

# *Response*

*The Only  
Independent  
Source for  
Direct Response  
Marketers*

## 2008 MEDIA KIT

*Response* provides targeted, cutting edge content for professionals involved in all facets of direct response marketing. The *Response* brand is the leader in promoting the convergence of direct marketing methods and the emerging direct response industry.

### COVERING DIRECT RESPONSE IN:

Television  
Mobile  
Online  
Retail  
Radio  
Print





Reach the entire direct response market with *Response Magazine*: 21,500 Decision-Makers, with a bonus spotlight on 12 Key Vertical Markets.

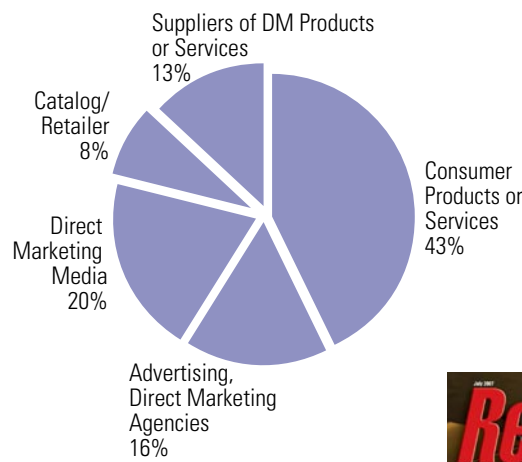
Advertising in *Response Magazine* or with any of the *Response* brands offers you the highest possible return on investment. We represent you – both to industry insiders and as your public face. As the only independent source for direct response marketers, *Response* gives you what you need to know including:

- The latest industry news, developments and trends
- An in-depth and balanced view of what your competition is doing
- Exclusive market research that allows you to analyze the present and plan for the future
- What's important for your business and what's around the corner that you'll want and need to know

## Vertical Markets

- ◆ Healthcare
- ◆ Housewares
- ◆ Beauty & Personal Care
- ◆ Hardware
- ◆ Pharmaceuticals
- ◆ Entertainment
- ◆ Financial Services
- ◆ Retail/Consumer Products
- ◆ Automotive
- ◆ Consumer Electronics
- ◆ Travel
- ◆ Sports & Fitness

**Response Magazine Readers (by Title)**





# Response Properties

## Response Magazine

The Only Independent Source for Direct Response Marketers

Each month *Response* focuses on a key vertical market where direct response is a major marketing component. In addition to print circulation of 18,500, each issue is distributed to 3,000 direct response professionals within the featured vertical market and members of direct response industry associations.

- ◆ 18,500 BPA-audited *Response* Circulation
- ◆ 1,500 Rotating Print Distribution to Specific Vertical Markets — Monthly distribution to executives in the 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 vertical market featured in that month's issue
- ◆ 21,500 Direct Response Professionals Every Month

### ONLINE REACH

#### The *Response* Digital Edition

*Response* Digital is a completely interactive edition of *Response's* print edition, allowing you to easily read, share with friends and colleagues and click on Web links to access even further resources. This online print magazine format can be viewed by anyone, anywhere, anytime via the Internet.

- ◆ 15,465 *Response* Digital Edition readership

#### *Response This Week*

The *Response* Magazine eNewsletter, *Response This Week*, offers timely industry news and trends, delivered to thousands of your cus-

tomers each week. Place your message where it will be seen by buyers looking for timely, reliable direct response news and information.

- ◆ 15,465 *Response This Week* readership

#### *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. Reinforce your print advertising message online through banners, skyscrapers and buttons at [responsemagazine.com](http://responsemagazine.com).



Returning for its second year, Response Expo 2008 is expected to, once again, break the mold for events in the direct response marketing world. Response Expo allows you to find out what major marketers and brands have already discovered — that direct response marketing works and is the best way to build your customer base and increase revenue. Our marketing and promotional campaigns are dedicated to ensuring the growth and success of Response Expo exhibitors and

sponsors. Enhance your visibility both pre-show and onsite with our various sponsorship opportunities. Learn the newest ideas and meet the biggest names, all at Response Expo! Find out more at [www.responseexpo.com](http://www.responseexpo.com).

### ONLINE REACH

#### Response Expo Online

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



Direct Response Marketing Alliance

The DRMA creates networking opportunities among corporate marketers, direct response agencies, traditional advertising executives and the television world. DRMA members receive special exclusive promotional opportunities at Alliance events, such as the annual Response Expo (May 6-8, 2008 in San Diego), and in Alliance publications, and also have the opportunity to discuss new ideas and best practices with their marketing peers.

### ONLINE REACH

#### DRMA This Month

A monthly E-newsletter for members, with news and information on corporate DR and DRMA members.

