

# DIRECT

• THE INFORMATION RESOURCE FOR DIRECT MARKETERS •

DIRECT's mission is to provide strategic and tactical information for direct marketers that is timely, inspirational and on the cutting edge of innovation. DIRECT's franchise of print, online and interactive information products connect today's direct marketers to the information, resources and suppliers they need to reach their business goals.

## **2008 Planning Guide**

Subscriber Information, Editorial Calendar,  
Franchise Opportunities, Rates & Production Specs

# DIRECT

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Dear DIRECT Advertiser,

DIRECT reflects the changing direct marketing landscape—one where marketers are held more accountable for ROI and measurement, multichannel integration is a necessity, and the technology we use is constantly evolving and improving.

Our readers tell us that ROI/performance management, along with multichannel marketing, demographics, CRM/loyalty, and technology are their most critical topics of interest. And they are hungry for case histories, best practices, research and industry forecasts, and resources to help them do their jobs better and more efficiently.

So we give it to them. DIRECT provides the information and resources marketers need, and we deliver it when, where and how they need it—in print, online, by email and via live and virtual events. The DIRECT franchise is the ideal strategic environment for you to connect with marketers to help them run the most effective, efficient marketing campaigns.

This media kit shows you the variety of ways DIRECT can help you reach and interact with your target market, but it doesn't stop here. We can create a specific, customized, integrated program to help you meet your objectives—whether you are looking to build brand awareness, generate leads, or position your company as a thought leader. Contact us today to see how we can work together to help you reach your business goals.



Leslie Bacon  
Group Publisher



Ray Schultz  
Editorial Director

# The Future of Direct Marketing



## DIRECT MAIL

- Advertising expenditures on non-catalog direct mail will reach \$41.8 billion in 2011<sup>1</sup>
- Sales generated by non-catalog direct mail will generate \$661.7 billion in 2011<sup>1</sup>



## PRINT CATALOGS

- 19.4 billion catalogs were mailed in 2006<sup>2</sup>
- Catalog industry sales are expected to grow 22% by 2011<sup>1</sup>



## ONLINE MARKETING

- Online retail sales reached \$102.1 billion in 2006, up 24% over 2005<sup>3</sup>
- Spending on search engine marketing will reach \$25 billion by 2012<sup>3</sup>
- Spending on email marketing will grow more than \$4 billion by 2012<sup>4</sup>

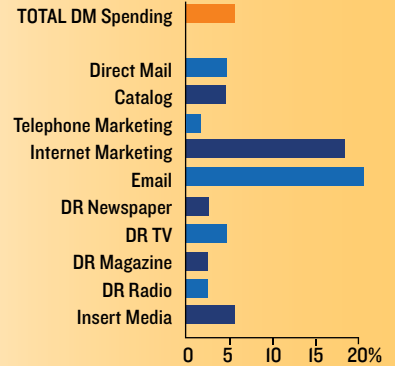


## DIRECT B2B SALES

- Spending on B2B direct marketing will reach \$103.1 billion in 2011<sup>1</sup>
- Sales revenue from B2B direct marketing will reach \$1.122 trillion in 2011<sup>1</sup>

## Spending on DM Continues to Grow Across All Mediums

Projected Annual Spending Growth Rate by Medium 2006-2011<sup>1</sup>



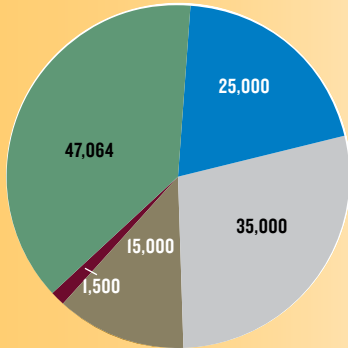
TOTAL DM Spending	5.2%
Direct Mail	4.9%
Catalog	4.9%
Telephone Marketing	1.9%
Internet Marketing	16.8%
Email	20.2%
DR Newspaper	2.5%
DR TV	4.9%
DR Magazine	2.5%
DR Radio	2.5%
Insert Media	5.3%

**Overall, sales driven by direct marketing are forecast to increase by 6.3% annually through 2011<sup>1</sup>**

**For every \$1 spent on direct marketing, the return on marketing investment is \$12.24<sup>1</sup>**

Sources: 1. The DMA's The Power of Direct Marketing, 2006-2007 edition; 2. DMA/USPS Revenue, Pieces and Weight by Classes of Mail Report, 2006; 3. comScore, 2007; 4. U.S. Interactive Marketing Forecast, 2007-2012, Forrester Research, 2007.

