

Home Electronics Journal

Home Electronics Journal is a bi-weekly e-mail newsletter that reaches over 450,000 affluent consumer electronics enthusiasts. These readers are active electronics purchasers and early adopters of emerging technologies. This easy-to-read newsletter provides editorial perspective and product recommendations on topics including: TVs, home theater systems, digital cameras, computers, gaming systems and cellular phones.

REACH OVER 450,000 AFFLUENT CONSUMER ELECTRONICS ENTHUSIASTS*

- Readers rely extensively on the Internet/E-mail for researching new purchases
 - 35% check e-mail "continuously"
- During the past 12 months:
 - 96%+ have researched the purchase of one or more big-ticket consumer electronics products
 - Approximately 85% have made at least one purchase of at least \$500.00
 - More than 60% have made two or more purchases of at least \$500.00
- 58% male and 42% female
- Primarily from upscale, suburban households with children
- Top 10 products they're shopping for:
 - TVs, Digital Cameras, Cell Phones, Laptops, Home Theater Systems, Desktops, i-Pods, High Definition DVD Players

* Based on the March 2006 Reader Survey

FRESH SUBSCRIBER FILE AND DYNAMIC UPDATING

- 100% opt-in
- Niche audience = highly engaged readers
- Inactive readers dropped after 6 months
- Weekly subscriber updates
- 100% CAN SPAM compliant
- Rigorous list hygiene = high open and click rates *
 - Average open rate: 45%+
 - Average click through rate: .25% - 2.5%+

* Range covers variety of advertising options, creative and placement type

In This Issue:
Canon PowerShot S3IS
Canon PowerShot A40
EnerGelizer #7 Lithium Batteries

Home Electronics Journal

Week of June 5, 2006

Your Digital 'Point 'n Click' Options

It's that time of year again — when you'll likely be thinking about gifts for a) the new graduates in your life, b) Dad, or c) yourself! You might want to capture the upcoming graduation festivities on trusty JPEGs, or you're going somewhere spectacular for the summer requiring visual recording for posterity, maybe you enjoy e-mailing photos to friends, or just making a personalized screen saver. Whatever the reason for a digital camera purchase, advancing technology means you'll get more than ever for your money this year.

First, we'll mention that Nikon, Canon, and Kodak are now offering cameras with WiFi capabilities, meaning the camera will wirelessly send your photos back to your computer (assuming you have WiFi). If you need to have the latest thing, you might want to consider one of these, but early reviews are mixed, so we'll hold off on a solid recommendation for now.

All the best,

Steven R. Mitchell
Editor — HomeElectronicsJournal.com

Our Picks for Cameras and More

[Canon PowerShot S3IS \(\\$423-499\)](#)

The newest camera in Canon's high-end digital category (released in May), the S3IS is getting excellent reviews across the Web. The IS stands for "Image Stabilizer" technology. It has 6.0 megapixels, a 12x optical and 4x digital zoom

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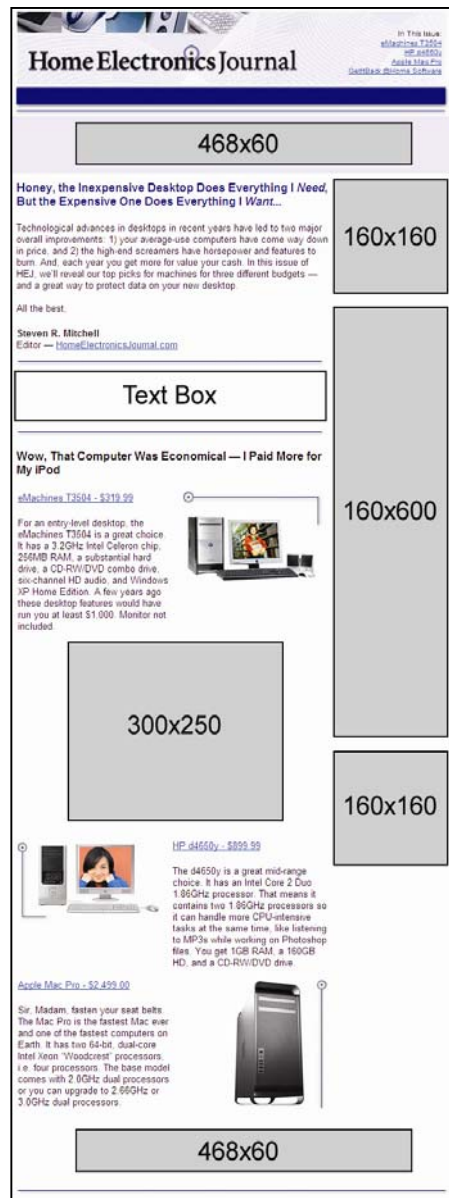
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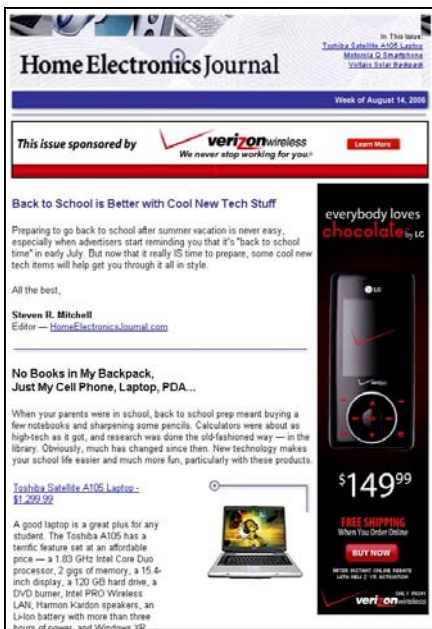
Special Edition Newsletters

Featuring a single advertiser, these special issues with 'advertorial' format (written by *Home Electronics Journal*) provide greater visibility and an opportunity to relay detailed product information. An ad from the sponsor is also included. A limited number of special editions are published annually.



Newsletter Banner Ads

Multiple ad placements are available in each issue. Our uncluttered design ensures that ads are seen and acted upon by readers.



Sponsorship

Advertisers get maximum ad exposure and can 'own' issue with our sponsorship opportunities. Sponsors get top banner ad plus at least one additional placement. Exclusive sponsorships may be negotiated.

About Thomas, Townsend & Kent:

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For more information, please e-mail sales@ttandk.com or call 312-266-6400

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