
DIRECT RESPONSE MEDIA, INC.

(A Nevada Corporation)

ISSUER INFORMATION AND DISCLOSURE STATEMENT

OTCPK: DRMO

Part A General Company Information

Item I The exact name of the issuer and its predecessor.

Direct Response Media, Inc. has been the name of the issuer since inception on September 24, 1999.

Item II The address of the issuer's principal executive offices.

8601 Robert Fulton Dr.
Columbia, MD 21046
Phone: (410) 290-1440

Item III The jurisdiction(s) and date of the issuer's incorporation or organization.

The issuer was originally incorporated in Nevada on September 24, 1999

Part B Share Structure

Item IV The exact title and class of securities outstanding.

Common Stock:	300,000,000 authorized
Preferred Stock:	30,000,000 authorized
CUSIP:	25457W 10 4
Trading Symbol:	DRMO

Item V Par or stated value and description of the security.

A. Par or Stated Value

Common Stock:	\$0.0001 par value
Preferred Stock:	\$0.001 par value

B. Common or Preferred Stock

1. For common equity, describe any dividend, voting and preemptive rights.

Each common share is entitled to one vote with no preemptive rights. The common shareholders' rights to dividends shall be as the Issuer may deem appropriate from time to time. There are no provisions in the Issuer's bylaws or charter that would delay, defer or prevent a change in control of the Issuer.

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2. For preferred stock, describe the dividend, voting, conversion and liquidation rights as well as redemption or sinking fund provisions.

The preferred shares may be issued in one or more series. The voting powers, designations, preferences, limitations, restrictions, and relative, participating, optional and other rights, and the qualifications, limitations, or restrictions thereof, of the preferred stock shall be prescribed by resolution of the board of directors.

3. Describe any other material rights of common or preferred stockholders.

None

4. Describe any provision in issuer's charter or by-laws that would delay, defer or prevent a change in control of the issuer.

None

Item VI The number of shares or total amount of the securities outstanding for each class of securities authorized.

<i>Common Stock</i>	<i>Most Recent Fiscal Quarter</i>	<i>Fiscal Year</i>	<i>Fiscal Year</i>
<i>(i) Period end date;</i>	<i>6/30/12</i>	<i>12/31/11</i>	<i>12/31/10</i>
<i>(ii) Number of shares authorized;</i>	<i>300,000,000</i>	<i>100,000,000</i>	<i>100,000,000</i>
<i>(iii) Number of shares outstanding;</i>	<i>4,473,670</i>	<i>4,618,407</i>	<i>4,618,407</i>
<i>(iv) Freely tradable shares (public float);</i>	<i>993,073</i>	<i>993,073</i>	<i>993,073</i>
<i>(v) Total number of beneficial shareholders; and</i>	<i>47</i>	<i>47</i>	<i>47</i>
<i>(vi) Total number of shareholders of record</i>	<i>47</i>	<i>47</i>	<i>47</i>

<i>Preferred Stock</i>	<i>Most Recent Fiscal Quarter</i>	<i>Fiscal Year</i>	<i>Fiscal Year</i>
<i>(i) Period end date;</i>	<i>6/30/12</i>	<i>12/31/11</i>	<i>12/31/10</i>
<i>(ii) Number of shares authorized;</i>	<i>30,000,000</i>	<i>30,000,000</i>	<i>30,000,000</i>
<i>(iii) Number of shares outstanding;</i>	<i>0</i>	<i>0</i>	<i>0</i>
<i>(iv) Freely tradable shares (public float);</i>	<i>0</i>	<i>0</i>	<i>0</i>
<i>(v) Total number of beneficial shareholders; and</i>	<i>0</i>	<i>0</i>	<i>0</i>
<i>(vi) Total number of shareholders of record</i>	<i>0</i>	<i>0</i>	<i>0</i>

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Part C Business Information

Item VII The name and address of the transfer agent.

