



FOR IMMEDIATE RELEASE:

CONTACT:

Rob Sanchez

President

List Management and Interactive Services

914.368.1030

rsanchez@meritdirect.com

MeritDirect Announces Management of 18 New-to-Market e-Newsletter Titles From TechInsights & United Business Media!

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) has added 18 e-Newsletter files, with postal, email, and telemarketing datapoints, to the TechInsights and [United Business Media](#) family of lists. These new titles give mailers the opportunity to reach incredibly niche markets in the engineering community as well as the possibility of using the **TechInsights e-Newsletter Masterfile** which brings together all 18 of these titles in one de-duped audience of electronic and engineering professionals. These sources are all considered the authority for reaching embedded engineering designers and technical managers who are responsible for defining systems, selecting the critical hardware and software components, building the systems, and integrating the hardware and firmware designs of both today and tomorrow.

- [TechInsights e-Newsletter Postal Masterfile](#) | Universe: 181,234
- [TechInsights e-Newsletter Email Masterfile](#) | Universe: 143,329

Individual e-Newsletter Titles Include:

- [Analog DesignLine Europe e-Newsletter](#) | Universe: 6,177
- [Automotive DesignLine e-Newsletter](#) | Universe: 16,921
- [Automotive DesignLine Europe e-Newsletter](#) | Universe: 5,573
- [Digital Home DesignLine e-Newsletter](#) | Universe: 50,779
- [DSP DesignLine e-Newsletter](#) | Universe: 41,561
- [EDA DesignLine e-Newsletter](#) | Universe: 26,435
- [EET Supply Network e-Newsletter](#) | Universe: 9,957
- [Embedded.com e-Newsletter](#) | Universe: 73,884
- [Green SupplyLine e-Newsletter](#) | Universe: 14,192
- [Industrial Control DesignLine e-Newsletter](#) | Universe: 20,786
- [Industrial Control DesignLine Europe e-Newsletter](#) | Universe: 5,658
- [Mobile Handset DesignLine e-Newsletter](#) | Universe: 14,661
- [Planet Analog e-Newsletter](#) | Universe: 44,843
- [Power Management DesignLine e-Newsletter](#) | Universe: 25,532

- [Power Management DesignLine Europe e-Newsletter](#) | Universe: 5,777
- [Programmable Logic DesignLine e-Newsletter](#) | Universe: 38,890
- [RF DesignLine e-Newsletter](#) | Universe: 60,884
- [Video Imaging DesignLine e-Newsletter](#) | Universe: 29,418

This exclusive audience of design engineers and management professionals is also selectable with additional self-reported data including primary-end product, programming language, job title, company size, product interest and purchasing authority, as well as other targetable criteria.

For additional information from MeritDirect, please contact [Anthony Carraturo](#) at 914.368.1083, or visit [United Business Media](#).

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.

###