



HOME MEDIA

M A G A Z I N E

MEDIA KIT | 2016



www.HOMEMEDIAMAGAZINE.COM



[Facebook.com/HomeMediaMagazine](https://www.facebook.com/HomeMediaMagazine)



[Twitter.com/HomeMediaMag](https://twitter.com/HomeMediaMag)

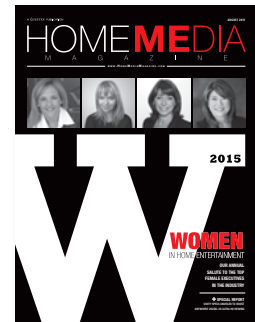
Your Business Is Our Business

Home Media Magazine is the voice of the \$18 billion home entertainment industry. We cover all aspects of personal entertainment from the moment it leaves the movie or TV screen and is readied for viewing in the home, in the car, on a tablet or on a smartphone.

WE GIVE YOU WHAT YOU NEED TO KNOW

We give you exclusive, insightful industry information and act as your personal content aggregator. From the latest industry trends to product news and market intelligence, we tell you what's important and what it means to your business.

Products at a Glance



MONTHLY MAGAZINE

Industry news, research and analysis, delivered monthly in a tabloid-size print magazine as well as a digital edition optimized for tablet viewing.

Circulation: 14,100 readers | Frequency: 12/year



HOMEMEDIAMAGAZINE.COM

Breaking daily news, photos, blogs and videos that offer up-to-the-minute information and engagement.



MOBILE SITE

Enhanced menu navigation for quick and easy access on your mobile phone or tablets.



DAILY NEWS BLAST

The top stories of the day delivered daily to your inbox.

Audience

Spreading the Word

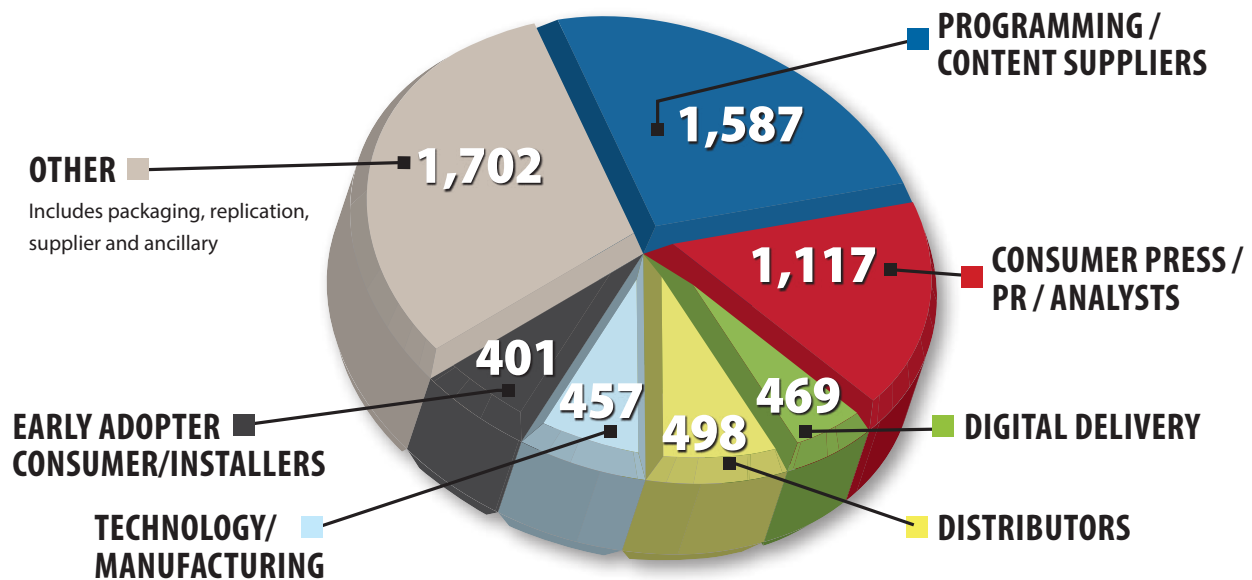
Home Media Magazine delivers your message to all segments involved in getting entertainment into the hands of the consumer. We reach major studios, independent suppliers, technology companies such as **Microsoft** and **Roku** and a growing number of distributors of digital content. Each year, our print publication reaches further outside our industry as well as to consumers through bonus distribution at such major conventions as the CES convention in Las Vegas, the Los Angeles Entertainment Summit (LAES) and the American Film Market (AFM) conference.