**Total Unique Decision Makers Across DIRECT Franchise: 102,000<sup>3</sup>**



- 47,064 DIRECT Magazine Subscribers<sup>4</sup>
- 25,000 DIRECT Newsline Enewsletter Subscribers<sup>5</sup>
- 35,000 Magilla Marketing Enewsletter Subscribers<sup>5</sup>
- 15,000 DIRECT Listline Enewsletter Subscribers<sup>5</sup>
- 1,500 NCDM Conference Attendees<sup>6</sup>

# The DIRECT Franchise

Provides complete coverage of the robust and growing field of direct marketing, which marketers rely on more than ever to grow sales across channels.

**DIRECT reaches companies who sell products through a variety of channels**

■ On average subscribers' organizations obtain 38% of their total revenue through direct marketing<sup>1</sup>

## PRINT-BASED

- 84% of subscribers send direct mail to their customers and/or prospects<sup>1</sup>
- 32% mail catalogs to customers and/or prospects<sup>1</sup>
- 55% use direct mail to drive first-time traffic to their websites<sup>2</sup>



## INTERNET-BASED

- 51% of subscribers use their website to take orders for products and services<sup>2</sup>
- On average, 26% of total sales for subscribers' companies are generated through sales or leads from their Websites<sup>2</sup>
- 75% use email for marketing purposes<sup>2</sup>
- 65% use search engine marketing to drive web traffic<sup>1</sup> and 28% use affiliate marketing<sup>2</sup>



## TELECOM-BASED

- 41% of subscribers use telemarketing within their organizations<sup>1</sup>
- 24% use mobile marketing as part of their direct marketing campaigns<sup>1</sup>



**98% of DIRECT magazine subscribers are involved in purchasing direct marketing-related products and services for their companies<sup>7</sup>**

Sources: 1. DIRECT Forecast Study, Corporate Research, 11/07; 2. DIRECT Online Marketing Study, Corporate Research, 9/07; 3. Estimated count of unique subscribers, Publisher's Own Data, 10/07; 4. DIRECT BPA Publisher's Statement, 6/07; 5. Analysis of circulation, Publisher's Own Data 10/07; 6. NCDM Attendee Data, 8/07; 7. Publisher's Own Data, 1/07.

# DIRECT Subscribers...

## ...are senior-level decision makers for successful companies

- 89% of DIRECT subscribers are CEOs, presidents, SVPs, VPs, directors and managers<sup>1</sup>
- Average annual company revenue: \$202 million<sup>1</sup>
- On average, subscribers plan 12 marketing campaigns per year; 30% plan 20 or more<sup>1</sup>

## ...budget significantly for direct marketing

- On average, subscribers spend 43% of their total marketing budget on direct marketing<sup>2</sup>
- 52% plan to increase spending on direct marketing in 2008<sup>2</sup>
- 54% expect their total mail volume to house files to increase<sup>2</sup>
- 62% mail to outside lists<sup>2</sup>
- 51% expect their total mail volume to outside lists to increase<sup>2</sup>

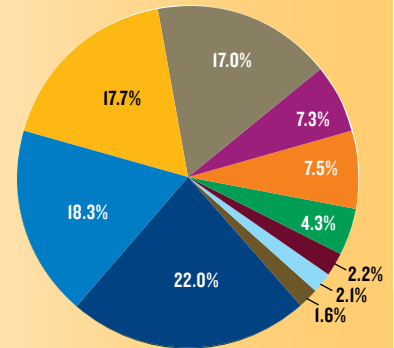
## ...invest in database marketing

- 31% plan an investment or upgrade to their database in the next 12 months<sup>3</sup>
- 42% expect budgets for database development and maintenance to increase in 2008<sup>3</sup>
- 45% expect budgets for database-reliant direct marketing efforts to increase in 2008<sup>3</sup>

## ...rely on online and email marketing

- On average, they devote 23% of their marketing budgets to online marketing<sup>4</sup>
- 53% expect their company's online marketing investment to increase in 2008<sup>4</sup>
- 38% expect to spend more on search engine marketing in the next 12 months<sup>4</sup>
- 37% expect to spend more on search engine optimization in the next 12 months<sup>2</sup>
- 49% expect an increase in their company's budget for email to customers
- 43% expect an increase in budget for email to prospects<sup>2</sup>

