# NULTCHANNEL NERCHANNEL NERCHANNEL CONNECTING THE COMMERCE COMMUNITY

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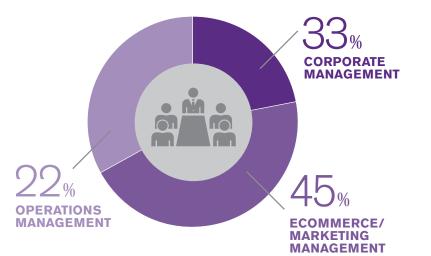
Multichannel Merchant connects DTC merchandise sellers across multiple channels. We provide the insights, best practices and community they need to optimize their customer experiences through improved marketing, ecommerce and operations.

# 2017 MEDIA KIT

### **Our Audience**

**Multichannel Merchant** – The indispensable resource of information for corporate, ecommerce, marketing, catalog and operations management for companies that sell merchandise direct-to-customer through multiple channels.

# **Top Level Decision Makers**



#### 98% of our audience is planning on making an investment in one or more of these categories in the next 12 months.

- » Advisory Services
- » Analytics & Attribution
- » Catalog & Direct Mail
- » Contact & Call Centers
- » Content Management Systems & Software
- » Cross Border Marketing & Operations
- » Delivery Services
- » Digital Marketing
- » Ecommerce Platforms
- » Email Marketing
- » Fraud Prevention
- » Fulfillment Services & Software
- » HR/Workforce Management
- » Local, Channel & Partner Marketing
- » Loyalty & Advocacy Marketing
- » Marketing Automation
- » Materials Handling
- » Mobile Marketing & Commerce

- » Multichannel Order Management
- » Online Marketplaces
- » Optimization, Personalization
- » Packaging Systems & Products
- » Payment Processing
- » Product Reviews & Recommendations
- » Retail Marketing
- » Returns & Reverse Logistics
- » Search Optimization & Marketing
- » Shipping & Distribution
- » Social Media Marketing & Monitoring
- » Usability
- » Video Marketing
- » Warehouse Systems & Services
- » Web Analytics/Design Performance
- » Website Security
- » Workflow & Project Management

# Total Reach 113,000 includes titles like

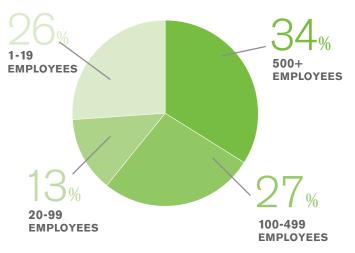
**VP Ecommerce** Chief Marketing Officer **SVP** Operations Senior Director, Ecommerce coo VP, Supply Chain Director, eMarketing **EVP Multichannel** VP. POS **Director of Social Online Marketing Director** VP, Mobile Engagement **Contact Center Manager** VP, Customer Experience Warehouse Director Manager, Ecommerce EVP, Global Fulfillment & Operations **Director, Digital Marketing** Manager, Search SVP, Global Ecommerce VP, Direct Marketing & Customer Engagement **Director of Marketing Director, Operations Director, Ecommerce Technology** VP, Multichannel Marketing **Director, VP Omnichannel** Marketing VP, Customer Acquisition **Director of Transportation &** Fulfillment Logistics Manager



# **Meet Your Potential Customers**

Audience includes companies that sell merchandise **direct-to-customer through ecommerce, store, mobile, catalog, TV**, and more

