

JULY:

Cover Story Profile

Features:

- ▶ Prospecting: the best online/offline methods for holiday 2009
- ▶ Social media: Finding a new way to sell

Also Inside: On the Web, Catalog Doctor, B-to-B Insights

Added Value: Advertorial Issue

Bonus Distribution:

Bridge Conference, July 21-23, Washington, D.C.

AD CLOSE: 6/19/09

MATERIALS DUE: 6/26/09

AUGUST:

Cover Story Profile

Features:

- ▶ E-Commerce front-end software review
- ▶ Fulfillment integration: Processing orders placed across various channels

Also Inside: On the Web, Print-Plus, Inventory Management

Bonus Distribution:

eTail 2009, Aug. 3-6, Baltimore

AD CLOSE: 7/13/09

MATERIALS DUE: 7/20/09

SEPTEMBER:

Cover Story Profile

Features:

- ▶ Brand integration: Critique and analysis of three product sellers and how they integrate their channels
- ▶ Lists/prospecting: How to capture good names for prospecting beyond basic list rentals.

Also Inside: On the Web, Catalog Doctor, E-Mail Applied

Added Value: List Insider

Bonus Distribution:

NEMOA, Sept. 16-18, Ledyard, Conn.

AD CLOSE: 8/7/09

MATERIALS DUE: 8/14/09

OCTOBER:

Cover Story Profile

Features:

- ▶ Channel conversion: Best practices for migrating retail and catalog customers online
- ▶ Customer retention: How to properly service customers across all channels.
- ▶ Fraud prevention: Analysis of order-review technology

Also Inside: On the Web, Print-Plus, B-to-B Insights

Added Value: Advertorial Issue

Bonus Distribution:

DMA 09, Oct. 17-22, San Diego

AD CLOSE: 9/8/09

MATERIALS DUE: 9/15/09

NOVEMBER:

Cover:

The Best ROI Tips of 2009

Features:

- ▶ Marketing: Rethinking your 2010 integration strategy: print-online-store.
- ▶ Alternate payment methods: Which are most attractive to consumers at which channels?

Also Inside: On the Web, Catalog Doctor, Inventory Management

Added Value: List Usage

Bonus Distribution:

ad:tech, Nov. 4-6, New York

AD CLOSE: 10/8/09

MATERIALS DUE: 10/15/08

DECEMBER:

Resource Guide

Features:

- ▶ Matchbacks: The latest practices and technology available
- ▶ Vendor selection: How to choose the right kind of e-commerce services supplier.

Also Inside: Print-Plus, E-Mail Applied

Bonus Distribution:

NCDM, Dec. 7-9, Las Vegas

AD CLOSE: 11/9/09

MATERIALS DUE: 11/16/09

About Our Regular Columns and Departments

INDUSTRY EYE:

This must-read section contains a whirl of information on prospecting, case studies, new technology and more. Special sections include: **Prospecting**, an eye-popping array of sellers—assorted customer acquisition efforts across all channels; **Case Study**, focusing on how individual marketers solve channel integration issues; and our **Furthermore** section, which provides pointers on such key areas as creative, copywriting, legal matters and postal affairs.

REGULAR COLUMNS:

- ▶ **On the Web:** A month-by-month rotation of Web marketing and design experts Larry Kavanagh, founder and CEO of DMinSite, and Terry Jukes, president of Ability Commerce and former president of G. Neil and Misco. Terry and Larry tackle a wide assortment of Web matters all marketers need to know.

- ▶ **Print-Plus:** Consultant Stephen R. Lett offers actionable tactics that help marketers plan for success.
- ▶ **The Catalog Doctor:** Our Catalog Doctor, consultant Susan J. McIntyre, tackles an array of product-selling integration problems and how to fix them.
- ▶ **E-Mail Applied:** Consultant Reggie Brady breaks down every possible aspect of e-mail for marketing, sales, customer service or any other use she can offer up.
- ▶ **Inventory Management:** Inventory control expert Ray Goodman of Direct-Tech Inc. provides crucial advice on all inventory and merchandising matters.
- ▶ **B-to-B Insights:** George Hague of J. Schmid & Associates tackles specific business-to-business subjects.
- ▶ **Check It Out!:** eM+C Editor-in-Chief Melissa Campanelli's monthly look at the latest uses of the hottest online tactics out there.