## DIRECT Reaches Direct Marketers Across a Variety of Companies and Markets<sup>5</sup>



- 22.0% Retailer/Cataloger/Wholesaler/Distributor
- 18.3% Banking/Insurance/Financial
- 17.7% Manufacturer
- 17.0% Advertising/Promotion/DM Agency
- 7.3% Publisher
- 7.5% Healthcare/Government/Travel/Other Services
- 4.3% Hi-tech
- 2.2% List Broker/Complier/Manager
- 2.1% Association/Fund Raiser
- 1.6% Communication/Transportation/Utility

## DIRECT Subscribers Purchase Direct Marketing-Related Products and Services<sup>1</sup>

Product/Service	Average Amount Spent Each Year per Company
Direct mail/Print products (lists, printing, paper, mailing, etc.)	\$798,916
Database/CRM (software, consulting, analytics, list processing, etc.)	\$238,013
Internet-based products (email marketing, e-commerce software, etc.)	\$239,500
Broadcast-based products (telemarketing, fax, DRTV, wireless marketing, etc.)	\$192,496
Support services (creative, distribution, fulfillment, etc.)	\$242,668

**75% of subscribers say DIRECT has presented them with ideas that helped them create, run or improve marketing campaigns<sup>1</sup>**

Sources: 1. DIRECT Subscriber Study, Corporate Research, 7/06, based on number of respondents; 2. DIRECT Forecast Study, Corporate Research, 11/07; 3. DIRECT Database Study, Corporate Research, 7/07; 4. DIRECT Online Marketing Study, Corporate Research, 9/07; 5. DIRECT BPA Publisher's Statement, 6/07.

# DIRECT provides targeted, compelling content that professionals need, and lets you deliver an integrated message across a variety of media.



## DIRECT MAGAZINE PUBLISHED IN PRINT AND DIGITALLY

The authoritative, unbiased information resource for direct marketing professionals, providing a superior level of business intelligence about direct marketing. DIRECT's award-winning editorial staff has more than 90 years of combined experience and delivers the latest news and developments; complete case studies of successful strategies; and original research on critical issues.



## ENEWSLETTERS DIRECT NEWSLINE

For nearly a decade, this daily newsletter has been breaking important direct marketing news on mergers, launches, new campaigns, people moves and more.



## DIRECT LISTLINE

Daily newsletter that is the timeliest source for lists new to market; targeted new selects; lists that have changed managers; and more.



## MAGILLA MARKETING

Weekly newsletter that covers best practices, cases studies and truthful commentary on email marketing from editor and real-world direct marketer Ken Magill.



## ONLINE

### DIRECTMAG.COM

Comprehensive website for direct marketers that provides exclusive content, breaking news, the Buyer's Guide and more.



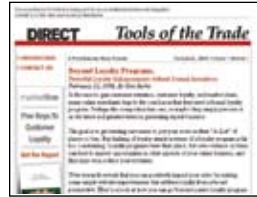
## E-SPECIAL REPORTS

Custom newsletters that deliver your specific message to a targeted audience, and align your brand with rich editorial content.



## LISTFINDER

A searchable database of virtually all lists on the market—postal, email, telephone and insert media.



## TOOLS OF THE TRADE

Custom newsletter that delivers your educational information and expanded marketing message to a targeted audience.



## DIRECT RESOURCE CENTER

Multimedia package includes the online Buyer's Guide and the Marketplace section in each print issue of DIRECT.



## WHITE PAPERS

Promote your targeted informational content to DIRECT's audience to position your company as a thought leader and generate leads.



## ASK THE EXPERT

Have your company expert respond to market specific questions from our online audience.



## E-POSTCARDS

Your digital postcard—featuring new products, incentives, links to product pages—emailed to DIRECT subscribers.



## DIRECT WEBINARS

Interactive multimedia presentations that generate leads and provide valuable branding opportunities and real-time interaction with decision makers.

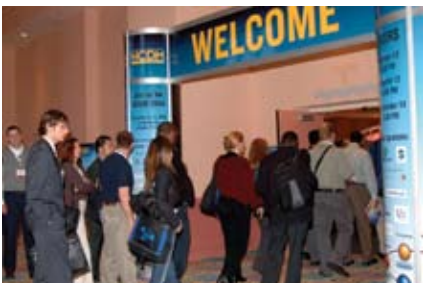
The National Center for Database Marketing  
**NCDM**

## EVENTS

### NATIONAL CENTER FOR DATABASE MARKETING CONFERENCE (NCDM)

The premier conference and exhibition for the database marketing industry, it attracts a highly targeted group of consumer and b-to-b decision makers.

