

DIRECTnewslines


A Penton Media Publication

January 15, 2008

- UNSUBSCRIBE
- SUBSCRIBE
- PREFERENCES



BNP Media Adds 16 Publications
in the Food, Beverage, Packaging and Gaming Markets! [Click Here](#)



SEPHORA

Learn how global beauty retailer Sephora doubled email response rates without increasing spending — and looked good doing it

neolane
marketing that delivers

TABLE OF CONTENTS

- [CMO Survey: Budgets Holding Steady or Rising](#)
- [Vertis Research: Ad Inserts Influence More Than TV](#)
- [DMA Sees Nonprofits Increasing DM Spending](#)
- [Tremor Media Raises \\$11 Million to Promote Video Ads](#)
- [People in the News](#)
- [Short Cuts](#)
- [Mail Stream: A Report on Incoming Direct Mail](#)
- [Letters to the Editor](#)
- [List and Database News](#)
- [ListFinder: Search over 60,000 lists](#)
- [Webinars](#)
- [Find a vendor](#)

Q: How did global beauty retailer Sephora double email response rates without increasing spend — and look good doing it?

A: With Neolane - the only single, open enterprise marketing platform that manages campaigns, leads, dynamic content, resources and analytics. [Read about](#) how Sephora leveraged Neolane to increase marketing campaign effectiveness.

This issue of DIRECT Newslines is sponsored by Edith Roman

BNP Media's Lists Grow With the Recent Acquisition of New Titles Edith Roman and ePostDirect Chosen as List Manager

BNP Media recently announced the acquisition of the Professional Services Division of Ascend Media which includes the Food, Beverage and Packaging Group and the Gaming Group of magazines, conferences, web sites and events. BNP Media has chosen its current list manager, Edith Roman and ePostDirect, to manage the postal, telemarketing and email files of these new subscribers. [Click here for datacards](#). Contact Rob at 845-731-2726 or robert.liska@edithroman.com for postal. Contact Shawn at 845-731-3828 or shawn.kingston@epostdirect.com for email.

Top Stories

CMO Survey: Budgets Holding Steady or Rising

The Chief Marketing Officer (CMO) Council says most marketing budgets will either hold steady or increase this year, which runs counter to all the recent talk about a possible economic recession.

According to a CMO Council survey of 800 senior marketers, 37.6 percent of annual budgets will not change in 2008, while 33.1% of budgets will increase by up 5%. Nearly 10% of marketing budgets will grow between 6- and 10%.

Last year the majority of global marketers (52.6%) had budgets that equaled less than 4% of revenue and 35.4% indicated they spent the equivalent of 4- to 10% of revenue on marketing.

With respect to marketing automation the top areas for planned investment are e-mail campaign management, customer relationship management, marketing performance measurement, customer intelligence, search engine marketing and tools for sales and marketing integration.



Professionals answer your questions.



Luc Vezina
Email Marketing



**Find the
suppliers
you need—**

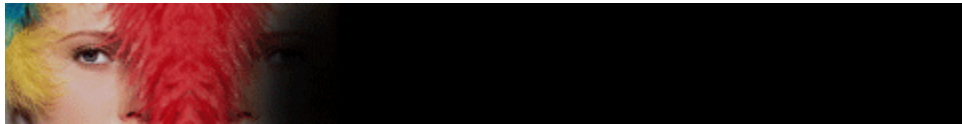
Vertis Research: Ad Inserts Influence More Than TV

Advertising inserts have surpassed television to become the most influential media for consumers, based on research findings released by the marketing services firm Vertis Communications.

Twenty-seven percent of adults indicated they look for information in advertising inserts as part of making a purchase decision. That's up from 19% ten years ago.

Television advertising is no longer the main influencer in purchasing decisions, according to Vertis. TV ads are now the main influencer for 8% of consumers, compared to 22% in 1998.

Other research findings indicate that women have become more involved in the decision making process for purchasing home electronics products. Back in 1998 about 69% of women 18 to 24 participated in such decisions, but as of this year 91% report being part of the process, says Vertis.



This issue of DIRECT Newsline is sponsored by NCRI List Management

For over 25 years, **NCRI** has been a leader in mailing lists and database services for financial specialty mailers. Our **multi-sourced data** is drawn from multiple sources, constantly updated and triple-verified for freshness and accuracy. Whether you're looking for customers for **credit card offers, insurance, mortgage and refinance** or a wide range of **money-making opportunities**, count on NCRI's quarter century of experience to help you achieve superior results. For questions, counts, or a customized list recommendation for your next financial campaign, [click here](#).

DMA Sees Nonprofits Increasing DM Spending

Nonprofit organizations typically received a \$14.47 return for every \$1 invested in direct marketing during 2007, according to new report findings released by the Direct Marketing Association.