Olde Monmouth Stock Transfer
200 Memorial Parkway
Atlantic Highlands, NJ 07716
Phone: (732) 872-2727
Fax (732) 872-2728

Olde Monmouth Stock Transfer is registered under the Exchange Act, and as such, is regulated by the Securities and Exchange Commission, in conjunction with FINRA.

Item VIII The nature of the issuer's business.

A. Business Development

1. *The form of organization of the issuer (e.g., corporation, partnership, limited liability company, etc.);*

The issuer is a Nevada corporation.

2. *The year that the issuer (or any predecessor) was organized;*

The issuer was incorporated in 1999.

3. *The issuer's fiscal year end date;*

The fiscal year end is December 31.

4. *Whether the issuer (and/or any predecessor) has been in bankruptcy, receivership and any similar proceeding.*

To the knowledge of present management, neither the issuer nor any predecessor has been in bankruptcy, receivership or any similar proceeding.

5. *Any material reclassification, merger, consolidation, or purchase or sale of a significant amount of assets;*

None

6. *Any default of the terms of any note, loan lease, or other indebtedness or financing arrangement requiring the issuer to make payments.*

None

7. *Any change of control.*

The issuer experienced an initial change of control in July 2007. Current management obtained control of the issuer in August 2012.

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8. *Any increase in 10% or more of the same class of outstanding equity securities.*

None

9. *Any past, pending or anticipated stock split, stock dividend, recapitalization, merger, acquisition, spin-off, or reorganization.*

None

10. *Any delisting of the issuer's securities by any securities exchange or NASDAQ or deletion from the OTC Bulletin Board'*

None.

11. *Any current, past, pending or threatened legal proceedings or administrative actions either by or against the issuer that could have a material effect on the issuer's business, financial condition, or operations. Any current, past or pending trading suspensions by securities regulator.*

None.

B. Business of Issuer

Originally, the issuer was an Internet service provider and planned on providing ancillary business services to both individuals and business that included services consolidation. The issuer also intended to provide business services that included web hosting, high speed dedicated Internet access, web page design, domain name registration, e-commerce services and customer Web service co-location.

From October 14, 2010 to August 23, 2012, the issuer was a development stage company devoting substantially all of its efforts establishing new customized real estate management programs for its clients. During that time they did not generate significant revenues from their operations.

A change of control of the Company took place on August 23, 2012. The issuer is now providing e-commerce hosting services that enable even unsophisticated subscribers to set up an Internet storefront in virtually minutes. The issuer provides merchants a complete suit of commercial hosting options including:

- Web hosting,
- Web site or Web page design,
- Domain name registration,
- Store front and back office applications,
- Customer-to-merchant e-mail services,
- Search engine registration,
- Encryption security certificates to assure confidentiality of transactions,
- and
- Credit card and on-line payment processing services.

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1. The issuer's primary and secondary SIC Codes;

Primary code: 7371

Secondary code: none

2. If the issuer has never conducted operations, is it in the development state or is currently conducting operations;

The issuer is in the development stage and currently conducting minimal operations.

3. If the issuer is considered a "shell company" pursuant to SEC Rule 405 of the Securities Act of 1933;

As of August 23, 2012, the issuer is no longer a "shell company" pursuant to SEC Rule 405 of the Securities Act of 1933.

4. State the names of any parent, subsidiary, or affiliate of the Issuer, and describe its business purpose, its method of operations, its ownership, and whether it is included in the financial statements attached to this disclosure

None.

5. The effect of existing or probable governmental regulations on the business.

The issuer does not foresee any effect on business due to governmental regulations.

6. An estimate of the amount spent during each of the last two fiscal years on research and development activities, and, if applicable, the extent to which the cost of such activities are borne directly by customers.

None.

7. Cost and effects of compliance with environmental laws (federal, state and local)

We currently are not subject to any federal, state or local environmental laws.

8. Number of total employees and the number of full time employees.

We have no full-time employees and anticipate hiring outside contractors.

Item IX The nature of the products or services offered.