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



# DIRECT'S Editorial Departments

## IN EVERY ISSUE



**RAY SCHULTZ**  
Editorial Director

### DIRECTIONS

There's no telling what you'll find in our Directions section. Look here for Pushing the Envelope by Beth Negus Viveiros, as well as tips, stats, trend information, book reviews, offbeat news, gossip and humor.

### INTEGRATION

Who operates in only one channel these days? Not our readers. This section covers multi-channel integration and the other challenges faced by DMers active in both online and offline media. It also focuses on general direct marketing issues.



**RICHARD LEVEY**  
Senior Writer

### ROI / ANALYTICS

It's the hottest topic in marketing, and DIRECT has created a regular section to cover it. It includes articles on ROI, performance measurement, marketing dashboards, analytics, tools and technology, all seen through the direct marketing prism.

### CRM / DATA

It starts with your customers. The more you know about them, the better you can market to them. This department provides state-of-the-art articles on CRM, database marketing, analytics and demographics, written by our ace reporter Richard H. Levey and some of the best practitioners in the field.



**BETH NEGUS VIVEIROS**  
Executive Editor

### SPECIAL REPORT / SPECIAL FOCUS

Call this our bonus feature. Every issue of DIRECT includes an in-depth special report. Some are on DM disciplines, others are on vertical segments like publishing, financial services, and healthcare. Whatever the subject, these pieces all have a long shelf life.



**KEN MAGILL**  
Editor At Large

### **DIRECT MAIL**

Some call it the workhorse of direct marketing, and it's still growing faster than most general ad media. This section covers direct mail strategy, creative, lists, postal issues and more. And yes, we'll also report on insert media.

### **THE WEB**

DIRECT covers the entire spectrum of Web marketing including e-commerce, search engine marketing, search engine optimization, Web advertising, Webinars, podcasts, and blogs — everything from creative to regulatory issues.



**LARRY RIGGS**  
Senior Editor

### **E-MAIL**

Perhaps this department should be called Magill on E-mail. It features reporting and biting commentary by Ken Magill. Ken writes on e-mail prospecting and customer communications, building and maintaining lists, best practices and legislative issues.

### **CHANNEL SURFING**

Call this our potpourri section. It covers all media and channels, including DRTV and radio, print advertising, telemarketing and wireless.

**CHARLES VIETRI**  
Managing Editor

**JIM EMERSON**  
List Editor

### **OPINION**

DIRECT has the hottest columnists in the field, including Ray Schultz, Richard H. Levey and Herschell Gordon Lewis. All of them appear, along with letters from readers, in this high-octane op-ed section that covers direct mail strategy, creative, lists, postal issues and more.

# DIRECT's Editorial Calendar



## January

- Special Focus: Financial Marketing
- Highlights:
  - ROI: Analytics
  - Direct Mail: Print/Production
- B-to-B Update

AD CLOSE: 11/20/07  
MATERIALS DUE: 12/3/07



## February

- Special Focus: High Tech
- Highlights:
  - E-Mail: Deliverability
  - Integration: Catalog Retail
- Channel Surfing: Telemarketing

AD CLOSE: 1/3/08  
MATERIALS DUE: 1/11/08

BONUS DISTRIBUTION:  
E-Tail



## March

- Special Focus: Travel
- Highlights:
  - CRM/Data: Loyalty Programs
  - Web: Pay Per Click Marketing
- B-to-B Update

AD CLOSE: 1/28/08  
MATERIALS DUE: 2/4/08

BONUS DISTRIBUTION:  
NEMOA  
Search Engine Strategies



## April

- Special Focus: Globalization of Your Business
- Highlights:
  - Direct Mail: List Selection
  - ROI: The Latest Metrics
  - Web: Social Marketing
- Channel Surfing: Mobile Marketing

AD CLOSE: 2/26/08  
MATERIALS DUE: 3/4/08

BONUS DISTRIBUTION:  
Ad-Tech  
NEDMA  
CADM Days



## May

- Special Focus: Catalog/Retail
- Highlights:
  - E-Mail: Customer Service
  - CRM/Data: Reactivation of Past Customers
- B-to-B Update

