

DIRECT MARKETING



2012

MEDIA
PLANING
GUIDE

Strong Content. Devoted Readers

Our readers take the time to consider every new idea that Direct Marketing brings them. Direct Marketing is published monthly (12x a year) and is mailed individually addressed to 7,200 senior executives who are responsible for creating, managing, supporting and fulfilling more than \$51 billion in annual sales generated through a range of direct response channels.

Subscribers also receive two annual directories, the DM Industry Sourcebook and the List of Lists. The Sourcebook is a detailed reference guide to the more than 800 vendors who work with Canada's direct marketers. The List of Lists is a detailed reference guide to more than 1,000 mailing lists and databases available for rent to direct marketers across the country. (Established in 1988.)



Ideas In Action

Each month, **Direct Marketing** profiles a single direct mail package sent out by one of our readers, in a column called In The Mail. You can see how creative these mailers are, or how their agencies have designed some of the most successful marketing campaigns ever sent to a mailbox.

Canadian consumers and businesses receive about 1.5 billion pieces of addressed, targeted mail each year...pieces created, assembled, packaged and

delivered—and the orders accepted and fulfilled—by loyal readers of **Direct Marketing**.

Mail is still the primary channel for direct response, but today's readers use other media to deliver their messages, including television, newspapers, courier, telephone... and of course, the Internet.

Campaigns which use direct mail as a primary marketing strategy aren't limited to book clubs or collectibles. Corporations in every industry have

found applications for direct mail... which means our readership crosses a wide and important range of big-budget marketers... retail... government... publishing... automotive... tourism and hospitality... non-profit organizations... financial services... loyalty programs... real estate... consumer packaged goods... technology... small business... telecommunications... medical and healthcare... and automotive, and more.

The data-driven, revenue-

seeking readers of **Direct Marketing** promote the direct sale of merchandise previously never considered marketable this way, from cars to diamonds.

More than 7,200 executives who create, target, deliver, support and fulfill response campaigns



VDP 1:1 mail bait reels in large ROI

RP Graphics went casting for leads with an in-house produced variable data print 1:1 direct mail campaign early this year. The fishing expedition landed revenue the past nine months amounting to a minimum of 10 times the cost of producing and mailing the bait.

Lifting tab unfolds flat mailer to reveal outline of tackle box with colourful array of fish lures

Bos helps Syngenta catch the ear of corn growers

An inventive event invitation to corn growers that was cloaked in espionage trappings marked a dramatic departure from traditional agriculture marketing. But it drew an overflow crowd to an all-day conference on research discoveries and harvested a number of prestigious marketing awards.

Invitation arrived in padded brown envelope marked "Classified." Inside was covering letter attached to manila file folder filled with the recipient's security pass, dossiers on the conference speakers, a decoder revealing event's time and place, and satellite photo of location.



Hefty forensics toolbox lifts turnout to Petro-Canada event

A 'CSI meets ROI' campaign solved the mystery of interesting consumer package goods company executives enough to attend an event where Petro-Canada could detail its little-known retail initiatives and benefits to them. Here's how it was done in this imaginative B2B pitch.

Five-pound toolbox contains forensic instruments like magnifying glass, flashlight, fingerprint kit and fully-functional microscope. Each was accompanied with appropriate marketing message.



Alphabet card deck strikes tourism chord, ECHO gold

Using a common childhood experience to appeal on a fun adult level has earned agency Blitz Direct, Vancouver, and client Tourism British Columbia an excellent return on investment (ROI), a Gold

ECHO award in the Travel and Hospitality/Transportation category in Chicago in October and another campaign profile in this column.

Postcards show colourful cards as page of peel-away stickers. Reverse side contains list of what each letter stands for.

Ideas In Action

Direct & Personal

Each month, **Direct Marketing** sits down with one of our readers for a one-to-one conversation about their lives, both at work and away from the office. In a column written by well-known creative professional Billy Sharma, called Direct & Personal, we explore how these devoted readers and direct response professionals have come to positions of prominence in the marketing community, as well as demonstrating the outside interests of the people responsible for creating, managing or fulfilling the most successful response campaigns in Canada.

