

2008 MULTICHANNEL MERCHANT EDITORIAL CALENDAR

	PRINT CHANNEL	WEB CHANNEL	CROSS CHANNEL
JANUARY Ad Close: 11/29/07 Materials Due: 12/7/07	<ul style="list-style-type: none"> ● Catalog Critique ● Quarterly Paper Update 	<ul style="list-style-type: none"> ● New Web Technology ● E-commerce: Checkout Time—How Not to Lose the Order ● E-Mail: The State of Deliverability: What Affects It, What Doesn't...Hint—It's not your content 	<ul style="list-style-type: none"> ● Fundamentals of Merchandising
FEBRUARY Ad Close: 1/4/08 Materials Due: 1/11/08	<ul style="list-style-type: none"> ● Herschell Gordon Lewis on Copy ● Comailing 	<ul style="list-style-type: none"> ● Website Critique ● E-commerce: Rich Media and Online Selling 	<ul style="list-style-type: none"> ● Merchandising Lessons Learned From the Holidays ● Inside Private Equity Firms
MARCH Ad Close: 2/2/08 Materials Due: 2/11/08	<ul style="list-style-type: none"> ● Catalog Critique ● Digital Printing 	<ul style="list-style-type: none"> ● Benchmark Report—E-commerce ● E-Mail: Authentication—Will ISPs Make Good on Threats to Block E-mail from Servers that aren't Authenticated? 	<ul style="list-style-type: none"> ● Shopping a Merchandise Trade Show ● Alternative Media for Niche Marketers
APRIL Ad Close: 3/3/08 Materials Due: 3/10/08 <i>Supplement: Operations</i> <i>Show Issue: NCOF</i>	<ul style="list-style-type: none"> ● Quarterly Paper Update ● Herschell Gordon Lewis on Copy ● Experiential Creative 	<ul style="list-style-type: none"> ● Website Critique ● SEO Best Practices ● E-Mail: Reputation—What it is and Why Yours Matters 	<ul style="list-style-type: none"> ● Continuity Programs ● Brand Transformations
MAY Ad Close: 4/2/08 Materials Due: 4/11/08 <i>Show Issue: ACCM</i>	<ul style="list-style-type: none"> ● Catalog Critique ● Herschell Gordon Lewis on Copy ● Is it Time to Redesign? 	<ul style="list-style-type: none"> ● Website Critique ● Content Management ● E-Commerce: How to Create an Effective Landing Page ● E-Mail: Focus on Feedback Loops 	<ul style="list-style-type: none"> ● Benchmark Report—Marketing ● Improving Your Company's Valuation ● Consumer-centric Marketing and Merchandising
JUNE Ad Close: 5/1/08 Materials Due: 5/9/08 <i>Show Issue: DMDNY</i>	<ul style="list-style-type: none"> ● Catalog Critique ● Printer Partnerships—Working Together for Best Results 	<ul style="list-style-type: none"> ● Affiliate Marketing ● Social Media ● E-commerce: Web Analytics 	<ul style="list-style-type: none"> ● Integrated Marketing ● Order Forms—Insert or Paginate?
JULY Ad Close: 6/2/08 Materials Due: 6/10/08	<ul style="list-style-type: none"> ● Creating an Effective Back Cover ● Quarterly Paper Update 	<ul style="list-style-type: none"> ● Natural Search ● Registration Pages ● E-Commerce: How to Boost Online Conversions 	<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: 7/2/08 Materials Due: 7/10/08	<ul style="list-style-type: none"> ● What's New in Paper ● Small Catalog Creative Challenges 	<ul style="list-style-type: none"> ● Website Critique ● Comparison Shopping Engines ● E-Commerce: Gearing Up for the Holidays ● E-Mail: Coregistration 	<ul style="list-style-type: none"> ● Benchmark Report—Merchandising ● Multichannel Branding ● Targeting the Hispanic Market ● Reader Ad Recall Study
SEPTEMBER Ad Close: 8/1/08 Materials Due: 8/11/08	<ul style="list-style-type: none"> ● Herschell Gordon Lewis on Award-winning Copy 	<ul style="list-style-type: none"> ● Cross-Selling to Improve SEO ● Resource Guide: Web Analytics Software ● E-Commerce: The Role of Content in Online Selling 	<ul style="list-style-type: none"> ● The MCM Awards: In-depth profiles of the winners of MULTICHANNEL MERCHANT's exclusive awards program for print, online, and cross-channel merchants, complete with do's, don'ts, and ideas to steal
OCTOBER Ad Close: 9/3/08 Materials Due: 9/11/08 <i>Show Issue: DMA</i>	<ul style="list-style-type: none"> ● Quarterly Paper Update ● Herschell Gordon Lewis on Copy ● Color Management Strategies 	<ul style="list-style-type: none"> ● Website Critique ● SEO Copywriting ● E-Commerce: Why Online Merchandising is Different ● E-Mail: Been Blocked? How to Clean Up a Dirty List Without Destroying the Whole Thing 	<ul style="list-style-type: none"> ● Going Public, or Contemplating a Sale
NOVEMBER Ad Close: 10/2/08 Materials Due: 10/9/08	<ul style="list-style-type: none"> ● Catalog Critique ● Print & Production Roundtable 	<ul style="list-style-type: none"> ● Smart Site Design ● Rich Media ● E-Commerce: How Data can Improve Your Online Marketing 	<ul style="list-style-type: none"> ● International M&A ● Product Development and Sourcing
2009 BUYERS GUIDE Ad Close: 10/23/08 Materials Due: 10/30/08	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 2008.		
DECEMBER Ad Close: 10/30/08 Materials Due: 11/6/08	<ul style="list-style-type: none"> ● Production Workflows that Work ● New Print Catalogs 	<ul style="list-style-type: none"> ● Website Critique ● Mobile Commerce ● E-Commerce: Search for Small Merchants ● E-Mail: Authentication Update 	<ul style="list-style-type: none"> ● BENCHMARK REPORT: Critical Issues and Trends ● Add Verve to your Brand