AD CLOSE: 3/28/08  
MATERIALS DUE: 4/4/08

BONUS DISTRIBUTION:  
ACCM



## June

- Special Focus: Politics
- Highlights:
  - Direct Mail: Insert Media
  - Web: Website Analytics and Measurement
- Channel Surfing: DRTV
- Annual Direct Marketing Forecasting Report

AD CLOSE: 4/29/08  
MATERIALS DUE: 5/6/08

BONUS DISTRIBUTION:  
Ad-Tech Miami  
Internet Retailer  
DMDNY



**July**

- Special Focus: Travel
- Highlights:
  - CRM/Data: Building Materials That Work
  - Direct Mail: Marrying Online/Offline Campaign Data
- B-to-B Update
- List and Data Research Report

AD CLOSE: 5/28/08  
MATERIALS DUE: 6/4/08



**August**

- SPECIAL REPORT: Annual List Roundtable
- Highlights:
  - E-Mail: Using Creative to Boost Response
  - Web: Online Lifetime Customer Value
- Channel Surfing: DR Print

AD CLOSE: 6/30/08  
MATERIALS DUE: 7/8/08

BONUS DISTRIBUTION:  
Ad-Tech  
E-Tail  
Search Engine Strategies



**September**

- Special Focus: Healthcare
- Highlights:
  - Web: Annual Online Marketing Survey
  - CRM/Data: Technology
- B-to-B Update
- List Count Report

AD CLOSE: 7/29/08  
MATERIALS DUE: 8/5/08

BONUS DISTRIBUTION:  
NEMOA



**October** DIRECT'S 20TH ANNIVERSARY: LOOKING BACK, LOOKING FORWARD

- Special Focus: Agencies
- Highlights:
  - Integration: Media Buying
  - Web: Affiliate Marketing
  - ROI Snapshot: New Exclusive ROI Research
- Channel Surfing: User Generated Content
- Supplement: DMA

AD CLOSE: 8/28/08  
MATERIALS DUE: 9/5/08

BONUS DISTRIBUTION:  
DMA Annual



**November**

- Special Focus: Demographics
- Highlights:
  - E-Mail: Annual E-Mail Roundtable
  - Direct Mail: Creative
- B-to-B Update

AD CLOSE: 9/28/08  
MATERIALS DUE: 10/7/08

BONUS DISTRIBUTION:  
Ad-Tech



**December**

- Special Focus: Healthcare
- Highlights:
  - CRM Data: Annual Database Practices Survey
  - The Web: The Next Big Thing
  - E-Mail: List Hygiene
- Channel Surfing: Telemarketing

AD CLOSE: 10/28/08  
MATERIALS DUE: 11/4/08

BONUS DISTRIBUTION:  
NCDM

# Penton's Marketing Media Group

PENTON'S MARKETING MEDIA GROUP PROVIDES STRATEGIC INSIGHT, INNOVATIVE IDEAS AND TACTICAL INFORMATION THAT HELPS MORE THAN 200,000 UNIQUE MARKETING EXECUTIVES REACH THEIR BUSINESS GOALS.

Encompassing all marketing tactics and disciplines, the group's four multimedia franchises—*DIRECT*, *Chief Marketer*, *PROMO* and *Multichannel Merchant*—provide a wide array of integrated and targeted opportunities to reach your target market and grow your business.

Whether you are looking to build brand awareness, generate leads, or position your company as a thought leader, the Marketing Media Group has the products and custom solutions to meet your needs.

**DIRECT**  
 • THE INFORMATION RESOURCE FOR DIRECT MARKETERS •  
[www.directmag.com](http://www.directmag.com)  
 Best practices and tactical information on creating, executing and analyzing direct marketing programs that integrate mail, email, online telecom, broadcast, and other efforts. Monthly magazine plus:

**DIRECTistline**      **DIRECTnewsline**  
 Magilla Marketing      NCDM  
 The Blunt Truth on Everything E-mail      National Conference on Direct Marketing



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

Integrating sales channels—catalog, online, retail—for efficiency and maximum ROI, plus coordinating front-end marketing and sales with back-end operations and fulfillment. Monthly magazine plus



## PROMO

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

Creating, executing and analyzing marketing promotions across all tactics—interactive, retail, experiential, direct, games and contests, sampling, couponing and more. Monthly magazine plus:



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

Strategy, news and technology for CMOs and senior-level marketers—case studies, articles and resources on CRM, media, online, multichannel integration, ROI, and more.



