

multichannel merchant™

INTEGRATE ■ SELL ■ DELIVER



Connect with senior-level executives responsible for integrating marketing, sales and operations across catalogs, online, retail and B2B.

2008 PLANNING GUIDE

www.MULTICHANNELMERCHANT.com

MULTICHANNEL MERCHANT

MULTICHANNEL MERCHANT'S MISSION

MULTICHANNEL MERCHANT provides executives with the ideas, analyses 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 readers are decision makers at catalogs, online merchants, retailers, manufacturers and wholesalers. They are senior-level managers in key areas—operations, marketing, e-commerce, merchandising and more.

VALUE TO YOU

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

- **Unparalleled Reach:** To thousands of your prospects—high-level buyers of products and service for their companies.
- **Integrated opportunities:** That allows you to connect with your target market in print, online, via email and in person.
- **Relevance:** Your message surrounded by the MULTICHANNEL MERCHANT brand and the unique, original content that sets us apart.

THE MULTICHANNEL RETAIL MARKET

Consumers don't shop in just one channel. They are multichannel. They shop in stores, online, by phone and by mail. And successful retailers know that satisfying these customers means providing them ease and convenience in choosing how, when and where to purchase. They also know that being multichannel—selling products across multiple channels—translates into higher overall revenues and reach within their target markets.



PRINT

- Catalog sales will grow 5.1% annually to \$185.2 billion by 2011¹
- Advertising expenditures on catalogs will grow 4.9% annually to \$25.4 billion by 2011¹
- 19.44 billion catalogs were mailed in 2006²



RETAIL

- U.S retail sales reached \$3.9 trillion in 2006⁵
- Retail sales are forecasted to increase by 4.8% in the next year⁷
- Sales from print catalogs and websites are projected to become equal by 2009⁵



ECOMMERCE

- Online retail sales reached \$102.1 billion in 2006, up 24% over 2005³
- By 2011, online retail sales are expected to reach \$171 billion⁴
- Non-email internet marketing is expected to grow 17% annually¹