2008 MULTICHANNEL MERCHANT EDITORIAL CALENDAR

LIST & DATA STRATEGIES	OPERATIONS & FULFILLMENT	EYE ON B2B	RETAIL REPORT	BONUS DISTRIBUTION
<ul style="list-style-type: none"> ● Merge/Purge for Small Mailers 	<ul style="list-style-type: none"> ● Negotiating Carrier Rates and Contracts ● Managing Multichannel Inventory ● Setting Up Your Packaging Station 		<ul style="list-style-type: none"> ● Improving Communication With Stores 	<ul style="list-style-type: none"> ● <i>National Retail Federation</i>
<ul style="list-style-type: none"> ● Lifetime Value ● E-Mail: Tips For Building a Quality E-mail List 	<ul style="list-style-type: none"> ● Business Process Management (BPM) Software ● On-demand Training 		<ul style="list-style-type: none"> ● Store Site Selection 	<ul style="list-style-type: none"> ● <i>eTail</i>
<ul style="list-style-type: none"> ● Making the Most of Co-ops 	<ul style="list-style-type: none"> ● Complying with the Latest PCI (Payment Card Industry) Standards ● Adding International Fulfillment ● Shipping Processing Systems 	<ul style="list-style-type: none"> ● E-procurement 	<ul style="list-style-type: none"> ● Store Window Displays 	<ul style="list-style-type: none"> ● <i>New England Mail Order Association (NEMOA)</i> ● <i>Search Engine Strategies (SES)</i>
<ul style="list-style-type: none"> ● List Hygiene 	<ul style="list-style-type: none"> ● Pros and Cons of SAAS ● Roundtable—DC Executives ● Identifying and Controlling Fulfillment Center Costs ● Effective and Efficient Gift Wrapping 		<ul style="list-style-type: none"> ● Hiring and Training Store Staff 	<ul style="list-style-type: none"> ● <i>National Conference on Operations & Fulfillment (NCOF)</i> ● <i>Ad-Tech: San Francisco</i>
<ul style="list-style-type: none"> ● Multichannel Contact Management 	<ul style="list-style-type: none"> ● Contact Center Management ● Balancing Multisite Fulfillment ● Handling Logistics from Vendors in Asia ● Compliant Packaging with Shape-based USPS Requirements 	<ul style="list-style-type: none"> ● Building Up Your Database 	<ul style="list-style-type: none"> ● Event Marketing 	<ul style="list-style-type: none"> ● <i>Annual Conference for Catalog and Multichannel Merchants (ACCM)</i>
<ul style="list-style-type: none"> ● Add-a-name Analysis ● E-Mail: Why You Should Stop Mailing Your Entire E-mail List 	<ul style="list-style-type: none"> ● Order Management System Roundup ● Returns/Reverse Logistics 		<ul style="list-style-type: none"> ● Fighting Gift Card Fraud 	<ul style="list-style-type: none"> ● <i>Direct Marketing Days New York (DMDNY)</i> ● <i>Internet Retailer</i> ● <i>Ad-Tech: Miami</i>
