

MULTICHANNEL MERCHANT

Because customers demand the ease and convenience of choosing how, when and where to purchase, organizations sell products across multiple channels, which translates into higher revenue and reach for multichannel merchants within their targeted markets.

PRINT



- Catalog sales will grow annually to \$158 billion by 2009¹
- 19.16 billion catalogs were mailed in 2005, up 10% since 2003²

RETAIL



- Retail sales will grow worldwide to \$11.6 trillion by 2008⁶
- Retail sales in the U.S. grew 5.4% in 2006 to \$3.9 trillion⁷

WEBSITES



- Online retail sales will grow to \$329 billion by 2010³
- 94% of retailers had some sort of online presence in 2005, up from 50% in 2004⁴
- Sales from print catalogs and websites are projected to become equal by 2009⁵

MULTICHANNEL

- 87% of consumers occasionally research products online before buying them in a store⁸
- Retailers report that 22% of their offline sales are “influenced by the web”⁹
- 82% of online holiday shoppers say that receipt of a print catalog motivated them to visit and ultimately buy from a website¹⁰

MULTICHANNEL MERCHANT'S MISSION

To provide executives with ideas, analysis and original research to help them:

- **Integrate** across channels and streamline their businesses
- **Sell** products cross-market and cross-channel effectively
- **Deliver** an experience for their customers that creates loyalty and generates long-term value

Readership

MULTICHANNEL MERCHANT helps you target a variety of market segments across its franchise of print, online, email and conference products:

- **Titles:** Senior-level management of key areas—operations, marketing, e-commerce, merchandising and more
- **Companies:** Catalogers, online merchants, retailers, manufacturers and wholesalers

Value for Advertisers

A partnership with MULTICHANNEL MERCHANT adds critical elements to your advertising investment:

- **Reach:** The largest print circulation of any publication in the market, and the largest reach to unique buyers
- **Connections:** Access buyers through the multiple resources in the buying process—print magazines, buyers guides, online directories, trade shows and more
- **Relevance:** Your message will appear among unique, original content that key decision makers can't get from any other publications, online sources or trade shows that serve this market



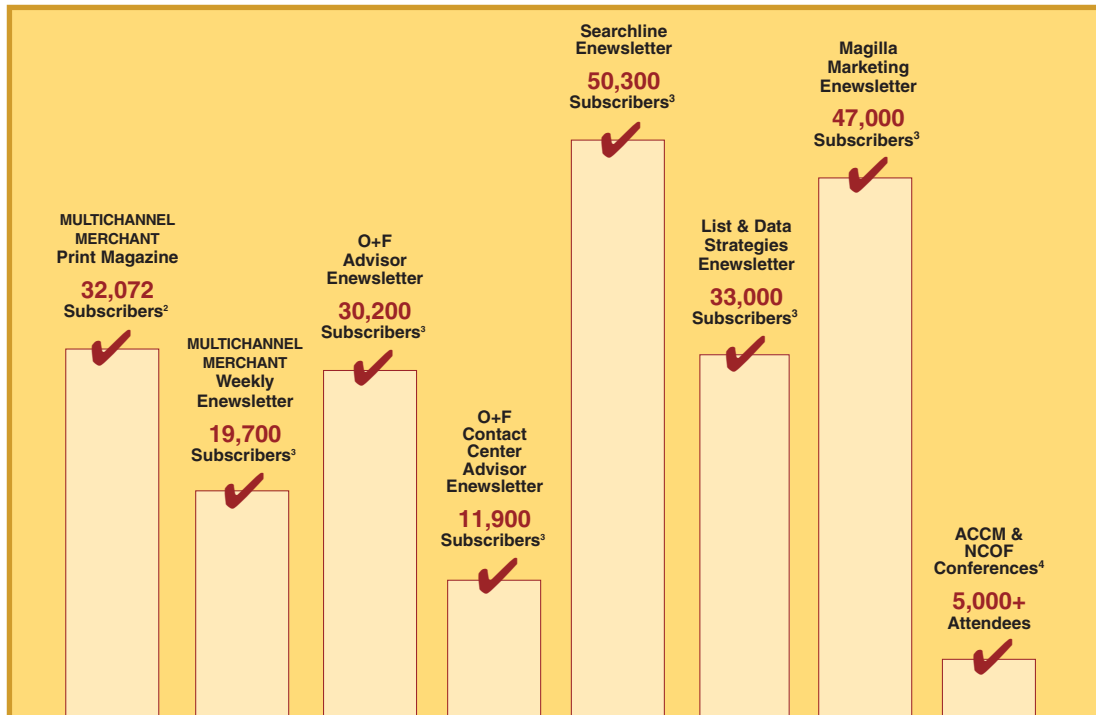
Sources: 1. The DMA Report: Economic Impact—U.S. Direct Marketing Today, 2005; 2. DMA/USPS Revenue, Pieces and Weight by Classes of Mail Report, 2006; 3. Forrester Research, 2005; 4. National Retail Federation, 2006; 5. 2006 DMA Statistical Factbook; 6. Economist Intelligence Unit, 2004; 7. Estimate, Plunkett Research, Ltd., 2006; 8. BIGresearch Consumer Intentions and Actions Survey, June 2006; 9. Shop.org/Forrester Study, 2006; 10. Decision Direct Research Holiday 2005 Survey.