From up-and-coming copywriters, well-established entrepreneurs, senior direct marketing professionals, C-level management, presidents, CEOs and award-winning agency heads, our profiles give you a clear understanding of what unique individuals our readers are, and how unique our audience is among

publications in Canada. The Direct & Personal column is only a small example of the influential minds that you'll reach when you advertising in **Direct Marketing**... a total of more than 20,000 executives when you include pass-along readership levels.

Direct Marketing's readers can respond to your promotional messages because they are not only thirsty for new ideas, products and services, they have the authority and responsibility you want in a target prospect...people who have budgets, or agencies with clients who have budgets, and are prepared to listen to what you have to offer.

Get Direct & Personal with our readers
...and build profitable relationships.



Brad Robbins

**New Ventures Consultant,
Segal Communication**

Brad Robbins is as colourful as a tiger and just as focused when it comes to providing his clients with a true marketing ROI. Profiled in March 2007, he has launched a variety of ventures in his career, including some of the most influential and successful marketing agencies but when profiled he was, like many **Direct Marketing** readers, busy finding ways to successfully engage the youth market with communication that embraces online social networking sites.



Jay Aber

**President
The Aber Group**

Jay Aber, an industry icon, runs a well-known and rapidly growing business that leaves him little time for hobbies or recreational pursuits. Profiled in July 2007, Jay works with many **Direct Marketing** readers who need to find solutions in an ever-more complicated world that seems to open new channels for relationship building every day, looking for a deeper understanding of how response marketing continues to evolve and grow.



Leslie Kross

**Managing Director, Direct
& CRM, TBWA/Toronto**

Leslie Kross is entrusted with the responsibility of showing how her customers, **Direct Marketing** readers such as Ford, Wyeth, Pfizer, and GM can maximize their own customer value while extending the life cycle of their best and most profitable clients. Profiled in October 2007, she has been part of the evolution of response from "advertising by mail" to a true CRM approach.



Kristian Dart

**Manager, Direct
Marketing, Heart & Stroke
Foundation**

Kristian Dart manages the entire donor program in six provinces, putting him in charge of everything that relates to mail, telemarketing, and online initiatives. Profiled in August 2007, Kristian is proud of the team effort in his workplace, suggesting that the collaborative approach has helped them build relationships with their donors. Like many **Direct Marketing** readers, he sees the customer as playing a more active role in organizations which use response tools to achieve their goals.



Dean Hughes,

**Director of Direct Market-
ing, UNICEF Canada**

Dean Hughes loves to hear stories about children who have survived, gotten or gone to school because of work done by UNICEF here in Canada. Profiled in January 2008, his entire response-marketing career has been spent working in the non-profit sector, where among other accomplishments; his teams have raised more than \$100 million around the world. Dean is happy to be included among the **Direct Marketing** readers who can say their talents and efforts have improved lives around the country, and the world, for hundreds of thousands of children.

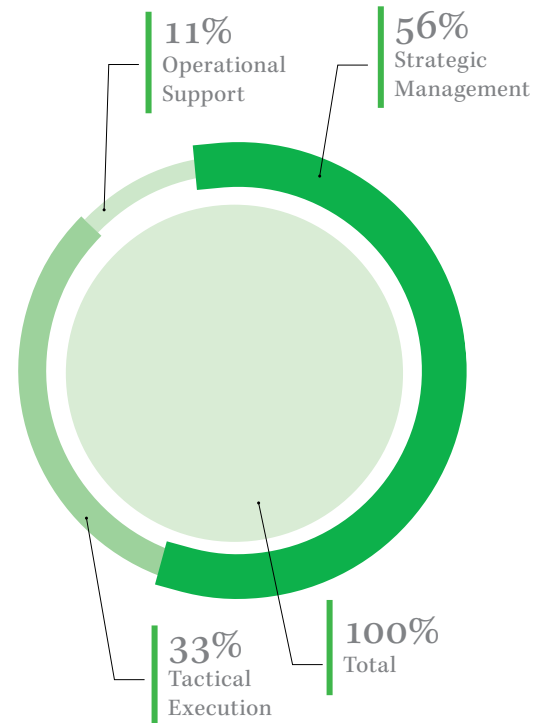
Circulation & Readership Data

Readers of **Direct Marketing** are the combined force behind all direct response advertising and marketing in Canada, an \$8 billion category of marketing activity which encompasses industries and sectors that represent the biggest companies in the country.

