

FOR IMMEDIATE RELEASE

**ONLINE PUBLISHER THOMAS, TOWNSEND & KENT ESTABLISHES  
NEW E-MAIL NEWSLETTER ADVERTISING NETWORK**

**TTK Newsletter Network Allows Marketers to Reach Affluent Consumers Who Subscribe to  
Niche Lifestyle E-Magazines on Interests Ranging from Art and Travel to Technology**

CHICAGO (September 13, 2006) — Thomas, Townsend & Kent (TTK), publisher of a portfolio of niche e-mail newsletters that target the interests of active, affluent consumers, is now offering advertisers the opportunity to place network media buys across all of its popular e-publications.

Network buys now available with TTK's e-mail newsletters, which include *Art Travel Guide*, *Home Electronics Journal*, *Luxury Cruise News*, *Productivity Journal* and *Your Travel Insider*, will allow advertisers to efficiently increase their reach and frequency as compared to individual publication buys.

"Subscribers to our e-mail newsletters are 'e-savvy' consumers — they avidly use e-mail and frequently make online purchases — so pertinent messaging in their inbox is the ideal place to reach them," said Roy Weiss, TTK's executive vice president. "Our readers appreciate the concise, practical content and relevant advertising messages to help with their purchase decisions," he added.

The TTK Newsletter Network reaches 2.3 million unique subscribers monthly. This audience is 48 percent male and 52 percent female, with an average age of 44 and median household income of \$75,000. The average monthly newsletter circulation currently exceeds five million and is forecasted to surpass 5.7 million by the end of 2006.

"Our network media buys offer a tremendous opportunity for advertisers across a variety of categories — including financial services, automotive, and packaged goods — who need to generate awareness among consumers who 'make a lot and spend a lot,'" said Weiss.

For more information regarding advertising with the TTK Newsletter Network, please contact Angela Vogel at (312) 602-9604 or [avogel@thomastownsendandkent.com](mailto:avogel@thomastownsendandkent.com).

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**About Thomas, Townsend & Kent:** Chicago-based Thomas, Townsend & Kent ([www.thomastownsendandkent.com](http://www.thomastownsendandkent.com)) is an online publisher of a collection of popular e-mail newsletters that target affluent Americans and report on their specific interests — travel, art, fine dining, and consumer electronics. TTK publications include *Art Travel Guide*, *Home Electronics Journal*, *Luxury Cruise News*, *Productivity Journal* and *Your Travel Insider*, which offer a combined average circulation of more than five million each month. As part of the subscription process, readers provide demographic and purchase-intent data, which is continually updated through regular surveys conducted by TTK. This information allows marketers to connect with qualified prospects by advertising with the TTK Newsletter Network and sponsoring targeted solo e-mails to subscribers.