YOUR VOICE IN THE INDUSTRY

Home Media Magazine stories and research are cited in top consumer publications such as **USA Today** and **The Wall Street Journal** and in reports from some of Wall Street's top financial analysts. We get picked up by leading news services, websites and bloggers, and many of our stories appear simultaneously in *Home Media Magazine* and **Variety**. *Home Media* also has a strategic partnership with **Home Theater Forum**, reaching its consumer readership.

The Insider Trade: 6,231 subscribers

Source: Publisher's Report as of 3/20/2016



“ I have consistently found that not only is *Home Media Magazine* out in front of every media story, but they dive into the heart of the issue as opposed to others that may only scratch the surface — which helps my thoughts and analysis to be more accurately reflected.”

— Eric Wold, senior analyst at B. Riley & Co.

Audience

The Big Six

Reinforce your sales message to the Big Six retailers: **Walmart, Target, Costco, Sam's Club, Best Buy** and **Amazon**. Buyers like third-party corroboration from a respected industry source — it gives your sales message instant credibility. We also reach thousands of the Big Six retail outlets at the store level, giving your product that critical second push in front of the consumer.

Other Retailers

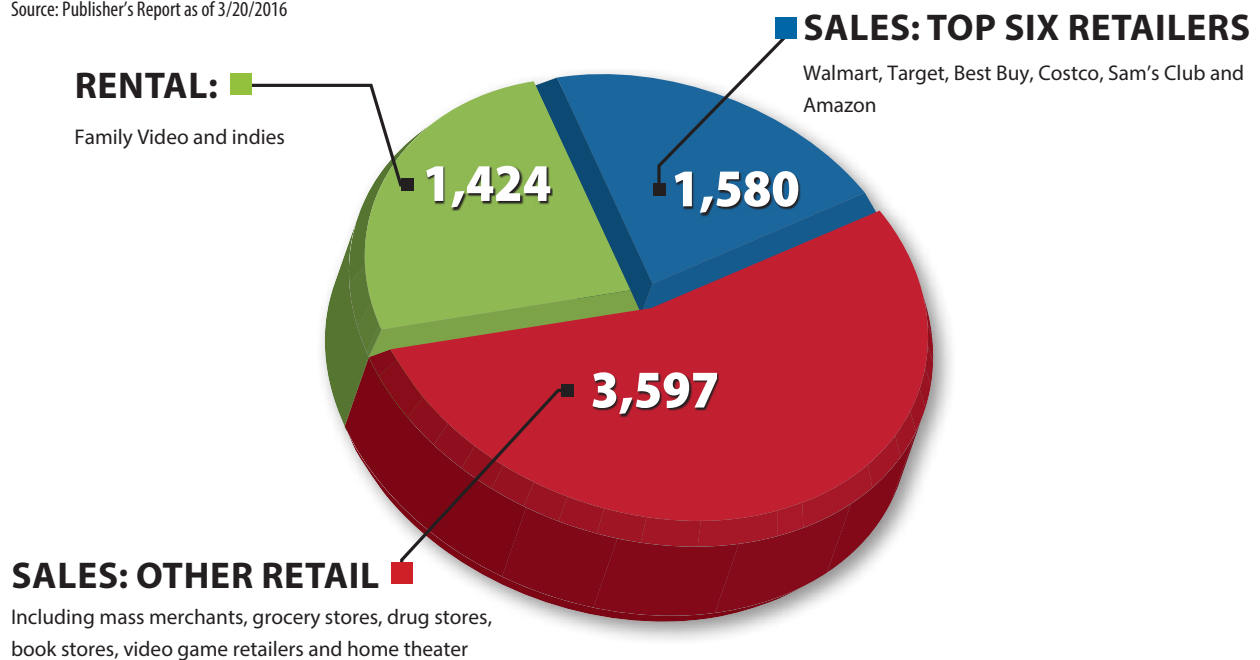
Harness the power of *Home Media Magazine's* circulation, both in print and online, to reach the top decision-makers at all the other key retailers involved in the distribution of home entertainment product, including mass merchants, grocery chains, kiosks, drug stores, bookstores, video game stores and home theater sellers.