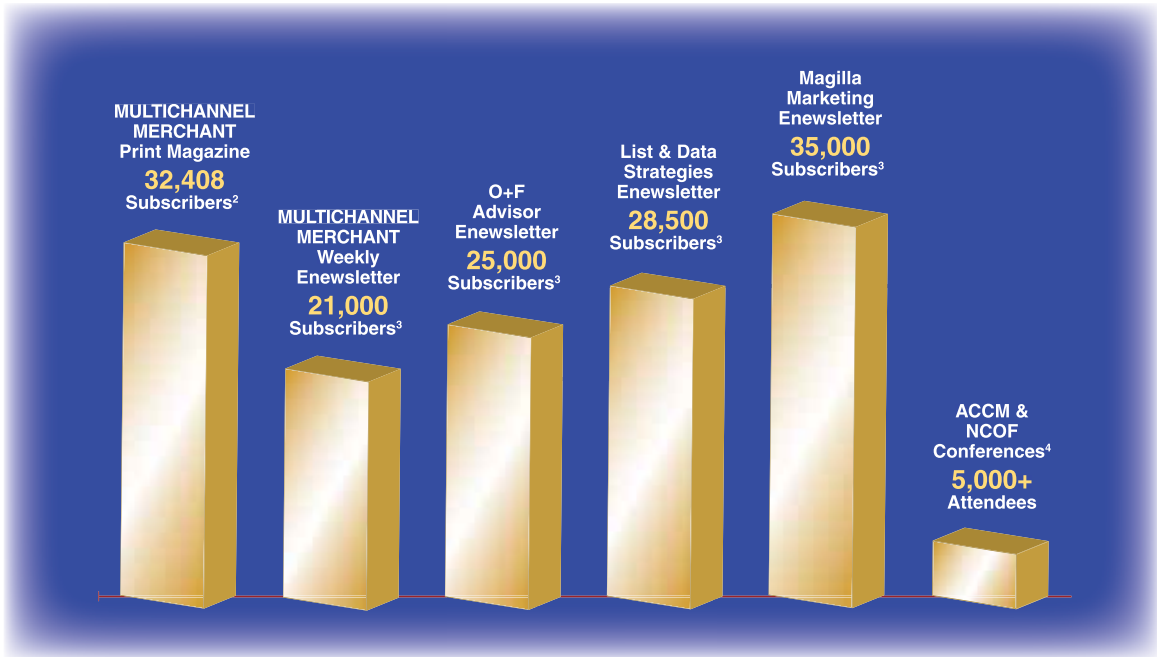
MULTICHANNEL

- Web-influenced off-line retail sales will grow 12% annually over the next five years⁴
- 87% of consumers occasionally research products online before buying them in a store⁸
- 82% of online holiday shoppers say that a print catalog motivated them to visit and buy from a website⁹
- Off-line influenced online sales will reach \$1 trillion by 2011.

THE MULTICHANNEL MERCHANT AUDIENCE

TOTAL UNIQUE DECISION MAKERS ACROSS THE MULTICHANNEL MERCHANT FRANCHISE: **83,900**¹

The **MULTICHANNEL MERCHANT** franchise includes the following components:



MultichannelMerchant.com has more than 100,000 unique visitors each month⁵

Subscribers are decision-makers at large companies:

- 92% are CEOs, presidents, SVPs, VPs, directors and managers⁶
- Average annual company revenue: \$178 million⁶
- 66% expect revenue to grow at the same or faster rate than in the past two years⁷
- Average number of employees: 766⁶
- Mail an average of 3.5 million catalogs annually⁶
- Process an average of 674,000 online transactions annually⁶
- Ship 513,000 packages annually⁶

Subscribers with transactional websites invest in email and web marketing to support the rapidly growing online sales and marketing channel⁸:

- 75% use email to market to customers and prospects
- Subscribers say an average of 43% of direct non-store sales come from the Internet; 49% say this is an increase over the prior year
- Online sales volume has increased for 66% of subscribers in the past 12 months; average amount of increase: 34%
- 89% say 46% of their online shoppers also buy from other channels

Sources: 1. Estimated Unique Subscriber Count, Analysis of Circulation, Publisher's Own Data, 10/07; 2. *Multichannel Merchant* BPA Publisher's Statement, 6/07; 3. Analysis of Circulation, Publisher's Own Data, 10/07; 4. Attendee Data, Publisher's Own Data, 10/07; 5. Omniture Site Catalyst, 10/07; 6. *Multichannel Merchant* Reader Profile Study, Corporate Research, 6/05; 7. *Multichannel Merchant* Critical Trends & Issues Study, 2006; 8. Multichannel Merchant E-Commerce Report, 3/06.

