

PRESS RELEASE

**New to the Market!  
E-Subscribers from American Media, Inc.**

**Contact:** Nancy Spielmann  
Phone: (203) 778-8700, ext. 106 – email: [n.spielmann@statistics.com](mailto:n.spielmann@statistics.com)

July 19, 2011

Danbury, CT-based list management and list brokerage firm Statistics announces list rental of the E-Subscribers from American Media, Inc.

From the leading publisher in the celebrity journalism and health & fitness categories, American Media, Inc. now offers 43,991 digital subscribers to their popular titles: Fit Pregnancy, Flex, Men’s Fitness, Muscle & Fitness, Muscle & Fitness Hers, Natural Health, Shape and Star. Subscribers are tech savvy avid readers and early responders to technology transitioning from print to digital editions of their favorite magazine.

**About American Media, Inc.**

American Media, Inc. (AMI) owns and operates the leading celebrity and health & fitness media brands in the country. Their magazines have a combined total circulation of 6.8 million and reach more than 54 million men and women each month. Their digital properties reach an average of 10 million unique visitors and 100 million page views monthly.

## PRESS RELEASE

### **Under New Management!**

### **Sovereign Homestead's Military Heritage Magazine, WWII History Magazine, Otaku USA Magazine, and Sci Fi Magazine**

Contact: Nancy Spielmann

Phone: (203) 778-8700, ext. 106 – email: [n.spielmann@statistics.com](mailto:n.spielmann@statistics.com)

September 6, 2011

Danbury, CT-based list management and list brokerage firm Statistics is pleased to add four Sovereign Homestead titles, *Military Heritage Magazine*, *WWII History Magazine*, *Otaku USA Magazine*, and *Sci Fi Magazine*, to our portfolio of consumer list properties. The publications reach history enthusiasts, veterans, Anime enthusiasts, and tech-centric movie goers.

*Military Heritage Magazine* is the most smartly written magazine on the history of armed conflict. From ancient times to present conflicts and war, Military Heritage brings history to life. It reaches avid readers and history enthusiasts who embrace the significance of battles and wars that helped shape the world as we know it today.

*WWII History Magazine* readers are passionate about World War II history and the events that affect the world we live in today. Subscribers include history enthusiasts, veterans and those who seek information on the battles, strategies, and tactics related to World War II.

*Otaku USA Magazine* covers Japanese Anime, Manga, cosplay, computer games and Japanese pop culture (J-Pop), written from an American point of view. Otaku USA Magazine reaches a consumer audience that enjoys, consumes, and purchases content in print and digital formats.

*Sci Fi Magazine* reaches readers behind-the-scenes of the latest movies and TV shows by featuring the writers, directors, and stars unveiling details of the story, production, soundtrack, and special effects. Sci Fi Magazine also includes reviews of books, games, and DVDs before they are released.

## PRESS RELEASE



## New to the Market! Cape Cod HOME

**Contact:** Nancy Spielmann  
Phone: (203) 778-8700, ext. 106, email: [n.spielmann@statistics.com](mailto:n.spielmann@statistics.com)

November 3, 2011

Danbury, CT-based list management and list brokerage firm Statistics is pleased to introduce Cape Cod HOME to the list rental marketplace. Cape Cod HOME is a bimonthly publication offering ideas and inspiration to first and second homeowners looking to add that special Cape and Islands feel to their homes. The magazine is brimming with articles on all the very best that this Massachusetts coastal region has to offer.

Cape Cod HOME features articles on architecture, remodeling, interior design, gardening, arts & antiques, cooking and entertaining. This direct mail sold audience has an average income of \$244,377 and an average age of 48.

These subscribers are the perfect prospects for home furnishing and decorating, shelter publications and humanitarian fundraising offers.

## PRESS RELEASE



### **Under New Management! Amish Book Buyers from James Direct Hydrogen Peroxide Book Buyers from James Direct**

**Contact:** Nancy Spielmann  
P: (203) 778-8700, ext. 106, email: [n.spielmann@statistics.com](mailto:n.spielmann@statistics.com)

November 2, 2011

Danbury, CT-based list management and list brokerage firm Statistics is pleased to announce list management of the Amish Book Buyers and Hydrogen Peroxide Book Buyers from James Direct, formerly managed by Macromark. *Amish Gardening Secrets*, *Amish Health Secrets* and *The Magic of Hydrogen Peroxide* offer simple, “back-to-the-earth” approaches towards living. This audience of age 55+ book buyers is composed of environmentally aware consumers who will respond well to green offers such as health, beauty products, “back-to-basics” subscriptions, environmental fundraising appeals and senior-related offers.

*Amish Gardening Secrets*: Discover the special gardening secrets the Amish use to produce huge tomato plants and bountiful harvests. This collection contains over 800 gardening hints, suggestions, time savers and tonics that have been passed down over the years in Amish communities and elsewhere.

*Amish Health Secrets*: Discover why the Amish have lower rates of cancer, heart disease and blood pressure than the average American. This is remarkable new collection of health cures from families in Ohio’s Amish Country.

*The Magic of Hydrogen Peroxide*: An ounce of hydrogen peroxide is worth a pound of cure! Hundreds of health cures, household uses and home remedy uses for hydrogen peroxide can be found in this book.

PRESS RELEASE



**Under New Management!**

**OK! Magazine from American Media Inc.**

(Formerly managed by Specialists Marketing Services, Inc.)

**Contact:** Nancy Spielmann  
Phone: (203) 778-8700, ext. 106 – Email: [n.spielmann@statistics.com](mailto:n.spielmann@statistics.com)

December 2, 2011

Danbury, CT-based list management and list brokerage firm Statistics is pleased to announce list management of OK! Magazine from American Media Inc. OK! Magazine is packed with sizzling stories, the best photographs, exclusives and the hottest stars from the world of showbiz and entertainment, bringing you the truth and the inside scoop about celebrities. Whether it's movies, music, TV, celebrity weddings, babies, fashion, break-ups or make-ups, OK! Magazine gets up close and personal with the stars.

The OK! Magazine subscribers spend an average of \$34.95 per year for 52 issues. 86% of the readership is women with a median age of 28 and a median household income of \$61,195. 58% of the readers have children in the household and consistently purchase HBA, fashion/apparel, food, technology, entertainment and childcare products.

**About American Media Inc.**

American Media, Inc. is the leading publisher of celebrity journalism and health and fitness magazines in the U.S. The publications include Star, Globe, National Enquirer, National Examiner, Country Weekly, Shape, Natural Health, Fit Pregnancy, Muscle & Fitness Her, Men's Fitness, Muscle & Fitness and Flex.