

TARGET

M A R K E T I N G

A Target Marketing Group Publication

Strategies and Solutions for Profitable Direct Marketing



2009 Editorial Calendar

www.TargetMarketingMag.com



Hallie Mummert,
Editor-in-Chief
hmummert@napco.com

TARGET MARKETING 2009 Editorial Calendar

Month	Cover Story	Features & Columns	Special Report	Advantages	Bonus Distribution
JANUARY Ad Close: 12/1/08 Materials Due: 12/8/08	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> Database: Modeling Multichannel: Landing Pages Market Focus: Skiers 		List Insider	
FEBRUARY Ad Close: 1/5/09 Materials Due: 1/12/09	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> E-mail: Retention Production: Self-mailers Market Focus: Dentists 		Ad Awareness Issue	<ul style="list-style-type: none"> eTail 2009, February 23-26, Phoenix, AZ Search Marketing Expo, February 10-12, Santa Clara, CA
MARCH Ad Close: 2/2/09 Materials Due: 2/9/09	Annual Media Usage Forecast 	<ul style="list-style-type: none"> Postal: Commingling Multichannel: DRTV/Web B-to-B: Brand & Direct 		2-for-1 Advertorial Special Issue	<ul style="list-style-type: none"> Publishing Business Expo, March 23-25, New York, NY NCOF, March 24-25, Las Vegas, NV Search Engine Strategies, March 23-27, New York
APRIL Ad Close: 3/2/09 Materials Due: 3/9/09	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> Fulfillment: Upsells & Cross-sells SEO: Content Management 		List Usage Issue	<ul style="list-style-type: none"> CADM, TBD
MAY Ad Close: 4/1/09 Materials Due: 4/8/09	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> B-to-B: Segmentation E-mail: List Building 		List Insider	<ul style="list-style-type: none"> National Postal Forum, May 17-20, Washington, DC ACCM, May 4-7, New Orleans NEDMA, May 6-7, Waltham, MA
JUNE Ad Close: 5/1/09 Materials Due: 5/8/09	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> Direct Mail: Program Audits Mobile: Campaign Development 	Paper & Production		<ul style="list-style-type: none"> Internet Retailer, June 15-18, Boston, MA DMDNY, June 16-18, New York, NY
JULY Ad Close: 6/1/09 Materials Due: 6/8/09	Best Practices - Lead Fulfillment 	<ul style="list-style-type: none"> Multichannel: Contact Strategy Database: Lifetime Value 		Ad Awareness Issue	<ul style="list-style-type: none"> Bridge Conference, July 21-23, Washington, DC
AUGUST Ad Close: 7/1/09 Materials Due: 7/8/09	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> SEM: Affiliate Marketing E-mail: Outsourcing 		List Usage Issue	<ul style="list-style-type: none"> eTail 2009, August 3-6, Baltimore, MD Search Engine Strategies, TBD
SEPTEMBER Ad Close: 8/3/09 Materials Due: 8/10/09	The Top 50 Mailers 	<ul style="list-style-type: none"> Database: Dashboards B-to-B: Lead Qualification 		List Usage Issue	<ul style="list-style-type: none"> NEMOA, September 16-18, Ledyard, CT
OCTOBER Ad Close: 9/1/09 Materials Due: 9/8/09	Direct Marketer of the Year 	<ul style="list-style-type: none"> Direct Mail: Transpromo Web: Social Media Fulfillment: Custom Portals 	SEM/SEO	2-for-1 Advertorial Special Issue	<ul style="list-style-type: none"> DMA09, October 17-22, San Diego, CA Search Marketing Expo, TBD
NOVEMBER Ad Close: 10/1/09 Materials Due: 10/8/09	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> E-mail: Append Database: Preference Centers 		List Insider	<ul style="list-style-type: none"> ad:tech, TBD
DECEMBER Ad Close: 11/2/09 Materials Due: 11/9/09	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> Database: CRM Web: Searchandising 		List Usage Issue	<ul style="list-style-type: none"> NCDM, TBD Search Engine Strategies, TBD

(Additional conferences to be added as dates are confirmed)
Editorial subject to change.

About Our Regular Columns and Departments

Nuts 'n Bolts

Brief, marketing-oriented stories, including case studies; interviews with marketing experts; coverage of new products, technologies and current trends; and book reviews.

► **Eye on Privacy**—Coverage of the rapidly-changing privacy landscape, including insight into new legislation, advice from leading experts and resources for maintaining compliance.

► **Case Study**—An inside look at how one direct marketer solved a business challenge.

► **5-minute Interview**—Q&A with a direct marketing expert to shed light on trends and best practices.

► **Tech Talk**—New technology solutions for all areas of direct marketing.

► **Affiliate Spotlight**—Profiles of top-performing online affiliates.

E-commerce Link

A monthly column about the best practices of selling online. Topics include e-mail marketing, SEM, Web site design, online traffic generation and more.

Direct Selling

Lois Boyle, Jack Schmid, Steve Trollinger and other top pros from the catalog consulting firm J. Schmid & Associates share their wealth of knowledge about customer acquisition, brand position, cross-selling/upselling and more.

Brand Matters

Andrea Syverson, president of direct marketing consultancy IER Partners, educates readers about the balance between brand and direct in this hands-on, critique-based column.

Message & Media

In her bimonthly column, direct marketing consultant Pat Friesen shares messaging tactics and tips for effectively communicating and selling across the plethora of media options used in direct marketing today.

B-to-B Insights

Leading copywriter, consultant and author Bob Bly offers strategies for generating leads, keeping them primed and then converting them to profitable sales in this bimonthly column.

List Section:

► **Market Focus**—Each month, we take an in-depth look at a different niche market of interest to direct marketers, including information on which lists and media to use to reach that audience, market penetration opportunities, and examples of successful campaigns.

► **Hot Lists!**—Where readers can turn for ideas of lists to test. We publish the names, descriptions, counts and prices of these “hot” lists along with the telephone numbers and Web sites of the managers or list owners so that readers or brokers can call for more details. Each month brings a different category focus.

Rates

Rate Card #32 Effective October 1, 2008

FREQUENCY	1x	3x	6x	9x	12x	24x
Full Page	\$7,720	\$7,330	\$6,940	\$6,790	\$6,550	\$5,400
2/3 Page	6,010	5,710	5,410	5,290	5,110	4,210
1/2 Page Island	5,280	5,010	4,750	4,650	4,490	3,690
1/2 Page	4,840	4,590	4,350	4,260	4,120	3,370
1/3 Page	3,870	3,670	3,480	3,410	3,290	2,710
1/4 Page	3,330	3,170	3,010	2,930	2,830	2,340
1/6 Page	2,950	2,810	2,660	2,600	2,520	2,080

INSERTS	1x	3x	6x	9x	12x	24x
BRC Cards (furnished)	4,860	4,620	4,370	4,280	4,130	3,400

*Other insert rates available upon request. Contact publisher for more details.

COLORS	PER AD
2-COLOR PROCESS	\$680 (c,m,y)
4-COLOR PROCESS	\$1,720

SPECIAL POSITIONS
BACK COVER—25% EXTRA
INSIDE FRONT COVER—20% EXTRA
INSIDE BACK COVER—15% EXTRA
OTHER—10% EXTRA

Take advantage of the Target Marketing Group corporate discount. Contact publisher - 215.238.5092