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

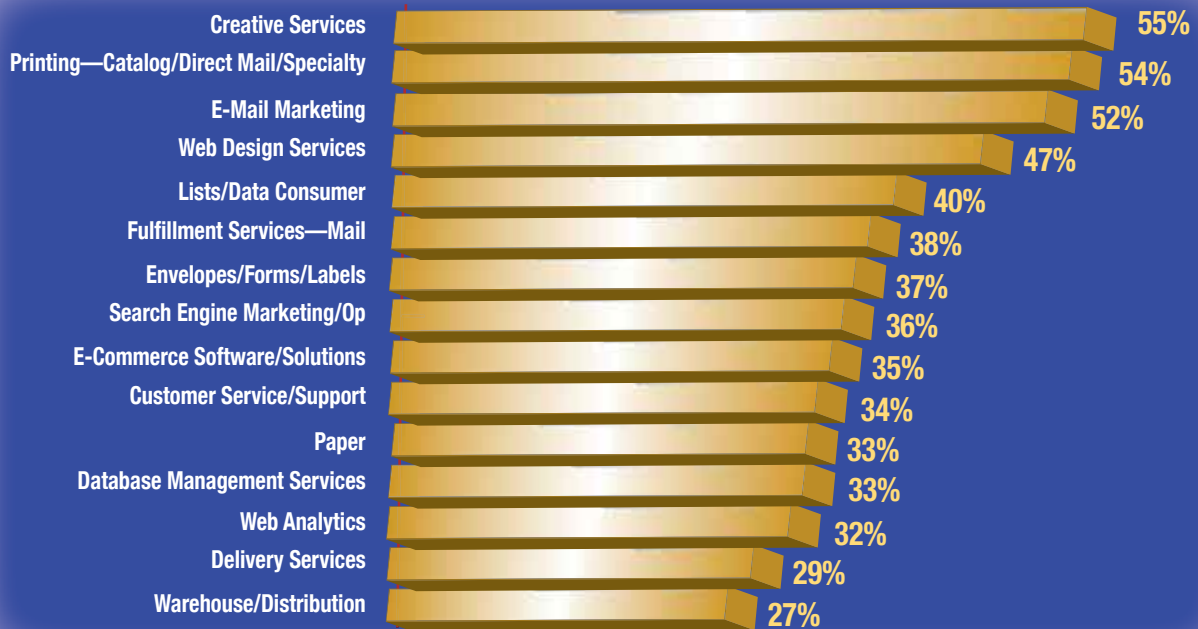
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THE MULTICHANNEL MERCHANT FRANCHISE

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



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

	<u>Average Amount Spent per Company</u>
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

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, Cabelas
CEO, Country Curtains
CEO, Guitar Center Inc
CEO, Lillian Vernon
COO, Delias Inc
Marketing Executive, Galls
Marketing Vice President, Skymall Inc
President, American Girl Inc
President, American Musical Supply
President, Camping World
President, Caswell Massey Catalog
President, HSN Catalog Service Inc
President, J Jill Group
President, JC Penney Co
President, JC Whitney
President, Levenger
President, Omaha Steaks
President, The Territory Ahead Inc
President/CEO, Fredericks Of Hollywood
President/CEO, Musicians Friend Inc
President/CEO, Neiman Marcus Direct
SVP, Corporate Marketing, Coldwater Creek
Vice President, Spiegel Catalog
VP Customer Service, Garnet Hill
VP Direct Marketing, Lands End
VP Logistics, Crate & Barrel
VP Marketing, Epson America Inc
VP Operations, Hammacher Schlemmer

ONLINE MERCHANT

CEO, 1-800-Bakery Inc
CEO, Chimpfeet LLC
CEO, EToys Direct
CEO, Etrade
CEO, Shop.Com
CFO, Footlocker Dot.Com
CFO, Getty Images Inc
CFO, Giftcertificates.Com

Subscribers are senior-level professionals at leading companies¹

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

CFO, Buy.Com
CIO, 1800Flowers.com
CMO, Barnesandnoble.Com Inc
Director E-Commerce, Bass Pro Shops
Director E-Commerce, The Orvis Co.
Director, E-Commerce, Kohls Department Stores
E-Commerce Marketing, The J Jill Group
E-Commerce Operations Mgr, The Coca-Cola Company
E-Commerce Specialist, Blair Corp
E-Commerce Systems Manager, Playboy Enterprises Inc
EVP, America Online
EVP E-Commerce, Barnes & Noble
Manager E-Commerce, A & E Television
President, Floragift.Com
President, Orvis
President/CEO, Shutterfly Inc
President/COO, Overstock Inc
Senior Director E-Commerce, Tommy Hilfiger
Senior Product Manager, Amazon.Com
VP E-Commerce, Bluefly.Com
VP Internet Commerce, Furnitureonline.Com
VP E-Commerce, Levenger
VP Operations, Zappos.Com

