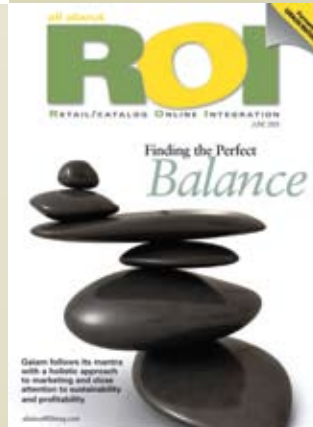
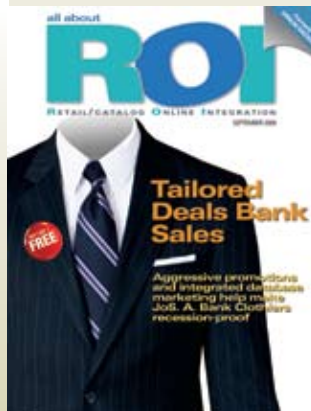


all about

# ROI

RETAIL/CATALOG ONLINE INTEGRATION

A Target Marketing Group Publication



## 2010 Planning Guide

[www.AllAboutROIMag.com](http://www.AllAboutROIMag.com)



Paul Miller,  
Editor-in-Chief  
pmiller@napco.com

# 2010 Editorial Calendar



Month	Cover Story	Editorial Highlights	Advantages	Bonus Distribution
<b>JANUARY</b> Ad Close: 12/08/09 Materials Due: 12/11/10	Cover Story Profile	<b>Marketing:</b> Outlook 2010: Experts' forecasts <b>Social Media:</b> How product sellers can use it wisely <b>Also Inside:</b> On the Web, Catalog Doctor, Creative & Copywriting	Ad Awareness Issue	
<b>FEBRUARY</b> Ad Close: 1/12/10 Materials Due: 1/15/10	Cover Story Profile	<b>Brand Integration:</b> Secret shopper, part 1 <b>Economic Stimulus:</b> Selling to the government <b>Also Inside:</b> On the Web, Print-Plus, Email Applied	List Insider	<b>eTail West</b> , Feb. 22-25, Palm Desert Springs, CA
<b>MARCH</b> Ad Close: 02/05/10 Materials Due: 02/10/10	Special Report: All About ROI Annual Trends Survey	<b>Customer Acquisition:</b> Prospecting across channels <b>Search:</b> How the SEO/SEM landscape is changing <b>Also Inside:</b> On the Web, Catalog Doctor, B-to-B Insights	List Usage Issue	<b>Publishing Business Expo</b> , March 8-10, NYC <b>Search Engine Strategies</b> , March 23-25, NYC <b>NEMOA</b> , March 10-12, Boston
<b>APRIL</b> Ad Close: 03/08/10 Materials Due: 03/11/10	Cover Story Profile: Green Mountain Coffee's environmental approach to fulfillment	<b>International:</b> Breaking down foreign barriers to entry <b>Matchbacks:</b> Newest ways to tie sales to channels <b>Also Inside:</b> On the Web, Print-Plus, Creative & Copywriting		<b>NCOF</b> , April 19-22, Orlando
<b>MAY</b> Ad Close: 04/07/10 Materials Due: 04/12/10	Cover Story Profile	<b>Customer Retention:</b> Integrated practices to best customers <b>Web Analytics:</b> Review of analytics solutions, part 1 <b>Management:</b> Converting techies into marketers <b>Fraud/Security:</b> Defending your brand online <b>Also Inside:</b> On the Web, Catalog Doctor, Email Applied	ACCM Show Issue	<b>NEDMA</b> , May 12-13, Waltham, MA <b>ACCM</b> , May 24-26, Orlando
<b>JUNE</b> Ad Close: 05/07/10 Materials Due: 05/12/10	Cover Story Profile	<b>Website Design:</b> Biggest mistakes in site navigation <b>Print:</b> New role of the catalog in integrated campaigns, part 1 <b>Social Media:</b> Becoming a true social media player <b>Also Inside:</b> On the Web, B-to-B Insights	Internet Retailer Show Issue List Usage Issue	<b>DMDNY</b> , June 14-15, NYC <b>Internet Retailer</b> , June 8-11, Chicago
<b>JULY</b> Ad Close: 06/07/10 Materials Due: 06/10/10	Special Midyear Report: Outlook for Holiday 2010	<b>Search:</b> Improve your SEO rankings <b>Print:</b> New role of the catalog in integrated campaigns, part 2 <b>Also Inside:</b> On the Web, Creative & Copywriting	Advertorial Issue	
<b>AUGUST</b> Ad Close: 07/08/10 Materials Due: 07/13/10	Cover Story Profile	<b>Loyalty Marketing:</b> Partnering with bank credit cards <b>Web Analytics:</b> Review of analytics solutions, part 2 <b>Also Inside:</b> On the Web, Print-Plus, Email Applied	Ad Awareness Issue	<b>eTail East</b> , Aug. 1, TBD
<b>SEPTEMBER</b> Ad Close: 08/06/10 Materials Due: 08/11/10	Cover Story Profile	<b>Database Marketing:</b> Impact of the web and social media <b>Brand Integration:</b> Secret shopper, part 2 <b>Also Inside:</b> On the Web, Catalog Doctor, B-to-B Insights	List Insider	<b>NEMOA</b> , TBD
<b>OCTOBER</b> Ad Close: 09/08/10 Materials Due: 09/13/10	Cover Story Profile	<b>Multichannel Integration:</b> A message tracked - start to finish <b>Database Marketing:</b> Which co-op databases work best? <b>Web Analytics:</b> Review of analytics solutions, part 3 <b>Also Inside:</b> On the Web, Print-Plus, Creative & Copywriting	Advertorial Issue	<b>DMA Annual</b> , Oct. 9 -14, San Francisco
<b>NOVEMBER</b> Ad Close: 10/07/10 Materials Due: 10/13/10	The Best Tips of 2010	<b>Website Design &amp; Technology:</b> How to overhaul your site <b>Product Sourcing:</b> Best practices in 2010 <b>Also Inside:</b> On the Web, Catalog Doctor, B-to-B Insights	List Usage Issue	
<b>DECEMBER</b> Ad Close: 11/05/10 Materials Due: 11/10/10	The All About ROI Resource Guide	<b>Brand Integration:</b> Secret shopper, part 3 <b>Technology:</b> Buying vs. leasing software <b>Also Inside:</b> On the Web, Print-Plus, Email Applied		<b>Search Engine Strategies</b> , TBD

