
Tween Sensibility, Spending And Influence

By Larissa Faw

Editor, YOUTH MARKETS ALERT

© 2010 EPM Communications, Inc.
ISBN: 978-1-935521-15-0

**All rights reserved. Contents may not be reproduced or reprinted
by any means without prior consent of the publisher.**

Ira Mayer, President & Publisher
Riva Bennett, Chief Operating Officer
Michele Khan, VP Marketing



19 W. 21st St., #303
New York, NY 10010
Phone: 212-941-0099
Fax: 212-941-1622
E-mail: info@epmcom.com
Online: www.epmcom.com

TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
PART 1: WHO ARE TODAY’S TWEENS?	5
Demographics	
Basic Population Data: Tweens By The Numbers	7
Exhibit 1.1: Youth Population By Age, Gender 2009	7
Exhibit 1.2: Youth Population By Age, 2010-2025	7
Exhibit 1.3: Those Who Live In Multi-Generational Homes	7
Academic Motivation	
Key Factors That Ensure Children And Engaged And Successful In School	8
Exhibit 1.4: Projected School Enrollment, 2010, 2014, 2017	8
Money Matters	
The Cost Of Raising A Child	9
Exhibit 1.5: Annual Spending, Married & Single With Kids	9
Chores Correlate With Money Savvy	10
Exhibit 1.6: Influence Of Chores On Child’s Financial Responsibility, 2010	10
Parents Take Divergent Views Of Their Kids’ Allowance	10
Likelihood Of Allowance Is Tied To Siblings	11
Exhibit 1.7: Amount Of Allowance Given To Kids, By Parents’ Age, 2009	11
Kids, Cash, And The Best Age To Start Working	11
Exhibit 1.8: Largest Single Amount Of Money Children Have Received As Gift, Say Parents	11
Exhibit 1.9: Age When Parents Should Let Children Start Working ‘Odd Jobs’ Such As Walking Dogs	11
Playtime	
At Age Nine, Kids’ Videogame Spending Soars, But Toy Purchases Plummet	12
Exhibit 1.10: Kids’ Budgets, By Age	12
Parents Play With Their Tweens Two Hours A Day	12
Exhibit 1.11: 7-12-Year-Olds Who Consider Themselves Very Good At Making Friends, By Country	13
Media Use	
Tween, Teen Online Habits Vary By Age And Gender	13
Exhibit 1.12: Tweens’ And Teens’ Online Activities, By Age Group, 2010	13
Exhibit 1.13: Tweens’ And Teens’ Online Communication, By Age Group, 2010	14
What Youth Watch On TV And Visit Online	14
Exhibit 1.14: Websites Kid Internet Users Under 15 Most Regularly Visit	14
Exhibit 1.15: TV Channels Kids Under 15 Most Regularly Watch	14
Today’s Tweens Regularly Watches Online Video; Equate Online Ads With TV Spots	15
Exhibit 1.16: Frequency Users Watch Online Video, By Age Group	15
Exhibit 1.17: Comparing Online Video Ads Vs. TV Ads, By Age Group	16
Digital Natives: How Tweens Use Search Engines	15
Media Usage Linked To Poor Grades	17
Exhibit 1.18: Media Usage, By Age, In Hours, Minutes	17