Through 2012 nonprofit advertising expenditures are projected to grow 2.4% annually, while direct marketing driven sales are expected to grow 6.8%, according to the DMA.

By 2012 nonprofit organization's catalog spending is projected to reach nearly \$486 million. However, direct marketing driven employment in the nonprofit sector is expected to decrease by 1.4% annually through 2012.

Catalog sales among nonprofit are expected to increase 7.6% annually, according to the DMA. Educational services will likely see the lowest return on direct marketing investment, about \$9.38 for every \$1 invested, according to the DMA.

Tremor Media Raises \$11 Million to Promote Video Ads

Tremor Media the operator of an Internet video advertising network reported it has raised \$11 million in investment capital, with the help of Canaan Partners and Masthead Venture Partners.

The New York-based firm has plans to use the money to develop and deploy new advertising formats, enhance targeting and conduct best practices research based on analysis of video advertising campaigns.

"We've established a very successful model in the video advertising space and have outpaced our own growth predictions, as well as the growth of the online advertising industry in general," said in a statement Jason Glickman, CEO of Tremor Media.

The firm provides video advertising services at more than 80 Web sites, which generate more than 92 million unique online visitors per month.

People in the News

James V. Joyce has joined the board of directors at Overstock.com Inc. His term on the board runs through 2010. Joyce is CEO of Icent LLC.

Richard Tannenbaum has been named vice president of business strategy at The Vitamin Shopper, a retail and direct marketer of dietary supplements. Tannenbaum was formerly vice president of distribution services at PetSmart.

Short Cuts

Merkel has renewed a database marketing services contract with the American Heart Association to support donor renewal and acquisition efforts. Its three-year multi-million contract involves overseeing all aspects of the nonprofit organization's fundraising database.

Alpine Access plans to hire 100 home-based customer service agents in greater Memphis and Nashville to expand its telemarketing operations in Tennessee. The firm's existing clients include Office Depot, J. Crew, ExpressJet and the Internal Revenue Service.

Otter Fashion, an online and cataloger marketer based in Atlanta, has expanded from the apparel market to begin offering a line of jewelry products.

Mail Stream: A Report on Incoming Direct Mail

By ParadyszMatera and Direct Newsline

Outdoor outfitter Moosejaw split its Winter 2008 catalog's cover run between two images of female snowboarders. The Fund for Animals offers a notepad and address labels as guilt-inducing premiums designed to inspire action -- or at very least a donation. And Grizzly International's 25th anniversary catalog of woodworking and metalworking machinery clocks in at a hefty 700 pages, and is best read while wearing steel-toed boots.

Read the full [Mail Stream](#)

Letters to the Editor

[Re: Loose Cannon: E-Mail Metrics: A Destructuralist View ([loosecannon](#)) Direct Newsline, January 14, 2008]:

It was a thrill to read what the academics had to say about the best day for e-mail metrics, and particularly to see my old professor Babka-Fresser's razor-sharp mind at work -- although he can occasionally sound like a putz. In the debate, however, I think that Kolach Zimtsterne provided the winning idea when he suggested that marketers "should print out their messages and nail them to their prospects' front doors."

Not only does this brilliantly cut through the clutter of all the other communications channels, it also will provide new jobs, income and respect for a much-maligned worker -- the process server.

As for you, once again you have provided a stimulating start to the work week ... But I wonder, would your column be better received on a Wednesday, when we need relief from the midweek slump, or on a Friday, when we are getting into weekend mode and most receptive to laughs?

Lauretta Harris
Write Communications Inc.
Scarsdale, NY

* * * * *

Stellar, simply stellar! You had me laughing out loud. Now I have the answer I need when my email marketing seminar students ask this inevitable question. I can tell them to test for themselves as I usually do, then when I notice their disappointment in not receiving the magic formula they were hoping for, can simply hand them your column.

Karen Talavera
President
Synchronicity Marketing
Lake Worth, FL

* * * * *

Those of us who started our ritual January diet protest the subliminal messaging in your column. I would call personally, but I have a sudden urge to drive to Arthur Avenue for coffee cake.

Stefanie Pont
Managing Partner
Pont Media Direct
Norwalk, CT

* * * * *

I am roaring laughing, well done!

Hey, I think I attended seminars by Rugelach and Tishpish/whatever!

Anyway, enjoyed your piece. It was a great way to start my Monday during and after mini-nor'easter and Seahawks loss.

Mary Ellen McGarry
Group Director, Media Management
Scholastic At Home
Danbury, CT

* * * * *

Your "Loose Cannon" column today is priceless. It's not often that I laugh out loud when I read newsletters.

What a treat!

Now I have the definitive answer to both students (DePaul University) and

clients when they ask me "what's the best day or time of the week to send email" (and they always ask).

