

## News Media Leadership List®

who's who among, reporters, writers, editors, and producers in the leading, national news media

The News Media Leadership List® provides direct access by mail, telephone, and fax to over 33,000 journalists and opinion makers at over 2,300 of the nation's leading news media organizations.

The News Media Leadership List® is updated quarterly with information from each newly published edition of the *News Media Yellow Book*. Leadership Directories' editorial staff verifies all information in all listings in the *News Media Yellow Book* directly with each organization listed, prior to publication of each quarterly edition.

The News Media Leadership List® offers a wide range of selections to help you target your mailing or marketing campaign. Consultation with our account executives will help you to select only the names you need.

### The Leadership Lists® Guarantee

We guarantee that the information in our lists is current and accurate, and that the addresses are deliverable up to the date that the list is updated. We will reimburse mailers for postage on returns upon receipt of cancelled mail.

## News Media Yellow Book

Selects	Count
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Total Count (deduped) .....	31,638
Total Count with Phone (deduped).....	31,638
Total Count with Phone and Fax (deduped) .....	28,440
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Job Function	Count
Administrative Support .....	772
Executive Secretary, Assistant .....	392
Anchor, Newscaster .....	2104
Bureau Chief .....	621
Circulation .....	309
Columnist .....	1315
Editorial Page Columnist .....	29
Syndicated Columnist .....	307
Commentator, News Analyst, Panelist .....	30
Communications, Public Relations .....	564
Computers, Information Systems .....	362
Correspondent .....	1238
Chief Correspondent .....	27
Critic .....	402
Editor .....	12454
Assignment Editor .....	320
Contributing Editor .....	1508
Editorial Page Editor .....	230
Events Listings Editor .....	57
Editorial Board Member .....	136
Finance .....	10

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## Updated Quarterly January, April, July and October

**Total Count of Names** **31,638**

**Mailing List** ..... **\$0.19/name**

Includes name, title, and complete mailing address.  
File may be used only once.

**Minimum Order** **4,000 names (\$760)**

**Contact List** ..... **\$0.36/name**

Includes name, title, complete mailing address, telephone number, and fax number. File may be used for one year.

**Minimum Order** **2,000 names (\$720)**

**E-mail List** ..... **\$0.42/name**

We'll send your e-mails for you and provide reports on click-through and open rates. Opt-in and CAN-SPAM compliant.

**Minimum Order** **2,000 names (\$840)**

Names from all Leadership Lists® can be combined to reach the minimum order.

M=Per thousand names, F=Flat charge, N/C=No charge

### Selection Categories

Job Function .....	N/C
Job Title .....	N/C
Leadership Status .....	N/C
Subject - Reporter's Assignment .....	N/C
Regional Assignment .....	N/C
Media Type .....	N/C
Subject - Program or Periodical .....	N/C
Book Section .....	N/C
Gender .....	N/C
State, SCF, or Zip .....	N/C

### Services

Key coding ..... N/C

### Labels

4-up Cheshire labels ..... N/C

### Electronic File Format and Delivery

Electronic file formats available include comma separated text (.txt) or Microsoft Excel (.xls.). Please specify preference.

Diskette, CD-ROM, or cartridge ..... \$25/F

E-mail or FTP ..... \$50/F

**Please allow 3-4 business days for your order to be processed.**

### Shipping

Shipping charges apply to purchase of labels, magnetic tape, diskette, CD-ROM, and cartridge. Please specify preference.

FedEx Standard ..... \$50/F

FedEx 2-day ..... \$55/F

FedEx Priority Overnight ..... \$65/F

### Requirements

Sample mailing piece or telemarketing script, prepayment for first-time orders, and signed order confirmation and list rental agreement.

### Discounts

50% discount off base price on additional sets of labels. 20% commission to recognized brokers.

