



## 2007 MULTICHANNEL MERCHANT EDITORIAL CALENDAR

## 2007 ONLINE EDITORIAL CALENDAR

	PRINT CHANNEL	WEB CHANNEL	CROSS CHANNEL	LIST & DATA STRATEGIES	OPERATIONS & FULFILLMENT	EYE ON B2B	RETAIL REPORT	BONUS DISTRIBUTION	WEBCASTS	E-SPECIAL REPORTS
<b>JANUARY</b> Ad Close: 12/1/06 Materials Due: 12/8/06	● Catalog Critique ● Quarterly Paper Update	● New Web Catalogs ● New KPIs (key performance indicators) for Managing SEO ● NEW FEATURE: The Effective Website	● The Skinny on Product Lifecycle Management Software ● Small-Merchant Solutions ● NEW SERIES: Cracking the Multichannel Code	● Getting Your Mailing Strategy Ready for the Postal Rate Increase	● Do's and Don'ts of Chargeback Management ● Getting Your Packaging Ready for the Postal Rate Increase	● Vertical Search and Vertical Portals	● Tailoring Your Merchandise and Marketing to Your Locale	National Retail Federation	<b>Potential 2007 Topics Include:</b>  ● Email Marketing	<b>Potential 2007 Topics Include:</b>  ● Customer Centric Catalogs
<b>FEBRUARY</b> Ad Close: 1/4/07 Materials Due: 1/11/07 <i>Supplement: Only 11 More Months 'Til Christmas</i>	● New Print Catalogs ● Herschell Gordon Lewis on Copy	● NEW FEATURE: Website Critique ● The Whys and Hows of Site Load Testing	● Examining Your Organizational Model ● Implementing a Cross-Channel Frequent-Buyer/Loyalty Program	● Persona (Scenario) Marketing	● The Next-Generation Contact Center ● When to Consider SaaS (Software as a Service) ● Best Practices in Picking and Packing		● RESOURCE GUIDE: POS Technology	eTail	● Web Analytics  ● Multichannel Data Integration  ● Customer Retention	● Global Marketing  ● O+F: Material Handling  ● O+F: Distribution Center Workflow
<b>MARCH</b> Ad Close: 2/1/07 Materials Due: 2/8/07	● Catalog Critique ● Best Practices for Press Checks	● New Web Catalogs ● Should You Add Onsite Customer Reviews? ● The Effective Website	● Overlooked Merchandise Sources ● How to Develop a Cross-Channel Promotional Calendar ● Cracking the Multichannel Code	● Best Practices for Data Capture	● RESOURCE GUIDE: Alternative Payment Programs ● Training Universal Service Agents ● Demystifying SOA (service-oriented architecture)	● Determining Mimimum Purchase Requirements—or Whether You Even Need Them	● Reducing Staff Turnover	<i>New England Mail Order Association (NEMOA)</i> , National Postal Forum	● Search Engine Marketing  ● Alternative Media	● Email Deliverability  ● Website Search
<b>APRIL</b> Ad Close: 3/6/07 Materials Due: 3/13/07 <i>Supplement: Operations Show Issue: NCOF</i>	● New Print Catalogs ● Quarterly Paper Update ● Herschell Gordon Lewis on Copy	● Website Critique ● Customizing Your SEM Bidding Strategy ● Is Multivariable Testing an Option for Your Site?	● Getting the Most Out of Multichannel Gift Registries ● RESOURCE GUIDE: Business Intelligence Software ● Small-Merchant Solutions	● Update on Data Analytics Tools	● Calculating and Implementing Service Level Metrics in the Contact Center ● Does Your ERP System Need an Update? ● ROUNDTABLE: DC Executives ● Best Practices in Material Handling/ Put-Away		● In-Store Security Options	<i>National Conference on Operations &amp; Fulfillment (NCOF)</i> , <i>Search Engine Strategies (SES)</i>	● Creative Techniques  ● RFM as LTV	● O+F: Information Technology  ● O+F: Contact Center Metrics
<b>MAY</b> Ad Close: 4/5/07 Materials Due: 4/13/07 <i>Show Issue: ACCM</i>	● Catalog Critique ● Herschell Gordon Lewis on Copy ● New Print Catalogs ● Designing by the Numbers: Using Sales Info and Research	● Best Practices in Affiliate Marketing ● RESOURCE GUIDE: Internet Platforms ● Website Critique	● Multichannel Gift Cards ● Cracking the Multichannel Code ● Best Practices for Resource Allocation	● Using Co-ops to Optimize Rented Lists	● ROUNDTABLE: Contact Center Management ● DC Security/Loss Prevention Safeguards ● Best Practices in Shipping and Load Consolidation	● Getting the Most Out of Trade Shows—As an Exhibitor and As an Attendee	● Kiosks: In Store and Standalone	<i>Annual Conference for Catalog and Multichannel Merchants (ACCM)</i>	● O+F: Shipping/Delivery  ● O+F: Outsourcing Telemarketing	● Personalization
