



## The Magazine

**Multichannel Merchant** takes executives to the heart of multichannel marketing, helping them stay on top of tactics and techniques that are crucial to improving market share and profitability. Month after month, experienced reporters and hands-on industry experts alert readers to important news that affects how they do business today and in the future.

### Departments

**News Channel** – In-depth analysis of the latest news, covering everything from postal updates and legislation to M&A and sales roundups.

**Lists & Data Strategies** – How catalogers can make the most of list and database trends, plus the latest lists and list enhancements.

**Paper Update** – The latest information on pricing trends, consumption and availability, and noteworthy products and innovations.

**Print Channel** – Coverage and analysis of all aspects of print catalog design, production and distribution.

**New Catalogs/New Web Catalogs** – The details of recent launches, including the target market, strategy, and competition.

**B-to-B Report** – What business-to-business merchants need to know to sell more effectively.

**Retail Report** – How multichannel marketers can maximize the brick-and-mortar aspect of their business

**Web Channel** – The latest on online and e-mail marketing, including traffic-driving techniques, sales strategies, and technical innovations.

**Cross Channel** – Tactics, news, and trends regarding segments of the business, including merchandising, management, and marketing that affect all businesses regardless of medium or sales channel.

**Operations & Fulfillment** – Case studies, analysis, and “news you can use” affecting all aspects of back-end operations, including the call center and distribution center.

### Columns and Features

▪ Benchmark Surveys

▪ Reader Roundtables

▪ Catalog Critiques

▪ Herschell Gordon Lewis on Copy

▪ Jerry Cerasale on Legislative Issues

Plus, how-tos and case studies

on merchandising, creative, customer service,

prospecting, retention, and much more