Techno Tweens	
Parents Outline The Most Appropriate Ages For Children To Get Their Own Tech Gadgets	.18
Exhibit 1.19: Best Age For Children To Have Their First Cellphone	.18
Exhibit 1.20: Best Age For Children To Have Their Own TV	.18
Exhibit 1.21: Best Age For Children To Have Their Own Computer	.18
Exhibit 1.22: Best Age For Children To Have Their Own Social Media Pages, Such As Facebook	.18
Stats Show 6-11-Cell Owners On Rise	.19
Exhibit 1.23: Tween Cell Ownership, 2005 And 2009, By Age	.19
Exhibit 1.24: Cellphone Activities Among 6-11-Year-Olds	.20
Mobile Content For Tweens: Tips To Reach The Target Audience	.20
Tween Online Purchasing Behaviors & Smartphone Habits	.20
Exhibit 1.25: Select Smartphone Activities, By Age	.21
Social Matters	
Tweens Share Similar Tastes With Parents	.21
Exhibit 1.26: It's So Annoying To Tweens When Parents...	.21
Tweens More Accepting As They Age	.21
Exhibit 1.27: Beliefs And Values Among 11-17-Year-Olds, By Age	.22
Children Have Liberal Views, Value Their Ethnic Heritage	.22
Parental Discipline Methods: Let's Talk	.22
Exhibit 1.28: Most Effective Discipline Methods, Say Parents	.22
Moms Stay Active In Tweens' Schooling	.23
Rumors, School Are Key Stressors For Tweens	.23
Exhibit 1.29 Top Challenges For Today's Tweens, According To Their Moms	23
PART 2: HOW MARKETERS REACH TWEENS AND THEIR GATEKEEPER PARENTS	.25
Gatekeepers Keep A Distance	
Moms Of Tweens Share Similar Tastes, Behaviors	.27
Exhibit 2.1 Top Influencers On Apparel Purchases, Moms Of Tweens Vs. Adults	.27
Exhibit 2.2 What Triggers An Online Search, Moms Of Tweens Vs. Adults	.27
Exhibit 2.3 Ways Moms Of Tweens, Adults Discuss Brands, Products, Services	.28
Tweens Look To Parents For Back-To-School Shopping Tips	.28
When Shopping With Tweens, Parents Keep Tight Reign On Girls' Apparel Choices	.28
Exhibit 2.4: Key Decision-Maker In Tween Clothing Buys	.28
Exhibit 2.5: How Tweens Shop For Clothes, By Gender	.29
Case: Apparel—Celebrity-Backed Youth Apparel Lines Need End Dates, Authenticity, And Athletes To Ensure Success	.29
Exhibit 2.6 Select Celebrity Apparel Lines, By Retailer, 2010	30
Case: Entertainment—Enduring Fandom: Charting The Most Effective Tactics For Attracting Today's Tween Music Lovers	.30
Case: Toys & Cable—Hasbro's Plan For Dominance: Guiding Both Entertainment And Toy Development	.31
Case: WWE Ages Down—WWE Rebrands As Family-Friendly	.32
Tween Influence/Tween Influencers	
Disney: Tweens Want To Emulate, Not Mimic	.33
Tween Girls Wield Most Influence Over Family Restaurants, Food	.33
Exhibit 2.7: What Tween Girls Have Influence Over In Household	.33
Tween Girl Use Of Beauty Products Rises	.34
Girl Scouts Organization Embraces Social Media	.34
Jewelry Designer Uses Celebrities To Appeal To Tweens	.34
Heelys Revamps Image	.34

EXECUTIVE SUMMARY

Tweens are a wily bunch. Just as soon as a marketer figures out a formula to connect with them, tweens — which this report defines as 8-14 — prove resistant to it. After the success of *High School Musical* and *Hannah Montana*, it appeared as though Disney had discovered the secret recipe, yet the entertainment company has struggled ever since. No luck with turning *KSM*, *Honor Society*, or *Allstar Weekend* into the next tween franchise. (Perhaps the secret formula mandates a franchise must include an H and an M.)

\$43 Billion In Annual Spending Power

Despite tweens' elusiveness to marketers, and well-intentioned if sometimes impractical efforts to restrain advertisers' attempts to reach them, they remain a prized demographic. Collectively this 21 million strong demographic wields \$43 billion in annual spending power.¹ Individually, tweens earn around \$12 a week in allowance.²

In the wake of the recession, tweens have proven themselves surprisingly savvy about finances. They understand the importance of saving and restraint. One in five have advised their parents to curb unnecessary purchases.³ Nevertheless, they are still impulsive, apt to blow their entire weekly allowance on candy or the latest fad. In fact, 47% of parents dole out their children's allowances knowing it will be spent rather than saved.⁴