<ul style="list-style-type: none"> ● List & Data Research Report ● Holiday Remail Strategies ● E-Mail: Cleaning Up Your Lists for Improved Deliverability 	<ul style="list-style-type: none"> ● Contact Center Strategies ● Coping with Rising Freight Costs ● Proper Packaging—Putting Too Much or Too Little in the Box? 	<ul style="list-style-type: none"> ● Business-specific search 		
	<ul style="list-style-type: none"> ● Determining your IT Spend ● Supplier Scorecards: What to Track ● Avoiding Seasonal Surprises ● Earth-friendly Dunnage Options 		<ul style="list-style-type: none"> ● Local Search and Store Traffic 	<ul style="list-style-type: none"> ● <i>Search Engine Strategies (SES)</i> ● <i>eTail</i> ● <i>Ad-Tech: Chicago</i>
<ul style="list-style-type: none"> ● RFMO—Segmenting by Origination ● E-Mail: Appending—Here's How 	<ul style="list-style-type: none"> ● Hiring a Contact Center ● Multichannel Systems Integration ● What's the Big Deal about Dimensional Weight? It's a BIG Deal 	<ul style="list-style-type: none"> ● Marketing to the Government 		<ul style="list-style-type: none"> ● <i>Shop.org</i> ● <i>New England Mail Order Association (NEMOA)</i>
<ul style="list-style-type: none"> ● Microsegmentation ● Benchmark Report—List & Data Strategies 	<ul style="list-style-type: none"> ● Identifying and Controlling Contact Center Costs ● Using Packaging to Unify Your Brand 		<ul style="list-style-type: none"> ● Using Demographics to Merchandise Stores 	<ul style="list-style-type: none"> ● <i>Direct Marketing Association (DMA) Annual Conference</i>
<ul style="list-style-type: none"> ● Alternative Media ● E-Mail: [Truly] Integrating E-mail into the Multichannel Marketing Mix 	<ul style="list-style-type: none"> ● Managing Mega DCs ● Shipping Processing Systems 	<ul style="list-style-type: none"> ● Multichannel Metrics for Business 	<ul style="list-style-type: none"> ● Lighting and Fixtures 	<ul style="list-style-type: none"> ● <i>Ad-Tech: NY</i>
<ul style="list-style-type: none"> ● Reverse Appending 	<ul style="list-style-type: none"> ● Prioritizing your Tech Spend ● Outbound Shipping ● Strategic Demand Management ● Packaging: Boxes vs. Bags 		<ul style="list-style-type: none"> ● Update on Security 	<ul style="list-style-type: none"> ● <i>National Center for Database Marketing (NCDM)</i> ● <i>Search Engine Strategies (SES)</i>

2008 ONLINE EDITORIAL CALENDAR

WEBINARS

Potential 2008 Topics Include:

- E-mail 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

E-SPECIAL REPORTS

Potential 2008 Topics Include:

- Customer Centric Catalogs
- Global Marketing
- O+F: Material Handling
- O+F: Distribution Center Workflow
- E-mail Deliverability
- Website Search
- O+F: Information Technology
- O+F: Contact Center Metrics
- Personalization

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