

2007 MULTICHANNEL MERCHANT EDITORIAL CALENDAR

	PRINT CHANNEL	WEB CHANNEL	CROSS CHANNEL
JANUARY Ad Close: 12/1/06 Materials Due: 12/8/06	<ul style="list-style-type: none"> ● Catalog Critique ● Quarterly Paper Update 	<ul style="list-style-type: none"> ● New Web Catalogs ● New KPIs (key performance indicators) for Managing SEO ● NEW FEATURE: The Effective Website 	<ul style="list-style-type: none"> ● The Skinny on Product Lifecycle Management Software ● Small-Merchant Solutions ● NEW SERIES: Cracking the Multichannel Code
FEBRUARY Ad Close: 1/10/07 Materials Due: 1/16/07 Supplement: Only 11 More Months 'Til Christmas	<ul style="list-style-type: none"> ● New Print Catalogs ● Herschell Gordon Lewis on Copy 	<ul style="list-style-type: none"> ● NEW FEATURE: Website Critique ● The Whys and Hows of Site Load Testing 	<ul style="list-style-type: none"> ● Examining Your Organizational Model ● Implementing a Cross-Channel Frequent-Buyer/Loyalty Program
MARCH Ad Close: 2/1/07 Materials Due: 2/8/07	<ul style="list-style-type: none"> ● Catalog Critique ● Best Practices for Press Checks 	<ul style="list-style-type: none"> ● New Web Catalogs ● Should You Add Onsite Customer Reviews? ● The Effective Website 	<ul style="list-style-type: none"> ● Overlooked Merchandise Sources ● How to Develop a Cross-Channel Promotional Calendar ● Cracking the Multichannel Code
APRIL Ad Close: 3/6/07 Materials Due: 3/13/07 Supplement: Operations Show Issue: NCOF	<ul style="list-style-type: none"> ● New Print Catalogs ● Quarterly Paper Update ● Herschell Gordon Lewis on Copy 	<ul style="list-style-type: none"> ● Website Critique ● Customizing Your SEM Bidding Strategy ● Is Multivariable Testing an Option for Your Site? 	<ul style="list-style-type: none"> ● Getting the Most Out of Multichannel Gift Registries ● RESOURCE GUIDE: Business Intelligence Software ● Small-Merchant Solutions
MAY Ad Close: 4/5/07 Materials Due: 4/13/07 Show Issue: ACCM	<ul style="list-style-type: none"> ● Catalog Critique ● Herschell Gordon Lewis on Copy ● New Print Catalogs ● Designing by the Numbers: Using Sales Info and Research 	<ul style="list-style-type: none"> ● Best Practices in Affiliate Marketing ● RESOURCE GUIDE: Internet Platforms ● Website Critique 	<ul style="list-style-type: none"> ● Multichannel Gift Cards ● Cracking the Multichannel Code ● Best Practices for Resource Allocation
JUNE Ad Close: 4/27/07 Materials Due: 5/7/07 Show Issue: DMDNY	<ul style="list-style-type: none"> ● Catalog Critique ● Postcards and Solo Mailers: Are They Right for You? 	<ul style="list-style-type: none"> ● Email Authentication Update ● The Effective Website ● New Web Catalogs 	<ul style="list-style-type: none"> ● RESOURCE GUIDE: Enterprise Content Management Solutions ● Are You Ripe for a Spin-off? ● Cracking the Multichannel Code
JULY Ad Close: 6/5/07 Materials Due: 6/12/07	<ul style="list-style-type: none"> ● Quarterly Paper Update ● Latest Print Personalization Options 	<ul style="list-style-type: none"> ● New Web Catalogs ● Accessorizing Your SEM ● The Effective Website 	<ul style="list-style-type: none"> ● MULTICHANNEL MERCHANT 100: Multichannel Merchant's exclusive ranking of the nation's 100 largest catalog/e-commerce merchants
AUGUST Ad Close: 6/28/07 Materials Due: 7/6/07	<ul style="list-style-type: none"> ● New Print Catalogs ● Catalog Critique ● RESOURCE GUIDE: Paper 	<ul style="list-style-type: none"> ● Website Critique ● The Latest in Dynamic Merchandising Tools 	<ul style="list-style-type: none"> ● Small-Merchant Solutions ● CRM Software Roundup ● Cracking the Multichannel Code
SEPTEMBER Ad Close: 8/1/07 Materials Due: 8/8/07	<ul style="list-style-type: none"> ● Herschell Gordon Lewis on Award-winning Copy 	<ul style="list-style-type: none"> ● The Effective Website ● The Skinny on Session-Monitoring Software 	<ul style="list-style-type: none"> ● The MCM Awards: In-depth profiles of the Gold and Silver winners of MULTICHANNEL MERCHANT's exclusive program for print, online, and cross-channel merchants, complete with do's, don'ts, and ideas to steal
OCTOBER Ad Close: 8/27/07 Materials Due: 9/7/07 Show Issue: DMA	<ul style="list-style-type: none"> ● Do's and Don'ts of Catalog Pagination ● Quarterly Paper Update ● New Print Catalogs ● Herschell Gordon Lewis on Copy 	<ul style="list-style-type: none"> ● Website Critique ● Using RSS to Drive Traffic and Sales ● The Effective Website 	<ul style="list-style-type: none"> ● Developing a Cross-Channel Merchandising Strategy ● Cracking the Multichannel Code ● Small-Merchant Solutions
NOVEMBER Ad Close: 9/28/07 Materials Due: 10/8/07	<ul style="list-style-type: none"> ● BENCHMARK REPORT: Print and Production ● Catalog Critique 	<ul style="list-style-type: none"> ● New Web Catalogs ● Is Online Square-Inch Analysis Doable? ● Email Coregistration: Should You Try It? 	<ul style="list-style-type: none"> ● The New Realities of Multichannel Creative ● Cracking the Multichannel Code
2007 BUYERS GUIDE Ad Close: 10/26/07 Materials Due: 11/2/07	The comprehensive guide to suppliers from marketing to operations to e-commerce—available all year long on multichannelmerchant.com , and print version published in December 2007.		
DECEMBER Ad Close: 10/31/07 Materials Due: 11/7/07	<ul style="list-style-type: none"> ● New Print Catalogs ● Making Your Back Cover Work as Hard as Your Front Cover 	<ul style="list-style-type: none"> ● Website Critique ● Best Practices in Online Checkout 	<ul style="list-style-type: none"> ● Merchandise Analysis Options ● Maintaining Energy in Your Creative Department ● BENCHMARK REPORT: Critical Issues and Trends

