

A QUESTEX PUBLICATION



WWW.HOMEMEDIAMAGAZINE.COM

Home Media Magazine MEDIA KIT

"Home Media Magazine is a vital part of my daily and weekly reading. The coverage and commentary keep me in the know, and the ads keep me current on product flow. I am a regular and loyal reader."

—TED SARANDOS, CHIEF CONTENT OFFICER, NETFLIX



# WE REPRESENT YOU

**W**e are the voice of the home entertainment industry — your voice. We are your messenger, your public face, to consumers, retailers, the media and the rest of the entertainment industry.

## We Give You What You Need to Know

**W**e are your personal content aggregator. From the latest industry trends and technological developments to product news and market intelligence, we filter information affecting the home entertainment industry and help you make sense of it all. We tell you what's important and what it means to your business.

## We Generate Press

**H**ome Media Magazine stories and research are regularly cited in top consumer publications, from *USA Today* to the *Wall Street Journal*, and also get picked up by leading news services, websites and bloggers.



**"Home Media Magazine delivers the latest news, research, analysis, product information and reviews in the home entertainment arena including 3D, Blu-ray and digital distribution."**

—THOMAS K. ARNOLD  
PUBLISHER  
& EDITORIAL DIRECTOR

## We Reinforce Your Sales Message

**H**arness the power of *Home Media Magazine's* circulation, both in print and online, to reach the top decision-makers at big box retailers, mail and kiosk rental services, consumer electronics chains and other key retail sectors.

## We Deliver Your Message to the Indies

**I**ndependent retailers that have survived decades of consolidation must be doing something right. The thousands of indies that remain rely on *Home Media Magazine* as their primary source of news, research and product information, and we reach them thoroughly and effectively.



"Home Media Magazine is our voice in the industry. As we continue to expand the consumer experience through the Blu-ray Disc format and explore new delivery methods, it is critical to have a reliable source that puts it all in the proper context."