PENTON'S MARKETING MEDIA GROUP also offers custom publishing and research, as well as direct mail services. Contact your DIRECT sales representative for more information and rates on these opportunities as well as Webinars, white papers, E-postcards and E-special Reports.

Elizabeth O'Connor, (203) 358-4391, [elizabeth.oconnor@penton.com](mailto:elizabeth.oconnor@penton.com)  
 John Guadagno, (203) 358-4376, [john.guadagno@penton.com](mailto:john.guadagno@penton.com)



# DIRECT 2008 Rates

Effective January 2008

• THE INFORMATION RESOURCE FOR DIRECT MARKETERS •

DIRECT provides multichannel, integrated marketing programs to reach direct marketing professionals. Through DIRECT's sister publications—*Chief Marketer*, *PROMO* and *Multichannel Merchant*—you can expand your reach and your marketing budget with a network buy.

Every dollar you spend with any of the Penton Media Marketing Media Group publications adds up to savings for your company. You'll receive discounts on all products based on your total spend across the group.\*

## Here's how it works:

Your total spending within the Marketing Media Group indicates your discount on those products and any additional products for 2008. Plus as you move from one level of spending to the next, you receive significant benefits to help you maximize your investment.

Level	Total Annual Investment	Benefits
AFFILIATE	\$7,500 to \$14,999 net	• 5% discount off open rate on all additional advertising and custom projects
SPONSOR	\$15,000 to \$29,999 net	• 10% discount off open rate on all additional advertising and custom projects • One 12-issue bold-face listing in one category in Marketplace
PARTNER	\$30,000 to \$59,999 net	• 15% discount off open rate on all additional advertising and custom projects • One 12-issue bold-face listing in one category in Marketplace • One personalized letter from publisher along with your company brochure or collateral material to 100 customers/prospects
PREMIER	\$60,000 to \$99,999 net	• 20% discount off open rate on all additional advertising and custom projects • One 1-inch Display ad in one category in Marketplace • One personalized letter from publisher along with your company brochure or collateral material to 100 customers/prospects • One 4x6 postcard mailing to 2,000 subscribers or supplied names, or 3,500 postal names for a 1x use
PLATINUM	\$100,000+ net	• 25% discount off open rate on all additional advertising and custom projects • One 1-inch Display ad in one category in Marketplace • One basic listing with logo in the online Buyer's Guide • One personalized letter from publisher along with your company brochure or collateral material to 100 customers/prospects • One 4x6 postcard mailing to 3,000 subscribers or supplied names, or 7,500 postal names for a 1x use

\*Benefits and discounts apply only to media and events wholly owned by Penton Media

MAGAZINE (B&W, 2C OR 4C**)	GROSS	NET	NEWSLETTERS	GROSS	NET
Full Page	\$ 8,650	\$ 7,353	<b>Newsline</b> 12x min., 1x per week		
2/3 Page	\$ 7,190	\$ 6,112	Rotating Main	\$ 1,165	\$ 990
1/2 Pg Island	\$ 6,230	\$ 5,296	Half Tower	\$ 988	\$ 840
1/2 Page Horizontal	\$ 4,700	\$ 3,995	List & Data Section	\$ 680	\$ 578
1/3 Page	\$ 4,540	\$ 3,859	<b>Listline</b> 12x min., 1x per week		
1/4 Page	\$ 3,440	\$ 2,924	Rotating Main	\$ 824	\$ 700
Cover 4	add 25%		Premier Half Tower	\$ 700	\$ 595
Cover 3	add 15%		2nd Half Tower	\$ 541	\$ 460
Cover 2	add 20%		Banner	\$ 470	\$ 400
Guaranteed Position	+ \$ 1,000 gross	+ \$ 850 net	<b>Magilla Marketing</b> 12x min., 1x per week		
**PMS match additional			Premier Banner	\$ 1,350	\$ 1,148
<b>WEBSITE</b>	<b>GROSS</b>	<b>NET</b>	Premier Half Tower	\$ 1,230	\$ 1,046
Leader Board (728x90)	\$ 52 CPM	\$ 44 CPM	2nd Banner	\$ 1,000	\$ 850
(Homepage, Article pages)			2nd Half Tower	\$ 850	\$ 723
Super Button (336x280)	\$ 65 CPM	\$ 55 CPM	Marketplace Ad	\$ 300	\$ 255
(Homepage, Article pages)					
One-Stop	\$ 1,118/month	\$ 950/month			
ListFinder, 3 mo min.	\$ 2,235/month	\$ 1,900/month			

