

MULTICHANNEL MERCHANT Buyer's Guide



Reach more than 100,000¹ professionals who visit WWW.MULTICHANNELMERCHANT.COM

List your company in the most comprehensive online supplier directory for multichannel marketing, and operations and fulfillment products and services. Executives use this reference tool all year long as they develop strategies to market and sell products to customers through all channels—print, online, teleservices and retail.

Online Buyer's Guide for the MULTICHANNEL MERCHANT

is easy to use, always available, and provides key information:

- Buyers can search by company, category or location
- Your listing includes: contact info, address, product/company description, plus email and website links.

Choose from 3 options:

- **Category Sponsorship**
Maximum Buyer's Guide exposure—includes basic listing; your 160x600 tower ad and abbreviated listing on each subcategory page; and your company name and logo in buyer's guide email promotions.
- **Featured Supplier Option**
Upgrade your basic listing and stand out in your category with a premier listing position with logo.
- **Basic Listing**
75 word listing in one category



MULTICHANNEL MERCHANT subscribers are influential executives with purchasing power:

- Subscribers' organizations have an average annual revenue of more than **\$178 million** and employ an average of **766 people**²
- **88%** are CEOs, presidents, SVPs, VPs, directors and managers²
- **97%** are involved in purchasing products and services for their organizations.³

The Buyer's Guide Marketing Program drives these subscribers to your listing:

- **Newsletter ads** promote the Buyer's Guide in every issue of MULTICHANNEL MERCHANT Weekly, List & Data Strategies, O+F Advisor, Magilla Marketing, plus DIRECT Newslite and DIRECT Listline.
- **Bi-Monthly email blasts** to MULTICHANNEL MERCHANT and *DIRECT* subscribers.
- **Website Advertising** on multichannelmerchant.com and directmag.com drive traffic to the Buyer's Guide.

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



To reserve your listing in the Buyer's Guide or for more information, contact your sales representative or visit www.multichannelmerchant.com/advertisers.

Sources: 1. Analysis of Site Traffic, PIRT Group, 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. Publisher's Own Data, 7/06.