MANUFACTURERS

CEO, Learning Express Inc
CEO, Solo Cup Company
CFO, Samsonite Corp
CMO, Reebok International Ltd
Customer Service Director, Coach
EVP, Del Monte Foods Co
Group VP, Hormel Foods Corp
Operations Manager, Mary Kay Inc
President, Campbell Soup Co
President, Coach Inc
President, Franklin Covey
Senior Analyst, Panasonic
Senior VP, Loreal Usa
Senior VP/CIO, Lowes Companies Inc
Supply Chain Manager, Nestle Purina
SVP Global Marketing, Estee Lauder Co
VP, Kodak Versamark
VP Consumer Direct, Kenneth Cole
VP Logistics, The Eureka Company
VP Retail Business, American Greetings
VP Sales And Marke, The Wisconsin Cheeseman
Marketing Executive, Crabtree & Evelyn

Subscribers are senior-level professionals at leading companies²

- 72% of subscribers sell through a catalog
- 70% have a transactional website
- 50% operate retail stores

RETAILERS

CEO, Eddie Bauer
CEO, FAO Schwarz
CEO, Kmart Corp
CEO, Macys West
CEO, Radio Shack Corp
CEO, Sears & Roebuck Co
CEO, Sur La Table
CEO, Target Corp
CEO, The Vitamin Shoppe
CFO, Blockbuster Inc
CFO, Burlington Coat Factory
CFO, Urban Outfitters
COO, Harry Winston
COO, Ltd Brands
COO, Victorias Secret Stores
EVP Marketing, Best Buy Company Inc
EVP Store Operations, Linens N Things Inc
EVP Store Operations, Michaels Stores Inc
President, Circuit City
President, Ethan Allen
President, Finish Line Inc
President, Gamestop Inc
IGA, Iga
President, Jerry's Artorama
President, Rochester Big & Tall
SVP, Tuesday Morning Inc
SVP Logistics, Staples
SVP Operations, Talbots
VP Advertising, Dillards
VP Advertising, Modells Sporting Goods
VP Consumer Marketing, Ethel M Chocolates
VP E-Commerce, Bjs Wholesale Club
VP Logistics, Dicks Sporting Goods
VP Purchasing, Ritz Cameras
VP Retail Stores, Officemax
VP Store Operations, Walgreen Co

Source: 1. Publisher's Own Data, 11/06; 2. Analysis of circulation, Publisher's Own Data, 12/07.

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

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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 Supplement: Operations Show Issue: NCOF	<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 Show Issue: ACCM	<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 Show Issue: DMDNY	<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 Show Issue: DMA	<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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THE MULTICHANNEL MERCHANT FRANCHISE

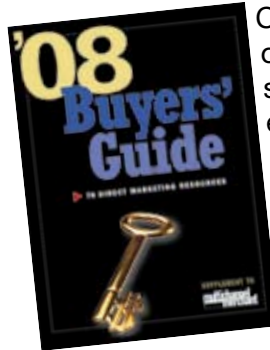
MULTICHANNEL MERCHANT and its franchise products provide targeted, compelling content for multichannel merchants.

IN PRINT



MULTICHANNEL MERCHANT magazine—published in print and digitally, provides a complete focus on integrating front-end and back-end operations, and everything in between. Each issue includes Operations & Fulfillment featured content.

2009 Buyers Guide



Comprehensive guide to offline and online suppliers in all categories—ecommerce, lists, fulfillment, email marketing, contact centers, shipping and more.

ONLINE



MultichannelMerchant.com
Complete online resource, including supplier sourcing tools and targeted content.



Webinars

Live and on-demand multimedia presentations with valuable branding and ROI opportunities.



ListFinder

A searchable database of virtually all lists on the market—postal, email, telephone and insert media.



Ask the Expert

Have your company expert respond to market-specific questions from our online audience.

THE MULTICHANNEL MERCHANT FRANCHISE

ENEWSLETTERS



MULTICHANNEL MERCHANT Weekly

Breaks critical catalog, e-commerce and multichannel news: mergers, launches, new campaigns, and more.



Magilla Marketing

Best practices, case studies and truthful commentary on email marketing.