For more information, visit www.multichannelmerchant.com/advertisers

THE MULTICHANNEL MERCHANT AUDIENCE

TOTAL UNIQUE DECISION MAKERS ACROSS THE MULTICHANNEL MERCHANT FRANCHISE: 93,300¹

The MULTICHANNEL MERCHANT franchise includes the following components:



Subscribers are decision-makers at large companies:

- 88% of subscribers are CEOs, presidents, SVPs, VPs, directors and managers⁵
- Average annual company revenue: \$178 million⁵
- Average number of employees: 766⁵
- Mail an average of 3.5 million catalogs annually⁵
- Process an average of 674,000 online transactions annually⁵
- Ship 513,000 packages annually⁵

Senior-level professionals at leading companies subscribe to MULTICHANNEL MERCHANT:⁶

- 93% of MULTICHANNEL MERCHANT 100
- 91% of the National Retail Federation's list of Top Retailers
- 82% of Fortune 100 companies

Sources: 1. Estimated Unique Subscriber Count, Analysis of Circulation, Publisher's Own Data, 7/06; 2. *Multichannel Merchant* BPA Publisher's Statement, 6/06; 3. Analysis of Circulation, Publisher's Own Data, 7/06; 4. Attendee Data, Publisher's Own Data, 6/06; 5. *Multichannel Merchant* Reader Profile Study, Corporate Research, 6/05; 6. Publisher's Own Data, 11/06.

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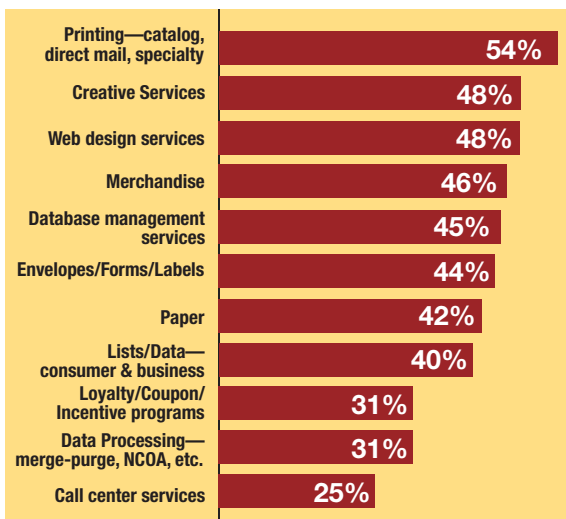
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THE MULTICHANNEL MERCHANT FRANCHISE

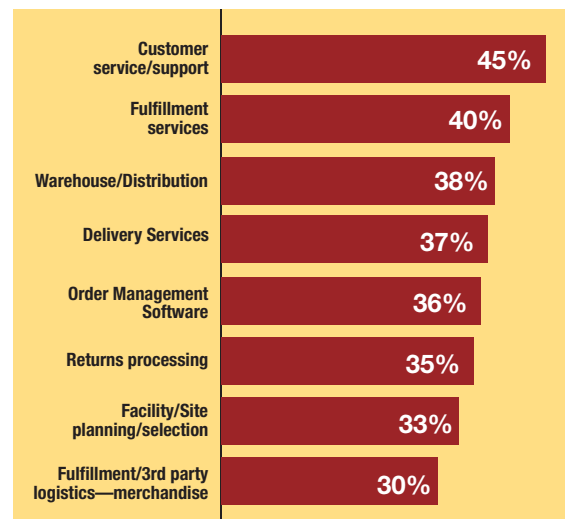
MULTICHANNEL MERCHANT'S audience consists of decision makers with purchasing power

97% are involved in purchasing products and services for their companies¹

Percentage of subscribers involved in purchasing:²



Percentage involved in purchasing products and services for:²



According to MULTICHANNEL MERCHANT'S survey of magazine subscribers, they spend significant dollars on products and services³

	Average Amount Spent per Company
Print channel-related (paper, printing, envelopes/forms/labels, creative)	\$860,670
Multichannel-related (database management, lists/data, loyalty/incentive programs)	\$441,684
Operations-related (fulfillment, delivery, order management, call center)	\$528,743
Online-related (web design, email marketing/transmission, software, analytics)	\$253,598



Sources: 1. Publisher's Own Data 10/06; 2. *Multichannel Merchant* Reader Profile Study, Corporate Research, 6/05, based on number of respondents; 3. *Multichannel Merchant* Subscriber Study, Corporate Research, 6/06, based on number of respondents.