Francey Smith
Managing Director
Francey Smith & Associates, Inc.
Chicago

* * * * *

Laughing out loud at your most recent column. . . is your brother-in-law named Mitch Shuganner?

Sunny Heyer
Market Segment Manager
AMA Insurance Agency, Inc.
Chicago

* * * * *

Great Loose Cannon this morning...hurts to laugh so much, so early on a Monday.

Lance E. Osborne
CDI Solutions Marketing Leader
Acxiom Corp.
Little Rock, AR

* * * * *

I believe, if you factor in Balshazzar's coefficient, the optimum delivery date is Tuesday at 11:55, just before lunch.

Fred Morath
Fred Morath Direct Marketing
Natick, MA

Free Webinar - January 24, 2008 2pm ET/11am PT

How blending "Brand" and "Direct" delivers prosperous customer acquisition results



This issue of DIRECT Newsline is sponsored by The Kern Organization

Spend one fast-paced hour, right at your desk, and learn about the tools you need to leverage your brand investments while generating peak performance for your Direct campaigns.

[Register now!](#)

List and Database News

IT Solution Journal
Solution Publishing has consolidated management of its information technology titles at MeritDirect. These include a list of 518,434 subscribers to IT Solution Journal, postal and e-mail master files and other list titles.
Selections: (IT Solution Journal): Business/industry, job function, number of employees, phone number, state/SCF/ZIP
Price: \$105/M to \$350/M

Contact: MeritDirect, 914-368-1031

Hispanic Business

Statlistics has been appointed to manage the controlled circulation list of Hispanic Business magazine. A total of 240,613 postal- and 73,286 e-mail addresses are available. This title targets English-speaking Hispanics.

Subscribers include entrepreneurs and business and community leaders.

Selections: Business/industry, job function, number of employees, business/home address, state/SCF/ZIP

Price: \$125/M (postal file); \$425/M (e-mail file)

Contact: Statistics, 203-778-8700

Body and Soul

Martha Stewart Living Omnimedia Inc. has appointed Specialists Marketing Services Inc. to manage the Body and Soul Enhanced master file (369,285 subscribers) and the Omnimedia Self-Healing Enhanced master file (463,285 subscribers). The first file lists subscribers to Body and Soul with overlaid consumer demographic data. The self-healing master file consists of subscribers to Body and Soul magazine and Dr. Andrew Weil's Self Healing newsletter with overlaid consumer demographics.

Selections: Hotlines, lifestyle, gender, source, adult's/child's age, ethnicity, income, paid, presence of children, religion, state/SCF/ZIP

Price: \$105/M

Contact: Specialists Marketing Services Inc., 603-232-8207

American Dental Association

Hippo Direct recently became a non-exclusive list manager and licensed data reseller for the American Dental Association. The ADA file consists of 239,924 members, which includes dentists and students.

Selections: Phone number, age, gender, ethnicity, specialty, address type, practice type, dental school attended, graduation year, degree type, student, membership type, state/SCF/ZIP

Price: \$33/M (base)

Contact: Hippo Direct, 317-566-1161

About this Newsletter

Editorial Director: Ray Schultz

Managing Editor: Charles Vietri

Executive Editor: Beth Negus Viveiros

Senior Editor: Larry Riggs

Senior Writer: Richard H. Levey

DIRECT Newline is sent by request. Subscriptions are free to qualified applicants.

You are subscribed to this newsletter as #email#

To unsubscribe click [Unsubscribe](#)

To subscribe to this newsletter, visit [Subscribe](#) to sign up. Please feel free to pass along a copy to a friend, within reason so long as the message is not modified or used unfavorably.

Feedback should be sent to: ray.schultz@penton.com or may be sent by paper mail to:

Ray Schultz

249 West 17th Street

New York, NY 10011

For Sponsorship/Advertising information please contact: Elizabeth O'Connor, Associate Publisher at elizabeth.oconnor@penton.com or 203-358-4391

For information on Classified Advertising please contact: Karen Putrimas, at karen.putrimas@penton.com or (203) 358-4389

Thanks for your support!

To get this newsletter in a different format (Text or HTML), or to change your e-mail address, please visit your [profile page](#) to change your delivery preferences.

For questions concerning delivery of this newsletter, please contact our Customer Service Department

at:

Customer Service Department

Direct Magazine

A Penton Media publication

US Toll Free: 866-505-7173

International: 847-763-9504

Email: directmag@pbnews.com

Penton Media | 249 W. 17th Street | New York, NY 10011

Copyright 2007, Penton Media. All rights reserved. This article is protected by United States copyright and other intellectual property laws and may not be reproduced, rewritten, distributed, re-disseminated, transmitted, displayed, published or broadcast, directly or indirectly, in any medium without the prior written permission of Penton Media.