List & Data Strategies

In-depth tips, strategies and analysis for using lists to drive sales.



O+F Advisor

Strategic advice and tactical tips on an array of operations and logistics issues.

CUSTOM SOLUTIONS

MULTICHANNEL MERCHANT works with you to create custom projects that cover relevant industry topics, align your brand with rich content, and are delivered via email. Custom Solutions include: E-special Reports, Tools of the Trade sponsored newsletters, E-Postcards, Whitepapers, Podcasts and more.



EVENTS



Annual Conference for Catalog and Multichannel Merchants

The largest event for catalog, Internet and multichannel merchants. Visit www.accmshow.com.



National Conference on Operations & Fulfillment

The only conference dedicated to direct-to-customer operations and fulfillment. Visit www.ncof.com.



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

YOUR TRUSTED PARTNER IN THE MARKETING COMMUNITY

PENTON'S MARKETING MEDIA GROUP

PENTON'S MARKETING MEDIA GROUP PROVIDES STRATEGIC INSIGHT, INNOVATIVE IDEAS AND TACTICAL INFORMATION THAT HELPS MORE THAN 200,000 UNIQUE MARKETING EXECUTIVES REACH THEIR BUSINESS GOALS.

Encompassing all marketing tactics and disciplines, the group's four multimedia franchises—*Multichannel Merchant*, *Chief Marketer*, *PROMO* and *DIRECT*—provide a wide array of integrated and targeted opportunities to reach your target market and grow your business.

Whether you are looking to build brand awareness, generate leads, or position your company as a thought leader, Penton's Marketing Media Group has the products and custom solutions to meet your needs.

www.multichannelmerchant.com

Integrating sales channels—catalog, online, retail—for efficiency and maximum ROI, plus coordinating front-end marketing and sales with back-end operations and fulfillment. Monthly magazine plus:

DIRECT

THE INFORMATION RESOURCE FOR DIRECT MARKETERS

www.directmag.com

Best practices and tactical information on creating, executing and analyzing direct marketing programs that integrate mail, email, online telecom, broadcast, and other efforts. Monthly magazine plus:

DIRECTistline

DIRECTnewsline

Magilla Marketing
The Smart Truth on Everything E-mail

the National Center for Database Marketing
NCDM

PROMO

www.promomagazine.com

Creating, executing and analyzing marketing promotions across all tactics—interactive, retail, experiential, direct, games and contests, sampling, couponing and more. Monthly magazine plus:

PROMO
Xtra

PROMOP&I

PROMOLIVE!

CHIEF
Marketer
Insights. Innovation. Solutions.

www.chiefmarketer.com

Strategy, news and technology for CMOs and senior-level marketers—case studies, articles and resources on CRM, media, online, multichannel integration, ROI, and more.

CHIEFreport
Marketer
Insights. Innovation. Solutions.

MARKETING
ROI
Measurement, analysis and accountability

E-Centric
Development and Delivery of Electronic Content

PENTON'S MARKETING MEDIA GROUP also offers custom publishing and research, as well as direct mail services. Contact your *Multichannel Merchant* sales representative for more information and rates on these opportunities as well as Webinars, white papers, E-postcards and E-special Reports.

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2008 RATES

Effective January 2008



Multichannel Merchant provides integrated, multichannel marketing programs to marketing and operations executives at catalog, e-commerce and retail companies. Through Multichannel Merchant's sister publications—*Chief Marketer*, *PROMO* and *DIRECT*—you can expand your reach and your marketing budget with a network buy.

Every dollar you spend with any of the Penton Media Marketing Media Group publications adds up to savings for your company. You'll receive discounts on all products based on your total spend across the group.*

Here's how it works:

Your total spending within the Marketing Media Group indicates your discount on those products and any additional products for 2008. Plus as you move from one level of spending to the next, you receive significant benefits to help you maximize your investment.