—MIKE DUNN, PRESIDENT WORLDWIDE, 20TH CENTURY FOX HOME ENTERTAINMENT

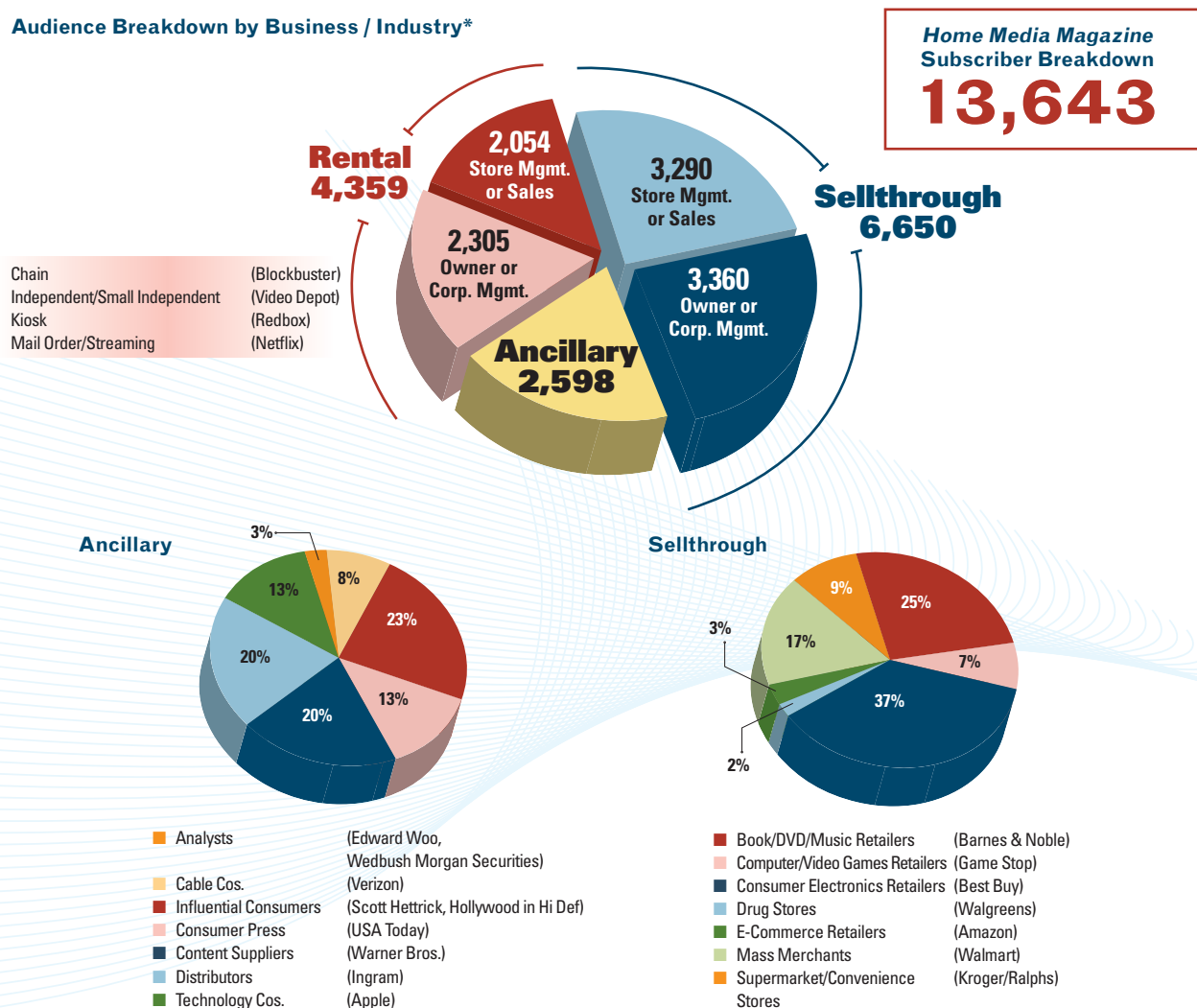
## OUR MISSION

*Home Media Magazine* is the premier media property serving the \$20 billion home media industry. The publication is designed to inform, educate and facilitate communication among content owners, packaged and electronic distribution channels, and all other parties involved in the home entertainment marketplace. Through its weekly print and digital magazine, website and daily electronic newsletter, *Home Media* delivers news, analysis, market research, product reviews and marketing updates to give studio executives, retailers, distributors, technology providers, marketers and suppliers of ancillary products and services a one-stop resource to help grow their businesses and increase profits. *Home Media* also represents the home media industry to the consumer, reaching analysts, the consumer press and consumer influencers.

## THE LEADER IN HOME MEDIA

*Home Media Magazine's* circulation consists of key consumer influencers in home entertainment, from the retailers who sell and rent your product to consumers to financial analysts and essential members of the press.

### Audience Breakdown by Business / Industry\*



\*Source: September Publisher's Projections

## OUR READERS

Hear what *Home Media Magazine's* diverse readership has to say about the publication:



"For countless years, *Home Media Magazine* has been a key resource for us to keep up with the latest news in the home entertainment industry, as well as to constantly keep up with industry and consumer trends. For me it is an invaluable tool to stay on top of the constantly and rapidly changing landscape of our industry."

—GUIDO HENKEL,  
CEO, G3 STUDIOS,  
EDITOR, DVD REVIEW

**Jeff Schmidt**, sales associate with a Borders store in Glendale, Arizona, says he looks for *Home Media Magazine* every week and tries to grab it right away when it comes into his store. "I look for information about the new movies that are coming out," he says. "I read all the information about what's happening with Blu-ray and digital downloading." Schmidt also looks at the reviews and the merchandising chart to see what's happening with other retailers. "It's just really informative," he says.

**Michael Pachter and Edward Woo**, both analysts with Wedbush Morgan Securities, say they read *Home Media Magazine* daily online, in addition to the weekly print edition. "It's my only source for entertainment business news," Pachter said. The analysts are cited frequently in *Reuters*, *The Wall Street Journal*, *Los Angeles Times* and the *New York Times* for stories regarding entertainment retail.

According to a recent survey by Survey Monkey, nearly 50% of visitors to the *Home Media Magazine* website are consumers with a high propensity to buy and rent DVDs and Blu-ray Disc. Of these consumers, 44% buy or rent four or more Blu-ray Discs a month, while 75% buy or rent at least one to three discs a month. These consumers also are quick to embrace digital technology: 39% of them download at least one movie each month, mostly from iTunes. More than 80% of these consumer have a Blu-ray Disc player, and another 10% are looking to buy one soon.



"When transforming a company in a radically changing industry, it helps to have the breaking news and thought leadership of *Home Media Magazine*."

—JAMES KEYES, CEO,  
BLOCKBUSTER INC.