

PRESS RELEASE

## **Statistics Takes Over List Management for Ziff Davis Enterprise**

January 1, 2010

Danbury, CT-based list management and list brokerage firm Statistics is thrilled to announce the newest addition to its list rental properties, Ziff Davis Enterprise. With its continuously innovative collection of print and online media, Ziff Davis Enterprise is able to target a broad range of high-level information technology professionals.

Ziff Davis Enterprise is the trusted resource for innovative, integrated marketing solutions that help B2B technology companies engage with target audiences, build brands, and extend their thought leadership position in the marketplace. Statistics will offer postal, telemarketing and email lists for their unique, targetable print and online publications, eWEEK, Baseline, CIO Insight and Channel Insider, as well as their other sites and divisions including eSeminars, Virtual Trade Shows, Face-to-Face Events, Strategic Channel, and Web Buyers Guide. Statistics will also manage a new and highly improved Ziff Davis Enterprise Masterfile. Under Statistics management, each file will also have SIC code, employee size, and sales volume options, all features that were previously unavailable. All of these files are made up of IT managers, directors, and consultants, engineers, developers, and other senior level tech executives.

Additionally, Statistics will offer the subscriber lists for a number of Ziff Davis Enterprise newsletters that are new to the market. These include CIO Insight Quick Facts, CIO Minute, CIO Minute Editors Pick, and Windows for Devices.

Both Statistics and Ziff Davis Enterprise look forward to this new partnership with great excitement and expectation. Says Kelsey Voss, Sr. Director, Audience Marketing, "We chose Statistics because of their enthusiasm and dedication to managing and promoting the Ziff Davis Enterprise properties. We're confident in their ability to develop creative techniques and find new niches in the list rental market. Statistics' extensive marketing capabilities, outstanding presence at industry events and trade shows, and excellent reputation in the direct marketing community made Ziff Davis Enterprise partnering with Statistics an easy call."

### **About Ziff Davis Enterprise**

Ziff Davis Enterprise ([www.ziffdavisenterprise.com](http://www.ziffdavisenterprise.com) and [www.buildroi.com](http://www.buildroi.com)) provides the Premier Engagement Platform for B2B technology marketers seeking to reach, connect, and engage technology buyers. Our world-class content, trusted brands and ground-breaking technology empower companies looking to increase sales, improve their brand perception, and successfully launch new products and services. Our team of editors, analysts, strategists, and technologists provide unsurpassed market expertise, category knowledge, experienced counsel, and robust technology solutions. Our integrated media

Statistics  
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Phone: 203/778-8700 Fax: 203/778-4839 [www.statistics.com](http://www.statistics.com)

brands— including *eWEEK*, *Baseline*, *CIO Insight*, *Channel Insider*, and the Developer Network—align with the multiple roles in the purchase process. Our dynamic audience strategy, content and strategic services are built to drive engagement with IT buyers and influencers. Ziff Davis Enterprise delivers the buyers marketers crave, the qualified leads that sales teams demand, and the financial performance CEOs require.

For postal information, contact Paul Cabiati, ext. 137, email: [p.cabiati@statlistics.com](mailto:p.cabiati@statlistics.com).

For email information, contact Karl Renelt, ext. 112, email: [k.renelt@statlistics.com](mailto:k.renelt@statlistics.com).

## **PRESS RELEASE**

**Effective: January 21<sup>st</sup>, 2010**

### **Statistics Welcomes The Most Trusted Name in Investment Research – Value Line**

**January 13, 2010**

Danbury, CT-based list management company Statistics is honored to announce its new partnership with the most trusted name in investment research, Value Line. Value Line's paid subscribers are some of the most affluent, elite investors, institutional investors, financial professionals, and senior corporate decision-makers. They turn to Value Line for the latest information on stocks, bonds, mutual funds, commodities, IRAs, annuities, real estate, CDs, currencies and more.

Value Line subscribers rely on publications, newsletters, and seminars for the most up-to-date information. These individuals have a high net worth. They are actively interested in the capital markets and have the disposable incomes to lead an upscale lifestyle.

As a prominent member of the direct marketing community, Statistics is ready to offer Value Line's its veteran list management experience. Says CEO John Papalia, "We're very excited to be working with such a prestigious and responsive file like Value Line. Based on our experience with similar lists in this category, as well as developing out-of-market usage, we feel there's a great opportunity for more mailers to take advantage of this premier marketing tool.