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

# About Our Regular Columns and Departments

## INDUSTRY EYE:

This must-read section contains a whirl of information on prospecting, case studies, tactical briefs, short Q&As, letters-to-the-editor and more. Special sections for IndustryEye include the following:

- ▶ **Prospecting:** An eye-popping array of marketers' customer-acquisition efforts across all channels.
- ▶ **Case Study:** This department focuses on how individual marketers solve business problems, particularly as they pertain to channel integration.
- ▶ **Shop Talk:** For the reader on the run, this nuts 'n bolts section provides Q&As with key executives in the direct, online and print worlds; letters from readers; and brief take-away pointers from experts on such key areas as inventory management, legal matters and postal affairs, among others.

## REGULAR COLUMNS:

- ▶ **On the Web:** A month-by-month rotation of ideas from e-commerce marketing 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 email for marketing, sales, customer service or any other use she can offer up.
- ▶ **Creative & Copywriting:** Creative veteran Carol Worthington-Levy of Lenser discusses ways to leverage your copy, graphics and other creative efforts across all marketing channels.
- ▶ **B-to-B Insights:** Veteran George Hague tackles specific business-to-business subjects.
- ▶ **Check It Out!:** *eM+C* Editor-in-Chief Melissa Campanelli's monthly look at the latest uses of trailblazing online methods.

## Rates

Rate Card #10 Effective October 1, 2009

FREQUENCY	1x	3x	6x	12x	18x	24x
Full Page	\$6,290	6,060	5,810	5,540	5,360	4,410
2/3 Page	4,920	4,740	4,540	4,330	4,170	3,430
1/2 Page Island	4,000	3,870	3,700	3,520	3,4410	2,810
1/2 Page	3,790	3,640	3,500	3,340	3,210	2,630
1/3 Page	3,290	3,170	3,050	2,900	2,800	2,300
1/4 Page	2,830	2,740	2,610	2,490	2,410	1,990
1/6 Page	2,520	2,430	2,330	2,220	2,140	1,760

INSERTS	1x	3x	6x	12x	18x	24x
BRC Cards (furnished)	4,170	4,010	3,860	3,670	3,540	2,910

COLORS	PER AD
STANDARD 2-COLOR	\$780
4-COLOR PROCESS	1,570

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

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

[www.AllAboutROIMag.com](http://www.AllAboutROIMag.com)

**Take advantage of the Target Marketing Group corporate discount. Contact publisher - (215) 238-5092**