

UK BUSINESS GIVES A RESOUNDING YES TO EMAIL MARKETING

Submitted by: MCC International Ltd

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emedia Reaches One Million UK Subscriptions To Its Opt-In Only Business-to-Business Email Bulletins

emedia, the pioneer in the publication of business to business email bulletins, today announced that it has reached over one million opt-in subscriptions to its range of 50 email bulletins. This milestone signifies a growing acceptance of business to business email marketing as an effective marketing tool, and will be music to the ears of the 90% of UK marketers that plan to increase spending on email marketing over the next twelve months, as reported in a recent emedia survey.

Managing Director of emedia, David Clark comments, "The methods for maintaining our subscriber base, and quality control over the content of every bulletin makes emedia an extremely appealing proposition for marketing managers that are looking to attract new customers."

emedia's growth, since launching three years ago, can be attributed to the considerable investment into its dedicated Subscriber Centre and fully automated online subscription service 'My ebulletins'. This means that its subscribers can be assured of relevant offers and information and the advertising customers can communicate with a receptive audience.

About emedia

emedia <http://www.emedia.co.uk> is a pioneer in branded business to business email bulletins and targeted electronic direct marketing with more than 3 years' experience. The unique concept that it provides boasts broad market coverage and fully trackable responses, across a variety of market sectors.

The bulletins cover IT and Comms in areas such as e-commerce, Windows 2000/NT, Linux, Web Development, Call Centre, Mobile Comms, Technology Events & Software Development, and also general business with bulletins covering Small Business, SME, Finance Directors, Human Resources and Marketing.

emedia's RapidRequest Technology provides the backbone of the emedia service and has been developed in-house. This enables standard inclusions to be enhanced to ensure that responses are turned into fully qualified, profiled leads within two mouse clicks.

The company is committed to continual product development, currently including a new HTML format for its readers if they require.

Editor's Contacts

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