#### DRMA Online

[TheDRMA.com](http://TheDRMA.com) is the go-to site for all things DRMA, including membership and event information

AS SEEN ON



*AsSeenonResponseTV.com* is a new, exclusive online video library featuring more than 200 DRTV long- and short-form ads and products. This new Web site is expected to double in size by the end of 2008 and will offer direct response marketers, agencies, vendors and

consumers a completely objective collection of every product available via a DRTV campaign. The site's key capabilities include the ability for DR marketers to access their DRTV ads and share them with colleagues, clients and prospects, as well as the ability to E-mail

and bookmark specific videos. The videos are broken down into 13 different vertical market channels, making user searches easy. Advertising on the site is available as a sponsorship of each of those 13 vertical market channels. Visit *AsSeenonResponseTV.com* today.



## ADVERTISING MECHANICAL REQUIREMENTS

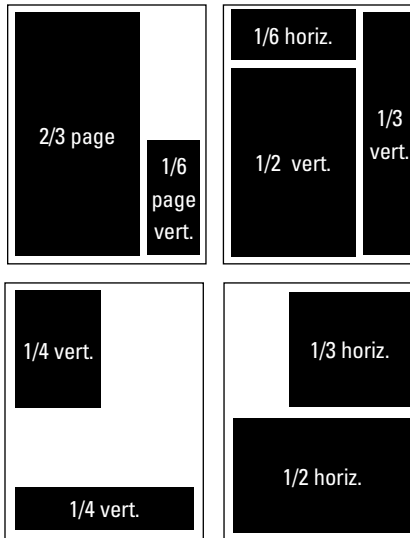
### Response Magazine

Trim size: 7 3/4" x 10 1/2"

Keep all live matter (i.e. type, borders) 3/8" from trim edges.

Include 1/8" bleed for images/backgrounds that extend off the page..

AD SIZE	WIDTH	DEPTH
2-Page Spread (Trim)	15.5"	10.5"
2-Page Spread (Bleed)	15.75"	10.75"
Full Page (Trim)	7.75"	10.5"
Full Page (Bleed)	8.0"	10.75"
2/3 Page	4.5"	9.5"
1/2-Page Horizontal	6.75"	4.75"
1/2-Page Vertical	4.5"	7.25"
1/3-Page Horizontal	4.5"	4.75"
1/3-Page Vertical	2.125"	9.5"
1/4-Page Vertical	3.375"	4.75"
1/4-Page Hor.	6.875"	2.0"
1/4-Page Hor. Spread (Bleed)	15.75"	2.25"
1/6-Page Horizontal	4.5"	2.25"
1/6-Page Vertical	2.125"	4.75"



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

### Digital Specifications

Digital Data is required for ad submissions. Preferred format is PDF/X-1a. Any ads supplied as native application files are subject to a processing fee of \$150.

For detailed instructions, contact Jill Hood at 218-279-8837 or [jhood@questex.com](mailto:jhood@questex.com) for digital submission instructions.

A SWOP-certified color proof MUST be forwarded with the digital data. If we do not receive this proof, we cannot guarantee the accuracy of the ad and will not issue any make goods. If materials instructions are not given within 7 days of space reservation, publisher reserves the right to pick up previous materials. Invoices rendered at date of publication. Terms/conditions are in accordance with 2008 Response rate cards.

**CANCELLATIONS NOT ACCEPTED AFTER SPACE RESERVATION DEADLINE.**

#### DISPLAY ADS

SEND ALL MATERIALS AND INSERTION ORDERS TO:  
Jill Hood  
Questex Media  
201 Sandpoint Ave., Ste. 500  
Santa Ana, CA 92707  
Tel: 218-279-8837  
Fax: 714-338-6710  
[jhood@questex.com](mailto:jhood@questex.com)

#### CLASSIFIED ADS

SEND ALL MATERIALS TO:  
Chris Anderson  
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306 West Michigan Street, Ste. 200  
Duluth, MN 55802  
Tel: 218-279-8848  
Fax: 218-279-8815  
[canderson@questex.com](mailto:canderson@questex.com)

### Online Advertising Specifications

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

Response This Week

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

DRMA This Month

#### Leader Board

Dimensions: 728 x 90  
Size: 30k  
Format: GIF, JPG, SWF

#### Full Banner

Dimensions: 468 x 60  
Size: 30k  
Format: GIF, JPG, SWF

#### Square Button

Dimensions: 120 x 120  
Size: 30k  
Format: GIF, JPG, SWF

#### Vertical Button

Dimensions: 120 x 240  
Size: 30k  
Format: GIF, JPG, SWF

Note: Dimensions are pixel width x height  
Size indicated is the maximum allowable.