The Transition Between Child And Teen

Today's tweens are happy and digitally-savvy. As their name suggests, tweens are transitioning from child to teen, which means they still cling to some child-like behaviors, while adopting older-skewing ones. For instance, they start purchasing a lot more videogames, while forgoing toys and crafts.⁵ The top website among those under age 15 is the adult-favored YouTube, yet this same group's top TV channels are the Disney Channel and Nickelodeon. PBS Kids attracts three times as many tween viewers as MTV (25% vs. 8%).⁶

Parents Can Never Be The 'Bad Guy' Or Villain

Unlike their teen counterparts, tweens are a combo package when it comes to capturing their spending and purchasing habits. Marketers need to address both tween and parent. For example, one recent campaign by Chef Boyardee highlights its "tasty" kid-friendly ravioli, while simul-

taneously telling mom that the dish offers full servings of vegetables. Importantly, when advertising to tweens, parents should never be portrayed as villains. Parents may be clueless and need to be “educated” by the tween — a familiar scenario in cellphone ads — but they are never the antagonists. Tweens don’t accept or support that type of representation. The “bad guy” needs to be a store clerk or principal.

Parents may be tough gatekeepers, but the tween rule their households. If there is ever any doubt on who rules the house, consider this: a tween girl has more influence over where her family dines out and the family’s grocery purchases than she does over her own clothing.⁷

¹C&R Research

²American Express

³American Express

⁴American Express

⁵NPD Group

⁶NPD Group

⁷AllyKatz.com

areas are least likely to feel this way.

Nearly half of U.S. 7-12-year-olds (46%) “always” eat their main meal at home with their family, according to Ikea. Only two in 10 parents (21%) say they rarely have time to eat together as a family. Even though 56% of tweens feel it’s more fun to eat while watching TV, only 26% of parents say their children regularly are allowed to do so.

More than three in four U.S. parents (77%) encourage their children to have lots of friends, rather than just one best friend. One in three parents (33%) say they always organize play dates in advance and 39% regularly arrange sleepovers so their children can maintain their friendships outside of school.

Tweens don’t need their parents help in making friends. More than half of 7-12-year-olds in the U.S. claim they are “very good at making friends,” according to Ikea. Tweens in Hungary are even more confident with their friend-making skills (75%) while those in Japan are least confident (37%).

SOURCE: Ikea, Mona Astra Liss, 420 Alan Wood Rd., Conshohocken, PA 19428; 610-834-0180, x5852; mona.liss@memo.ikea.com; www.playreport.org

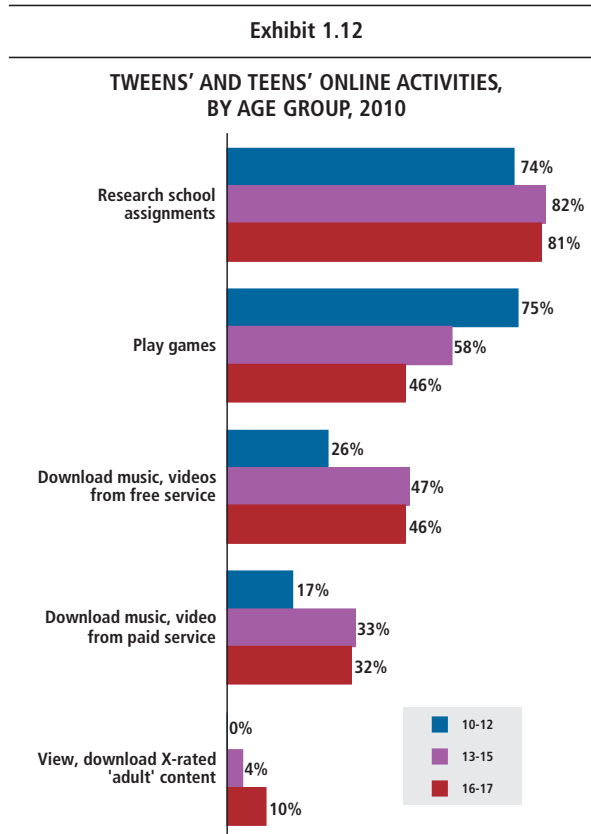
MEDIA USE

Tween, Teen Online Habits Vary By Age And Gender

Tweens and teens, regardless of their age, primarily access the Internet via their desktop computer, according to McAfee and Harris Interactive. Those ages 13-15 are more likely than ages 10-12 and 16-17 to go online via a cell/smart phone (31%, 11%, 27%) and videogame console (24%, 20%, 18%).

