

NATIONAL MEDIA DIRECTORIES

By David M. Freedman and Paula Levis Suita

Title and Publisher	Printed Directories [CD-ROM info in brackets]	Online Databases
Cision (formerly Bacon's) Chicago, IL 866-639-5087 www.cision.com		One-year subscription for single user \$5,000 minimum. Includes media contacts (international), research, monitoring, distribution services. <i>1.11 million media outlets and personal contacts</i>
BurrellesLuce Livingston, NJ 866-876-3342 www.burrellesluce.com		One-year subscription for single user \$1,995 – additional users \$295 each Includes media contacts (incl. North & South America, UK), research, monitoring, distribution services <i>76,000 media outlets, 380,000 personal contacts</i>
Bulldog Reporter's National PR Pitch Book Emeryville, CA 800-959-1059 www.bulldogreporter.com	Business & consumer media \$549 Issues, policy & politics \$549 Health, fitness & medicine \$499 Computers & technology \$499 Food, hospitality & travel \$499 Investment, banking & financial \$499 <i>Total 13,000 outlets, 50,000 journalists</i>	
Editor & Publisher Year Book New York, NY 800-641-2030 www.editorandpublisher.com	Worldwide daily newspapers plus news syndicators & distributors \$140 USA & Canada weekly & special newspapers \$125 (2006 prices) <i>1,600 daily newspapers; 7,000 weekly newspapers; 1,400 shopper/TMC newspapers; 1,300 specialty newspapers</i>	One-year online subscription \$695

<p>Gebbie Press All-in-One Media Directory New Paltz, NY 845-255-7560 www.gebbieinc.com</p>	<p>Print edition, one volume \$165 (does not include e-mail addresses or URLs) [CD-ROM edition \$435 (includes e-mail & URLs)] <i>24,000 media outlets</i> Daily & weekly newspaper CD-ROM \$165 Radio & TV CD-ROM \$165 Trade & consumer mags CD-ROM \$165</p>	
<p>Ulrich's Periodicals Directory R.R. Bowker, Inc. New Providence, NJ 800-526-9537 www.ulrichsweb.com</p>	<p>Four-volume set \$875</p>	<p>One-year subscription \$3,500 per office (2006 price)</p>
	<p><i>250,000 periodicals in 200 countries: newspapers, magazines, newsletters, e-zines, academic journals, monographic series, etc.</i></p>	
<p>Oxbridge MediaFinder New York, NY 800-955-0231 www.mediafinder.com</p>	<p>[Standard Periodical Directory \$1,695 (CD-ROM \$1,995) – 58,000 periodicals in N. America. National Directory of Magazines \$995 (CD-ROM \$1,195) – 19,000 pubs in US/Canada. Oxbridge Director of Newsletters \$995 (CD-ROM \$1,195) – 13,000 pubs]</p>	<p>One-year online subscription \$1,295 <i>U.S. and Canadian periodicals: 70,000 magazines, journals, newsletters, newspapers, tabloids, catalogs, college publications, directories and yearbooks</i></p>
<p>News Media Yellow Book Leadership Directories, Inc. New York, NY 212-627-4140 www.leadershipdirectories.com/products/nmyb.htm</p>	<p>\$450 for one-year subscription Includes four updated editions per year <i>2,200 media outlets, 33,000 journalists Incl. news services, newspapers, networks, TV, radio, periodicals, foreign media, and publishers</i></p>	

All data were provided by the respective publishers, not verified independently.
Inclusion on this list does not imply an endorsement by the authors or Eminent Publishing Company.

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Below is a truncated screen shot of an “Outlet” page from the Cision online media directory. This page is the beginning of a description of the *Wall Street Journal*. A wealth of information is available under the seven tabs. Shown here is the information available under the Overview tab. Other tabs include Details, Contacts, Bureaus, etc. “EdCals” means editorial calendars. (Images reproduced with permission of Cision, Chicago.)

CISION | **MediaSource Premium**
Research / Contact

Home | Contacts | **Outlets** | EdCals | Projects | Distribution

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Outlet
 Wall Street Journal
 200 Liberty St
 Fl 11
 New York, NY 10281-1015
 United States of America
Phone: (212) 416-2000
Fax: (212) 416-4155
E-mail: nywireroom@dowjones.com
Web Site: <http://www.wsj.com>
Region: Mid-Atlantic
County: New York
Circulation: 2,043,235 Total Circulation
Source: North America

[Overview](#) | [Details](#) | [Contacts](#) | [Bureaus](#) | [Activities](#) | [Lists](#) | [EdCals](#)

Outlet Overview **Premium**

The Wall Street Journal is considered the most widely-read periodical in the nation's business and investment community. Information in the paper is also distributed to many Dow Jones outlets, including news service and specialized financial and commodity reports. The paper also produces tabloid-style supplements that appear several times each year called The Wall Street Journal Reports. Report topics include small business, world business, telecommunications, technology, executive pay and personal finance. There is also The Personal Journal that appears on Tuesdays, Wednesdays and Thursdays covering health, automotive, technology and personal finance. The Weekend Journal is published on Fridays and features entertainment and lifestyle-related news and issues. The Sunday Journal appears inside the business sections of many daily newspapers. The insert includes a variety of stories, most of which are written by reporters who work in the Money & Investing department. The lead time for feature and news coverage is one day to one week. The lead time for The Wall Street Journal Reports is three to five months, although stories are often developed during the two or three months immediately preceding the issue. The lead time for Marketlace and Enterprise is two months. Deadlines are at 5:30pm ET for in-depth business and Marketlace stories.