LEVEL	TOTAL ANNUAL INVESTMENT	BENEFITS
AFFILIATE	\$7,500 to \$14,999 net	· 5% discount off open rate on all additional advertising and custom projects
SPONSOR	\$15,000 to \$29,999 net	· 10% discount off open rate on all additional advertising and custom projects · One 12-issue bold-face listing in one category in Marketplace
PARTNER	\$30,000 to \$59,999 net	· 15% discount off open rate on all additional advertising and custom projects · One 12-issue bold-face listing in one category in Marketplace · One personalized letter from publisher along with your company brochure or collateral material to 100 customers/prospects
PREMIER	\$60,000 to \$99,999 net	· 20% discount off open rate on all additional advertising and custom projects · One 1-inch Display ad in one category in Marketplace · One personalized letter from publisher along with your company brochure or collateral material to 100 customers/prospects · One 4x6 postcard mailing to 2,000 subscribers or supplied names, or 3,500 postal names for a 1x use
PLATINUM	\$100,000+ net	· 25% discount off open rate on all additional advertising and custom projects · One 1-inch Display ad in one category in Marketplace · One basic listing with logo in the online Buyer's Guide · One personalized letter from publisher along with your company brochure or collateral material to 100 customers/prospects · One 4x6 postcard mailing to 3,000 subscribers or supplied names, or 7,500 postal names for a 1X use

*Benefits and discounts apply only to media and events wholly owned by Penton Media.

Rates Per Insertion

MAGAZINE (B&W, 2C OR 4C**)

	GROSS	NET
Tabloid Page	\$8,745	\$7,433
3/4 Page	\$8,025	\$6,821
1/2 Page Vertical	\$6,570	\$5,585
1/2 Page Horizontal	\$6,170	\$5,245
1/4 Page	\$5,645	\$4,798
Junior page	\$6,985	\$5,937
2/3 Page	\$5,620	\$4,777
1/2 Page	\$4,895	\$4,161
1/3 Page	\$4,020	\$3,417
1/4 Page	\$3,140	\$2,669
1/6 Page	\$2,450	\$2,083
Cover 4 add 25%	\$10,931	\$9,292
Cover 3 add 15%	\$10,057	\$8,548
Cover 2 add 20%	\$10,494	\$8,920

**PMS match additional

WEBSITE

	GROSS	NET
Leader Board (728x90) (Homepage, Article pages)	\$52 CPM	\$44 CPM
Super Button (336x280) (Homepage, Article pages)	\$65 CPM	\$55 CPM
One-Stop	\$1,118/mo.	\$950/mo.
ListFinder, 3 mo. min.	\$2,235/mo.	\$1,900/mo.

E-NEWSLETTERS

	GROSS	NET
MCM Weekly (Weekly) 12X min., 1x per week		
Premier Banner	\$1,530	\$1,300
Premier Half Tower	\$1,350	\$1,148
Second Half Tower	\$1,210	\$1,029
Second Banner	\$975	\$829
List & Data Strategies (Weekly) 12x min., 1x per week		
Premier Banner	\$1,530	\$1,300
Premier Half Tower	\$1,350	\$1,148
2nd Banner	\$1,210	\$1,029
2nd Half Tower	\$975	\$829
Marketplace Ad	\$300	\$255
Magilla Marketing (Weekly), 12x min., 1x per week		
Premier Banner	\$1,350	\$1,148
Premier Half Tower	\$1,230	\$1,046
2nd Banner	\$1,000	\$850
2nd Half Tower	\$850	\$723
Marketplace Ad	\$300	\$255

O+F Advisor (Weekly), 12x min., 1x per week

Premier Banner	\$1,412	\$1,200
Premier Tower	\$1,412	\$1,200
2nd Banner	\$750	\$638
Marketplace Ad	\$300	\$255

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

2008 MECHANICAL REQUIREMENTS

For complete preparation guidelines and file delivery information, please visit www.pentonads.com or contact the publication's Production Coordinator.

MULTICHANNEL MERCHANT is manufactured CTP (Computer-To-Plate). Therefore, your advertising materials must arrive in an electronic format.