The majority of our readers are people with dedicated and large budgets allocated to direct response, delivered to Canadian consumers and businesses in a growing range of media channels which traditionally includes... addressed mail... television... telephone... online... newspaper inserts... co-op mail... flyers... but is quickly expanding to include such media as ...digital radio... transaction mail... interactive kiosks... guided voicemail and more.

Our readers use multiple channels to manage a wide range of direct marketing applications; such as database marketing, loyalty card programs, membership & rewards, catalogues, mail order, direct sales, lead generation, interactive campaigns, and more.

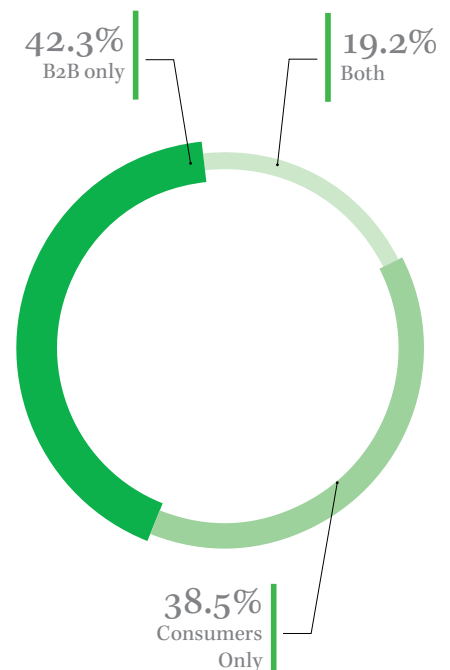
Reader Responsibilities



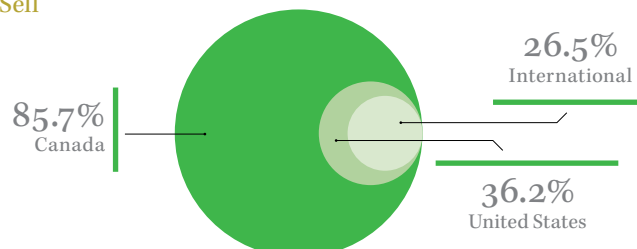
Direct Marketing Reader Segments Titles by Authority & Responsibility

- ▶ CEOs, Presidents & Corporate Leaders
 - ▶ VP Direct Marketing, DM Managers, Response Marketing Management
 - ▶ Loyalty, Rewards & Relationship Management
 - ▶ Marketing Directors, Advertising Managers & Executive Directors
 - ▶ Business Intelligence, Data Analysis, Segmentation Management
 - ▶ Information Management, Technology Specialists, Online Management
 - ▶ Customer Support, Customer Care & Customer Service
 - ▶ Agency Management, Project Management, & Consultants
- (please call to request up-to-date counts for each segment)*

Type of Market Served



Where They Sell



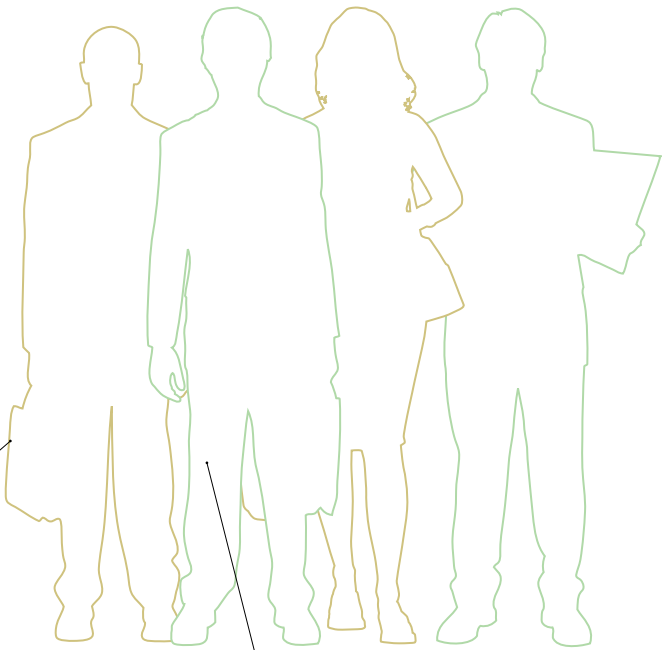
Circulation & Readership Data

Direct Marketing readers are distinct

Our readers are involved in the creation and execution of all forms of direct marketing campaigns. They are also responsible for retaining customers and increasing their share of customers through the use of database and analysis.

