



WHY

SHOULD YOUR VIDEO STORE CARRY

PREMIERE

THE MOVIE MAGAZINE

1

Discover a no-hassles, no risk profit center:

AS A RETAILER, WHEN YOU CARRY PREMIERE...

- YOU KEEP 40% OF THE COVER PRICE—AT NO COST TO YOU.
- UNSOLD COPIES ARE FULLY RETURNABLE—JUST RETURN TOP 1/3 OF COVER.
- RECEIVE ATTRACTIVE, FREE LUCITE COUNTER STAND AS WELL AS PROMOTION MATERIALS AND YOUR MONTHLY ORDER.

2

Increase sales and rentals from current customers:

- YOUR VIDEO CUSTOMERS WILL APPRECIATE THAT PREMIERE IS DESIGNED FOR MOVIE-GOERS AND HOME VIDEO LOVERS.
- PREMIERE FEATURES AN IN-DEPTH "VIDEO GUIDE," COVERING RELEASES THAT RANGE FROM FEATURE

FILMS TO DOCUMENTARIES TO FOREIGN FILMS.

- PREMIERE'S "NEW AND RECOMMENDED" SEAL OF APPROVAL HAS BEEN WIDELY UTILIZED BY CONSUMERS AND THE HOME VIDEO INDUSTRY AS A POWERFUL ENDORSEMENT FOR FILMS BOTH NEW AND OLD.



3

Attract new customers:

PREMIERE HAS A LARGE AND GROWING READERSHIP WITH PROVEN HABITS IN BUYING AND RENTING VIDEOS...

- THE AVERAGE PREMIERE READER OWNS 101 VIDEOS.*
- IN THE LAST 30 DAYS, THE PREMIERE READER HAS RENTED 8.6 VIDEOS AND PURCHASED 3.4 VIDEO TAPES.*
- PLUS, PREMIERE READERS DON'T JUST BRING HOME THE BLOCKBUSTERS:



	Rented in past 30 days	Bought in past 30 days
Feature Films	95.6%	77.1%
Foreign Films	34.7%	7.9%
Music/Concert Videos	26.1%	27.3%
Documentaries	15.4%	8.1%



CALL NOW TO BEGIN SELLING PREMIERE, THE MOVIE MAGAZINE.



IN U.S., CALL TOLL FREE: 1-800-435-5003
OUTSIDE U.S., CALL: 1-802-767-3116

*SOURCE: 1990 PREMIERE PRIMARY READER STUDY