Providing maximum industry exposure with unmatched customer service is what Statistics does best, and Value Line will definitely be quite visible to the mailing list buying world."

For additional information, contact Marge Fernbach at 203/778-8700, ext. 136 or via email: [m.fernbach@statlistics.com](mailto:m.fernbach@statlistics.com).

## **PRESS RELEASE**

### **Statistics Welcomes HR Performance**

January 27, 2010

Danbury, CT-based list management and brokerage firm Statistics is excited to welcome the addition of HR Performance. HR Performance is the leading online HR information website. HR leaders and managers, staffing recruiters, and C-Level executives subscribe to HR Performance's email blasts to receive valuable articles and reports. HR Performance helps corporate America optimize the performance of their employees. They connect HR professionals to a wide range of resources to help in their HR and leadership efforts.

HR Performance, Inc. publishes exclusive leadership, staffing, metrics and performance management articles and advertising through email and social media sites.

For additional information, contact: Turker Hassan at (203) 778-8700, ext. 144 or email: [t.hassan@statistics.com](mailto:t.hassan@statistics.com).

PRESS RELEASE

## **Statistics Offers New Newsletters from Ziff Davis Enterprise**

January 28, 2010

Danbury, CT-based list management and list brokerage firm Statistics is thrilled to announce the following new newsletters from Ziff Davis Enterprise: CIO Insight Quick Facts, CIO Minute, CIO Minute Editors Pick, and WindowsForDevices Weekly Update. With these newsletters Ziff Davis Enterprise is able to target a broad range of high-level information technology professionals.

CIO Insight Quick Facts – the weekly newsletter offering recommendations on timely conferences; noteworthy books; useful web sites; valuable research; notable quotes; and strategic insights on timely topics.

CIO Minute – offers news, opinions and analysis vital for every CIO. This newsletter is from the editors of Baseline and CIO Insight and is delivered daily.

CIO Minute Editors Pick – presents hand-picked articles from the editors of Baseline and CIO Insight and is delivered daily.

WindowsForDevices Weekly Update – offering the latest in the market and what's coming next for developers who are using Microsoft's Windows Embedded software in smart gadgets and devices.

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For additional email information, contact Karl Renelt at (203) 7778-8700, ext. 112 or via email: [k.renelt@statlistics.com](mailto:k.renelt@statlistics.com).

### **About Ziff Davis Enterprise**

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brands— including *eWEEK*, *Baseline*, *CIO Insight*, *Channel Insider*, and the Developer Network—align with the multiple roles in the purchase process. Our dynamic audience strategy, content and strategic services are built to drive engagement with IT buyers and influencers. Ziff Davis Enterprise delivers the buyers marketers crave, the qualified leads that sales teams demand, and the financial performance CEOs require.

## **Statistics & Merkle Launch Mobile Activation Service for B2C and B2B Print Ads**

**Danbury, Conn. – February 1** – Marketing solutions provider, Statistics, Inc. is launching a new mobile print ad-activation service, “Print To Mobile, (PTM)” with Merkle, one of the nation’s largest and fastest growing customer relationship marketing agencies, to support mobile lead generation services for publishing companies and advertisers. Merkle is providing Statistics with the underlying mobile technology required to generate qualified, data enhanced leads, enabling advertisers to close sales immediately, at the moment of interest.

Green Mountain Coffee, a recognized B2B advertiser and leader in the specialty coffee industry, is using the service through City Business Journals Network to acquire and allocate leads to Keurig’s distributors by proximity. A person responds to a B2B print ad by texting the words “FREECOFFEE” to 44264. Statistics then determines the size of the company, and location of the inquiring company to qualify the lead for handling by a Keurig distributor.

Using the new service, readers can inquire about a print advertisement by texting a promotion code or simply just taking a picture of a printed ad using their cell phones. The reader can then automatically access a landing page in which the advertiser can engage them, collect data and close a sale. The system works with both web-enabled and non-web enabled cell phones.