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THE MULTICHANNEL MERCHANT AUDIENCE

MULTICHANNEL MERCHANT gives you access to top companies and professionals that sell products via catalog, e-commerce, retail and more.

Here is just a sample of some subscribers:¹

CATALOGERS

CEO, Eastbay
CEO, Frederick's of Hollywood
CEO, Gardener's Supply
CEO, Herrington Company
CEO, Magellan's
CEO, Motherwear Inc.
CEO, The Swiss Colony
CEO, US Toy Company
CFO, Hammacher Schlemmer
CFO, Oriental Trading Co.
CFO, Wine Enthusiast
Circulation Director, Red Envelope
Circulation Director, Road Runner Sports
CMO, Arizona Mail Order Co.
COO, Sundance Catalog Co.
Director of Call Centers; Eastbay
Director of Operations, Gateway
Director of Transportation, Coldwater Creek
SVP, Land's End
SVP, Spiegel
SVP Finance, Crutchfield Corp.
VP Distribution, Williams-Sonoma
VP Merchandising, Fingerhut Direct
VP Operations, Audio Book Club

E-COMMERCE

Business Devel. Manager, Ebags.Com
Call Center Manager, Amazon.Com
Category Manager, Walmart.Com
CEO, Bulbs. Com
CEO, Edietshop.Com
CEO, Lowermybills.Com
CIO, Sitstay.Com
CMO, CDW Corp.
Director, E-commerce, Chinaberry
Director, E-commerce, The Orvis Co.
E-commerce Catalog Director, Johnston & Murphy
E-commerce Director, Fingerhut
E-commerce Director, Uline
E-commerce Director, World Wrestling Entertainment
EVP, E-commerce, Barnes & Noble
Senior Director, E-commerce, Tommy Hillfiger
SVP Marketing & Internet, Newport News Spiegel
VP E-commerce, Ethel M. Chocolates
VP E-commerce, Jos. A. Bank Clothiers
VP Internet, The Sharper Image
VP Internet Commerce, Furnitureonline.com
VP E-commerce, The Bombay Co.
VP E-commerce, Red Envelope

MANUFACTURERS

CEO Dickinson Beckett Corp
CMO, Callaway Golf
CMO, Pepperidge Farm
Director, Retail Marketing, Mikasa
President, Applied Health Solutions
President, Hallmark Cards, Inc.
President Levi Strauss & Co.
SVP, General Electric
SVP, Hershey Foods
SVP, Liz Claiborne
SVP, Tupperware
SVP Marketing, Altria Group
SVP Marketing, Phillips Van Heusen
SVP Marketing, R.J. Reynolds Tobacco
SVP Marketing, Coca-Cola
VP, Avaya
VP, Avon Products
VP, Honeywell

“ A multichannel merchant is one that maximizes all touch points with consumers for maximum effectiveness of marketing campaigns.”

— Geric Johnson
VP, Direct Marketing
Frederick's of Hollywood

VP, Kraft Foods
VP, Global Marketing, Anheuser-Busch Companies
VP/CMO, Pitney Bowes
VP/CMO, Xerox Corp.

RETAILERS

CEO, Cabela's
CEO, Kitchen Etc.
CEO, Ritz Camera
CFO, Famous Smoke Shop
CFO, Orvis
CIO, Wal-Mart Stores
Director of Operations, American Eagle Co.
EVP Advertising, Burlington Coat Factory
EVP Store Operations, Barneys New York
SVP, JC Penney Company Inc
SVP, K-B Toys
SVP, Lowe's
SVP, Saks Inc.
SVP, Tiffany & Co.
SVP, West Marine
SVP Marketing, Starbucks
SVP Marketing, Walgreens
SVP Operations, Wal-Mart Stores
VP CRM, Saks Inc.
VP Merchandise, Family Dollar Stores
VP Merchandise, The May Department Stores
VP Operations, Marshalls
VP Operations, Rite Aid

“ A multichannel merchant means that our main channels for reaching customers—catalog, stores, Internet—all work together to give the customer an extraordinary and more satisfying shopping experience that is consistent among the channels.”

— Tracy Wan
President/COO
Sharper Image Corp.

Source: 1. Analysis of Subscriber Data, Publisher's Own Data, 11/06.

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