A. Principal products or services and their markets;

E-commerce hosting services that enable even unsophisticated subscribers to set up an Internet storefront in virtually minutes. The issuer provides merchants a complete suit of commercial hosting options including:

- Web hosting,
- Web site or Web page design,
- Domain name registration,
- Store front and back office applications,

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- Customer-to-merchant e-mail services,
- Search engine registration,
- Encryption security certificates to assure confidentiality of transactions, and
- Credit card and on-line payment processing services.

B. Distribution methods of the products or services

Via internet

C. Status of any publicly announced new product or services

Not Applicable

D. Competitive business conditions, the Issuer's competitive position in the industry, and the methods of competition;

The e-commerce industry is extremely competitive and highly fragmented. There are no substantial barriers to entry, and we expect that competition will continue to intensify. We may not be able to compete successfully against current or future competitors, many of whom may have financial resources greater than ours. Increased competition could cause an increase in our selling and marketing expenses and related consumer acquisition costs. The main competitive factors in the e-commerce industry include reliability and service, effective customer support, pricing, easy-to-use software and geographic coverage.

E. Sources and availability of raw materials and the names of principal suppliers;

Not applicable.

F. Dependence on one or a few major customers.

None.

G. Patents, trademarks, licenses, franchises, concessions, royalty agreements or labor contracts, including their durations;

None.

H. The need for any government approval of principal products of services.

None.

Item X The nature and extent of the issuer's facilities.

The issuer leases 400 square feet of office space for its administrative personnel at 8601 Robert Fulton Dr., Columbia, MD 21046. The office space is leased on a month to month basis.

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Part D Management Structure and Financial Information

Item XI The name of the chief executive officer, members of the board of directors, as well as control persons

A. Officers and Directors

1. *Full name:*

Richard Alter
President
Chief Executive Officer
Chief Financial Officer
Director

2. *Business address:*

8601 Robert Fulton Drive
Columbia, MD 21046

3. *Employment history (which must list all previous employers for the past 5 years, positions held, responsibilities and employment dates);*

Mr. Alter joined Manekin, LLC in 1971 and was named president in 1987. He oversees all corporate operations, with primary focus on development, the department he creased in the 1970s to compliment the existing brokerage and management divisions.

Mr. Alter became the sole officer and director of the issuer on August 23, 2012.

Mr. Alter received a Bachelor of Arts degree in political science from Brown University in 1966, as well as a Juris Doctorate from the University of Maryland Law School in 1970.

B. Legal/Disciplinary History

Please also identify whether any of the foregoing persons have, in the last five years, been the subject of:

1. *A convictions in a criminal proceeding or named as defendant in a pending criminal proceeding (excluding traffic violations and other minor offenses);*

None

2. *The entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities;*

None

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3. *A finding or judgment by a court of competent jurisdiction (in a civil action), the SEC, the CFTC, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated; or*

None

4. *The entry of an order by a self-regulatory organization that permanently or temporarily barred suspended or otherwise limited such person's involvement in any type of business or securities activities.*

None

C. Disclosure of Family Relationships

Describe any relationships existing among and between the issuer's officers, directors and shareholders.

None

D. Disclosure of Related Party Transactions

Describe any transaction during the issuer's last two full fiscal years and the current fiscal year or any currently proposed transaction, involving the issuer, in which (i) the amount involved exceeds the lesser of \$120,000 or one percent of the average of the issuer's total assets at year-end for its last three fiscal years and (ii) any related person had or will have a direct or indirect material interest.

As of June 30, 2012 and December 31, 2011, the issuer had a note payable to a prior officer for \$42,810 for both periods. As of June 30, 2012, no interest was accrued.

E. Disclosure of Conflicts of Interest

Describe any conflicts of interest. Describe the circumstances, parties involved and mitigating factors for any executive officer or director with competing professional or personal interests.

None

Item XII Financial information for the issuer's most recent fiscal period.

The following financials are included and attached hereto and incorporated herein by reference:

Balance Sheets at June 30, 2012 and December 31, 2011 (unaudited)

Statements of Operation for the three and six months ended

June 30, 2012 and from Inception (September 24, 1999) through June 30, 2012

Statement of Changes in Stockholders' Deficit

Statements of Cash Flow for the six months ended June 30, 2012 and from Inception (September 24, 1999) through June 30, 2012

Notes to Unaudited Financial Statement.