Prospects In Two Target Groups

Direct Marketing serves the entire Canadian data-driven, response-generating universe. Our readers are entrusted to acquire and retain customers and generate sales.



1 Dedicated Direct Marketers

These companies generate all or most of their revenue from a strategic business model that uses direct marketing to produce orders. This happens through many channels, including the mail, the telephone, by DRTV, at a retail location and via the Internet. Companies in this category are entirely driven by the direct response model. Examples of these organizations would include mail order sellers, club and membership organizations, charities and other non-profits, cataloguers, and many online marketers.

2 Tactical Direct Marketers

These companies have many ways of generating revenue, one of which is a strong commitment to a tactical use of direct marketing to accomplish specific business objectives. Usually large corporations, these readers have dedicated direct marketing departments that design and execute campaigns which contribute to a larger marketing strategy. Examples of these kinds of readers would be financial institutions banks, insurance companies, credit issuers, travel companies, retailers and consumer goods marketers.

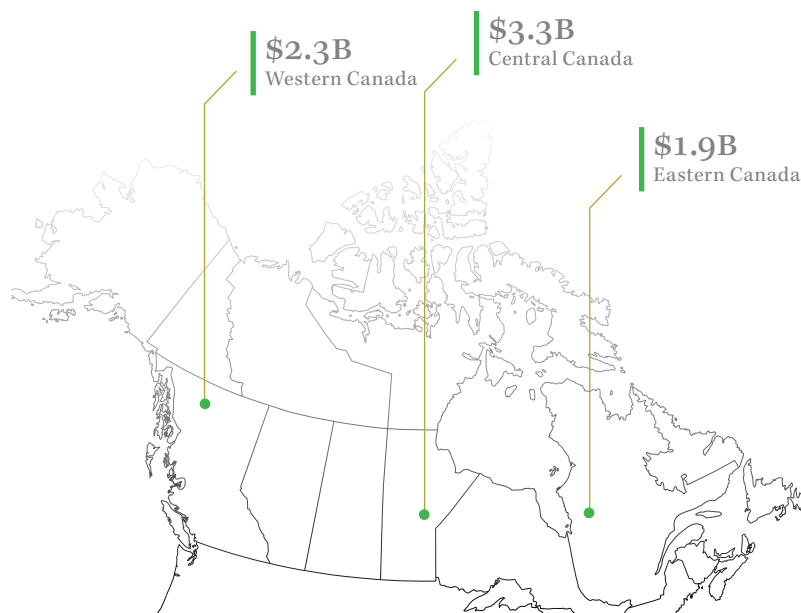
National Circulation: 7200

National Readership: 17000+ (based on 2.3x pass along)

Key Sectors

| | | |
|--------------------|----------------------|-------------------|
| Not-For-Profit | Pharmaceutical | Telecommunication |
| Financial Services | Business to Business | Travel |
| Retail | Publishing/Media | Entertainment |
| Automotive | Cataloguers | Membership Clubs |

Circulation & Readership Data



Direct Marketing readers contribute to the \$8 billion spent annually on the following services

Alternative Direct Response Media • Call Centres • Contact Centres • Canada Post Recognized Mail • Preparation Software CRM Software • Systems • Services • Data Management Merge-purge • Data Mining • Segmentation • Analytics Database Marketing • Loyalty Marketing Programs • Direct Marketing Agencies • Distribution & Delivery Services DM Printers • DM Recruitment • Staffing • Email Campaign Management & Delivery • Enhancing • Appending Data Services Fulfillment & Backend Services • Fundraising & Not-for-profit Specialists • GIS & Geodemographics • Incentives • Gift Cards Rewards • List Brokers • List Managers/ Owners • Compilers Mail Preparation Equipment • Mail Processing Equipment Mailing Houses • Lettershops • Management Consultants (Strategy • Privacy • Tactics • Other) • Marketing Research Surveys • Polls • Online Advertising Networks • Outsourced Customer Service • Order Management • Payment Processing Credit Management • Search Engine Marketing • Variable Imaging Specialists • Web Analytics • Behaviour Tracking

