

MULTICHANNEL MERCHANT Classifieds



Target experienced professionals with Classifieds from MULTICHANNEL MERCHANT

Reach top-level candidates whenever you need to fill a position. **MULTICHANNEL MERCHANT** provides three ways to connect you with catalogers, retailers, e-tailers and operations professionals. Avoid the headaches of newspaper ads and general job search sites—target qualified candidates and get results immediately!

ONLINE

Access more than 100,000¹ unique monthly multichannelmerchant.com visitors with a job description that includes title and a URL link:

- Listings are searchable by keyword, state and employer
- Candidates can apply for jobs immediately online; their information is forwarded to you via email
- Job seekers can “Email to a friend” to send job listings to others
- Stand out even more with a sponsorship banner (additional cost)

ENEWSLETTER

Your ad appears in the Classified section of MULTICHANNEL MERCHANT WEEKLY newsletter and is seen by more than 22,000² opt-in subscribers

- Include your logo for more visibility (additional cost)

PRINT CLASSIFIEDS

Reach more than 32,000³ MULTICHANNEL MERCHANT magazine subscribers with a 1" x 3-1/4" print ad that appears in a featured Classified section

- Stand out even more with a larger, more creative unit (additional cost)



MULTICHANNEL MERCHANT reaches qualified candidates who know the multichannel business⁴:

- Subscribers have an average of 13 years experience in catalogs and/or multichannel marketing; 35% have been in the industry for 16 years or more.
- Subscribers' job functions cover all facets of the multichannel business: 41% are in Corporate or General Management, 21% are in Marketing or Merchandising Management; and 20% are in Operations and Fulfillment or Call Center/Customer Service Management.
- Subscribers titles range from mid-to senior level management: 33% are CEOs/Presidents/Owners/Partners; 16% are VPS/SVPS; 13% are Directors; and 26% are Managers.



www.multichannelmerchant.com
A Penton Media Publication

To reserve your Classified Ad or for more information, contact your sales representative or visit www.multichannelmerchant.com/advertisers.

Sources: 1. Analysis of unique site visitors, PIRT Group, 6/07; 2. Analysis of circulation, Publisher's Own Data, 2/07; 3. MULTICHANNEL MERCHANT BPA Statement, 12/06. 4. MULTICHANNEL MERCHANT Subscriber Study, Corporate Research, 6/06, based on number of respondents.