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The financial statements can be found at <http://www.otcmarkets.com/stock/DRMO/financials>

Item XIII Similar financial information for such part of the two preceding fiscal years as the issuer or its predecessor has been in existence.

Balance Sheets at December 31, 2011 and 2010 (unaudited)
Statements of Operation for the years ended
December 31, 2011 and 2010 and for the period from Inception (September 24, 1999) through December 31, 2011
Statement of Changes in Stockholders' Deficit
Statements of Cash Flow for the years ended December 31, 2011 and 2010 and from Inception (September 24, 1999) through December 31, 2011
Notes to Financial Statement.

The financial statements can be found at <http://www.otcmarkets.com/stock/DRMO/financials>

Item XIV Beneficial owners.

Provide a list of the name, address and shareholders of all persons beneficially owning more than five percent (5%) of any class of the issuer's equity securities.

Richard Alter	2,788,597	62.33%
President and CEO		
8601 Robert Fulton Dr.		
Columbia, MD 21046		

Item XV The name, address, telephone number and email address of each of the following outside providers that advise the issuer on matters relating to the operations, business development and disclosure.

1. *Investment Banker*
None

2. *Promoters*
None

3. *Counsel*
Jody M. Walker, Attorney At Law
7841 South Garfield Way
Centennial, CO 80122
303-850-7637 (telephone)
303-482-2731(fax)
jmwlr85@gmail.com

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4. *Accountant or Auditor*

The issuer prepares its financial information internally from its bookkeeping data and other information with accounting assistance of:

Davidian & Associates, APAC
Certified Public Accountants
200 North Maryland Avenue, Suite 300
Glendale, California 91206

The outside accountant provides no audit or review services.

5. *Public Relations Consultant(s)*

None

6. *Investor relations Consultant*

None

7. *Any other advisor(s) that assisted, advised, prepared or provided information with respect to this disclosure statement*

None

Item XVI Management's Discussion and Analysis or Plan Operation.

A. Plan of Operation

1. *Describe the issuer's plan of operation for the next twelve months:*

- i. a discussion of how long the issuer can satisfy its cash requirements and whether it will have to raise additional funds in the next twelve months;

We expect it will be necessary to raise \$50,000 in the next twelve months, which will satisfy our future cash requirements

The issuer may experience problems; delays, expenses and difficulties sometimes encountered by an enterprise in the registrant's stage, many of which are beyond the issuer's control. These include, but are not limited to, unanticipated problems relating to additional costs and expenses that may exceed current estimates and competition.

- ii. a summary of any product research and development that the issuer will perform for the term of the plan;

None

- iii. any expected purchase or sale of plant and significant equipment;

None

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- iv. any expected significant changes in the number of employees;
None

B. Management's Discussion and Analysis of Financial Condition and Results of Operations.

Trends and Uncertainties. Demand for the issuer's products will be dependent on, among other things, general economic conditions that are cyclical in nature. Inasmuch as a major portion of the issuer's activities are the receipt of revenues from its products, the issuer's business operations may be adversely affected by the registrant's competitors and prolonged recessionary periods.

There are no other known trends, events or uncertainties that have or are reasonably likely to have a material impact on the issuer's short term or long term liquidity. Sources of liquidity both internal and external will come from the sale of the issuer's products as well as the private sale of the issuer's stock. There are no material commitments for capital expenditure at this time. There are no trends, events or uncertainties that have had or are reasonably expected to have a material impact on the net sales or revenues or income from continuing operations. There are no significant elements of income or loss that does not arise from the issuer's continuing operations.

There are no other known causes for any material changes from period to period in one or more line items of the issuer's financial statements.

Capital and Source of Liquidity. The issuer currently has no material commitments for capital expenditures and has no plans for future capital expenditures.

