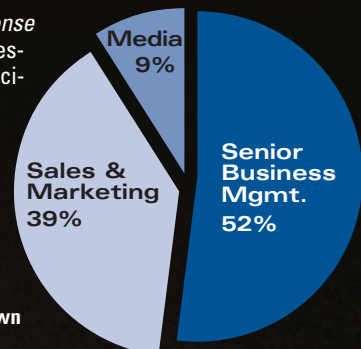
Each month *Response* focuses on one of 12 key vertical markets, where direct response is a major and growing marketing component. In addition to 18,000 print, each issue is distributed to 3,000 direct response professionals within the featured vertical market, and 3,000 members of direct response industry associations.

## Average Monthly Copies

- 18,000 Print Subscribers**
- + **1,500 Rotating Print Distribution to Specific Vertical Markets**  
 > Monthly distribution to executives in the specific vertical market featured in that month's issue, from Questex Media's extensive subscriber database.
- + **1,500 Rotating Print Distribution at Vertical Trade Shows**  
 > Monthly distribution to attendees of trade shows corresponding to the specific vertical market featured in that month's issue.
- = **21,000 Direct Response Professionals Every Month**

## Response Readers (by Title)

Advertising in *Response* ensures that your message reaches the decision makers who matter when it comes to specifying and buying direct response products and services.



Source: Publisher's Own Data, September 2005.

Response delivers your message to decision makers in all key growth markets and across multiple industry associations.

# 2006 Editorial Calendar (as of 9/7/05)

Issue	Featured Vertical Market	Focus Articles	Trade Show Distribution
<b>January</b> Ad Close: 12-1 Mat. Due: 12-5	Sports & Fitness	<ul style="list-style-type: none"> <li>5th Annual Latin American Guide</li> <li>Support Spotlight: IVR</li> <li>3Q 2005 Long-Form Media Billings Research</li> </ul>	<ul style="list-style-type: none"> <li>NATPE</li> <li>The Super Show</li> <li>ERA Miami</li> </ul>
<b>February</b> Ad Close: 12-29 Mat. Due: 1-6	Healthcare	<ul style="list-style-type: none"> <li>Answering the TiVo Challenge</li> <li>Direct Response Radio</li> <li>3Q 2005 Short-Form Media Billings Research</li> </ul>	<ul style="list-style-type: none"> <li>Healthcare Management Conference</li> </ul>
<b>March</b> Ad Close: 1-26 Mat. Due: 2-2	Housewares	<ul style="list-style-type: none"> <li>Mobile/Wireless DR Marketing</li> <li>Home Shopping Channels</li> <li>3Q 2005 Radio Media Billings Research</li> </ul>	<ul style="list-style-type: none"> <li>International Housewares Expo</li> </ul>
<b>April</b> Ad Close: 2-24 Mat. Due: 3-3	Beauty & Personal Care	<ul style="list-style-type: none"> <li>DRTV Short-Form Production</li> <li>Internet Focus: Search Engine Marketing</li> <li>4Q 2005 Long-Form Media Billings Research</li> </ul>	<ul style="list-style-type: none"> <li>Response Expo</li> <li>NAB</li> <li>International Beauty Show</li> </ul>
<b>May</b> Ad Close: 3-24 Mat. Due: 3-31	Hardware	<ul style="list-style-type: none"> <li>DRTV Media Buying and Planning Guide/2006 Cable Network Directory</li> <li>Support Spotlight: Changes in Payment Processing</li> <li>4Q 2005 Short-Form Media Billings Research</li> </ul>	<ul style="list-style-type: none"> <li>Cable 2006</li> <li>Hardware Show</li> </ul>
<b>June</b> Ad Close: 4-26 Mat. Due: 5-3	Pharmaceuticals	<ul style="list-style-type: none"> <li>5th Annual European Guide</li> <li>Print Options for DR Products</li> <li>4Q 2005 Radio Media Billings Research</li> </ul>	<ul style="list-style-type: none"> <li>DMDNY</li> <li>Drug Chain Marketplace</li> <li>Licensing Show</li> <li>ERA Europe</li> </ul>
<b>July</b> Ad Close: 5-25 Mat. Due: 6-2	Entertainment/Video	<ul style="list-style-type: none"> <li>DRTV Long-Form Production</li> <li>Legal/Regulatory Spotlight</li> <li>1Q 2006 Long-Form Media Billings Research</li> </ul>	<ul style="list-style-type: none"> <li>Home Entertainment Retailing Show</li> </ul>
<b>August</b> Ad Close: 6-22 Mat. Due: 6-29	Financial Services (Insurance/Banking/Mortgage)	<ul style="list-style-type: none"> <li>Selling to the Enlightened Consumer</li> <li>Case Study: DR Brand-Building</li> <li>1Q 2006 Short-Form Media Billings Research</li> </ul>	<ul style="list-style-type: none"> <li>NAIFA Convention</li> </ul>
<b>September</b> Ad Close: 8-3 Mat. Due: 8-10	Retail/Consumer Products	<ul style="list-style-type: none"> <li>Retailers Speak on DRTV</li> <li>State of the Industry Report</li> <li>5th Annual Canadian Guide</li> <li>1Q 2006 Radio Media Billings Research</li> </ul>	<ul style="list-style-type: none"> <li>ERA, Las Vegas</li> </ul>
<b>October</b> Ad Close: 8-31 Mat. Due: 9-8	Automotive	<ul style="list-style-type: none"> <li>DRTV Media Buying and Planning Guide</li> <li>Print Strategies for DRTV Products</li> <li>Support Spotlight: How Fulfillment Partners Can Improve Your ROI</li> <li>2Q 2006 Long-Form Media Billings Research</li> </ul>	<ul style="list-style-type: none"> <li>DMA Annual Show</li> <li>Automotive Aftermarket Industry Week</li> </ul>
<b>November</b> Ad Close: 9-26 Mat. Due: 10-3	Travel	<ul style="list-style-type: none"> <li>Annual DRTV Support Services Guide</li> <li>5th Annual Pan-Pacific Guide</li> <li>2Q 2006 Short-Form Media Billings Research</li> </ul>	<ul style="list-style-type: none"> <li>Luxury Travel Expo West</li> </ul>
<b>December</b> Ad Close: 10-20 Mat. Due: 11-2	Consumer Electronics	<ul style="list-style-type: none"> <li>DR's Most Successful Internet Products</li> <li>Top 50 Infomercials/Top 50 Spots of 2004</li> <li>2Q 2006 Radio Media Billings Research</li> </ul>	<ul style="list-style-type: none"> <li>CES 2007</li> </ul>