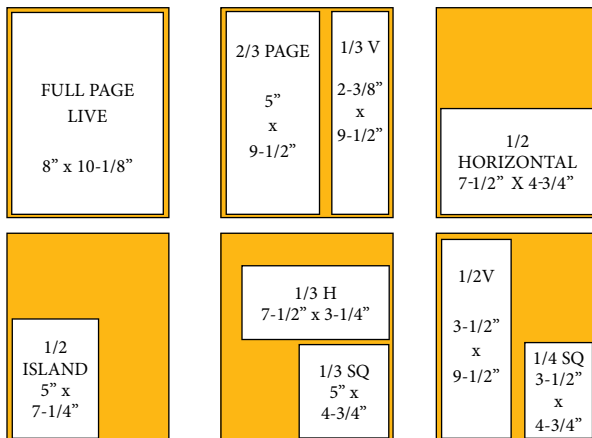
# 2008 Mechanical Specs

FOR COMPLETE PREPARATION GUIDE AND FILE DELIVERY INFORMATION  
VISIT [WWW.PENTONADS.COM](http://WWW.PENTONADS.COM) OR CONTACT THE PRODUCTION COORDINATOR.

DIRECT Magazine is manufactured CTP (Computer-To-Plate). Therefore, your advertising materials must arrive in an electronic format.

## Full Page—8-1/2" x 10-7/8" trim size

	Width x Depth		Width x Depth
Full page bleed	8-3/4" x 11-1/8"	1/2 H page	7-1/2" x 4-3/4"
Full page live	8" x 10-1/8"	1/3 SQ page	5" x 4-3/4"
2/3 page	5" x 9-1/2"	1/3 V page	2-3/8" x 9-1/2"
1/2 island	5" x 7-1/4"	1/3 H page	7-1/2" x 3-1/4"
1/2 V page	3-1/2" x 9-1/2"	1/4 SQ page	3-1/2" x 4-3/4"



SPACE UNIT SIZE IN INCHES: Space can be used only in the above sizes. Space exceeding size indicated in any direction is considered bleed except for gutter bleeds in spread.

## GENERAL SPECIFICATIONS

Printing Method: Web Offset

Binding: Saddle-stitched

Ink: SWOP standard and four-color process

Line Screen: 150 lines per inch

Paper: Cover printed on 80-lb. Somerset; inside pages printed on 45-lb. Belgrade.

## Digital Ad Specifications

PDF Format: Advertisers should submit PDF and PDF/X1-A files that are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, information on creating acceptable PDF files, contact the production coordinator. PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.).

- Preferred Applications: Ad layouts should be created using either QuarkXPress®; or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.
- Proofs: Text and element proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.
- Photos: 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.
- Line Art/Text: 600 dpi minimum; CMYK color model; .eps or .tif format with color

preview. In PhotoShop, black text should be created in black channel only to avoid registration problems.

- Color Tone Values: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.
- Color Mode: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.
- Fonts: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.
- Lettering: Reproduce all reverse lettering with a minimum of colors. Avoid type smaller than 8 point with fine serifs.
- Media: Mac or IBM CD, Zip 100, floppy or FTP Upload: <ftp://ftpserver2.penton.com/adclient/DIRECT> or email: [brenda.wiley@penton.com](mailto:brenda.wiley@penton.com)
- Inserts: Contact advertising representative for rates, production specs and shipping instructions.

## SHIPPING INSTRUCTIONS

Send all contracts, orders, insertion instructions, advertising material, and correspondence to: Production Coordinator, DIRECT Magazine, 9800 Metcalf Ave., Overland Park, KS 66212; Clearly mark: "Advertising Materials"; (913) 967-1764; fax: (913) 967-1629; [brenda.wiley@penton.com](mailto:brenda.wiley@penton.com).

## Online Ad Technical Specifications

More detailed specs available upon request.

## WEBSITE

- Formats Currently Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyebalster, Enliven, Bluestreak, Motif
- Will accept for testing: DHTML, Audio, Real, Shoskeles
- Non-accepted formats: Java, Java Applet, Video
- 3rd Party Ad Serving (3PAS): We will accept most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.
- Dimensions and files sizes: 728x90, 336x280, 160x600: 35K
- Frames and looping: Maximum frames = 4; Looping = 3 times
- Materials Due: 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alternate text with instructions.