Printing Method: Web Offset

Binding: Perfect Bound Tabloid

Paper: Cover printed on 70-lb. coated offset; text printed on 36-lb. coated groundwood finish

Ink: SWOP standard and four-color process

Line Screen: 133 lines per inch

TABLOID PAGES—10 3/4" X 14 1/2" TRIM SIZE

	Width x Depth		Width x Depth
1 page	9 1/2" x 13 1/2"	1/2 V page	4 5/8" x 13 1/2"
3/4 H page	9 1/2" x 10"	1/4 SQ page	4 5/8" x 6 3/4"
3/4 V page	7" x 13 1/2"	1/4 V page	2 1/4" x 13 1/2"
1/2 H page	9 1/2" x 6 3/4"	1/4 H page	9 1/2" x 3 3/8"

JUNIOR PAGES

	Width x Depth		Width x Depth
1 page	7" x 10"	1/3 V page	2 1/4" x 10"
2/3 V page	4 5/8" x 10"	1/3 SQ page	4 5/8" x 4 7/8"
1/2 H page	7" x 4 7/8"	1/4 SQ page	3 1/2" x 4 7/8"
1/2 V page	3 1/2" x 10"	1/6 V page	2 1/4" x 4 7/8"

BLEED DIMENSIONS

Tabloid Bleed Page 11" x 14 3/4" (Trims to 10 3/4" x 14 1/2")
 Tabloid Bleed Spread 22" x 14 3/4" (Trims to 21 1/2" x 14 1/2")
 Junior Bleed Page 7 7/8" x 10 3/4" (Trims to 7 3/4" x 10 5/8")
 Junior Bleed Spread 15 3/4" x 10 3/4"

(Trims to 15 1/2" x 10 5/8" 1/8" Trims off each page in gutter, 3/16" trims off foot)

Keep live area 3/8" from trim all around; 1/2" from edge of bleed plate.

DIGITAL AD SPECIFICATIONS

PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit www.pentonads.com. Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)

Preferred Applications: Ad layouts should be created using either QuarkXpress™, Adobe Pagemaker® or InDesign®. If submitting application files, provide all supporting graphics and fonts.

Proofs: We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) Accurate color reproduction cannot be guaranteed without a SWOP-certified proof.

Photo Elements: 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.

Line Art/Text: 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

Color Tone Values: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

Color Mode: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

Fonts: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

Lettering: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

Media: Mac or IBM CD, Zip 100, floppy.

FTP Upload: <ftp://ftpserver2.penton.com/adclient/multichannelmerchant>. Please contact the publication Production Coordinator when files are submitted.

SHIPPING INSTRUCTIONS: Send all contracts, orders, insertion instructions, advertising material, and correspondence to: Production Coordinator, MULTICHANNEL MERCHANT Magazine, 9800 Metcalf Avenue, Overland Park, KS, 66212, brenda.wiley@penton.com; Phone: (913) 967-1817; Fax: (913) 967-1629

INSERTS: Contact advertising representative for rates, production specs and shipping instructions or visit www.pentonads.com.

ONLINE AD TECHNICAL SPECIFICATIONS

More detailed specs available upon request

Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyebalster, Enliven, Bluestreak, Motif.

Will accept for testing: DHTML, Audio, Real, Shoshkeles

Non-accepted formats: Java, Java Applet, Video

3rd Party Ad Serving: We will accept most 3rd Party Ad Tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

Dimensions and file sizes: 728x90; 160x600; 336x280; 35K; Frames and looping: Maximum frames=4; looping=3 times

Materials due: 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alternate text with instructions.

Cancellation policy: Banners, sponsorships, and newsletters require a 2-week written cancellation notice.

NEWSLETTER AD TECHNICAL SPECIFICATIONS

More detailed specs available upon request

Formats currently accepted: Gif or Jpeg files only. No Rich Media.

