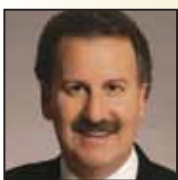


WEEKLY MAGAZINE

Home Media Magazine is the only publication dedicated to home entertainment. We've been in business for more than 30 years and have developed solid relationships with your customers to help you reach your revenue goals. Through an arrangement with Nielsen VideoScan, we provide you with weekly updates of the top-selling DVDs and Blu-ray Discs. We also maintain an in-house market research department to track rentals and key analysis of market trends and consumer habits. And with bonus distribution at such trade shows as CES (January), SXSW (March), Comic-Con (July), CEDIA (September) and AFM (November), we reach more of the industry than ever.



"*Home Media Magazine* is essential reading for anyone in the home entertainment industry."

—CRAIG KORNBLAU, PRESIDENT, UNIVERSAL STUDIOS HOME ENTERTAINMENT

Print Edition (11,925 Subscribers)	Tab	Jr.	1/3	1/6
4-Color Net Rates	\$9,550	\$5,625	\$3,000	\$1,500

Digital Edition (2,452 Subscribers)

The digital edition is an exact replica of the printed magazine, with added interactive features exclusively for digital edition subscribers.

Digital Edition Sponsorship Package

Includes E-mail Announcement with skyscraper, customized wallpaper, logo loader, box art and ad opposite cover with video trailer.

\$3,250



Home Media Magazine MEDIA KIT

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ONLINE & DIGITAL

HomeMediaMagazine.com is the industry standard for late-breaking news and product information. Containing expanded, Web-exclusive content, homemediamagazine.com is updated throughout the day. Visitors frequent the site for the latest breaking news, blogs, reviews and research alongside polls, giveaways, videos, photos and information on the latest home entertainment events. Reinforce your advertising message online through banners, skyscrapers, streaming video and custom digital products. **Exclusive sponsorship opportunities are available upon request for all products. Contact your sales representative for more information.**



Home Media Online

Unique Visitors / Month: 60,000
Page Views / Month: 140,000

The online voice of *Home Media Magazine* is updated throughout the day with breaking news stories, reviews, research studies, photos and new product announcements. Your advertising message is distributed online through banners, skyscrapers, buttons and even streaming video on this vibrant, compelling virtual community.

Daily E-Newsletter



7,819 subscribers

This daily news blast gives decision-makers the day's top five news stories in an easily digestible format. By advertising in the daily, your message will reach a who's who of influencers, first thing in the morning. Each issue is delivered to the inboxes of more than 7,819 e-mail addresses, hitting the home entertainment industry's top executives, from the Hollywood studios to key retailers.

Home Media Blogs



Home Media Magazine's blogs provide targeted, insightful commentary and analysis on a broad range of topics. "T.K.'s Take" finds *Home Media Magazine* publisher and editorial director Thomas K.

Arnold sharing his opinions, observations and thoughts on all aspects of the home entertainment business. "IndieFile" covers the latest in the independent film arena. "Agent DVD Insider" reports the latest in sci-fi, fantasy and horror home entertainment. "Mike's Picks," written by longtime *USA Today* DVD columnist and film critic Mike Clark, features several key titles each week. And "Steph Sums It Up" features opinions by editor-in-chief and associate publisher Stephanie Prange.

Digital Product

Rate

HomeMediaMagazine.com

Run-of-Site (ROS) Placements

728 x 90 Leaderboard	\$1,000 / two-week run
160 x 600 Skyscraper	\$1,000 / two-week run
300 x 250 Box	\$1,000 / two-week run

E-Newsletter

728 x 90 Leaderboard	\$1,000 / weekly
160 x 600 Skyscraper	\$1,000 / weekly

Screening Room



Housed at homemediamagazine.com/video, the Home Media Screening Room provides a source for trade and consumers to view trailers of upcoming home entertainment releases, as well as exclusive coverage of industry events.

Custom Digital Projects



We provide custom e-blasts and websites to reach a variety of customers, from niche buyers to mainstream fans. Utilize our custom options to refine your marketing campaign and increase your exposure.

Media Partnerships and Social Networking



Partnerships with such sites as HomeTheaterForum.com, HollywoodReporter.com, Dealerscope.com, DreadCentral.com, FilmCrave.com and TVShowsOnDVD.com allow us to deliver even more content to more readers than ever. And with *Home Media Magazine* on Facebook and Twitter, your message spreads even further across the Web.

OTHER PRODUCTS

Home Media expands beyond the weekly magazine to a host of additional products and sections designed to reach targeted segments of the industry.