## NEWSLETTERS

- Currently Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyebalster, Enliven, Bluestreak, Motif
- Will accept for testing: DHTML, Audio, Real, Shoskeles
- Non-accepted formats: Java, Java Applet, Video
- 3rd Party Ad Serving: We will accept most 3rd Party Ad tags. 3rd Party Ad tags for newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.
- Dimensions and files sizes: 468x60, 120x240, 120x600, 105x25: 30K
- Materials Due: 2 business days prior to newsletter blast. Include referring URL and alternate text with instructions.

Cancellation Policy: Banners, sponsorships, and newsletters require a 2-week written cancellation notice.

**PRINT**

Comments

Timeframe

- Magazine .....
- Supplements .....
- Reprints .....

**NEWSLETTERS**

- DIRECT Newline .....
- DIRECT Listline .....
- Magilla Marketing .....

**ONLINE**

- Website .....
- Webinars .....
- Ask the Expert .....
- ListFinder .....
- Podcasts .....

**CUSTOM SOLUTIONS**

- Epostcards .....
- Tools of the Trade .....
- E-Special Reports .....
- White Papers .....
- Sponsored Research .....
- Custom Publishing .....

**RESOURCE CENTER**

- Marketplace .....
- Buyers' Guide .....
- Classifieds .....

**DATA AND LISTS**

- List Rental .....

**LIVE EVENTS**

- NCDM .....

**COMPLIMENTARY FRANCHISES**

- Multichannel Merchant .....
- PROMO .....
- Chief Marketer .....

## For More Information

For information on any of DIRECT's advertising opportunities, or to build a customized, integrated program that meets your specific needs, contact your sales representative: **Elizabeth O'Connor** (203) 358-4391 [elizabeth.oconnor@penton.com](mailto:elizabeth.oconnor@penton.com)

**Penton Media, Inc.**  
 11 River Bend Drive South  
 PO Box 4949  
 Stamford, CT 06907-0949  
 Phone: 203 358-9900  
 Fax: 203 358-5832

## Penton Media's Marketing Media Group

Penton's Marketing Media Group consists of DIRECT, Multichannel Merchant, PROMO and Chief Marketer. It provides strategic insight, innovative ideas and tactical information that helps marketing executives reach their business goals. The group's 4 information franchises include: 3 print magazines, 4 websites, 11 newsletters and 4 annual events that encompass all marketing tactics and disciplines: direct, email, online, search, promotions, ROI, database, premiums and incentives, operations and fulfillment, and more.

Penton's Marketing Media Group provides a range of integrated and targeted advertising and sponsorship opportunities in print, online, via email, and in person. Whether you are looking to build brand awareness, generate leads, or position your company as a thought leader, the group's custom products and solutions help you achieve your objectives.

Contact your sales representative for more information on opportunities within Penton's Marketing Media Group.

## Market Data and Custom Research Services

Penton Media's research department provides market-related data and custom research services — ideal for when you are entering a new market, launching a new product, creating a new marketing campaign, or for any other strategic purpose when you need to make informed, research-based decisions.

Ask your Sales Representative about the latest research information available for your market, or for details about custom research opportunities.

## Ad Reprints

Your Sales Representative will be happy to provide quotes on reprinting your advertisement for additional distribution.

## Article Reprints

Impress your clients and prospects with custom print or electronic article reprints. Reprints make ideal collateral for direct mail campaigns, tradeshow handouts, investor relations materials, and media kits; or create posters, plaques, and postcards to feature your coverage.

Contact your sales representative to order article reprints.

## Lists and Databases

Achieve targeted, high-response communication in your market by selecting from a database of over 3.2 million recipients and buyers of products and services. Postal, telemarketing and email lists are available to rent.

For additional information, contact **Marie Briganti, List Manager** at (845) 732-7054 or [Marie.briganti@walterkarl.infousa.com](mailto:Marie.briganti@walterkarl.infousa.com).

## Custom Publishing

Custom publishing can be an important marketing tool for building your company's brand loyalty, allowing you to create and maintain effective personalized relationship with your customers. Turnkey custom publishing services are offered, providing content and distribution strategies.

For additional information, contact your Sales Representative.

