

# Lists, Licensing & Reprints

## List Rentals



PW's sister company DM2 is a full-service list management division of Reed Business Information. DM2 offers a full range of postal, e-mail and telemarketing lists. Its staff of direct marketing experts have extensive knowledge of the public and private library field and can help you select a list of your best prospects with 14.5 million circulation-quality postal lists and 1.8 million e-mail addresses.

*For more information, please speak with your PW sales representative.*

## Advertising Performance Study

PW offers advertising performance surveys so you can gauge the effectiveness of your marketing message. The PW Advertising Performance Study report shows which ads were seen and read

in a particular issue, the reader's reaction to the ads, and their image of your product or company.

## Licensing

PW's critical reviews of books and audiobooks are available for your electronic merchandising and marketing needs. Our electronic archive of reviews dates back to 1987 and includes every PW review to date in every category. Our licensing programs are simple to start and easy to customize. Pilot programs are also available.

*Contact Rachel Dicker, Director of Business Development, at 646-746-6862 or rdicker@reedbusiness.com for details.*

## Reprints

Reprints of issues and specific articles are available. Contact your sales representative for more information.

# PUBLISHERS WEEKLY Sales Offices

## ADVERTISING SALES OFFICES

### *Publishers Weekly*

360 Park Avenue South  
New York, NY 10010  
Fax: 646-746-6549

### **William McGorry**

Executive VP, Group Publisher  
646-746-6543  
wmcgorry@reedbusiness.com

### **David Nudo**

Publisher  
646-746-6437  
david.nudo@reedbusiness.com

### **Cevin Bryerman**

Associate Publisher  
646-746-6654  
cbryerman@reedbusiness.com

### **Krista Rafanello**

Marketing Manager  
646-746-6420  
krista.rafanello@reedbusiness.com

## ADVERTISING INQUIRIES

### **NEW YORK & NORTHEAST/EUROPE**

**Hannah Volkman**  
646-746-7020  
hvolkman@reedbusiness.com

### **NEW YORK/MID-ATLANTIC & FLORIDA**

**Joe Murray**  
646-746-7059  
jomurray@reedbusiness.com

### **MIDWEST/SOUTH/CANADA & RELIGION**

**Matthew Hurley**  
291 Carriage Court  
Bolingbrook, IL 60490  
Tel: 630-759-7136  
Fax: 630-759-7099  
mhurley@reedbusiness.com

### **WESTERN U.S. & SOUTHWEST/ WESTERN CANADA**

**Chris Kahn**  
3684 Happy Valley Road  
Lafayette, CA 94549  
Tel: 925-284-4050  
Fax: 925-284-4051  
ckahn@reedbusiness.com

## ASIA & SPECIAL MARKETS

**Jim Levitt**  
14981 Sutton Street  
Sherman Oaks, CA 91403  
Tel: 818-905-9989  
Fax: 818-906-2025  
Pwint4981@sbcglobal.net

## CLASSIFIED ADVERTISING

**Yuki Atsumi**  
646-746-6949  
yuki.atsumi@reedbusiness.com

## ADVERTISING CORRESPONDENCE & INSERTIONS ORDERS TO:

**Patricia Conn**  
Advertising Contract Coordinator  
*Publishers Weekly*  
360 Park Avenue South  
New York, NY 10010  
646-746-6604 Fax: 646-746-6467  
pconn@reedbusiness.com

## ADVERTISING MATERIALS TO:

**Jerry Arotzky**  
Advertising Production Manager  
*Publishers Weekly*  
360 Park Avenue South  
New York, NY 10010  
646-746-6603  
Fax: 646-746-6467  
jarotzky@reedbusiness.com

## GENERAL ADVERTISING INQUIRIES

**Marisol Avalos**  
marisol.avalos@reedbusiness.com  
646-746-6436



*Publishers Weekly*  
360 Park Avenue South  
New York, NY 10010  
Fax: 646-746-6598