#### **Company Size**



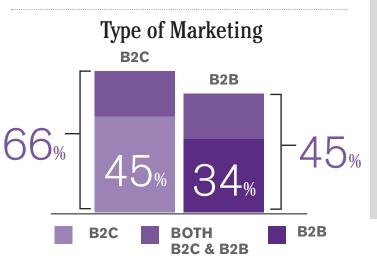
#### **Company Annual Sales**

23% MORE THAN \$500 MILLION

24% \$50-\$500 MILLION

23% \$5-\$50 MILLION

30% Less than \$5 million



#### **Multichannel Merchant Readers**

- » 1800Contacts.com
- » 1800Flowers.com
- » Abercrombie & Fitch
- » Ace Hardware
- » Amazon.com
- » American Chevrolet-Geo
- » American Eagle Outfitters
- » American Girl
- » Amway Global
- » Appleseeds
- » Autozone » Bare Necessities
- » Bare inecessities
- » Bass Pro Shops
- » Belk.com
- » Best Buy
- » Blue Nile
- » Bose
- » Boy Scouts of America
- » Brooks Brothers
- » Burlington Coat Factory
- » Buy.com
- » Café Press
- » Caleres
- » Carolina Biological
- » Champs Sports
- » Chefs Catalog
- » Chicos FAS
- » Chinaberry
- » Costco.com
- » Crate and Barrel
- »Crate al »CVS
- » DICK'S Sporting Goods
- » Dillards
- » Dillards » Dollar General
- » Dollar General
- » Drugstore.com
- » Eddie Bauer
- » Electronic Arts
- » Express
- » Fire Mountain Gems
- » Food for Health
- » Foot Locker
- » Gap
- » General Nutrition Corp
- » Gilt Groupe
- » Godiva Chocolatier
- » Guitar Center
- » Harry & David
- »НВО
- »HSN
- » J. Crew
- »JC Penney

- » Jones School Supply
- » Kohls.com
- » LLBean.com
- » Lands End
- » Liz Claiborne
- » Lowes
- » Macy's
- » Mid America Motor Works
- » Music in Motion
- » National Geographic Society
- »Native American Natural Foods
- » Neiman Marcus
- »NHL
- » Nike
- » Nordstrom
- » Northern Tool & Equipment
- » Office Max
- » Omaha Steaks
- » Oriental Trading
- » Overstock.com
- » Patagonia
- » Payless Shoesource
- » Pep Boys
- » PGA Superstore
- » Plantronics
- » Publishers Clearing House
- » QVC.com
- » Ruelala.com
- » Rite Aid
- » Sams Club
- » Scholastic
- » Sephora
- » Sierra Trading Post
- » Staples
- » Starmount

» Talbots

» Target

» TJX

» Toys R Us

» Sterling Jewelers » Swiss Colony

» The Container Store

» The Popcorn Factory

» Timberland Company

» Tractor Supply Company

» True Value Company

» Vitamin World

» Victorias Secret Direct

MULTICHANNEL MERCHANT

2017 MEDIA KIT 3

» The Vermont Country Store

» The Home Depot

### **Multichannel Merchant Product Portfolio**

From digital products on our website to live events and awards to research, print and customer solutions, you can select products through an integrated program or customized solutions to achieve your marketing goals.

PRODUCTS	Brand Awareness	Thought Leadership	Lead Generation	Engage Prospects & Customers	Customer Education		
Events & Awards							
Operations Summit	<ul> <li></li> </ul>	~	~	~	V		
Customer Experience Awards	~	~	~	~	V		
Top 3PLs	×	~	~	~	V		
Top Commerce Platform Providers	<b>v</b>	~	~	~	V		
Print + Digital							
SuperBook	<b>v</b>	~		~	<ul> <li></li> </ul>		
Digital							
PISCES Content Marketing	×	~	~	~	<ul> <li></li> </ul>		
Audience Extension	<ul> <li></li> </ul>	~	~	~	<ul> <li></li> </ul>		
Merchant IQ   Quiz	V	~	~	~	<ul> <li></li> </ul>		
ePromotion	<ul> <li></li> </ul>		~	~	<ul> <li></li> </ul>		
Introstitial	~		~	~	<ul> <li></li> </ul>		
Supplier Directory	<ul> <li></li> </ul>			~	<ul> <li></li> </ul>		
Targeted eNewsletters	×			~	<ul> <li></li> </ul>		
Run of Site Advertising	~			~	<ul> <li></li> </ul>		
JobZone			v	<ul> <li></li> </ul>			
Engaging Content							
Webinars	~	~	~	~	<b>v</b>		
Sponsored Editorial Content & Research	~	~	~	~	<b>v</b>		
Binge It!	~	v	~	~	<b>~</b>		
ShopTalk   Video	~	V	~	~	<ul> <li></li> </ul>		
Custom Programs		• 					
Content, Research, Campaigns	~	~	~	~	<ul> <li></li> </ul>		



# Content Marketing & Sponsorship:

Drive Your Branding and Demand Generation

#### WEBINARS

Our sponsor-involved thought leadership webinars offer live educational programming to our audience, with the ability to reach 78,000 professionals involved in marketing, ecommerce and direct-to-customer

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According to a survey from O'Kerle and company, Gobal executives say the cost of not providing 'positive, constalant, and transf-relevant experiences' is 20% of the revenue, 10th close addres according according to 14 \$2.5 totals in addressed by 20th, 10th a 5 tempologies and cooperints.	Company Rame *
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omnichannel operations. You, as a sponsor, gain broad exposure as a thought leader while generating leads for your organization. Up to one hour in length, Multichannel Merchant offers our audience and speakers real-time interaction through live polling, Q&A and social media, setting the stage for an engaging and enlightening program. As a sponsor, you can help shape the topic (subject to approval) and have a member of your team included as a program speaker.