## ADVERTISING RATES

(Effective January 2008)

### Response Magazine Print Advertising

#### DISPLAY ADVERTISING (GROSS)

	1X	3X	6X	12X	18X	24X
Spread	\$9,899	\$9,602	\$9,314	\$9,035	\$8,764	\$8,501
Full-Page	\$5,210	\$5,054	\$4,902	\$4,755	\$4,612	\$4,474
1/2-page	\$3,410	\$3,308	\$3,208	\$3,112	\$3,019	\$2,928
1/3-page	\$2,431	\$2,358	\$2,287	\$2,219	\$2,152	\$2,088
1/4-page	\$1,954	\$1,895	\$1,839	\$1,783	\$1,730	\$1,678
1/6-page	\$1,158	\$1,124	\$1,092	\$1,060	\$1,029	\$999

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

#### CLASSIFIED ADVERTISING PER INCH (NET)

	1X	3X	6X	12X	18X	24X
Per Inch	\$205	\$195	\$185	\$175	\$165	\$155

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

### Online Advertising

#### RESPONSE MAGAZINE WEB SITE ADVERTISING (NET)

www.responsemagazine.com (Run-Of Site/Rotation)

468 x 60 Banner	\$950 net per month
728 x 90 Pixel Leader Board Banner	\$1,490 net per month
160 x 600 Skyscraper Banner	\$1,510 net per month

#### RESPONSE EXPO WEB SITE ADVERTISING (NET)

www.responseexpo.com (Run-Of Site/Rotation)

468 x 60 Banner	\$950 net per month
728 x 90 Pixel Leader Board Banner	\$1,490 net per month
160 x 600 Skyscraper Banner	\$1,510 net per month

#### DRMA WEB SITE ADVERTISING (NET)

www.thedrma.com (Run-Of Site/Rotation)

468 x 60 Banner	\$950 net per month
728 x 90 Pixel Leader Board Banner	\$1,490 net per month
160 x 600 Skyscraper Banner	\$1,510 net per month

#### RESPONSE MAGAZINE'S E-NEWSLETTER

Circulation 18,000 weekly distribution

728 x 90 Leader Board Banner	\$600 net per week
468 x 60 Pixel Banner	\$350 net per week
120 x 240 Pixel Button	\$300 net per week

#### THE DRMA E-NEWSLETTER

Circulation 18,000 monthly distribution

728 x 90 Leader Board Banner	\$600 net per week
468 x 60 Pixel Banner	\$350 net per week
120 x 240 Pixel Button	\$300 net per week

#### RESPONSE VIDEO LIBRARY

Includes 15 second video and Skyscraper Banner

Channel Sponsorship	\$2,500
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#### E-MAIL BLAST

Distributed to 18,000 opt-in readers	\$2,500
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## To advertise with Response, contact:

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Classified Advertising Manager  
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Note: All prices in U.S. dollars



## 2008 Editorial Calendar (as of 10/23/07)

Issue	Main Feature	Focus Articles/Research	Trade Show Distribution
<b>JANUARY</b>	Sports & Fitness	Direct Response Radio EAB Forum #1: Election Year Media 3Q 2007 Long-Form Media Billings	National Retail Federation NATPE
<b>FEBRUARY</b>	Healthcare	7th Annual Latin American Guide Mobile/Wireless DR Marketing 3Q 2007 Short-Form Media Billings	ERA Miami
<b>MARCH</b>	Housewares	Technology Update: Online Video Home Shopping Trends 3Q 2007 Radio Media Billings	International Housewares Expo CADM
<b>APRIL</b>	Beauty & Personal Care	DRTV Short-Form Production 7th Annual Pan-Pacific Guide 4Q 2007 Long-Form Media Billings	Directo Days New York Search Engine Strategies Conference NAB NCOF
<b>MAY</b>	Hardware	DRTV Media Buying and Planning Guide 2008 Cable Network Directory Corporate Case Study #1 Marketing to GenX/GenY 4Q 2007 Short-Form Media Billings	Response Expo Cable 2008 Hardware Show
<b>JUNE</b>	Pharmaceuticals	7th Annual European Guide EAB Forum #2: Tech Changes Media Buying Print and Web Boost DRTV Products 4Q 2007 Radio Media Billings	The Sporting Goods Spring Market DMDNY Drug Chain Marketplace Licensing Show ERA Europe
<b>JULY</b>	Entertainment/Video	DRTV Long-Form Production EAB Forum #3: DRTV and the Web 1Q 2008 Long-Form Media Billings	VSDA Home Entertainment Show
<b>AUGUST</b>	Financial Services (Insurance/Banking/Mortgage)	Annual Support Services Guide 1Q 2008 Short-Form Media Billings	
<b>SEPTEMBER</b>	Retail/Consumer Products	Retailers Speak on DRTV State of the Industry Report Blending of General/DR Agency 1Q 2008 Radio Media Billings	NAIFA Convention ERA Las Vegas
<b>OCTOBER</b>	Automotive	DRTV Media Buying and Planning Guide EAB Forum #4: FTC and DRTV 7th Annual Canadian Guide 2Q 2008 Long-Form Media Billings	DMA Annual Show Automotive Aftermarket Industry Week
<b>NOVEMBER</b>	Travel	Corporate Case Study #3 Marketing to Baby Boomers  2Q 2008 Short-Form Media Billings	Luxury Travel Expo
<b>DECEMBER</b>	Consumer Electronics	DR's Most Successful Internet Products Top 50 Infomercials/Top 50 Spots of 2004 2Q 2008 Radio Media Billings 2009 Buyer's Guide (polybagged) Consumer Trends Survey	CES 2009

**2009 BUYER'S GUIDE** (polybagged)

Editorial calendar subject to change



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**1-866-344-1315.**