Publishers, advertisers and readers benefit from the new technology:

- Readers benefit because their magazine becomes an interactive experience. They can send and receive text messages and generate mobile web pages about anything in the magazine. Instead of calling an advertiser or visiting the advertiser’s website, a simple text message is used to gain more information or redeem an offer. Texting an inquiry provides the same data intelligence as a call or a website inquiry, and it’s easier and faster to do.
- Advertisers are using the service to “flip” their print ads into dynamic, interactive experiences for the reader. The service, in effect, makes their print ads smart extensions of their website.
- Publishers are using the service not only as an up-sell for print, but also for their own subscriber acquisition and renewal processes. Because the service “pings” a publisher’s subscriber base as needed and in real time, Statistics can perform instant segmentation to identify expired subscribers, newsstand buyers and bin details to deliver optimized communication to acquire a renewal or a new subscriber.

The service can also handle email addresses in a text message. To determine company size and industry, the system parses the inbound email address instantly and pings the email address domain against enhancement data. Data enhancement for size and industry is critical for most B2B lead generation programs and allows for the routing of a lead by prospect size and industry, immediately at the point of engagement.

Brian Hade, Senior Account Executive, Statlistics, said “Mobile activation of print ads is here to stay, and together with Merkle we have an outstanding mobile marketing service offering to benefit publishers, advertisers and readers alike. We are excited to be launching the new service across the U.S.” Brian can be reached at 203-778-8700 ext. 146 or [b.hade@statlistics.com](mailto:b.hade@statlistics.com).

#### **About [Statlistics](#)**

Statlistics is a list management and brokerage firm that tailors custom plans that combine creative promotions, trade show presence, and advertising in various forms of media in a way that results in maximum exposure and maximum list rental revenue. In the brokerage sector, Statlistics provides in-depth recommendations that identify primary, secondary, and nontraditional markets, delivering an outside-the-box solution that provides an endless supply of marketing opportunities to both new and mature businesses. Founded in 1983, Statlistics is based in Danbury, Conn., and has offices in Connecticut, Chicago, and Los Angeles.

#### **About [Merkle Inc.](#)**

Merkle is one of the nation’s largest and fastest growing customer relationship marketing agencies. For more than 20 years, Fortune 1000 companies and leading nonprofit organizations have partnered with Merkle to maximize the value of their customer portfolios. By combining a complete range of marketing, technical, analytical and creative disciplines, Merkle works with clients to design, execute and evaluate [Integrated Customer Marketing™](#) programs. With more than 1,000 employees, the privately held corporation is headquartered near Baltimore in Columbia, Maryland with additional offices in Boston, Chicago, Denver, Little Rock, Minneapolis, New York, Philadelphia, Seattle and Hagerstown, Md. For more information, contact Merkle at 1-877-9-Merkle or visit [www.merkleinc.com](http://www.merkleinc.com).

# PRESS RELEASE

February 24, 2010

## **Statistics Launches Management of Summit Media, LLC and Summit Publishing Company**

Danbury, CT-based list management and list brokerage firm Statistics is proud to announce its selection as list manager for Summit Media, LLC and Summit Publishing Company.

Automation World, “Intelligence for the Business of Manufacturing Automation”, published by Summit Media, LLC. The magazine examines how manufacturers can achieve improved results through the application of automation and industry best practices.

Healthcare Packaging, “Your Source for News, Trends and Analysis of Pharmaceuticals, Biologics, Medical Devices, and Nutraceuticals”, is published by Summit Publishing Company. This magazine covers the news and developments of interest to pharmaceutical, biologic, nutraceutical and medical device packaging professionals.

Packaging World, “The Business of Packaging”, is published by Summit Publishing Company. This magazine reports on machinery, materials, technologies, and applications serving the manufacturing, wholesale, and service related industries.

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For email information, contact: Turker Hassan at (203) 778-8700, ext. 144 or email: [t.hassan@statistics.com](mailto:t.hassan@statistics.com).

## PRESS RELEASE

### Statistics Announces a New Select from Ziff Davis Enterprise

February 24, 2010

Danbury, CT-based list management and list brokerage firm Statistics is thrilled to announce a new select from Ziff Davis Enterprise – Medical Device Manufacturers. This is a great new way to further target your upcoming promotions to an even deeper segment of Ziff Davis Enterprise’s readership. Reach manufacturers of laboratory analytical, surgical, orthopedic, prosthetic, x-ray, tubes, electromedical, electrotherapeutic and other finished medical instruments and apparatus.

