

Advertising Choices are Up! What's a Busy Marketing Executive to Do?

It's like going to your favorite coffee shop, trying to pick the best drink, and your head swims with the choices. But you only have two bucks to spend! And who wants just regular coffee anymore?

Help is on the Way! Let *Chief!Marketer* be Your All-Around Marketing Resource!

Dear <Marketing Executive>,

Your job has always been tough, but you love the challenge of it. Looking for the biggest bang for your buck has always been the name of the game. You're the king or queen of ROI.

You've just about had it figured out, how to get ahead of the competition, how to put your company at the front of the line in consumer brand awareness. But it's not easy to stay ahead.

Then along comes this recession. You fought for your advertising and marketing budget—what's more important than keeping up your company's visibility?—but you knew it was inevitable. Now you're fighting increased competition with a shrinking advertising dollar. These are the facts of marketing in 2009. Advertising budgets are being cut anywhere from 5% to 10%, sometimes more.

That's the new reality of your job. You have less to spend but want the same results or better. Add into the mix that the marketing industry is getting more and more innovative. That's a good thing—more choice, more creativity. Blogging, social networking, podcasts, so many more ways to do digital and online. Don't forget print, it's not going anyway anytime soon.

You're not a complainer though! You just need a little guidance to get through this amazing maze. Where do you turn to for a little help? A place where you can get the right answers, keep up with industry innovations, and look for the right resources to pump up your marketing efforts?

Let *Chief!Marketer* be Your New Best Friend!

Why us? What do we have that other marketing publications don't have?

Because...We are Your Marketing One-Stop!

Penton Media is the publisher of three of the most respected marketing publications: *Promo Magazine*, *Direct*, *Multichannel Merchant*. Our marketing magazines have set the industry standard, and we're taking it to the next level with *Chief!Marketer*.

We have the great writing and analysis you've come to expect from these magazines. You've never seen such sharp takes on such a variety of marketing topics. Have a question? Our people have the answers. We'll tell you what's new, what's old, what's hot, what's not, what works, what won't!

Do it All, and Do it Well!

The reality is, in today's fast-moving, fast-changing marketing world, you cannot afford to put all your eggs in one marketing basket. You need to know how to be everywhere at once, and do it all well. *Chief!Marketer's* multi-disciplinary approach is the new paradigm for marketing.

We have all the bases covered—experts and advice in every field: Advertising. Direct Marketing. Brand Marketing. Online Marketing. Promotions. Public Relations. Research.

We're up on all the latest technological innovations. If it's new, if it's a game-changer, you're going to hear about it on *Chief!Marketer* first. Social networking? How to make Twitter or Facebook work for you? We're there!

We've looked at all the angles, just like you would. Strategic perspectives, generating ideas, targeting, metrics, design. You have to move fast to cover so much ground, and we can be your resource of choice.

It's Exciting How Much We Have to Offer!

- *Chief!Marketer* magazine is written for senior marketing executives like you, who are seeking fresh multi-disciplinary approaches in an ever more challenging marketing environment.
- *The Chief!Marketer™ Report*, a weekly e-newsletter, written by our award-winning editors. Every week, new insights for high-level marketing executives like yourself. Stay up-to-date on the latest trends, hot markets, and economic developments. Everything you need to know to stay on top of your game.
- *E-Centric by Chief!Marketer*, a bi-weekly e-newsletter focused on keeping you in tune with all the digital vehicles marketers use to stay connected to their customers. Hear about the best and hottest digitals and how to use these tools for your own marketing: e-zines, e-mail newsletters, RSS, blogs, podcasts, Webinars and more.
- *chiefmarketer.com*. It's all there, in one place. News. Advice. Research. Blogs. Advertising Resources. Source Books and Buyers' Guides. Newsletters. Forums. Links to *Promo Magazine*. *Direct. Multichannel Merchant*. Happy clicking!
- Source Books and Buyers' Guides. Looking for an agency or supplier? Try the *Promo* Online Source Book. Looking for a direct marketing supplier or service provider? Go to our Direct Marketing Online Buyers' Guide.

I'm Ready for the Marketing One-Stop Solution! Sign Me Up!

Start by getting a print or digital subscription to *Chief!Marketer* magazine. You can't go wrong at \$xx a year!

That's a \$xx value, for just XX cents an issue! That's much less than you're spending on that morning cup at that favorite coffee place!

Fill out the enclosed reply card, and we'll get your subscription started. **We're so confident you'll love *Chief!Marketer*, we'll give you a 60-day guarantee.** Cancel anytime before that, and we'll refund all your money.

Add on our e-newsletters, *The Chief!Marketer™ Report* and *E-Centric by Chief!Marketer*, for only pennies more a week. Once you see what they have to offer, you'll look forward to having them in your inbox!

If you subscribe as a package with *Chief!Marketer* magazine, we can get both of them to you for the unbelievable price of just \$xx a year!

Put your company up front with print display ads or online banner ads!

There's no better ROI bargain than letting your company be seen in our print magazines or on our websites. Whether it's in print, on *chief!marketer.com*, or on our companion sites, *promomagazine.com*, *directmag.com* and *multichannelmerchant.com*, our sales representatives can set up the right package that will work for you.

Just fill in the enclosed sales representative's card or call us at 203-358-4145.

So don't worry about "these economic times." The smart marketing executive knows how to thrive no matter the situation. You just need the right resources, and now you've found them with

Chief!Marketer,
Your Marketing One-Stop!

Sincerely,
Leslie Bacon
Publisher, *Chief!Marketer*