#### EDITORIAL CONTENT & RESEARCH SPONSORSHIPS

Sponsorships offer you the chance to align your brand with relevant, quality content. Content is gated for download, so you receive targeted quality leads. Our content is tailored to the key topics and tactics of most interest to our omnichannel ecommerce marketers and operations



professionals and also covers the technology that powers their campaigns, analytics, website & operations metrics and success. Our content is sent to 55,000 of our most active readers. A full editorial calendar is available.

#### PISCES | PREMIUM INTEGRATED SPONSORED CONTENT | NATIVE ADVERTISING

Distribute your content to our website in a hyper-targeted way and create high impact with our audience through this



unique channel. Increase brand awareness, maximize exposure, and generate leads: making your content work harder for you has never been so easy.

#### SHOPTALK | VIDEO

Looking for a unique way to offer engaging content that humanizes your brand and showcases your senior level talent? ShopTalk | Video offers a turnkey video content marketing solution that gives your senior executives the starring



role in a video interview with Multichannel Merchant. The interview will revolve around a topic—trends, opinions, best practices, future outlook and/or vision—showcasing thought leadership and providing guidance to the ecommerce and omnichannel community. The video will be made available to the Multichannel Merchant audience on-demand and promoted via email, social, enewsletters and web with an opportunity to add a lead generation component. With ShopTalk | Video you get unmatched value by leveraging our brand, turnkey production and marketing.

#### **NEW -- BINGE IT!**

Multichannel Merchant deep dives into the hottest trends, such as how merchants of all sizes are innovating their operations and businesses using technology and data to what trends have taken hold to boost customer experience and satisfaction. Merchants who want to immerse themselves in a topic will find everything they need at their fingertips. No need to go hunting around on different sites to gather up bits and pieces. Multichannel Merchant creates an oasis of external and internal resources offering all the information in one place. From "What is it?" to "How will it help me engage and convert?" to demos, case studies and how to's.



# Annual Events & Awards



#### **OPERATIONS SUMMIT 2017 –** March 27-29, Pittsburgh, PA

The Operations Summit is the only event of its kind—devoted exclusively to Direct-to-Customer (DTC) omnichannel merchandise operations. Due to the dramatic pace in consumer adoption of ecommerce shopping, demands on DTC omnichannel operations are accelerating at warp speed. The Operations Summit is the one event that brings more than 900 high level decision makers together looking for ideas and solutions.

Unique sponsor & exhibit packages give you the opportunity to participate fully in the event, and reach and engage with our attendees. Key benefits:

- High profile branding
- Positioning as industry leader
- Saves time & money-meet your target audience all under one roof
- Networking throughout the event
- Exhibit area co-located with keynote, and close proximity to session rooms

#### EXCELLENCE IN CUSTOMER EXPERIENCE AWARDS

The 2017 Excellence in Customer Experience Awards is an exciting way to partner your brand with innovation in customer experience. A series of awards, presented by Multichannel Merchant, honors companies delivering the best in seven different customer experience categories. Connect your brand—your company's products, technology, people with outstanding customer experiences by sponsoring.

Key benefits:

- Build recognition of your brand among your targeted prospects and customers
- Associate your brand with award-winning services
- Generate quality leads for your sales team



#### **TOP 3PL and Commerce Platform Providers Lists**

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		ant's Too Commerce Platform	Providers index is a r	searchable online database/directory for merchants looking for exp		
		commerce platform providers. It is our intent to help merchants to find the best commerce platform providers that are very experi- lanified commerce technology. Search below to see each service provider's featured capabilities, ideal diant types, equipment and contact information and more.				
MS Fulfilment (course both) No	lewals	Commerce Distform Provider Search				
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Crystal Creek Logistics Sa	addle	3dcart		MNP Media, Inc. Morse Data Corporation		
TL Global SE	EKO L .	Ability Commerce		nChannel. Inc		
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xcelsior Integrated St	talco 1	Digital River, Inc.		ROC Commerce		
osdick Fulfillment Corp. St		Enspire Commerce		Salesforce Commerce Cloud		
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ENCO UF		HighJump Inc.		SiteForm, Inc.		
	SA FU IBM			Symphony Commerce Course Inter		
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integrated Distribution Services Inc. Community	Kibo			WebLinc Commerce		

Stand out as a leader to merchants by making our editorial selected top 3PL and Commerce Platform Providers lists. Make sure you will be in this sought-after resource that omnichannel, ecommerce and direct-to-customer merchants will use to seek experienced providers to work with. Add your name to Multichannel Merchant's Top 3PL and/or Top Commerce Provider Listings for 2017 and be found online in a searchable resource. Participation is free, but you have to qualify as an experienced top omnichannel, ecommerce or direct-to-customer 3PL or Commerce Platform Provider.