## 2007 Buyers' Guide

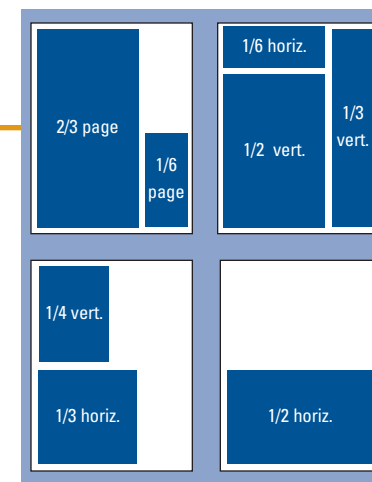
(Polybagged with December issue) • Consumer Trends Survey  
 Ad Close: 10-20  
 Mat. Due: 11-2

Editorial calendar subject to change.

## Advertisement Mechanical Requirements

Ad Size	Width	Depth	Ad Size	Width	Depth
2-Page Spread	15 1/2"	10 1/2"	1/2-Page Vertical	4 1/2"	7 1/4"
2-Page Spread (Bleed)	15 3/4"	10 3/4"	1/3-Page Horizontal	4 1/2"	4 3/4"
Full Page	6 3/4"	9 1/2"	1/3-Page Vertical	2 1/8"	9 1/2"
Full Page (Bleed)	8"	10 3/4"	1/4-Page Vertical	3 3/8"	4 3/4"
2/3 Page	4 1/2"	9 1/2"	1/6-Page Horizontal	4 1/2"	2 1/4"
1/2-Page Horizontal	6 3/4"	4 3/4"	1/6-Page Vertical	2 1/8"	4 3/4"

Printing and material specifications available at [responsemagazine.com](http://responsemagazine.com).



# Response Magazine Advertising Rates

## 2006 Gross Four-Color Display Rates (U.S. Dollars)

(Effective January 2006)

	1x	6x	9x	12x
Full Page	\$7,670	\$7,615	\$7,105	\$7,040
2/3 Page	\$6,465	\$6,410	\$6,010	\$5,935
1/2 Page	\$5,545	\$5,530	\$5,185	\$5,075
1/3 Page	\$4,625	\$4,610	\$4,345	\$4,260
1/4 Page	\$4,110	\$4,095	\$3,870	\$3,825
1/6 Page	\$3,420	\$3,405	\$3,260	\$3,195

Cover 2: add 15% • Cover 3: add 15% • Cover 4: add 20%  
 Preferred Position: add 10%

## 2006 Net Classified Rates (U.S. Dollars)

(Effective January 2006)

	1x	3x	6x	12x
Per Inch	\$193	\$183	\$174	\$165

Classified advertising column width = 3 3/8". (Price is for vertical inch.)

# Response Online Marketing

## Response This Week

*Response's* e-newsletter offers timely industry news and trends, delivered to thousands of your customers every week.

## Weekly Online Net Rates

- > **Leader**  
 (728 pixels wide x 90 pixels high) . . . \$600 per newsletter
- > **Banner**  
 (468 pixels wide x 60 pixels high) . . . \$350 per newsletter
- > **Button**  
 (120 pixels wide x 240 pixels high) . . . \$300 per newsletter

## Response Online

*Response* Online ([www.responsemagazine.com](http://www.responsemagazine.com)) offers the latest direct response news and research, the current issue of *Response*, archived past issues, and a full slate of direct response industry resources.

## Monthly Online Net Rates

- > **Banners & Buttons**
  - Home Page Banner (468 pixels wide x 60 pixels high) . . . \$535
  - Home Page Button (120 pixels wide x 60 pixels high) . . . \$270
  - Section – First Page Banner (468 pixels wide x 60 pixels high) . . . \$480
  - Section – First Page Button (120 pixels wide x 60 pixels high) . . . \$215
- > **Skyscrapers**
  - Home Page Skyscraper . . . \$805
  - Section – First Page Skyscraper . . . \$535
  - (138 pixels wide x 100 pixels high)

Place your message where it will be seen by buyers looking for timely, reliable direct response news and information — *Response* Online.