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#### **About Ziff Davis Enterprise**

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For postal information, contact: Paul Cabiati, ext. 137 or email: [p.cabiati@statistics.com](mailto:p.cabiati@statistics.com).

For email information, contact: Karl Renelt, ext. 112 or email: [k.renelt@statistics.com](mailto:k.renelt@statistics.com).

## PRESS RELEASE

### **Statistics proudly announces list management of Design News, Electronic Design News, Packaging Digest, and Test & Measurement World**

March 22, 2010

Danbury, CT-based list management and brokerage firm Statistics is thrilled to announce their newest list management publications—four key publications serving the advanced designed engineering sector in the United States, Asia, and Europe. Electronic Design News, Design News, Test & Measurement World, and Packaging Digest were recently acquired by one of Statistics' top clients, Canon Communications. Previously, they were published by Reed Business Information-US.

With these new publications, Canon's leading position in the advanced manufacturing sector worldwide will be stronger than ever. As Canon's lists manager for 2 years, Statistics welcomes the addition of these four new files as they will only add to the company's established collection of manufacturing publications. Each of the new files brings marketers a unique, targetable decision-making audience of controlled engineering and technical professionals specializing in design, development, electronics, and packaging.

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For email information, contact: Turker Hassan, ext. 144 or email: [t.hassan@statlistics.com](mailto:t.hassan@statlistics.com).

## PRESS RELEASE

### **Statistics Launches New Business Registrants from American City Business Journals**

March 24, 2010

Danbury, CT-based list management and list brokerage firm Statistics is proud to launch New Business Registrants from American City Business Journals.

Reach new business registrants from American City Business Journals selectable by business type, SIC code or registrants with telephone numbers. These entrepreneurs have registered their businesses at their local county courthouse. The new business registrant's information is included within the lead section of the corresponding county's journal. Some of the journals include Nashville Business Journal, Denver Business Journal, Atlanta Business Chronicle, Pacific Business News, and Puget Sound Business Journal.

For additional information, contact Marge Fernbach at 203/778-8700, ext. 136 or via email: [m.fernbach@statistics.com](mailto:m.fernbach@statistics.com).

## PRESS RELEASE

### **Statlistics Launches Management of Creative Age Publications**

April 5<sup>th</sup>, 2010

Danbury, CT-based list management and list brokerage firm Statlistics is proud to announce its selection as list manager for Creative Age Publications. Creative Age reaches nearly a quarter-million b-to-b professionals around the world, providing readers with in-depth technical and business education, up-to-date news and exciting industry buzz. Creative Age caters to all segments of the professional beauty market: full service salons, nail salons, day spas, tanning salons, medical spas, resort and destination spas, open-line beauty stores, distributors and manufacturers' reps.

Creative Age includes the following publications: Beauty LaunchPad – “What’s Taking Off in the World of Beauty”, Beauty Store Business, DaySpa – “The Premier Business Resource for Spa Professionals”, MedEsthetics – “Business Education for Medical Practitioners”, and NailPro – “The Magazine for Nail Professionals”.

Also available, the Beauty Professional Masterfile from Creative Age which reaches professionals who are active in supplying or offering products and services aimed at improving appearance and self-image.

For additional information, contact Scott Perillo at 203/778-8700, ext. 132 or email: [s.perillo@statlistics.com](mailto:s.perillo@statlistics.com).

PRESS RELEASE

## **Statistics Announces a New Select from Ziff Davis Enterprise**

April 19, 2010

Danbury, CT-based list management and list brokerage firm Statistics is thrilled to announce a new select from Ziff Davis Enterprise – Manufacturing Professionals. This is a great new way to further target your upcoming promotions to an even deeper segment of Ziff Davis Enterprise’s readership. Reach business executives in manufacturing who are the ones in their companies with purchasing power. These decision-makers are top level executives, IT management, production/material management, sales & marketing management, material management plant operations managers, software/computer programmers, and engineers in manufacturing.

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### **About Ziff Davis Enterprise**

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PRESS RELEASE

## **Statistics Announces List Management of Software Magazine**

April 20, 2010

Danbury, CT-based list management and list brokerage firm Statistics announces list management of Software Magazine, the Software Decision Journal and home of the Software 500 ranking of the world's largest software and services firms. Software Magazine has been a brand name in the industry for over 30 years assisting its IT Management readers with narrowing down the software products and service providers they choose to work with in tackling business priorities. Software Magazine is the source for dedicated software executives, from mid-size to large companies, who are looking to solve today's toughest IT related business issues including, optimizing the IT infrastructure of their businesses.