There are significant gender differences in Internet habits and behaviors. Girls, for instance, are more likely to access the Internet at a friend’s or relative’s house via laptop computer, or on a cell/smartphone. Boys are significantly more likely to go online using a videogame console.

Nine in 10 teen girls (90%) and 80% of teen boys regularly engage in online communication, with the percentage of those using social networks and instant messaging regularly increasing as they age. Those who blog



SOURCES: McAfee, Harris Interactive

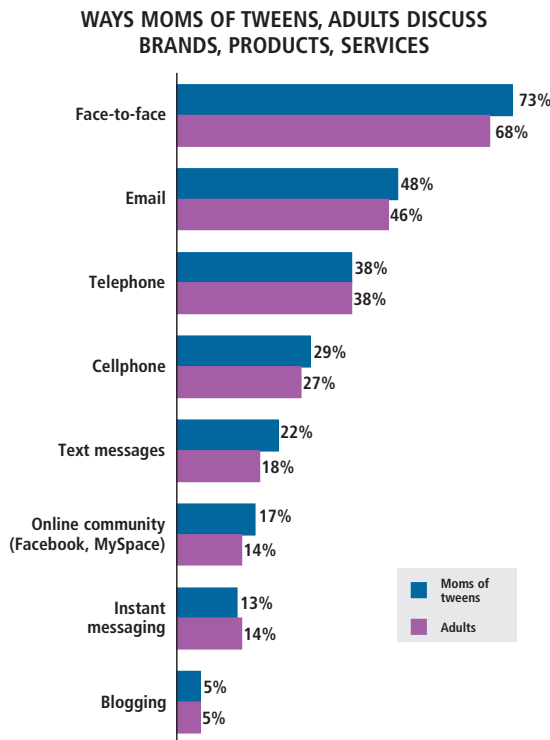
or post comments on other blogs doubles between ages 10-12 (7%) and 13-15 (14%). Similarly, those who chat online with people they don’t know also significantly rises between ages 10-12 (3%) and ages 13-15 (13%).

More than half of 10-17-year-olds download some kind of media online. The number of those who download music or videos free nearly doubles from 26% among 10-12-year-olds to 47% among 13-15-year-olds. Younger tweens 10-12 (75%) are more likely than ages 13-15 (58%) and ages 16-17 (46%) to play games.

Even though 69% of moms say their 13- and 14-year-old daughter is their best friend, according to Just Kid, tweens and teens still maintain secret lives away from them. Moreover, they are more likely to break away as they age. Only 27% of 10-12-year-olds hide what they do online from their parents, compared to 54% of 13-15-year-olds and 56% of 16-17-year-olds, according to McAfee and Harris Interactive.

While teens are more likely to hide their online actions, parents are less likely to keep

Exhibit 2.3



SOURCE: Retail Advertising & Marketing Association

SOURCE: Retail Advertising & Marketing Association, National Retail Federation, Kathy Grannis, 325 7th St. NW, #1100, Washington, DC 20004; 202-626-8189; grannisk@nrf.com; www.rama-nrf.org.

Tweens Look To Parents For Back-To-School Shopping Style

Nearly two in three moms of 6-12-year-olds (62%) have purchased back-to-school clothing for their child specifically because it reminds them of something they wore as a child, according to *Parents* magazine and Lands' End. At the same time, a similar percentage (65%) feel back-to-school wardrobes need to reflect their child's personality. Also:

- ▶ 94% of children are "somewhat" or "very involved" in back-to-school shopping.
- ▶ Parents are the most influential in helping children select back-to-school clothes (81%), followed by friends (55%), and celebrities/sports figures (17%).
- ▶ 17% of kids will use their own money to help purchase back-to-school items.

