

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:

multichannel merchant Weekly
LIST & DATA STRATEGIES For the Multichannel Merchant
ACCM
Magilla Marketing The Smart Truth on Everything E-mail
OF Advisor
NCOF National Conference on Operations & Fulfillment

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

PROMO P&I

PROMO LIVE!

CHIEFreport
Marketer
Insights. Innovation. Solutions.

MARKETING
ROI
Measurement, analysis and accountability

E-Centric
Development and Delivery of Electronic Content

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.

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.

multichannel merchant
INTEGRATE ■ SELL ■ DELIVER

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

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