

# Cutting through the clutter...

**There's a myriad of marketing news and information choices available for today's busy executives. And they turn to **Chief Marketer Report** for the information they want, the way they want it.**

**Chief Marketer Report**—is a weekly e-newsletter that provides strategic perspectives and thought leadership for more than 66,000<sup>1</sup> high-level marketing professionals who need to *cut through the clutter*. Culled from the best in marketing news, intelligence and expert opinions—and then absorbed, summarized, and organized for easy access and a quick read—it offers the best insights and highlights important news in a practical, no-nonsense style.

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59% of *Chief Marketer Report* subscribers now opt-in to receive the e-newsletter—up 118% since February 2006.

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- 88% are involved in purchasing products or services
- 30% of subscribers' organizations have a total annual revenue of more than \$50 million; 15% more than \$100 million
- Average number of employees in respondents' organizations—1,445
- 53% market to both businesses and consumers, 32% to consumers only, 15% to businesses only

Sources: 1. Publisher's Own Data, 8/06; 2. Chief Marketer Subscriber Study, Corporate Research, 1/06.



# Advertising Rates and Specs

CHIEFreport Marketer™ Insights. Innovation. Solutions.		
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	<p>Rotating Banner 468x60</p> <p><b>Naras Eechambadi: Bringing Method to the Madness of Marketing</b>            "Most marketing organizations have not changed enough to reflect the new realities," Naras Eechambadi, CEO of marketing services provider Quzero Corp., tells CHIEF MARKETER's Tim Parry. "Neither have their processes kept up with the demands of customers and the marketplace." The author of "High Performance Marketing."</p> <p><b>How Hasbro Created New Buyers for Old Products</b>            In this era of high-tech entertainment, low-tech board games are at a disadvantage in the marketplace. But Hasbro nonetheless managed to reinvigorate two of its classic brands, Twister and Trivial Pursuit, and enjoy triple-digit leaps in brand awareness and sales. Find out how here.</p>	Fixed Second Position Skyscraper 120x600
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