Associating With The Best

Direct Marketing's 7,200 readers are active members and contributors to a wide range of national associations and organizations, often working closely with our publication to produce event guides, directories, special reports, editorial sections, and sponsored-supplements.

From our relationship with these key associations, you'll derive not only the benefit of an involved reader who demonstrates leadership and budgetary control, you'll receive bonus distribution at a cross section of major conventions, conferences, regional meetings, and exhibitions.

In addition to associations which cut across horizontal lines within corporations, we ensure readership from key members of vertical industry associations as well.

Associations which comprise key groups of readers of Direct Marketing include:

- Canadian Marketing Association (CMA)
- BC Association of Integrated Marketers (BCAIM)
- Direct Marketing Association of Toronto (DMAT)
- Retail Advertising Club of Toronto (RAC)
- Marketing Research & Intelligence Association (MRIA)
- Transportation Marketing & Communications Association (TMCA)
- Retail Council of Canada (RCC)
- Association of Fundraising Professionals (AFP)
- Relationship Marketing Association (AMRQ)
- Canadian Life & Health Insurance Association (CLHA)
- Internet Advertising Bureau (IAB)
- Information Technology Association of Canada (ITAC)
- Contact Professionals Alliance (CPA)
- Association for the Advancement of Relationship Marketing
- National Association of Major Mail Users



A Powerful Editorial Package With Targeting Options

In Touch With the Market

An innovator in all forms of information for direct marketers—news, features, research, trends, case studies, industry leader opinions, and connections to best practices and suppliers – **Direct Marketing** continues to lead the way, stay relevant and get read.

Known for its strong editorial package, **Direct Marketing** explores areas of response marketing and customer relationship management that other publications only touch upon or ignore. As trends and technologies emerge, **Direct Marketing** does more than report, it goes in depth to show our readers how the news will affect their business, change their profit potential, or impact their strategies.

Special Supplements & Directories

To zero in on hot topics, **Direct Marketing** provides a specialty section in each issue. The in-depth supplements offer showcase advertising opportunities in **Direct Marketing** for segment-specific suppliers in CRM, call centre products and services, eMarketing, research and more. Readers give our supplements special attention for the depth of information they provide in areas of vital importance to their marketing strategy. What better time is there to introduce or reinforce the value of your related services than while they're thinking about how these new ideas might improve their own plans!

Written by The Best & Brightest

The experience of our writers means **Direct Marketing** stays relevant. Many are senior marketing executives or presidents and vice-presidents of marketing organizations. What they write about comes from their experiences in planning and executing **Direct Marketing** campaigns. This isn't theory. It comes from their real day-to-day experience. These are the voices and opinions that make **Direct Marketing** a must-read for all Canadian direct marketers, and for many advertising executives in general.

Practical Options With High Returns

For monthly exposure in the most-read publication of its kind in Canada, you can choose from a variety of campaign options to provide the mix that gets you in front of your target customers at the right time, in the right place.

Other ways you can engage our readers include... directory advertising... list rental... online advertising... custom inserts... or specialized sponsorships.

Ask for more details about these opportunities.



