

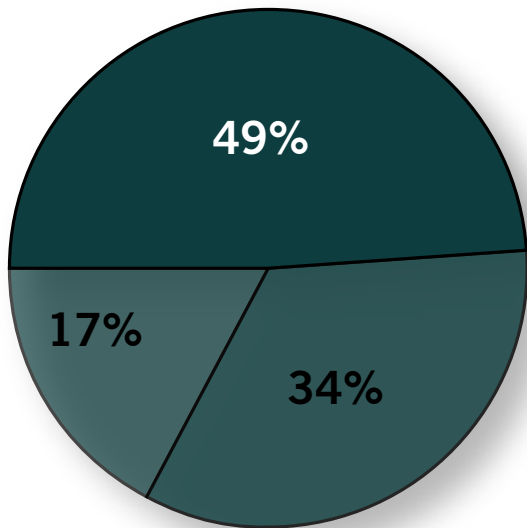


Combined Circulation and Buying Power – the New *millimeter* Audience.

A robust audience:*

- 40,000 Subscribers
- 100% Direct Request

Subscribers by job function*



- 49.0%** Corporate Management
- 34.0%** Production Management
- 17.0%** Technical Management & Engineering

Subscribers by primary business and industry*

| | |
|---------------------------------------|--------|
| Business/Public Sector | 1,780 |
| Production Services & Facilities | 18,166 |
| Post Production Services & Facilities | 5,987 |
| Ad Agency | 1,627 |
| TV Production | 4,241 |
| Audio for TV & Motion Pictures | 1,076 |
| Animation & Special Effects | 919 |
| Broadcast, Cable & TV | 5,433 |
| Systems Integration | 546 |
| Consulting VARs, Dealer, Distributor | 177 |
| Other | 48 |

*Publisher's own data based on May 2009 Issue. Exact figures subject to change.

** Includes: Production and Post Production Services and Facilities, TV Production (commercials and Programming), Audio for TV and Motion Pictures, Animate and Special Effects, and Broadcast, Cable and Network TV.

*** Includes: Business, Government, Medical, Education and Houses of Worship.

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Combined Circulation and Buying Power – the New *millimeter* Audience cont.

CONTENT + COMMUNITY



e-Newsletter subscribers*

66,300 Content + Community

40,000 HD Insider (formerly Affordable HD)

34,500 Newswire

Vistors to millimeter.com

- 2,762,571 page views over the last 12 months*
- 1,466,518 unique visitors over the last 12 months*
- 68% of subscribers visit the website at least monthly for their job**
- 98.8% of subscribers who visit the website are involved in the purchasing process for their organization**
- 28% of readers have used the website to source a supplier
- 24% of subscribers have used the site to locate a specific advertiser**



Combined audience is highly involved:

*millimeter****

- 98% of subscribers take action after reading product ads
- Nearly eight in 10 (78%) have visited an advertiser's website
- More than half (54%) indicate they have remembered a brand for future purchase considerations
- One in three (34%) have purchased products advertised

*Digital Content Producer*****

- 95% of subscribers are actively involved in the purchasing process
- Spending an average of \$65,465 per year on video production and post production equipment and services
- 66% expect their company's budget for video production and post production equipment and services to increase or stay the same in 2009
- 93% plan to purchase equipment or services in the next 12 months

* Publisher's Own Data

**2008 Online Demographics Survey, Penton Media. Survey conducted on digitalcontentproducer.com now millimeter.com.

***May-June 2007 *millimeter* AdPlus Study, Paramount Research

****December 2008 *Digital Content Producer* AdPlus Study, Paramount Research

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CONTENT
+
COMMUNITY

Target the Right Mix-Empowered Industry Professionals

Connecting You to the Expanding Market

The market served by the *millimeter* family of content and services represents the full range of film and video professionals working in entertainment and business media. These professionals work across sectors from corporate, marketing and advertising, to education, Hollywood, independent filmmaking, and web video. It includes a wide range of production professionals who are taking advantage of the content creation and distribution opportunities presented by digital video and HD.

Through a range of content and community services, *millimeter* takes your message to more than 40,000 industry professionals and beyond in market segments where the production of moving images is touching a growing number of market segments and individuals.

Spending Power

Visitors to *millimeter.com* estimate that they will spend, on average, \$106,200 in the coming year on equipment and services.*

- 20.8% spend more than \$100,000 annually*
- 55.4% visit *millimeter.com* at least monthly*

Online Accountability—Tracking Your Success

Customized reports are available online, 24 hours a day.
Reports include: • Number of impressions • Number of click-throughs

Reports are automatically generated in HTML format and can be exported to other programs for increased flexibility.

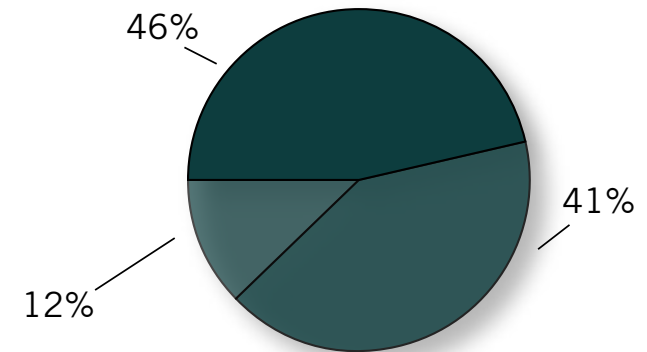
- 91% of Business Decision Makers (BDMs) say it's easier for them to recognize a brand when they see messages in multiple media.**
- BDMs rank industry-specific magazine Web sites one of the top 2 digital resources they rely on at their jobs. 63% of BDMs also say they expect to use industry-specific Web sites more in 2009.**

Visitors to *millimeter.com* are decision makers. They specify, recommend, approve, purchase, or influence the purchase of*:

| | |
|----------------------------|--------------------------------|
| 85.1% Video Products | 79.2% Computer Products |
| 79.7% Production Equipment | 73.5% Postproduction equipment |

The *millimeter.com* audience is empowered, and comprises your essential customer base.***

- 46% Production Management
- 41% Executive Management: CEOs, Presidents, GMs, owners, OPS managers, other management titles
- 12% Technical/Engineering: chief engineers, ops and recording engineers, technical directors



*2008 Online Demographics Survey, Penton Media. Survey conducted on digitalcontentproducer.com now millimeter.com.
 **2007, Forrester Research, Inc., Forrester Consulting Survey On behalf of American Business Media
 ***July 2008 AdPlus Study, Paramount Research. Survey conducted on digitalcontentproducer.com now millimeter.com.

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