

HOMEMEDIA

M A G A Z I N E



Who makes up our 18K readership:

50% retail / 50% insider trade

- › **Retail:** Walmart, Target, Amazon, Costco, Redbox, Netflix, Family Video and Indies, Book, Gaming, Grocery, AV and Drug
- › **Insider Trade:** Consumer Press, Analysts, Studio Executives, Content Producers, Distributors, Tech Manufacturing, Digital Delivery, Packing and Replication

Who makes up our 479K monthly page views:

20% retail / 60% insider trade

20% consumer

- › **Consumer:** High consumption enthusiast who average 2-3 Blu-ray purchases and 2-3 rentals a month



Who makes up the Home Theater Forum's 125,000 members?

100% consumer

- › High-consumption enthusiasts of Digital HD, Blu-ray and DVDs. 41% have 4 or more smartphones or tablets and 20% own more than 500 DVDs

We're the home entertainment industry's only information resource and marketing partner dedicated to keeping the business profitable. Our sole purpose is to generate the vital editorial content to sustain and ultimately grow the home entertainment ecosystem.



WE DO THIS FOUR WAYS:

- › Generating **71,200 monthly page views** of our exclusive home entertainment coverage each month, with a valued readership of key industry leaders, analysts, content producers and distributors and consumer influencers
- › Blasting **HMM** news to more than **10,000 high-value readers** each day through daily e-newsletters and several daily "breaking news" alerts
- › Sharing our key stories with **Variety** and **Reuters**, with pickup in hundreds of newspapers including the **Chicago Tribune** and **Boston Herald**
- › Producing a monthly magazine for **14,200 digital and print readers**

In addition to the trade, we realize that sometimes the best way influence those who consume your content is to speak directly to them. Therefore, we've made a concerted effort to have a direct voice to the consumers most profitable to the industry.

WE DO THIS THREE WAYS:

- › Generating content online that **attracts 8,000 consumers** who average 3-4 title purchases a month
- › Partnering with **Home Theater Forum**, which has 125,000 official members that are high-end consumers of home entertainment and converse daily on the latest titles and content services
- › Building a consumer fan base 17,000 strong from our annual awards programs, Insider Web page and promotions at the leading enthusiast event in the country, **San Diego Comic-Con International**.



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