Home Media Goes 3D

Bonus Circulation: January 3 (CES) and September 5 (CEDIA)



Home Media Goes 3D (formerly *Hollywood Is High-Def*) is a twice-yearly supplement about 3D high-definition software and hardware, produced collaboratively with the studios, that is dedicated to promoting Blu-ray Disc and 3D. The supplement is inserted into *Home Media Magazine* and is also distributed at key industry trade shows for a total circulation of more than 15,000.

Home Media Insider

Circulation: Estimated 36,000



Home Media Insider (formerly *Agent DVD*) is a glossy, high-quality consumer magazine, 36,000 copies of which are produced for distribution at San Diego Comic-Con International, held in San Diego in July. The content focuses on science-fiction, fantasy and horror, targeting fans. Sponsorship opportunities are available for the magazine and its regularly updated website and monthly e-mail blast, reaching 9,300 subscribers.

NEW FOR 2011

Home Media recognizes those who are working to better the industry with special in-magazine sections.

Digital Drivers

February 14: We honor the top executives pushing digital delivery at the studios and retail, from streaming to VOD to digital kiosks.

10 Most Important Retailers

May 16: We feature the top 10 retail executives

working diligently to persevere in an ever-changing industry.

40 Executives under 40

August 8: The top executives under the age of 40 in the home entertainment industry are honored with a special section recognizing their talents and potential.

SHOWS AND AWARDS

Each year, *Home Media Magazine* honors industry standouts with proprietary awards and shows.

Home Entertainment Awards

Slated for April, the Home Media Magazine Awards will honor the best home video releases of the previous year, with categories focused on theatrical, direct-to-video, TV DVD, Blu-ray, Latino, music and more. Contact John Latchem at jlatchem@questex.com for more information.

Reaper Awards

Taking place in October, Reaper Awards is the only awards show devoted to the best in horror home entertainment. Contact John Latchem at jlatchem@questex.com for submissions and Stephanie Prange at sprange@questex.com for sponsorship opportunities.



Women in Home Entertainment

This annual celebration of the top female executives in the industry culminates in a special section in the magazine and luncheon in November. Contact Stephanie Prange at sprange@questex.com for nominees and sponsorship opportunities.

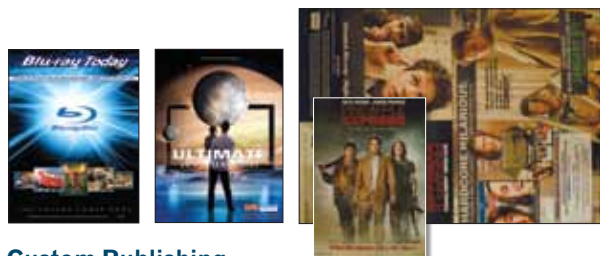


"I rely extensively on *Home Media Magazine*, both the print edition and the daily e-newsletter, to keep up with our ever-changing industry."

—JEFFREY FINK, EVP,
STUDIO DEVELOPMENT,
CINRAM

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

As a magazine, *Home Media* has a full creative team that can produce first-rate custom publishing projects, from consumer brochures to trade mailers, from posters to company profiles. We can handle any project from the planning stages to printing and distribution.

Public Relations

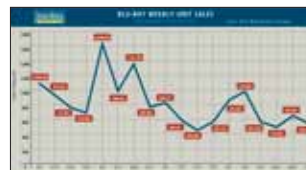


Supplement your in-house publicity efforts with *Home Media Communications*, a full-service agency that can manage your media needs, from strategy to execution. We have several veteran home entertainment industry professionals under contract to manage or assist in your media campaigns, from writing press releases to overseeing product announcements.



Key Art

Our talented team of designers can create your key art and develop packaging as well as any ancillary materials, from advertisements and sell sheets to Web elements.



Market Research

Our research department can augment your in-house research efforts with detailed reports on market trends, and also provide focus groups and other forms of consumer research.



Digital

Home Media's Web team can create websites, microsites and customized landing pages, as well as produce and distribute custom e-mail blasts and develop social media campaigns.

Advertorials



Home Media's sales and marketing team can develop full-page advertorials in the magazine or custom e-mail advertorials. Contact your sales representative to highlight your product with this powerful tool.



"We in the home entertainment industry rely on *Home Media Magazine* for news, research and analysis. Our business is constantly evolving, and *Home Media* lets us know what's important, and why."

—AMY JO SMITH, EXECUTIVE DIRECTOR,
DEG: THE DIGITAL ENTERTAINMENT GROUP