This truncated screenshot shows the depth of information available about one media contact, a *Wall Street Journal* columnist.

The screenshot displays the MediaSource Premium website interface. At the top, there is a navigation bar with the CISION logo and the text "MediaSource Premium Research / Contact". To the right of the logo are links for "HELP", "MY PROFILE", "FEEDBACK", and "LOGOUT". Below this is a secondary navigation bar with tabs for "Home", "Contacts", "Outlets", "EdCals", "Projects", and "Distribution". On the left side, there is a vertical menu with options: "Contact Search", "Contact Lists", "Contact Queries", and "New Contact". The main content area is titled "Contact" and features a "Back to Contact List" button. The contact information for Mr. Walter Mossberg is presented in two columns. The left column contains his name, title, outlet, and address. The right column lists his phone, fax, email, website, contact method, outlet region, county, and source. Below the contact information is a "Send Contact Information" button. At the bottom of the contact details, there is a horizontal tabbed interface with tabs for "Overview", "Details", "Outlet", "Activities", "Edcals", and "Lists". The "Overview" tab is selected, showing a "Contact Overview" section with a "Premium" label. The overview text describes Mossberg as a technology columnist for CNBC, provides a quote about his writing style, and includes a note about sending unsolicited products or faxes.

MediaSource Premium
Research / Contact

HELP MY PROFILE FEEDBACK LOGOUT

Home Contacts Outlets EdCals Projects Distribution

Contact Search
Contact Lists
Contact Queries
New Contact

Contact Back to Contact List

Mr. Walter Mossberg
Technology Columnist
Wall Street Journal
1025 Connecticut Ave NW
Ste 800
Washington, DC 20036-5477
United States of America
[Send Contact Information](#)

Phone: (202) 862-9287
Fax: (202) 862-9266
E-mail: mossberg@wsj.com
Web Site: <http://www.wsj.com>
Contact By: Direct Mail
Outlet Region: Mid-Atlantic
County: District Of Columbia
Source: North America

Overview Details Outlet Activities Edcals Lists

Contact Overview **Premium**

Mossberg is a Technology Columnist. He works out of the Washington, D.C. bureau. He is also a regular technology commentator for the CNBC network. He writes on hardware and software, mobile and cellular technology, modems and other high-tech products that enable readers to be more efficient. "Technology is a big part of our lives, in and out of business," he says. "I cover high technology that bridges people's personal and business lives. I try to relieve people of their guilt when it comes to using technology. I talk about practical computing issues and problems and how to solve them, in plain English."

His columns aim to help consumers make decisions that are important to their pocketbooks and personal lives. He describes the columns as "often based around comparison charts or photos. And they will try to provide buying information for what's in the stores, or sold online, even if the products have been there awhile."

Before sending him unsolicited products or faxes, call first to see if he is interested in the product or information. He says, "Never send gifts. Anything worth more than about 15 bucks will be returned." Thursdays and Fridays are good for contacting

CISION | **MediaSource Premium**
Research / Contact

HELP | MY PROFILE | FEEDBACK

Home | Contacts | Outlets | EdCals | Projects | Distribut

Contact Quick Search
[advanced contact search](#)

First Name:

Last Name:

Outlet:

[Search Tips](#)

Outlet Quick Search
[advanced outlet search](#)

Outlet:

[Search Tips](#)

Communications Cycle

Cision has the complete solution for all your media intelligence needs.

- ▶ [MediaSource Monitoring](#)
- ▶ [MediaSource Evaluation](#)

Knowledge Center

- ▶ [Quick Reference Guide](#)
- ▶ [Training&Support](#)
- ▶ [What's New?](#)
- ▶ [The Navigator](#)
- ▶ [Sourcelet&Sourcelet Experts](#)

My MediaWatch

Topic	Outlet	Item
Government & Politics	New York Observer	Jesse Wegman has been named as the new managing editor of The New York Observer. Earlier in his career, Wegman wrote for The A...
Arts & Entertainment	SPIN	Hartle Media has named Michael Endelman the front of book editor for Spin magazine, effective May 1. He was most recently a corr...
Society & Culture	SPIN	Hartle Media has named Michael Endelman the front of book editor for Spin magazine, effective May 1. He was most recently a corr...
Technology	SPIN	Hartle Media has named Michael Endelman the front of book editor for Spin magazine, effective May 1. He was most recently a corr...
Business & Finance	Crain's Chicago Business	Bruce Blythe has joined Crain's Chicago Business as an assistant managing editor. He was most recently a reporter for Bloomberg...
Education	Crain's Chicago Business	Bruce Blythe has joined Crain's Chicago Business as an assistant managing editor. He was most recently a reporter for Bloomberg...

My Activities

Activity	Project	Due	Created

My Lists

List	Items	Project	List Type
Small Business Writers	178	Main	Contact
Business- Biz weeklies	303	Main	Contact
Edcals Glamour	14	Main	EdCal
Travel42407	7	Main	Contact
ur list	124	Main	Contact
Dallas TX	214	Main	Outlet
Travel1234	5	Main	Contact
NP - New Mexico	63	Main	Outlet

This cropped screenshot shows the top of a Cision subscriber’s portal-like “home page,” from which he or she can access information about media outlets and individual contacts. This page offers search boxes (left column) for individual contacts and media outlets; customized news (“My MediaWatch”) aggregated at the top; a project calendar (“My Activities”) below that; and customized media contact lists (“My Lists”).