- ▶ 20% of kids wear uniforms to school. Among those who wear uniforms, girls are most likely to customize them via accessories such as scarves and jewelry. Boys rely on shoes to spruce up their uniforms.
- ▶ 79% of moms of uniform-wearing students purchase clothes online.
- ▶ Price (99%) and quality/durability (98%) are the most important factors in purchasing back-to-school attire. Fewer than one in four moms (22%) purchase less expensive items because they believe their kids will swiftly outgrow or damage them.
- ▶ 55% of moms purchase items that can be worn or passed down to their other children; 85% of kids' current wardrobes contain previously worn items.

SOURCES: Lands' End, Molly Hawkins, 5 Lands' End Ln., Dodgeville, WI 53595; 608-935-6089; molly.hawkins@landsend.com; www.landsend.com.

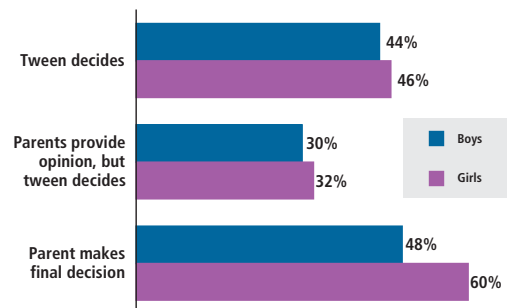
Parents magazine, Chandra Turner, Executive Editor, 375 Lexington Ave., 10th Fl., New York, NY 10017; 212-499-2000; chandra.turner@meredith.com; www.parents.com.

When Shopping With Tweens, Parents Keep Tight Rein On Girls' Apparel Choices

Nearly all tweens aged 8-12 (94%) have a parent with them when they shop for clothes, says the NPD Group. Parents tend to be more lenient with their sons than daughters in deciding where they shop and what they buy. More than one in three girls (36%)

Exhibit 2.4

KEY DECISION-MAKER IN TWEEN CLOTHING BUYS



NOTE: More than one response permitted.

SOURCE: NPD Group



ORDER FORM

NAME _____

PHONE _____

FOR IMMEDIATE SERVICE, CALL TOLL FREE 1-888-852-9467, OR 212-941-0099 DURING EAST COAST BUSINESS HOURS.