2007 MULTICHANNEL MERCHANT EDITORIAL CALENDAR

LIST & DATA STRATEGIES	OPERATIONS & FULFILLMENT	EYE ON B2B	RETAIL REPORT	BONUS DISTRIBUTION
<ul style="list-style-type: none"> ● Getting Your Mailing Strategy Ready for the Postal Rate Increase 	<ul style="list-style-type: none"> ● Do's and Don'ts of Chargeback Management ● Getting Your Packaging Ready for the Postal Rate Increase 	<ul style="list-style-type: none"> ● Vertical Search and Vertical Portals 	<ul style="list-style-type: none"> ● Tailoring Your Merchandise and Marketing to Your Locale 	National Retail Federation
<ul style="list-style-type: none"> ● Persona (Scenario) Marketing 	<ul style="list-style-type: none"> ● The Next-Generation Contact Center ● When to Consider SaaS (Software as a Service) ● Best Practices in Picking and Packing 		<ul style="list-style-type: none"> ● RESOURCE GUIDE: POS Technology 	eTail
<ul style="list-style-type: none"> ● Best Practices for Data Capture 	<ul style="list-style-type: none"> ● RESOURCE GUIDE: Alternative Payment Programs ● Training Universal Service Agents ● Demystifying SOA (service-oriented architecture) 	<ul style="list-style-type: none"> ● Determining Mimimum Purchase Requirements—or Whether You Even Need Them 	<ul style="list-style-type: none"> ● Reducing Staff Turnover 	<i>New England Mail Order Association (NEMOA), National Postal Forum</i>
<ul style="list-style-type: none"> ● Update on Data Analytics Tools 	<ul style="list-style-type: none"> ● Calculating and Implementing Service Level Metrics in the Contact Center ● Does Your ERP System Need an Update? ● ROUNDTABLE: DC Executives ● Best Practices in Material Handling/ Put-Away 		<ul style="list-style-type: none"> ● In-Store Security Options 	<i>National Conference on Operations & Fulfillment (NCOF), Search Engine Strategies (SES)</i>
<ul style="list-style-type: none"> ● Using Co-ops to Optimize Rented Lists 	<ul style="list-style-type: none"> ● ROUNDTABLE: Contact Center Management ● DC Security/Loss Prevention Safeguards ● Best Practices in Shipping and Load Consolidation 	<ul style="list-style-type: none"> ● Getting the Most Out of Trade Shows—As an Exhibitor and As an Attendee 	<ul style="list-style-type: none"> ● Kiosks: In Store and Standalone 	<i>Annual Conference for Catalog and Multichannel Merchants (ACCM)</i>
<ul style="list-style-type: none"> ● Best Practices in List Hygiene—B-to-B and B-to-C 	<ul style="list-style-type: none"> ● Do's and Don'ts of Incentive Programs ● Annual Packaging Update ● How to Successfully Cultivate Home-Based Agents 		<ul style="list-style-type: none"> ● Implementing In-Store Digital Signage 	<i>Direct Marketing Days New York (DMDNY)</i>
<ul style="list-style-type: none"> ● Shopping for Co-op Databases: Which Ones Are Right for You, and How Many Are Too Many? 	<ul style="list-style-type: none"> ● Immigration Issues and How They Affect Your Workforce ● BENCHMARK REPORT: Systems Integration 	<ul style="list-style-type: none"> ● Implementing an Outbound Telemarketing Retention Program 		<i>Search Engine Strategies (SES), Ad-Tech</i>
