



# DIRECT Buyer's Guide

Generate leads now  
with your online listing

Reach more than 100,000<sup>1</sup> professionals who visit [www.directmag.com](http://www.directmag.com) with your listing in the most comprehensive online supplier directory for direct marketing products and services. Executives use this reference tool all year long as they develop their direct marketing strategies.

**DIRECT's Buyers' Guide is easy to use, always available, and provides key information:**

- Buyers can search by company, category or location
- Your listing includes contact info, address, product/company description, plus email and website links.

**Choose from 3 options:**

- **Category Sponsorship**  
Maximum Buyer's Guide exposure—includes basic listing; your 160x600 tower ad and abbreviated listing on each subcategory page; and your company name and logo in buyer's guide email promotions.
- **Featured Supplier Option**  
Upgrade your basic listing and stand out in your category with a premier listing position with logo.
- **Basic Listing**  
75 word listing in one category



**DIRECT subscribers are influential executives with purchasing power:**

- Subscribers' organizations have an average annual revenue of \$202 million<sup>2</sup>
- 89% are CEOs, presidents, SVPs, VPs, directors and managers<sup>2</sup>
- 98% are involved in purchasing direct marketing-related products and services<sup>3</sup>

**The Buyer's Guide Marketing Program** drives these subscribers to your listing:

- **Enewsletter ads** promote the Buyer's Guide in every issue of DIRECT Newslite, DIRECT Listline, Magilla Marketing, Searchline and DIRECT Tips, plus MULTICHANNEL MERCHANT Weekly, List & Data Strategies, O+F Advisor, and O+F Contact Center Advisor, for more than 1,871,000<sup>4</sup> total impressions each month!
- **Bi-Monthly email blasts** to DIRECT and MULTICHANNEL MERCHANT subscribers.
- **Website Advertising** on [directmag.com](http://directmag.com) and [multichannelmerchant.com](http://multichannelmerchant.com) drive traffic to the Buyer's Guide

Sources: 1. Analysis of Site Traffic, PIRT Group, 4/06; 2. DIRECT Subscriber Study, Corporate Research, 7/06; 3. Publisher's Own Data, 1/07; 4. Publisher's Own Data, 7/06.

**DIRECT**  
• THE INFORMATION RESOURCE FOR DIRECT MARKETERS •  
[www.directmag.com](http://www.directmag.com)  
A Penton Media Publication

To reserve your listing in the Buyer's Guide or for more information, contact your sales representative or visit [www.directmag.com/advertisers](http://www.directmag.com/advertisers).