EPM Member Price applies to current paid newsletter subscribers

	PRICE	EPM MEMBER PRICE
LICENSING & MERCHANDISING		
The Licensing Letter		
1 Year Subscription (22 issues)	<input type="checkbox"/> \$467.00	<input type="checkbox"/> \$467.00
Licensing Letter Sourcebook		
Single-User CD-ROM	<input type="checkbox"/> \$379.00	<input type="checkbox"/> \$329.00
Print Edition	<input type="checkbox"/> \$379.00	<input type="checkbox"/> \$329.00
Single-User CD-ROM & Print Edition	<input type="checkbox"/> \$474.00	<input type="checkbox"/> \$424.00
Multi-User CD-ROM & Print Edition	<input type="checkbox"/> \$948.00	<input type="checkbox"/> \$823.00
Royalty Trends Report		
PDF & Download of Charts	<input type="checkbox"/> \$319.00	<input type="checkbox"/> \$219.00
Print Edition & CD-ROM	<input type="checkbox"/> \$319.00	<input type="checkbox"/> \$219.00
Print Edition, PDF & Download of Charts	<input type="checkbox"/> \$369.00	<input type="checkbox"/> \$269.00
The Licensing Business Handbook		
Print Edition	<input type="checkbox"/> \$69.95	<input type="checkbox"/> \$63.95
International Licensing: A Status Report		
Single-User PDF & Spreadsheets	<input type="checkbox"/> \$2195.00	<input type="checkbox"/> \$1995.00
Print Edition & Spreadsheets	<input type="checkbox"/> \$2195.00	<input type="checkbox"/> \$1995.00
Multi-User PDF & Spreadsheets	<input type="checkbox"/> \$5487.00	<input type="checkbox"/> \$4987.00
Licensing Business Databook		
Single-User PDF & CD-ROM	<input type="checkbox"/> \$695.00	<input type="checkbox"/> \$595.00
Print Edition & CD ROM	<input type="checkbox"/> \$695.00	<input type="checkbox"/> \$595.00
Multi-User PDF & CD-ROM	<input type="checkbox"/> \$1738.00	<input type="checkbox"/> \$1488.00
Sports Licensing Report		
Single-User PDF	<input type="checkbox"/> \$429.00	<input type="checkbox"/> \$329.00
Print Edition	<input type="checkbox"/> \$429.00	<input type="checkbox"/> \$329.00
Print Edition & Single-User PDF	<input type="checkbox"/> \$524.00	<input type="checkbox"/> \$424.00
Multi-User PDF	<input type="checkbox"/> \$1073.00	<input type="checkbox"/> \$823.00
Licensing Metrics: How To Measure The Success Of Consumer Products Licensing Programs		
Single-User PDF	<input type="checkbox"/> \$249.00	<input type="checkbox"/> \$199.00
Print Edition	<input type="checkbox"/> \$249.00	<input type="checkbox"/> \$199.00
Multi-User PDF	<input type="checkbox"/> \$623.00	<input type="checkbox"/> \$498.00
Retail Pricing Of Licensed Vs. Non-licensed Merchandise		
Single-User PDF	<input type="checkbox"/> \$295.00	<input type="checkbox"/> \$295.00*
Print Edition	<input type="checkbox"/> \$295.00	<input type="checkbox"/> \$295.00*
Print Edition & Single-User PDF	<input type="checkbox"/> \$335.00	<input type="checkbox"/> \$335.00
Multi-User PDF	<input type="checkbox"/> \$738.00	<input type="checkbox"/> \$738.00

*One copy free w/subscription to THE LICENSING LETTER

	PRICE	EPM MEMBER PRICE
CONSUMER SPENDING & RESEARCH		
Research Alert		
1 Year Subscription (24 issues)	<input type="checkbox"/> \$389.00	<input type="checkbox"/> \$389.00
Research Alert Yearbook		
Single-User PDF	<input type="checkbox"/> \$329.00	<input type="checkbox"/> \$229.00
Print Edition	<input type="checkbox"/> \$329.00	<input type="checkbox"/> \$229.00
Print Edition & Single-User PDF	<input type="checkbox"/> \$379.00	<input type="checkbox"/> \$279.00
Multi-User PDF & Print Edition	<input type="checkbox"/> \$823.00	<input type="checkbox"/> \$573.00
Hispanic Marketing: Addressing Acculturation		
Single-User PDF	<input type="checkbox"/> \$179.00	<input type="checkbox"/> \$149.00
Print Edition	<input type="checkbox"/> \$179.00	<input type="checkbox"/> \$149.00
Print Edition & Single-User PDF	<input type="checkbox"/> \$219.00	<input type="checkbox"/> \$189.00
Multi-User PDF	<input type="checkbox"/> \$448.00	<input type="checkbox"/> \$373.00
EPM's Guide To The Christian Marketplace		
Single-User PDF	<input type="checkbox"/> \$249.00	<input type="checkbox"/> \$199.00
Print Edition	<input type="checkbox"/> \$249.00	<input type="checkbox"/> \$199.00
Multi-User PDF	<input type="checkbox"/> \$623.00	<input type="checkbox"/> \$498.00
How Americans Use Social Media		
Single-User PDF	<input type="checkbox"/> \$199.00	<input type="checkbox"/> \$129.00
Print Edition	<input type="checkbox"/> \$199.00	<input type="checkbox"/> \$129.00
Multi-User PDF	<input type="checkbox"/> \$497.00	<input type="checkbox"/> \$323.00
101 Charts About Men		
Single-User PDF	<input type="checkbox"/> \$249.00	<input type="checkbox"/> \$199.00
Print Edition	<input type="checkbox"/> \$249.00	<input type="checkbox"/> \$199.00
Multi-User PDF	<input type="checkbox"/> \$623.00	<input type="checkbox"/> \$498.00
Profiles Of The U.S. Internet User		
Single-User PDF	<input type="checkbox"/> \$169.00	<input type="checkbox"/> \$129.00
Print Edition	<input type="checkbox"/> \$169.00	<input type="checkbox"/> \$129.00
Print Edition & Single-User PDF	<input type="checkbox"/> \$209.00	<input type="checkbox"/> \$169.00
Multi-User PDF	<input type="checkbox"/> \$423.00	<input type="checkbox"/> \$323.00
Private Label Consumers		
Single-User PDF	<input type="checkbox"/> \$299.00	<input type="checkbox"/> \$249.00
Print Edition	<input type="checkbox"/> \$299.00	<input type="checkbox"/> \$249.00
Print Edition & Single-User PDF	<input type="checkbox"/> \$339.00	<input type="checkbox"/> \$289.00
Multi-User PDF	<input type="checkbox"/> \$748.00	<input type="checkbox"/> \$623.00
Consumer Behavior Handbook		
Print Edition	<input type="checkbox"/> \$385.00	<input type="checkbox"/> \$335.00
Single-User PDF	<input type="checkbox"/> \$385.00	<input type="checkbox"/> \$335.00

