



FOR IMMEDIATE RELEASE:

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MeritDirect Appointed List Manager of the Crain Communications Email Masterfile - New-to-Market!

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) has been appointed as list manager of the **Crain Communications Email Masterfile**.

- [Crain Communications Email Masterfile](#) | Universe: 1,019,000+

As an authoritative source of vital news and information to industry leaders and consumers worldwide, each of the company's newspapers, magazines and Web sites have become required reading in their respective business and consumer sectors. The Crain Communications Email Masterfile is a top supplier of quality prospects for e-marketers and allows them to target senior executives who rely on Crain's content-rich publications for independent and insightful analysis of their respective industries.

These industry leaders read Crain publications vital news, timely product information and comprehensive coverage of business sectors such as Telecommunications/Wireless, Automotive, Healthcare, Advertising/Media/Marketing, Insurance/Risk Management, Environmental Management, Retail, Manufacturing, Finance, etc. The Crain Communications Email Masterfile incorporates de-duped U.S. subscriber names at email address from 23 of Crain Communications' 32 business publications and websites.

With the Crain Communications Email Masterfile, you can reach high-level professionals in a variety of job functions and diverse industries. These high level executives are excellent prospects for B-to-B and consumer publications, seminars, computer hardware and software, office supplies, financial/investment opportunities, food & gift and ad specialty offers.

For additional information from MeritDirect, please contact [Chris Blohm](#) at 914.368.1031.

About MeritDirect:

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect's list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services.

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