The Rental Crowd

Independent rental dealers, as well as **Family Video** stores, that have survived decades of consolidation must be doing something right. The thousands of brick-and-mortar rental outlets that remain rely on *Home Media Magazine* as their primary source of news, research and product information, and we reach them thoroughly and effectively.

Retail Audience: 6,601 subscribers

Source: Publisher's Report as of 3/20/2016



Products

MONTHLY MAGAZINE

Home Media Magazine is the only publication dedicated to entertainment-on-demand, from Blu-ray Disc and DVD to digital streaming and downloading. We've been in business since 1979 and have developed solid relationships with your customers. Our monthly magazine — available both in print and as a digital edition optimized for tablet viewing — is a must-read for thousands of professionals involved in bringing entertainment to the consumer. *Home Media* has consistently been recognized by the Western Publishing Association for excellence in the Tabloid Trade since 1987, most recently winning Best Tabloid Trade in 2015.



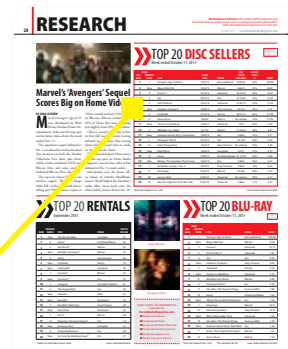
THE CONTENT

» **Industry news and feature articles** on both the packaged-media and digital sides of the business

» **Event coverage** and **on-the-spot reporting** from all the top industry confabs, including CES, Digital Hollywood, Comic-Con, E3 and the American Film Market

» Research

- Nielsen VideoScan — Weekly updates of the top-selling DVDs and Blu-ray Discs
- *Home Media* Research — Weekly information on the top rentals, plus analysis of market trends and consumer habits
- iTunes, Xbox Video, comScore — Rundown of top digital rentals and downloads



» **Reviews** on the top home video releases, including Blu-ray and 3D spotlights by John Latchem, Mike's Picks from veteran critic Mike Clark, and reviews from Home Theater Forum — exclusive to our website.

» **Parting Shots** — Photos from industry events



SPECIAL SECTIONS

Some of the unique articles featured in *Home Media* are

» **Six Questions**, which feature a Q&A with the top executives from companies in the news

» **The Big Picture**, which analyzes industry news and trends

» **4th Quarter Unwrapped**, an annual series of stories that offer a peek at the significant fourth-quarter period



Products

THIS YEAR'S SPECIAL REPORTS



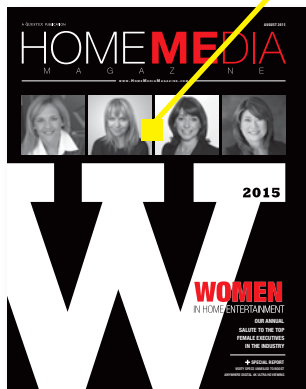
» **HOME MEDIA VISIONARY:** Jan. 25: This annual section within the pages of *Home Media Magazine* honors a key executive or group who has made significant strides for the industry. This year, we honored UHD Alliance.

