

# MULTICHANNEL MERCHANT Marketplace



Place your ad in **MULTICHANNEL MERCHANT'S Marketplace** and start reaching thousands of senior-level marketing and management professionals every month.

## LOW-COST, BIG VALUE

Low-cost Marketplace advertising delivers your small-space ad message to more than 32,000<sup>1</sup> **MULTICHANNEL MERCHANT** magazine subscribers every month. Choose the basic listing or the Impact Display ad to maximize your ROI. Your Marketplace ad—with all URLs and email addresses hyperlinked—will also appear in **MULTICHANNEL MERCHANT's** new digital edition, helping you reach an expanded audience of catalog, ecommerce and retail executives.

## MARKETPLACE CATEGORIES MAKE YOUR AD EASY TO FIND

Organized by category, Marketplace allows buyers to quickly zero in on the suppliers they need. Categories include Agencies, List/data processing, Call center services, Order/payment processing, Direct mail, E-commerce, Fulfillment/3rd party logistics, Warehousing and more!



## MARKETPLACE AD OPTIONS

### Impact Display Ad

Includes logo, key sales points and company information. Basic Listing included at no charge.

### Basic Listing

Includes company name, address and phone number. All caps, bold face, 7 point type, approx. 70 characters per line.

### Additional Lines

Include a contact or company statement. Upper and lower case, regular 7 point type, approx. 70 characters per line. Additional lines can be used with Basic Listings.



Actual Sample of 2" Impact Display — 3-1/4" x 2"

## MULTICHANNEL MERCHANT SUBSCRIBERS ARE INFLUENTIAL EXECUTIVES WITH PURCHASING POWER:

- Subscribers' organizations have an average annual revenue of **\$178 million** and employ an average of **766 people**<sup>2</sup>
- **88%** are CEOs, presidents, SVPs, VPs, directors and managers<sup>2</sup>
- **97%** are involved in purchasing products and services for their organizations.<sup>3</sup> They spend, on average:<sup>4</sup>
  - **\$441,684** on Multichannel-related products/services
  - **\$528,743** on Operations-related products/services
  - **\$860,670** on Print channel-related products/services
  - **\$253,598** on Online-related products/services



**To reserve your Marketplace Ad or for more information, contact your sales representative or visit [www.multichannelmerchant.com/advertisers](http://www.multichannelmerchant.com/advertisers).**

Ask your sales representative about cross-media opportunities and special rates within the *MULTICHANNEL MERCHANT* franchise and Penton's Marketing Media Group (*DIRECT*, *MULTICHANNEL MERCHANT*, *PROMO* and *Chief Marketer*).

Sources: 1. Circulation: 32,408, (MULTICHANNEL MERCHANT's BPA Publisher's Statement, 6/07); 2. MULTICHANNEL MERCHANT Reader Profile Study, Corporate Research, 6/05, based on number of respondents; 3. Publisher's Own Data, 10/06; 4. MULTICHANNEL MERCHANT Subscriber Study, Corporate Research, 6/06, based on number of respondents.

■ INTEGRATE ■ SELL ■ DELIVER ■ INTEGRATE ■ SELL ■ DELIVER