The issuer believes that there will not be sufficient capital from revenues to conduct operations for the next twelve months. We expect it will be necessary to raise \$50,000 in the next twelve months, which will satisfy our future cash requirements.

The sole director has no immediate offering plans in place. The sole director shall determine the amount and type of financing as the issuer's financial situation dictates.

For the six months ended June 30, 2012 and 2011, the issuer did not pursue any investing activities.

For the years ended December 31, 2012 and 2011, the issuer did not pursue any investing activities.

For the six months ended June 30, 2012 and 2011, the issuer did not pursue any investing activities.

For the year ended December 31, 2011, the issuer repaid an overdraft of \$60, received proceeds from an officer loan of \$210 resulting in net cash flows provided by financing activities of \$150 for the year ended December 31, 2011.

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For the year ended December 31, 2010, the issuer had overdraft fees of \$60 and received proceeds from an officer loan of \$14,000. As a result, the issuer had net cash flow provided by financing activities of \$14,060 for the year ended December 31, 2010.

On a long term basis, liquidity is dependent on commencement of full operation and receipt of revenues.

Results of Operations. For the six months ended June 30, 2012, the issuer did not receive any revenues. Operating expenses for the six months ended June 30, 2012 consisted of general and administrative expenses of \$1,900.

Comparatively, the issuer did not incur any operating expenses for the six months ended June 30, 2011.

For the year ended December 31, 2011, the issuer did not receive any revenues. Operating expenses for the year ended December 31, 2012 consisted of general and administrative expenses of \$150.

Comparatively, operating expenses for the year ended December 31, 2010 consisted of general and administrative expenses of \$60. The increase was due to increased administrative operations.

C. Off-Balance Sheet Arrangements

The issuer does not have any off balance sheet arrangements.

Part E Issuance History

Item XVII List of securities offerings and shares issued for services in the past two years.

During the year ended December 31, 2011, the issuer did not made any formal private or public offerings of its securities.

Part F Exhibits

Item XVIII Material Contracts

A. Every material contract, not made in the ordinary course of business that will be performed after the disclosure document is posted through the OTC Disclosure and News Service or was entered into not more than two years before such posting.

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1. Any contract to which directors, officer, promoters, voting trustees, security holders named in the disclosure document, or the Designated Advisor for Disclosure are parties other than contracts involving only the purchase or sale of current assets having a determinable market price, at such market price;

None

2. Any contract upon which the Company's business is substantially dependent, including but not limited to contracts with principal customers, principal suppliers, and franchise agreements;

None

3. Any contract for the purchase or sale of any property, plant or equipment for consideration exceeding 15 percent of such assets of the issue;

There are no existing or pending contracts for the purchase or sale of any property, plant or equipment exceeding 15% of the company's assets

4. Any material lease under which a part of the property described in the disclosure document is held by the company.

Not applicable

B. Any management contract or any compensatory plan, contract or arrangement, including but not limited to plans relating to options, warrants or rights, pension, retirement or deferred compensation or bonus, incentive or profit sharing (or if not set forth in any formal document, a written description thereof) in which any director or any executive officer of the issuer participates shall be deemed material and shall be included; and any other management contract or any other compensatory plan, contract, or arrangement in which any other executive officer of the issuer participates shall be filed unless immaterial in amount or significance.

Not applicable

Item XIX Articles of Incorporation and Bylaws

Articles of Incorporation and amendments

By-laws

Item XX Purchases of Equity Securities by the Issuer and Affiliated Purchasers

Not applicable

Item XXI Issuer's Certification

I, Richard Alter certify that:

1. I have reviewed this Disclosure Statement of Direct Response Media, Inc.

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2. Based on my knowledge, this disclosure statement does not contain any untrue statements of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered this disclosure statement; and

3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for the periods presented in this disclosure statement

Dated this 16th day of October 2012

Direct Response Media, Inc.

By:	<u>/s/ Richard Alter</u>
Name:	Richard Alter
Position:	President, CEO and CFO
Phone:	410-290-1440
e-mail	ralter@manekin.com
Web-Page	n/a