Previous honorees: Warren Lieberfarb, Benjamin Feingold, Bob Chapek, Craig Kornblau, Amy Jo Smith, Stephen Einhorn, the Blu-ray Disc Association's Global Promotions Committee, Eisuke Tsuyuzaki, Tim Baxter, Prasanna Ganesan, Digital HD and Walmart's Louis Greth and Chris Nagelson.



» **DIGITAL DRIVERS:** April 25: We honor the top executives pushing digital delivery at the studios and retail, from streaming to VOD to digital kiosks.

» **WOMEN IN HOME ENTERTAINMENT:** Aug. 29: This annual celebration of the top female executives in the industry culminates in this special section.



HOME MEDIA AWARDS

» HOME MEDIA MAGAZINE AWARDS

These most comprehensive awards honoring home video recognize the top home entertainment releases of the previous year with winners receiving the coveted 'Crystal Discs.' All movies, TV shows and other content released on DVD and Blu-ray are eligible. Find information and updates at HomeMediaAwards.com.

■ Schedule

- Submissions – January and February
- Voting – March
- Winners – Announced April 25



» REAPER AWARDS

The Reaper Awards honor the top horror and thriller DVDs and Blu-rays released Aug. 1, 2015, to July 31, 2016, with winners receiving the 'Blade of Grimmy.' The Reaper Awards are held in partnership with leading horror fan site DreadCentral.com.

■ Schedule

- Submissions – August and September
- Voting – September and October
- Winners – October



Winners and nominees receive extensive coverage in *Home Media Magazine*, in addition to recognition through the consumer vote and outreach to consumer press. Find information and updates at HomeMediaMagazine.com/reapervote.

Products

WEBSITES AND E-NEWSLETTERS

Home Media Magazine's websites feature expanded, Web-exclusive content. HomeMediaMagazine.com is updated throughout the day and is the industry standard for late-breaking news and product information.

See more photos, giveaways and interaction with those in the industry on our Facebook page (www.facebook.com/HomeMediaMagazine) or keep up with us on Twitter (@HomeMediaMag)

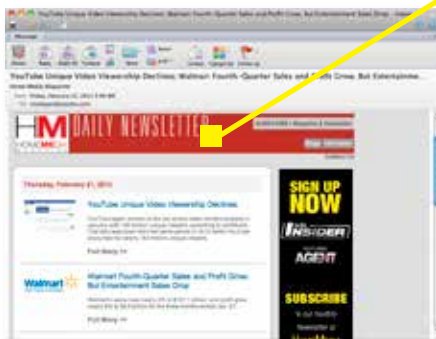


HOME MEDIA ONLINE

Unique Visitors/Month: 35,200

Page Views/Month: 71,200

HomeMediaMagazine.com features breaking news stories, reviews, research studies, blogs, photos, videos and new product announcements.



DAILY E-NEWSLETTER

10,000 subscribers

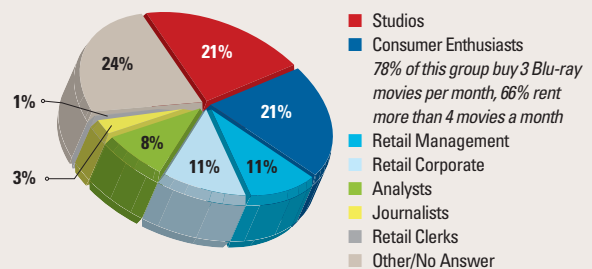
This daily news blast gives decision-makers the day's top news stories each morning to prepare for the day. And with our added Breaking News blasts, we provide the top news stories as they happen to our 6,200 subscribers.



HOME THEATER FORUM PARTNERSHIP

Home Media Magazine and Home Theater Forum's new partnership has increased HM's readership. We can now reach Home Theater Forum's audience of home theater enthusiasts and cinephiles through HTF's **90,000** consumer emails and **500,000** unique monthly visitors to HomeTheaterForum.com.

Site Traffic for HomeMediaMagazine.com*



*Based on a survey of visitors to HomeMediaMagazine.com in February 2012

Products



HOME MEDIA BLOGS

Home Media Magazine's blogs provide targeted, insightful commentary and analysis on a broad range of topics.