<ul style="list-style-type: none"> ● The Latest Thinking on Matchbacks and Source Allocation 	<ul style="list-style-type: none"> ● Expanding from Direct to Retail: What It Means in the DC ● Tips for Streamlining Receiving ● Best Practices for Setting S&H Fees 		<ul style="list-style-type: none"> ● Simplifying the Returns Process and Policies 	eTail
<ul style="list-style-type: none"> ● Maximizing the Merge/Purge Process 	<ul style="list-style-type: none"> ● Drop-Shipping Dos and Don'ts ● RESOURCE GUIDE: Picking Technologies 	<ul style="list-style-type: none"> ● Content as a Key Marketing Tool 		<i>Shop.org, New England Mail Order Association (NEMOA)</i>
<ul style="list-style-type: none"> ● Using Your Database to Maximize Email Effectiveness 	<ul style="list-style-type: none"> ● How to Create a Business Continuance Plan ● Sorting Out DC Site Selection ● Best Practices in Storage and Inventory Control 		<ul style="list-style-type: none"> ● RESOURCE GUIDE: Workforce Management Tools 	<i>Direct Marketing Association (DMA) Annual Conference</i>
<ul style="list-style-type: none"> ● ROUNDTABLE: Circulation 	<ul style="list-style-type: none"> ● RESOURCE GUIDE: Inventory Management Software ● Offshore and Nearshore Outsourcing: What's New and Is It Right for You? 	<ul style="list-style-type: none"> ● Introducing SAM (strategic account management) into Your Business 	<ul style="list-style-type: none"> ● Best Practices in Store Layout 	Ad-Tech
<p>2007 MULTICHANNEL MERCHANT EDITORIAL CALENDAR</p>				
<ul style="list-style-type: none"> ● RESOURCE GUIDE: List Services Providers 	<ul style="list-style-type: none"> ● Implementing a Quality Assurance Program in the Warehouse ● Speech Recognition Systems in the DC: Are They Right for You? 		<ul style="list-style-type: none"> ● Optimizing Communications Between Stores and Headquarters 	<i>National Center for Database Marketing (NCDM)</i>

2007 ONLINE EDITORIAL CALENDAR

WEBINARS	E-SPECIAL REPORTS
<p>Potential 2007 Topics Include:</p> <ul style="list-style-type: none"> ● Email Marketing ● Web Analytics ● Multichannel Data Integration ● Customer Retention ● Search Engine Marketing ● Alternative Media ● Creative Techniques ● RFM as LTV ● O+F: Shipping/Delivery ● O+F: Outsourcing Telemarketing ● O+F: Packaging ● O+F: Improving Warehouse Efficiencies ● O+F: Online Security ● O+F: Inventory Control ● O+F: Systems Integration ● O+F: Improving Returns Metrics ● Supply Chain ● Order Management ● Payment Processing 	<p>Potential 2007 Topics Include:</p> <ul style="list-style-type: none"> ● Customer Centric Catalogs ● Global Marketing ● O+F: Material Handling ● O+F: Distribution Center Workflow ● Email Deliverability ● Website Search ● O+F: Information Technology ● O+F: Contact Center Metrics ● Personalization

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NEW FEATURE: Website Critique—Two experts review an e-commerce site, rating it on SEO optimization, merchandising, navigation, and more

NEW SERIES: Cracking the Multichannel Code—Using the core competencies of creative, merchandising, and marketing to maximize effectiveness and work toward cross-channel success

NEW FEATURE: The Effective Website—Hands-on tips and battle-proven tricks to boost your e-commerce ROI