



FOR IMMEDIATE RELEASE:

CONTACT:

Rob Sanchez

President

List Management and Interactive Services

914.368.1030

rsanchez@meritdirect.com

MeritDirect Awarded List Management of Reed Exhibitions Email Masterfile – New-to-Market!

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) expands its portfolio of Reed Exhibition titles by adding **Reed Exhibitions Email Masterfile**. Reed Exhibitions Email Masterfile is a great source to reach a diverse group of businesses at their email address.

- [Reed Exhibitions Email Masterfile](#) | Universe: 104,000+

Reed Exhibitions offers a listing of business decision makers who have attended one or more of the following Reed Exhibitions events: Global Gaming Expo, National Hardware Show, Spa & Resort and Medical Spa Expos, Building NY, International Vision Expo, Interphex, ISC, Book Expo and JCK Las Vegas. These business decision makers have purchasing power within their respective companies and are buyers of a wide variety of business-to-business products and services. Reed Exhibition individuals range from business owners to trade specialists who have attended one of the many events hosted by Reed.

The Reed Exhibition Email Masterfile is a great prospecting source for the following offers: Office Supplies, Business Publishing, Seminars, Newsletters, Travel, Lodging and Credit Cards.

For additional information from MeritDirect, please contact [Kristen Killingback](#) at 914.368.1062.

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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