<b>JUNE</b> Ad Close: 4/27/07 Materials Due: 5/7/07 <i>Show Issue: DMDNY</i>	● Catalog Critique ● Postcards and Solo Mailers: Are They Right for You?	● Email Authentication Update ● The Effective Website ● New Web Catalogs	● RESOURCE GUIDE: Enterprise Content Management Solutions ● Are You Ripe for a Spin-off? ● Cracking the Multichannel Code	● Best Practices in List Hygiene—B-to-B and B-to-C	● Do's and Don'ts of Incentive Programs ● Annual Packaging Update ● How to Successfully Cultivate Home-Based Agents		● Implementing In-Store Digital Signage	<i>Direct Marketing Days New York (DMDNY)</i>	● O+F: Improving Warehouse Efficiencies  ● O+F: Online Security	
<b>JULY</b> Ad Close: 6/5/07 Materials Due: 6/12/07	● Quarterly Paper Update ● Latest Print Personalization Options	● New Web Catalogs ● Accessorizing Your SEM ● The Effective Website	● MULTICHANNEL MERCHANT 100: Multichannel Merchant's exclusive ranking of the nation's 100 largest catalog/e-commerce merchants	● Shopping for Co-op Databases: Which Ones Are Right for You, and How Many Are Too Many?	● <b>Immigration Issues and How They Affect Your Workforce</b> ● <b>BENCHMARK REPORT: Systems Integration</b>	● Implementing an Outbound Telemarketing Retention Program		<i>Search Engine Strategies (SES)</i> , Ad-Tech	● O+F: Inventory Control  ● O+F: Systems Integration	
<b>AUGUST</b> Ad Close: 6/28/07 Materials Due: 7/6/07	● New Print Catalogs ● Catalog Critique ● RESOURCE GUIDE: Paper	● Website Critique ● The Latest in Dynamic Merchandising Tools	● Small-Merchant Solutions ● CRM Software Roundup ● Cracking the Multichannel Code	● The Latest Thinking on Matchbacks and Source Allocation	● Expanding from Direct to Retail: What It Means in the DC ● Tips for Streamlining Receiving ● Best Practices for Setting S&H Fees		● Simplifying the Returns Process and Policies	eTail	● O+F: Improving Returns Metrics	
<b>SEPTEMBER</b> Ad Close: 8/1/07 Materials Due: 8/8/07	● Herschell Gordon Lewis on Award-winning Copy	● The Effective Website ● The Skinny on Session-Monitoring Software	● The Multichannel Merchant Awards: In-depth profiles of the Gold and Silver winners of MULTICHANNEL MERCHANT's exclusive program for print, online, and cross-channel merchants, complete with do's, don'ts, and ideas to steal	● Maximizing the Merge/Purge Process	● Drop-Shipping Dos and Don'ts ● RESOURCE GUIDE: Picking Technologies	● Content as a Key Marketing Tool		<i>Shop.org</i> , <i>New England Mail Order Association (NEMOA)</i>	● Supply Chain  ● Order Management	
<b>OCTOBER</b> Ad Close: 8/27/07 Materials Due: 9/7/07 <i>Show Issue: DMA</i>	● Do's and Don'ts of Catalog Pagination ● Quarterly Paper Update ● New Print Catalogs ● Herschell Gordon Lewis on Copy	● Website Critique ● Using RSS to Drive Traffic and Sales ● The Effective Website	● Developing a Cross-Channel Merchandising Strategy ● Cracking the Multichannel Code ● Small-Merchant Solutions	● Using Your Database to Maximize Email Effectiveness	● How to Create a Business Continuance Plan ● Sorting Out DC Site Selection ● Best Practices in Storage and Inventory Control		● RESOURCE GUIDE: Workforce Management Tools	<i>Direct Marketing Association (DMA)</i> Annual Conference	● Payment Processing	
<b>NOVEMBER</b> Ad Close: 9/28/07 Materials Due: 10/8/07	● BENCHMARK REPORT: Print and Production ● Catalog Critique	● New Web Catalogs ● Is Online Square-Inch Analysis Doable? ● Email Coregistration: Should You Try It?	● The New Realities of Multichannel Creative ● Cracking the Multichannel Code	● ROUNDTABLE: Circulation	● RESOURCE GUIDE: Inventory Management Software ● Offshore and Nearshore Outsourcing: What's New and Is It Right for You?	● Introducing SAM (strategic account management) into Your Business	● Best Practices in Store Layout	Ad-Tech		
<b>2007 BUYERS GUIDE</b> Ad Close: 10/26/07 Materials Due: 11/2/07	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 2007.									
<b>DECEMBER</b> Ad Close: 10/31/07 Materials Due: 11/7/07	● New Print Catalogs ● Making Your Back Cover Work as Hard as Your Front Cover	● Website Critique ● Best Practices in Online Checkout	● Merchandise Analysis Options ● Maintaining Energy in Your Creative Department ● BENCHMARK REPORT: Critical Issues and Trends	● RESOURCE GUIDE: List Services Providers	● Implementing a Quality Assurance Program in the Warehouse ● Speech Recognition Systems in the DC: Are They Right for You?		● <b>Optimizing Communications Between Stores and Headquarters</b>	<i>National Center for Database Marketing (NCDM)</i>		

