



DIRECT Classified Advertising

Choose from online,
newsletter or
print advertising

Reach top-level candidates whenever you need to fill a position. **DIRECT** provides three ways to connect you with direct marketing professionals. Avoid the headaches of newspaper ads and general job search sites—target qualified candidates and get results immediately.

■ ONLINE

Access more than 100,000¹ unique monthly visitors to directmag.com with a job description that includes title and a URL link:

- Listings are searchable by keyword, state and employer
- Candidates can apply for jobs immediately online; their information is forwarded to you via email
- Job seekers can “E-mail to a friend” to send job listings to others
- Stand out even more with a sponsorship banner (additional cost)

■ NEWSLETTER

Your ad appears in the Classified section of **DIRECT Newsline** and **DIRECT Listline** newsletters and is seen by more than 31,000² unique subscribers

- Include your logo for more visibility (additional cost)

■ PRINT CLASSIFIEDS

Reach more than 46,000³ **DIRECT** subscribers every month.

- Stand out even more with a larger, more creative unit (additional cost)

DIRECT reaches qualified candidates who know the direct marketing business⁴:

- Subscribers’ job functions cover all facets of the direct marketing business including Corporate/General Management; Sales /Marketing; Advertising/Promotion; Circulation/List/Media Management; Fulfillment/Data Processing Management; Mailroom/Operations Management and Production/Creative Management
- Subscribers titles range from mid-to senior level management: 27% are CEOs/ Presidents/Owners/Partners; 15% are VP/SVP level; 21% are Directors, and 27% are Managers



Sources: 1. Analysis of unique site visitors, PIRT Group, 4/06; 2. Analysis of circulation, Publisher's Own Data, 3/06; 3. Circulation: 46,732, (BPA Publisher's Statement, 12/06); 4. DIRECT Subscriber Study, Corporate Research, 7/06.

DIRECT
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To place your classified ad or for more information,
contact your sales representative or visit
www.directmag.com/advertisers.