- **T.K.'s Take:** Publisher and editorial director Thomas K. Arnold shares his opinions and observations on the home entertainment business.
- **Steph Sums It Up:** Opinions by editor in chief Stephanie Prange
- **Skinny Burrito:** Latino and fitness musings from executive editor Angelique Flores
- **Agent DVD Insider:** Sci-fi, fantasy and horror talk from managing editor John Latchem
- **Erik's Spin:** News editor Erik Gruenwedel gives his analysis of the news
- **Mike's Picks:** Veteran film critic Mike Clark features several titles a week.



HOME MEDIA INSIDER

Also known as **Agent DVD Insider** is focused on consumer news of interest related to sci-fi, fantasy, horror, action and other genre-specific titles.

The Insider brand includes a dedicated website at **HomeMediaInsider.com**, a regular email blast boasting nearly 17,000 subscribers, and social media outreach at Facebook.com/AgentDVD and Twitter.com/AgentDVD. The site is home to Home Media's **Agent DVD Insider blog** as well as the Mike's Picks movie review column.

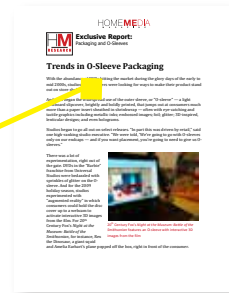


Marketing Services

Home Media Magazine's talented team of editors, writers, designers and Web producers can provide you with a wide array of custom publishing choices and other marketing services at competitive rates, with the quality that can only come from a team that knows the home entertainment business — your business — inside and out.

CUSTOM PUBLISHING

Home Media has a full, creative team that can produce first-rate custom publishing projects, including reports, brochures and presentations, both print and digital.



MARKET RESEARCH

Our market research department can augment your in-house research efforts with detailed information on market trends, and also provide analysis and competitive information. We can produce custom white papers and other research-based products for your own teams as well as your customers.



DIGITAL

Home Media's Web team can offer you an array of digital products, from custom email blasts to digital newsletters and social media campaigns.



ADVERTORIALS

Our talented editors and designers can create advertorials in the magazine that highlight specific titles (Product Spotlights), franchises or even your company (Company Spotlights). These branded sections in the magazine deliver your targeted message to our readers — your customers.



CONTACT INFORMATION

Phone 714-759-4661

Email HomeMediaMagazine@questex.com



PUBLISHER

Thomas K. Arnold
 Publisher / Editorial Director
 tarnold@questex.com
 714-225-4082

EDITORIAL

Stephanie Prange
 Editor in Chief / Associate Publisher
 sprange@questex.com
 714-307-3228

Angelique Flores
 Executive Editor
 aflores@questex.com
 562-439-1675

John Latchem
 Managing Editor
 jlatchem@questex.com
 714-485-5047

Erik Gruenwedel
 News Editor
 egruenwedel@questex.com
 949-637-4537

RESEARCH

John Latchem
 Market Research Director
 jlatchem@questex.com
 714-485-5047

ADVERTISING

John Boezinger
 Associate Publisher / Account Executive
 jboezinger@questex.com
 949-413-9311

Stephanie Prange
 Associate Publisher
 sprange@questex.com
 714-307-3228

ART

Melbert Sebayon
 Creative Director
 msebayon@questex.com
 949-424-6024

MARKETING

Angelique Flores
 Marketing Director
 aflores@questex.com
 562-439-1675

AWARDS

John Latchem
 jlatchem@questex.com
 714-485-5047

PRODUCTION

Lynn Erdahl
 Production Specialist, Superior Media Solutions
 lynn.erdahl@superiormediasolutions.net
 278-206-2211

DIRECT MAIL

Ilene Schwartz
 Senior Account Director
 ilene@krolldirect.com

CIRCULATION

Deborah Gullian
 Audience Development Manager
 dgullian@questex.com

For reprints, call Wright's Media: 877-652-5295