### NEWSLETTERS

Targeted newsletters that provide critical information and let you deliver frequent, timely messages to key decision marketers,

- **Multichannel Merchant Weekly**—weekly newsletter that breaks important news
- **List & Data Strategies**—weekly newsletter that helps maximize customer and prospect data, and use lists and databases effectively

- **SearchLine**—weekly newsletter that covers achieving online objectives via paid search listings, sponsored links, and more.
- **O+F Advisor**—weekly newsletter with the latest operations research, case studies and analysis.
- **Magilla Marketing**—best practices, case studies and truthful commentary on email marketing from editor and real-word direct marketer Ken Magilla.

### MULTICHANNELMERCHANT.COM

A robust Website that offers flexible and impactful solutions to reach executives who search for information and suppliers online.

- **Listfinder**—searchable database with more than 50,000 data cards that represent virtually all lists on the market—postal, email, telephone and insert media.
- **Exclusive One-Stops**—targeted content on specific channels, plus drill-down topics like paper, creative, email marketing, warehousing, shopping and more.

- **Online Buyers Guide**—comprehensive sourcing tool that lets marketers find any kind of suppliers they need.
- **Ask the Experts**—have your company expert answer category-specific questions from our online audience.

### WEBINARS

These live, then on-demand presentations deliver audio and synched slide presentations from industry thought leaders. Sponsors receive valuable branding and ROI opportunities throughout the entire program.

### ESPECIAL REPORTS

These custom reports cover relevant industry topics, exclusively align your brand with rich content, and are delivered via solo sponsored email.

For more information, visit [www.multichannelmerchant.com/advertisers](http://www.multichannelmerchant.com/advertisers)