Job Function - continued

Host/Moderator	837
Human Resources	312
Recruitment	311
Librarian, Information Services	283
Meetings, Events, Conferences	79
Meteorologist	220
Ombudsman	29
Readers' Representative	28
Online Journalist	1200
Blogger	69
Operations	28
Producer	2449
Executive Producer	507
Publisher	708
Reporter	5822
Researcher	102
Talent, Guests Coordinator	17
Technology	10
Writer	2166
Contributing Writer	287
Editorial Page Writer	135

Job Title	Count
Chairman	44
Chief Executive Officer	134
Chief Information Officer	21
Chief Operating Officer	27
Chief Technology Officer	10

Leadership Status	Count
Chief Editorial Officer	1398
Head of Main Organization	1184
Senior Management	3372

Subject - Reporter's Assignment	Count
Advertising	29
Aerospace	32
Space	12
Aging, Senior Citizens	14
Agriculture	36
Animals	10
Apparel	10
Architecture	32
Arts, Culture, Entertainment	503
Automobiles	87
Aviation	28
Banking	69
Beauty	94
Beverages	45
Wine	32
Business	645
International Business	11
Small Business	43
Computers, Technology	383
Computer Hardware	17
Computer Software	14
Internet	34
Construction	13
Consumer Affairs	76

Dance	28
Defense	116
Armed Services, Military	35
National Security	38
Economics	185
Education	307
Elementary Education	14
Higher Education	79
Secondary Education	13
Electronics	24
Employment, Labor	74
Workplace, Career Issues	49
Energy	100
Oil and Gas	25
Environment	134
Family	71
Children, Teenagers	28
Parenting	10
Fashion	318
Fashion Accessories	44
Features	558
Film	157
Finance	436
Exchanges and Markets	173
Bonds	13
Commodities, Futures	16
Foreign Exchange	10
Mutual Funds	28
Stock Markets	41
Mergers and Acquisitions	12
Personal Finance	86
Taxes	21
Venture Capital	15
Food	280
Gambling	17
Garden	91
Government	198
Congress	105
Federal Government	28
Municipal Issues	65
Government Affairs	12
Lobbying	11
Health	377
Fitness	42
Home	148
Homeland Security	27
Immigration	28
Insurance	28
Intergovernmental Institutions	32
United Nations	32
Interior Design	36
International Affairs, Foreign Affairs	182
Investigative	248
Journalism, Media Issues	263
Radio	40
Television	155
Judiciary	127
Federal Courts	31
United States Supreme Court	15
Justice Department	16
Law	126

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Subject - Reporter's Assignment - continued

Law Enforcement	148
Crime	47
Police	108
Lifestyle	100
Manufacturing	27
Marketing	34
Medicine	150
Metals, Mining	24
Metropolitan Issues	789
Minority Affairs	44
Hispanic Affairs	14
Music	216
Classical Music	41
Pop	56
National Affairs	215
Nonprofit, Philanthropy	15
Obituaries	26
Opinion Page, Op-Ed Page	94
Outdoors	61
Pharmaceuticals	56
Biotechnology	34
Photography	104
Politics	366
Publishing	174
Books	173
Real Estate	171
Religion	111
Restaurants	59
Retail	84
Science	141
Securities and Exchange Commission	12
Social Issues	29
Society, People	53
Sports	1704
Automotive Racing	31
Collegiate Sports	149
High School Sports	85
Horse Racing	14
Professional Baseball	94
Professional Basketball	71
Professional Boxing	12
Professional Football	107
Professional Golf	47
Professional Hockey	35
Professional Soccer	16
Professional Tennis	13
State Department	13
State Issues	127
Telecommunications	53
Theater	81
Trade	28
Transportation	106
Airlines	30
Travel	228
Treasury Department	11
Utilities	26
Weather	112
White House	73
Women's Issues	18
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Regional Assignment	Count
Alabama	6
Arizona	2
Arkansas	1
California	5
Colorado	4
Connecticut	3
Florida	3
Georgia	2
Hawaii	3
Idaho	1
Illinois	4
Indiana	1
Iowa	1
Kansas	1
Louisiana	2
Maryland	1
Massachusetts	1
Michigan	2
Minnesota	2
Mississippi	3
Missouri	2
Montana	1
Nevada	4
New Jersey	1
New Mexico	1
New York	4
North Carolina	2
North Dakota	1
Ohio	5
Oklahoma	2
Oregon	4
Pennsylvania	2
Puerto Rico	1
Rhode Island	1
South Carolina	2
South Dakota	2
Tennessee	4
Texas	5
Utah	2
Vermont	1
Virginia	4
Washington	1
West Virginia	1
Wisconsin	2
Wyoming	1
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<b>Media Type</b>	<b>Count</b>
Corporations	648
Corporate Divisions, Offices	132
Public Companies	224
Subsidiaries	648
News Media	35384
Networks	2516
Radio Networks	372
Television Networks	2242
Broadcast Television Networks	670
Cable Television Networks	1240
News Bureaus	3264
News Services	1656
Feature Syndicates	361
Newswires	854
Online Media	1325
Programs	4919
Publications	22753
Newspapers	11587
Periodicals	11205
Publishers	654
Association Publishers	15
Directory Publishers	101
Magazine Publishers	286
Newsletter Publishers	322
Radio Stations	1784
Television Stations	5653
Nonprofit Sector	25
Think Tanks	23

