

ADNEWS MAGAZINE

B to B Publication

FILE DESCRIPTION

Adnews Magazine publishes 12 monthly issues each year. Every adnews edition includes the latest industry news, plus in depth feature articles on what it all means. Features include technological changes in how business gets done, explorations of ethics, company profiles, businesses with secrets to longevity, even new kids on the block.

Also, monthly, Adnews publishes a different directory which is accompanied by editorial focus on an aspect of the industry such as film, video, multimedia production, design, press and prepress, direct marketing, trade shows, the internet and more.

Subscribers are advertising, marketing, sales, and merchandising executives working for ad agencies that must be on the cutting edge of the ad world. Adnews Magazine is the Advertising Executive Publication for the Mountain West.

FILE BREAKDOWN

9,741	Active Paid Subscribers	\$135.00/M
17,745	Total File	\$120.00/M

Minimum Order: Postal 5,000

PRODUCTION / DELIVERY COSTS

Email	\$50.00/F
FTP	\$50.00/F

SELECTIONS AVAILABLE

Gender	\$7.00/M
KeyCode	\$2.00/M
Run Charges	\$10.00/M
Zip/SCF/State	\$7.00/M

Postal

PROFILE

GENDER:
31% Female
68% Male
AVERAGE SALE:
\$19.99 - \$36.99
ADDRESS:
91% Business Address

SOURCE

Direct Mail

RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

CONTACT

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Updated January 2019

Updated: Quarterly

Names Thru: December 2018

Next Update: April 2019



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