For postal information, contact Paul Cabiati, ext. 137, email: [p.cabiati@statistics.com](mailto:p.cabiati@statistics.com).

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PRESS RELEASE

## **Statistics Announces a New Select from Ziff Davis Enterprise**

April 23, 2010

Danbury, CT-based list management and list brokerage firm Statistics is thrilled to announce a new select from Ziff Davis Enterprise – Chief Financial Officers. This is a great new way to further target your upcoming promotions to an even deeper segment of Ziff Davis Enterprise’s readership. Reach CFOs who are the key financial personnel responsible for all financial and accounting aspects of their companies. These decision makers have a variety of responsibilities including financial planning, record keeping, financial reporting, and managing financial risks of the business or agency.

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PRESS RELEASE

## **Statistics Announces a New Select from Ziff Davis Enterprise**

April 26, 2010

Danbury, CT-based list management and list brokerage firm Statistics is thrilled to announce a new select from Ziff Davis Enterprise – Financial Professionals. This is a great new way to further target your upcoming promotions to an even deeper segment of Ziff Davis Enterprise’s readership. Reach financial professionals who are in charge of budgeting and planning, payroll, taxes and all other aspects of accounting. These individuals are CFOs, Vice Presidents of Finance, Controllers, CPAs, Treasurers and Financial Managers.

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PRESS RELEASE

## **Statistics Announces a New Select from Ziff Davis Enterprise**

May 4, 2010

Danbury, CT-based list management and list brokerage firm Statistics is thrilled to announce a new select from Ziff Davis Enterprise – IT Professionals. This is a great new way to further target your upcoming promotions to an even deeper segment of Ziff Davis Enterprise's readership. Reach the decision makers who are responsible for approving purchases for everything from computers to software, services and more.

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## PRESS RELEASE

### **Statistics Launches a New File – Holistic Health Professionals**

May 7<sup>th</sup>, 2010

Danbury, CT-based list management and list brokerage firm Statistics is proud to launch a new file – Holistic Health Professionals.

This file allows you to reach Holistic Health Professionals who follow a philosophy of medical care that views physical and mental aspects of life as closely interconnected and equally important approaches to treatment.

Reach licensed health care professionals including acupuncturists, chiropractors, massage therapists, medical doctors, naturopaths, oriental medicine practitioners, osteopaths, psychologists, registered nurses, holistic doctors and practitioners.

For additional information, contact: Nancy Spielmann at (203) 778-8700, ext. 106 or by email: [n.spielmann@statistics.com](mailto:n.spielmann@statistics.com).

# PRESS RELEASE

## **Statistics Launches a New File – RetirementJobs.com**

May 13, 2010

Danbury, CT-based list management and list brokerage firm Statistics is proud to launch a new file – RetirementJobs.com.

Reach individuals age 50+ who look to [www.RetirementJobs.com](http://www.RetirementJobs.com) to seek work that reaches their lifestyle and economic security needs. Perfect for marketers from financial services, healthcare, pharmaceutical and travel industries targeting Americans age 50+.

RetirementJobs.com, Inc. was founded in 2005 by a team of professionals with senior executive backgrounds in media, online recruiting and human capital management. RetirementJobs.com identifies companies most-suited for older workers and matches them with active, productive, conscientious, mature adults seeking a job or project that matches their lifestyle.

RetirementJobs.com goal is to identify companies most-suited to older workers and match them with active, productive, conscientious, mature adults seeking a job or project that matches their lifestyle.

For additional information, contact: Karl Renelt at (203) 778-8700, ext. 112 or via email: [k.renelt@statistics.com](mailto:k.renelt@statistics.com).

PRESS RELEASE

## **Statistics Announces a New Select from Ziff Davis Enterprise**

May 27, 2010

Danbury, CT-based list management and list brokerage firm Statistics is thrilled to announce a new select from Ziff Davis Enterprise – Chemical Manufacturing Professionals. This is a great new way to further target your upcoming promotions to an even deeper segment of Ziff Davis Enterprise’s readership. Reach CEOs, presidents, owners, partners, managers, supervisors, engineers, scientists, chemists and others.

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