**Editorial
Schedule**

| <i>Month</i> | <i>Issue Focus</i> | <i>Special Feature</i> | <i>Regional Reports</i> | <i>Bonus Distribution</i> | <i>Annual Directory</i> |
|------------------|-------------------------------------|-----------------------------------------------------------------------|---------------------------------------------|---------------------------------------------------------------------------------------------------------|----------------------------|
| <i>January</i> | LOYALTY | Contact centres 2011 year in review & 2012 predictions Cards | | | |
| <i>February</i> | THE LIST BUSINESS | Lead generation The U.S. list business | Markham/Aurora/ Richmond Hill | | Industry Sourcebook |
| <i>March</i> | MULTI-CHANNEL MARKETING | Security & compliance | Montreal | | |
| <i>April</i> | MASS DIRECT/ UNADDRESSED | Flyers | Halifax & Fredericton | RAC Symposium, eMetrics Toronto, AFP International Conference on Fundraising (Vancouver) | |
| <i>May</i> | FUNDRAISING | VDI/1:1 printing | Guelph/Kitchener/ Waterloo/ Cambridge | BCAMA Vision Conference (Vancouver), AFP Fundraising Day, CMA Annual Convention | |
| <i>June</i> | SUSTAINABLE DM | Printing/packaging/paper | Vancouver | | |
| <i>July</i> | FINANCIAL SERVICES | Payment processing | Vaughan & Woodbridge | | |
| <i>August</i> | HOLIDAY MARKETING | Retail report | Mississauga/ Oakville / Brampton | | List of Lists Directory |
| <i>September</i> | CRM | Contact centres | Hamilton/ Burlington/ Brantford | CMA DM Conference, Call Centre Week | |
| <i>October</i> | PRINT RESPONSE | Dimensional mail & envelopes Wall Chart of Printers | Ottawa | CMA B2B Conference, DMA Conference (Las Vegas), Canada Post Inside the Box | |
| <i>November</i> | DATA ANALYTICS | Mailing house services & fulfillment | London | AFP Congress, EnviroNics User Conference, NAMMU Awards, Graphics Canada | |
| <i>December</i> | FUNDRAISING | Diversity marketing | | | |

Regular Features

Directives
(Op-Ed) Guest columnist
every issue.

Direct & Personal
Profiles of prominent DM
creative and industry leaders

In the Mail
Case studies of successful
directmail campaigns.

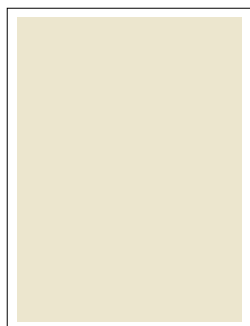
News Worth Knowing
New product/services
announcements

DM People
Appointment notices of key
players in the Direct Response
industry.

Events Calendar
Events marketers need to
knowabout

ListWatch
A snapshot of exciting new
mailing lists.

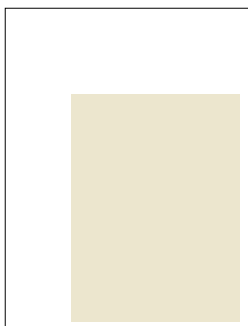
Advertising Sizes



Full Page

Maximum visual impact, strong reader involvement.

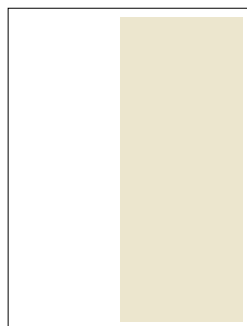
▶ 10.375 x 13.5



3/4 Page

Guaranteed editorial surround, excellent exposure.

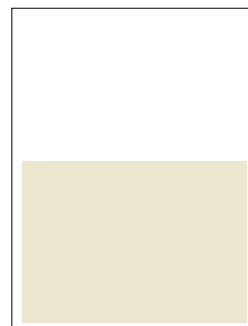
▶ 8.25 x 9.5



1/2 Page Vertical

Room for strong copy and graphics, high energy impact.

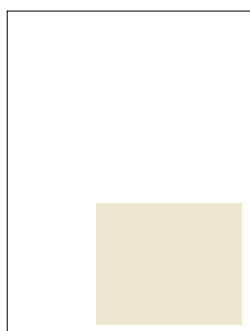
▶ 5.1875 x 13.5



1/2 Page Horizontal

Dominates the page, less competition for attention.

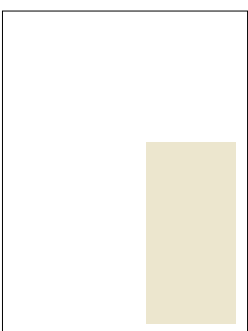
▶ 10.5 x 6.75



1/4 Page Horizontal

Flexible positioning, high value, gets noticed.