# Digital

#### **EPROMOTIONS**

#### Our list, your creative.

Your message is delivered without clutter to 30,000 ecommerce and omnichannel professionals. An ideal way to drive event registrations or information downloads. Excellent for promoting new products and services. Sent to 30,000 professionals involved in marketing and delivering merchandise direct-to-customer.

#### **AUDIENCE EXTENSION**

A multichannel audience extension program that can help you stay in front of your most valuable prospects online. We can tailor a program to focus your messaging and engage with marketing, ecommerce and operations professionals throughout our digital ecosysytem and beyond.

#### **MERCHANT IQ | QUIZ**

Sponsor a short 6-10 multiple-choice quiz on a specific topic or issue facing multichannel executives. Entertain operations pros and marketers – while educating, branding your company and generating leads. The quiz is promoted on the Multichannel Merchant home page, as well as through enewsletters and an email promotion.

#### **CO-OP FEATURED CONTENT**

Co-op Featured White Paper program can economically deliver your white paper to 30,000 subscribers each week. We can even host and collect the registrations for you.

#### Multichannel Merchant's 2017 SuperBook: An Insider's Guide to Operations and Fulfillment

The Super Book is the must-have guide for DTC and omnichannel operations and fulfillment professionals. Content includes trends, best practices and resources readers can use today to improve process, cut costs and increase customer satisfaction on all their operations, packaging, contact center, customer experience, order management, shipping, fulfillment, delivery, and returns. Print distribution will go to 2017 Operations Summit attendees and digital distribution will go to 55,000 of our most engaged readers.

# Enewsletters

You can also choose from three Enewsletter titles to place your message — **Multichannel Merchant Ecommerce & Marketing, O&F Advisor** and **Multichannel Merchant Week in Review.** A great way to promote time-sensitive events and promotions, as well as build your brand. Ask your Account Manager for more information.

eNewsletter	Circ.	Frequency	Day of Week
MCM Ecommerce & Marketing	25,000	Weekly	Tuesday
O&F Advisor	30,000	Weekly	Wednesday
MCM Week in Review	25,000	Weekly	Friday

## Supplier Directory

Be found when ecommerce, marketing, operations and corporate managers are ready to buy. The **Multichannel Merchant Source Directory** gives readers easy access to all the leading products, technologies and services available. A great way to differentiate yourself from others in the field and generate interest and inquiries.

# We'll Direct Traffic to Your Website

Advertise on the Multichannel Merchant website to build awareness, drive traffic and generate leads. Ecommerce marketing, operations and executive professionals go to **www.multichannelmerchant.com to find solutions to their top challenges.** 

#### **AD UNITS**

**Super Leaderboard Ad Unit** (970 X 90): Located at the top of the page, run of site.

**Medium Rectangle/BoomBox Ad Unit** (300 x 250) Located to the right above the fold, run of site.

Sticky Super Leaderboard Ad Unit (970  $\times$  90) Fixed to the bottom of the window, above the fold, as the visitor scrolls down the web page.

**Introstitial Ad Unit** (640 x 480) Your company ad will appear before a visitor can enter the Multichannel Merchant website. This ad unit captures the visitor's browser for display then redirects to the requested site page after 15 seconds. The ad is served to unique (every 48 hours) visitors for a week (Monday - Sunday) for a flat rate.



After understanding your business objectives and challenges, our sales and marketing team can create a custom program for you that gets results.

#### **CUSTOM CONTENT CREATION**

Whether you're looking to create white papers, a microsite, special supplements, webinars, great sales collateral, educational materials or an enewsletter—or even your own print or digital publication—our experienced staff of industry savvy content experts and graphics specialists can help you develop professional sales and marketing materials. Some of our clients include Canada Post and Lyris.

#### **CUSTOM RESEARCH AND REPORTING**

Multichannel Merchant and Access Intelligence Research & Consulting Group can customize a study designed to address your specific objectives and needs—and develop a research methodology designed to turn data into insights. We leverage our trusted brands, industry leading data and market expertise to provide clients with insights that improve their business performance. Some of our clients include Gartner, George P. Johnson, Microsoft, Mosaic Experiential Marketing, Neustar, Ogilvy and UPS.







# Contact Us

Call or Email your Account Manager about putting together a powerful integrated campaign for maximum impact and measurable results.

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