<b>Subject - Program or Periodical</b>	<b>Count</b>
Advertising	78
Aerospace	67
Space	45
Aging, Senior Citizens	28
Agriculture	55
Apparel	126
Architecture	74
Arts, Culture, Entertainment	1158
Cultural Affairs	28
Graphic Arts	21
Automobiles	156
Aviation	64
Banking	69
Beauty	156
Beverages	34
Business	1023
Management	15
Chemicals	74
Communications, Public Relations	11
Computers, Technology	494
Construction	39
Consumer Affairs	53
Defense	178
Armed Services, Military	143
Economics	17
Education	184
Electronics	66
Employment, Labor	39
Energy	105
Environment	180

Family	180
Children, Teenagers	100
Fashion	341
Finance	643
Investments	46
Personal Finance	149
Taxes	32
Food	177
Garden	21
Gay, Lesbian Issues	47
General Editorial	459
Government	274
Congress	146
Federal Government	128
Health	361
Human Resources	11
Insurance	64
Interior Design	355
International Affairs, Foreign Affairs	118
Journalism, Media Issues	169
Law	226
Law Enforcement	18
Crime	18
Library	42
Market, Business Research Services	12
Marketing	47
Media	35374
Men's Issues	182
Metals, Mining	22
Minority Affairs	318
African-American Affairs	147
Asian-American Affairs	16
Hispanic Affairs	86
Music	56
National Evening News	103
National Morning News	76
National Weekend News	23
News Commentary	129
News Magazines	109
Nonprofit, Philanthropy	23
Outdoors	102
Pharmaceuticals	54
Photography	32
Politics	947
Public Affairs Programming	167
Publishing	299
Books	75
Real Estate	12
Regional News	3419
California News	435
Maryland News	100
New Jersey News	85
New York News	309
Washington, DC News	111
Religion	131
Retail	71
Science	137
Social Issues	42
Sports	698
Sunday Supplements	72
Talk, Interviews	350

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Subject - Program or Periodical - continued

Telecommunications . . . . .	27
Trade . . . . .	22
Transportation . . . . .	39
Travel . . . . .	273
Urban, City Issues . . . . .	328
Women's Issues . . . . .	471
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<b>Book Section</b>	<b>Count</b>
News Services . . . . .	1,527
Newspapers . . . . .	10,815
Networks . . . . .	2,086
Television Stations . . . . .	4,256
Radio Stations . . . . .	1,580
Programs . . . . .	224
Periodicals . . . . .	10,451
Non-U.S. Media . . . . .	552
Publishers . . . . .	632
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<b>Gender</b>	<b>Count</b>
Female (deduped) . . . . .	12,520
Male (deduped) . . . . .	18,242

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