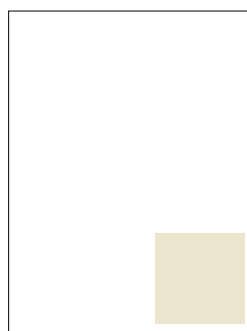
▶ 6.125 x 5.7



1/4 Page Vertical

Guaranteed editorial proximity, high value.

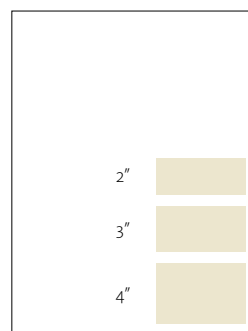
▶ 4 x 8.75



1/8 Page

Excellent value, repetition potential, practical.

▶ 6.125 x 2.85



Resource Directory

Strong repetition factor, year-long exposure, maximum value.

Advertising Rates

Rates (All rates include CMYK Colour) Material: press-optimize composite CMYK PDF, to size (no bleeds)

| Page | 1X | 3X | 6X | 9X | 12X |
|-------------|---------|---------|---------|---------|---------|
| Double Page | \$7,200 | \$6,880 | \$6,265 | \$5,940 | \$5,920 |
| Full | \$4,800 | \$4,580 | \$4,170 | \$3,960 | \$3,945 |
| 3/4 | \$4,435 | \$4,140 | \$3,740 | \$3,680 | \$3,630 |
| 1/2 | \$4,090 | \$3,790 | \$3,755 | \$3,350 | \$3,300 |
| 1/4 | \$2,780 | \$2,635 | \$2,290 | \$2,228 | \$2,220 |
| 1/8 | \$2,310 | \$2,230 | \$1,880 | \$1,850 | \$1,820 |

Covers Material: press-optimize composite CMYK PDF, to size (no bleeds)

| Page | 1X | 3X | 6X | 9X | 12X |
|------|---------|---------|---------|---------|---------|
| OBC | \$5,450 | \$5,210 | \$4,725 | \$4,600 | \$4,485 |
| IFC | \$5,070 | \$4,850 | \$4,390 | \$4,230 | \$4,115 |
| IBC | \$4,900 | \$4,710 | \$4,255 | \$4,090 | \$3,985 |

Inserts (Supplied)

ONE SHEET (2-sided) \$2,695/issue (max. 9.5" x 10") For larger inserts, please call for pricing. SAMPLE SUBJECT TO APPROVAL

Resource Directory Min. 12 issues

| 4.625" x 2" | 4.625" x 3" | 4.625" x 4" |
|----------------|----------------|----------------|
| \$1,725 / year | \$2,025 / year | \$2,525 / year |

Material/Design Guidelines

Material Guidelines

Ads must be supplied in a PDF/X-1A format, please make sure that all of your fonts are embedded or outlined and images are at least 300 dpi and are CMYK.

Design Guidelines

Please follow the guidelines below for best printability and reproduction quality.

- ▶ Rules that are 4 points or below should consist of only one colour
- ▼ Small type should consist of only one colour.
Small type is defined as:
 - ▲ Sans-serif fonts 7 points or smaller
 - ▲ Serif fonts 12 points or smaller
 - ▲ Fine-serif fonts 14 points or smaller

- ▶ Type smaller than 12 points should not be reversed out of a four-colour background
- ▶ Type smaller than 10 points should not be reversed
- ▶ Reverse type should not be positioned in any background consisting of a total area coverage of less than 45%
- ▶ Type should not be reversed in a yellow or any other light coloured background
- ▶ Screen values greater than 80% will generally reproduce as a solid
- ▶ Screen values less than 10% will generally not print
- ▶ Compensate for 20-25% dot gain
- ▶ Ensure a minimum trap of 0.36 point (0.005") for best registration

Rate Policy & Contract Provisions

All insertion orders for advertising in Direct Marketing are accepted subject to the terms and provisions of the current advertising rate card. Publication of the advertisement represents acceptance of the order. No conditions, printed or otherwise appearing on the space order, billing instructions or copy instructions which conflict with the publisher's stated policies and current rate card will be binding on the publisher.

Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all of the terms and conditions of the rate card applicable to the issue in which such insertion is to be published.

The publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Failure (by advertiser) to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and publication of the advertisement will be made and charged for upon the terms of the rate schedule then in force without further notice.

Uniform rates apply to all advertisers at all times. Conversion to publisher's requirements will be billed at publisher's costs. Advertisements not received by our advertising production department by closing date are not entitled to the privilege of review or revision by the advertiser or agency.

All advertisements for Direct Marketing, on the representation that both the advertiser and the advertising agency are

authorized to publish the entire content and subject matter thereof. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless Lloydmedia Inc., its officer, agents and employees, against all expenses (including legal fees) and losses resulting from the publication or the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement.

All contents of advertisements are subject to publisher approval. Publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation or position commitment at any time.

The publisher will insert the word "advertisement" prominently into any advertisement which simulates editorial content.

All agreements are subject to strikes, accidents, fires, acts of God or other contingencies beyond the publisher's control. The publisher assumes no liability if for any reason it becomes necessary to omit or cancel an advertisement.

The publisher's liability for any error will not exceed the charge for the advertisement in question. The publisher assumes no liability for errors in key numbers or type set by the publisher.

As used in this section, the term "publisher" shall refer to Lloydmedia

DIRECT MARKETING

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613- 421-5171

Advertising Sales Representative

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also publishers of
DM Industry Sourcebook
List of Lists
Marketing Sourcebook

also publishers of
Contact Management
Payments Business
Canadian Treasurer

contactmanagement.ca
paymentsbusiness.ca
canadiantreasurer.com



FOUR MAGAZINES DELIVER YOUR AUDIENCE IN PRINT AND ONLINE

More than 57,000 prospects authorizing and approving expenditures in the boardroom, on the front lines, in the IT corridors, in the centres of support and fulfillment, on the road with delivery, and creating customer loyalty. Our readers link you to all the right executives and managers in FOUR KEY ROLES at the largest and fastest growing companies in Canada.



FUND

Finance & Credit Prospects via Canadian Treasurer

CT is published bi-monthly and reaches more than 10,000 readers, in about 6,000 organizations, who are responsible for capital, credit and risk in all forms of financial operations. www.canadiantreasurer.com Readers are in charge of corporate finances and how funding is approved, obtained, budgeted, loaned, processed, allocated, and distributed. Follow the money from need to delivery. Inside our readers' companies, you'll reach the key people who control spending and who ensure their companies effective operations, from supply chain to fulfillment and delivery.



SELL

Marketing & Sales via Direct Marketing

Published monthly since October 1988, DM is Canada's magazine for interactive marketing and sales, reaching about 17,000 readers in marketing and sales at about 6,400 organizations. www.dmn.ca Readers who devise strategies, create campaigns, choose media, select tactics, implement programs, track response, analyze results, measure ROI, and generate sales for their companies. These readers are responsible for all aspects of customer acquisition, retention, expansion and development.



PAY

Transactions and Billings via Payments Business

PB is published bi-monthly and reaches more than 20,000 readers in the transactions, cards and ebilling/epayments sector, including banks, credit unions, retailers, online sellers, and about 9,000 of Canada's largest corporations. www.paymentsbusiness.ca Readers who provide their companies with efficient, effective and cutting-edge systems to accept, process and clear payments in a wide range of channels, from traditional cheques to new mobile payments, from credit cards to debit cards, from points-redemptions to gift cards, and every form of payments.



SERVICE

Customer Service, IT & Fulfillment via Contact Management

CM is published bi-monthly and reaches more than 10,000 readers in about 5,000 call centres in Canada which manage all forms of customer interaction and engagement, including outsourcers who conduct those activities on behalf of their clients. www.contactmanagement.ca Readers who manage all customer engagement programs, who ensure customer satisfaction, construct and outfit contact centres, evaluate and select technology and software, increase customer loyalty, solve problems and process inquiries, orders, sales and leads.

TO ADVERTISE OR GET MORE INFORMATION AND MEDIA KITS

905-201-6600 | 1-800-668-1838
Mark Henry x 223 | Jennifer Bishop x 222 | Brent White x 224
Sarah O'Connor (613)421-5171