PAGE 1 SUBTOTAL



ORDER FORM

NAME _____

PHONE _____

FOR IMMEDIATE SERVICE, CALL TOLL FREE 1-888-852-9467, OR 212-941-0099 DURING EAST COAST BUSINESS HOURS.

EPM Member Price applies to current paid newsletter subscribers

	PRICE	EPM MEMBER PRICE
Brand & Package Likeability		
Single-User PDF	<input type="checkbox"/> \$395.00	<input type="checkbox"/> \$295.00
Print Edition	<input type="checkbox"/> \$415.00	<input type="checkbox"/> \$315.00
Print Edition & Single-User PDF	<input type="checkbox"/> \$510.00	<input type="checkbox"/> \$410.00
Multi-User PDF& Print Edition	<input type="checkbox"/> \$987.00	<input type="checkbox"/> \$737.00
Research Alert's Consumer Segmentation Survey		
Single-User PDF	<input type="checkbox"/> \$279.00	<input type="checkbox"/> \$229.00
Print Edition	<input type="checkbox"/> \$279.00	<input type="checkbox"/> \$229.00
Multi-User PDF	<input type="checkbox"/> \$698.00	<input type="checkbox"/> \$573.00
The EPM Fad Study		
Single-User PDF	<input type="checkbox"/> \$95.00	<input type="checkbox"/> \$95.00
Multi-User PDF	<input type="checkbox"/> \$238.00	<input type="checkbox"/> \$238.00
Little Black Book of Research Resources		
PDF Edition	<input type="checkbox"/> \$79.95	<input type="checkbox"/> \$79.95
Retail Business Market Research Handbook		
Print Edition	<input type="checkbox"/> \$385.00	<input type="checkbox"/> \$335.00
Single-User PDF	<input type="checkbox"/> \$385.00	<input type="checkbox"/> \$335.00
YOUTH MARKET		
Youth Markets Alert		
1 Year, Single-User PDF	<input type="checkbox"/> \$447.00	<input type="checkbox"/> \$447.00
1 Year, PDF for up to 10 users	<input type="checkbox"/> \$1117.00	<input type="checkbox"/> \$1117.00
1 Year, PDF for unlimited company-wide distribution	<input type="checkbox"/> \$2235.00	<input type="checkbox"/> \$2235.00
How Tweens & Teens Use Social Media		
Single-User PDF	<input type="checkbox"/> \$129.00	<input type="checkbox"/> \$99.00
Print Edition	<input type="checkbox"/> \$129.00	<input type="checkbox"/> \$99.00
Print Edition & Single-User PDF	<input type="checkbox"/> \$169.00	<input type="checkbox"/> \$139.00
Multi-User PDF	<input type="checkbox"/> \$323.00	<input type="checkbox"/> \$248.00
Teen Media Use		
Single-User PDF	<input type="checkbox"/> \$169.00	<input type="checkbox"/> \$129.00
Print Edition	<input type="checkbox"/> \$169.00	<input type="checkbox"/> \$129.00
Print Edition & Single-User PDF	<input type="checkbox"/> \$209.00	<input type="checkbox"/> \$169.00
Multi-User PDF	<input type="checkbox"/> \$423.00	<input type="checkbox"/> \$323.00
Teen Spending and Influence		
Single-User PDF	<input type="checkbox"/> \$199.00	<input type="checkbox"/> \$99.00
Print Edition	<input type="checkbox"/> \$199.00	<input type="checkbox"/> \$99.00
Multi-User PDF	<input type="checkbox"/> \$497.00	<input type="checkbox"/> \$248.00
Tween Sensibility, Spending And Influence		
Single-User PDF	<input type="checkbox"/> \$249.00	<input type="checkbox"/> \$149.00
Print Edition	<input type="checkbox"/> \$249.00	<input type="checkbox"/> \$149.00
Multi-User PDF	<input type="checkbox"/> \$622.00	<input type="checkbox"/> \$372.00