3rd Party Ad Serving: We will accept most 3rd Party Ad tags. 3rd Party Ad tags for newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

Dimensions and file sizes: 468x60; 120x240; 120x600; 125x125; 120x60; 30K.

Materials due: 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alternate text with instructions.

Cancellation policy: Banners, sponsorships, and newsletters require a 2-week written cancellation notice.

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

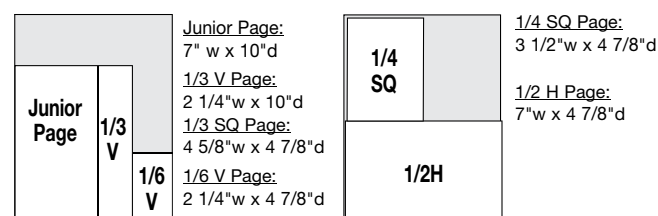
Tabloid Pages



1 Page: 9 1/2"w x 13 1/2"d	1/2 H Page: 9 1/2"w x 6 3/4"d	1/2 V Page: 4 5/8"w x 13 1/2"d	1/4 H Page: 9 1/2"w x 3 3/8"d
3/4 H Page: 9 1/2"w x 10"d		1/4 SQ Page: 4 5/8"w x 6 3/4"d	

Additional Tabloid Page Sizes Available (not shown):
 1/4 V page: 2 1/4"w x 13 1/2"d; 3/4 V page: 7"w x 13 1/2"d

Junior Pages



Additional Junior Page Sizes Available (not shown):
 2/3 V page: 4 5/8"w x 10"d; 1/2 V page: 3 1/2"w x 10"d

PENTON MEDIA'S MARKETING MEDIA GROUP



PENTON'S MARKETING MEDIA GROUP

Provides strategic insight, innovative ideas and tactical information that helps marketing executives reach their business goals. The group's 4 information franchises includes: 3 print magazines, 4 websites, 11 enewsletters and 4 annual events that encompass all marketing tactics and disciplines: direct, email, online, search, promotions, ROI, database, premiums and incentives, operations and fulfillment, and more.

The Marketing Media Group provides a range of integrated and targeted advertising and sponsorship opportunities in print, online, via email, and in person. Whether you are looking to build brand awareness, generate leads, or position your company as a thought leader, the group's custom products and solutions help you achieve your objectives.

Contact your sales representative for more information on opportunities and special cross-franchise rates within Penton's Marketing Media Group.

LISTS AND DATABASES

Achieve targeted, high-response communication in your market by selecting from a database of over 3.2 million recipients and buyers of products and services. Postal, telemarketing and email lists are available to rent.

For more information, contact Marie Briganti, List Manager at (845) 732-7054 or Marie.briganti@walterkarl.infousa.com.

ARTICLE REPRINTS

Impress your clients and prospects with custom print or electronic article reprints. Reprints make ideal collateral for: direct mail campaigns, tradeshow handouts, investor relations materials, and media kits; or create posters, plaques and postcards to feature your coverage.

For additional information, contact your Sales Representative.

AD REPRINTS

Your sales representative will be happy to provide quotes on reprinting your advertisement for additional distribution.

CUSTOM PUBLISHING

Custom publishing can be an important marketing tool for building your company's brand loyalty, allowing you to create and maintain an effective, personalized relationship with your customers. Turnkey custom publishing services are offered, providing content and distribution strategies.

For additional information, contact your Sales Representative.

For information on any of MULTICHANNEL MERCHANT'S advertising opportunities, or to build a customized, integrated program that meets your specific needs, contact:

- William Camaraza, Associate Publisher, (305) 892-7416, william.camaraza@penton.com

MARKET DATA AND CUSTOM RESEARCH SERVICES

Penton Media's Corporate Research Department provides market-related data and custom research services—ideal for when you are entering a new market, launching a new product, creating a new marketing campaign, or for any other strategic purpose when you need to make informed research-based decisions.

Ask your Sales Representative about the latest research information available for your market, or for details about custom research opportunities.