WOMEN'S MARKET

Marketing to Women

1 Year Subscription (12 issues) \$357.00 \$357.00

All About Women Consumers

Single-User PDF \$299.00 \$239.00Print Edition \$299.00 \$239.00Print Edition & Single-User PDF \$349.00 \$289.00Multi-User PDF & Print Edition \$748.00 \$598.00

What Moms Think And Do

Single-User PDF \$199.00 \$99.00Print Edition \$199.00 \$99.00Print Edition & Single-User PDF \$169.00 \$139.00Multi-User PDF \$497.00 \$248.00

ENTERTAINMENT MARKETING

Entertainment Marketing Letter

1 Year, Single-User PDF \$449.00 \$449.001 Year, PDF for up to 10 users \$1123.00 \$1123.001 Year, PDF for unlimited company-wide distribution \$2245.00 \$2245.00

Entertainment Marketing Sourcebook

Single-User CD-ROM \$379.00 \$329.00Print Edition \$379.00 \$329.00Single-User CD-ROM & Print Edition \$474.00 \$424.00Multi-User CD-ROM & Print Edition \$948.00 \$823.00

PAGE 2 SUBTOTAL



ORDER FORM

Use this form to order EPM Communications, Inc. products or services.

**FOR IMMEDIATE SERVICE, CALL TOLL FREE 1-888-852-9467, OR 212-941-0099 DURING EAST COAST BUSINESS HOURS.
OR ORDER AT WWW.EPMCOM.COM**

SHIPPING INFORMATION

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____

To have books shipped via FEDEX in U.S./Canada (FREE for On-Demand Advertising & Marketing and International Licensing: A Status Report), add \$30 per book or write your FEDEX # here:

SIGNATURE (REQUIRED FOR BILLING) _____

PAYMENT INFORMATION

- Check enclosed (payable to EPM Communications, Inc.)
- Charge my: Visa MasterCard American Express

CARD # _____ EXP. DATE _____

SIGNATURE (REQUIRED FOR CREDIT CARD ORDERS)

- Bill me/my company (Books will be shipped upon receipt of payment.)

PO # (OPTIONAL) _____

Return Policy: Print editions can be returned in good condition within 15 days of receipt. PDF and CD-ROM products are non-refundable.

Please complete entire form and mail or fax to:

EPM Communications, Inc.

19 W. 21st St., #303

New York, NY 10010

Fax toll free to 1-888-852-3899 or 212-941-1622

PAGE 1 SUBTOTAL	_____
PAGE 2 SUBTOTAL	_____
TAX	_____
TOTAL AMOUNT DUE	_____

Sample issues and tables of contents for all reports, studies and directories are available at: www.epmcom.com
To use the Articles Archive go to www.epmcom.com/archive

FAX TOLL FREE TO 1-888-852-3899