

# SMM

## SALES & MARKETING MANAGEMENT

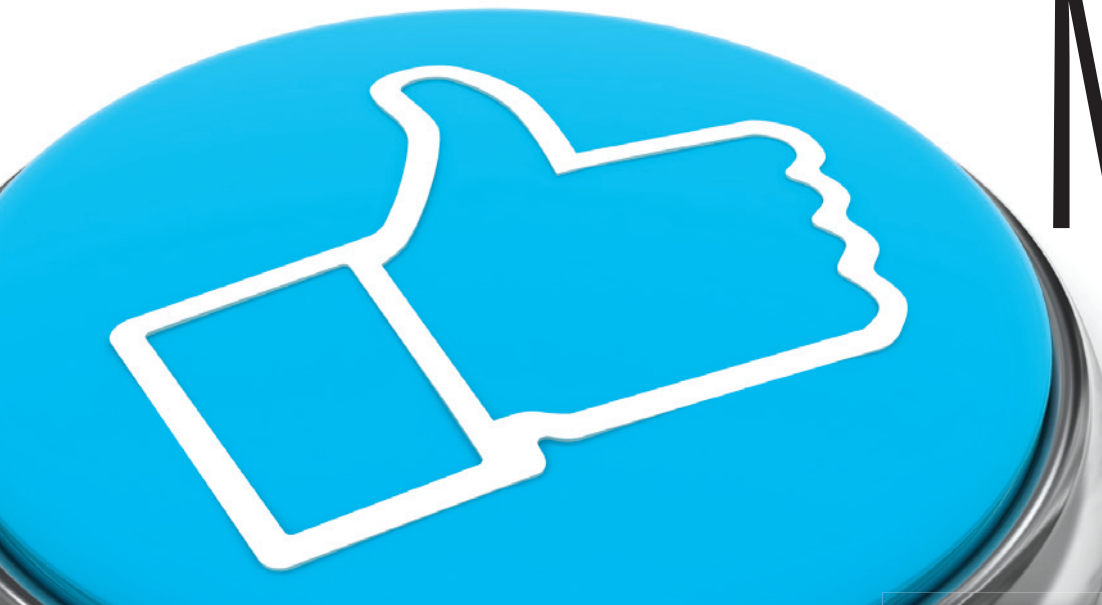
incorporating **SalesForceXP** magazine

{in print}

{online}

{social}

# 2012 Media Kit



SALESANDMARKETING.COM

**SMM cover story**

**socialize your sales team**

by PAUL NOLAN

**Medit, omnibus  
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condestore vellore  
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liquis et estio eariti-  
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**SMM cover story**

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**socialize your sales team**

by PAUL NOLAN

*Sales & Marketing Management* is the leading source of information for senior sales and marketing professionals. Has been since 1918. Review our audience, its buying power and the content we're planning for 2012. Then contact us for exceptional re-launch packages.

- **Sales Management • Training • Incentives & Recognition**
- **Marketing • Technology • Meetings**

ISSUE	ISSUE FOCUS	FEATURES	BONUS DISTRIBUTION
<p><b>JANUARY/ FEBRUARY</b></p> <p>Ad Close – 12/21/11 Materials – 1/9/12</p>	<p>Sales and Marketing Alignment</p>	<ul style="list-style-type: none"> <li>• Alignment Best Practices</li> <li>• Getting Sales and Marketing Teams to Coexist</li> <li>• Managing Different Teams</li> <li>• Marketing's Lead-Producing Role</li> <li>• Incentive Manufacturers and Representatives (IMRA) Directory</li> </ul>	<p>Training Conference &amp; Expo Atlanta, February 13–15</p>
<p><b>MARCH/APRIL</b></p> <p>Ad Close – 2/17/12 Materials – 2/22/12</p>	<p>Sales Training</p>	<ul style="list-style-type: none"> <li>• Enhanced Onboarding</li> <li>• Training Technology Tools: On-Demand, Online, Social, Gamification and More</li> <li>• What We've Learned About Learning On the Job</li> <li>• Top Sales Training Providers</li> </ul>	<p>American Society of Training &amp; Development (ASTD) Denver, May 6–9</p>
<p><b>MAY/JUNE</b></p> <p>Ad Close – 4/13/12 Materials – 4/18/12</p>	<p>B2B Marketing Trends</p>	<ul style="list-style-type: none"> <li>• What Can Be Adapted From the B2C World</li> <li>• How to Measure for Marketing ROI</li> <li>• Is E-Mail Marketing Dead or More Effective Than Ever?</li> <li>• Event Marketing</li> </ul>	<p>Society of Human Resource Management (SHRM) Atlanta, June 24–27</p>
<p><b>JULY/AUGUST</b></p> <p>Ad Close – 6/12/12 Materials – 6/18/12</p>	<p>Research and Statistics</p>	<ul style="list-style-type: none"> <li>• What You Can Accomplish With Customer Data</li> <li>• Get Noticed: What Works With the Media</li> <li>• Are You Measuring the Right Results?</li> <li>• Incentive Gift Card Council (IGCC) Directory</li> </ul>	
<p><b>SEPTEMBER/ OCTOBER</b></p> <p>Ad Close – 8/20/12 Materials – 8/24/12</p>	<p>Sales Incentive Programs</p>	<ul style="list-style-type: none"> <li>• Why Cash Doesn't Motivate</li> <li>• Motivated to Learn</li> <li>• Off-Site Marketing</li> <li>• Measuring and Motivating Marketing Teams</li> </ul>	<p>The Motivation Show Chicago, October 24–25</p>
<p><b>NOVEMBER/ DECEMBER</b></p> <p>Ad Close – 10/17/12 Materials – 10/22/12</p>	<p>Sales and Marketing Technology</p>	<ul style="list-style-type: none"> <li>• High-Tech Sales Training Tools</li> <li>• Social Marketing</li> <li>• Gamification</li> <li>• Loyalty Marketing Secrets Revealed</li> </ul>	



PRINT AD RATES	1X	3X	6X
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Full Page Net\$	8,995	8,695	8,265
Half Page Net\$	6,075	5,765	5,460

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Full Page: 7 x 10"
Full Page Bleed: 8.25 x 11"
Trim Size: 8 x 10.75"

1/2 Vertical: 3.375 x 10"
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1/2 Horizontal: 7 x 4.875"
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DIGITAL AD RATES	per month
<b>SalesAndMarketing.com Banner Ad Rates:</b>	
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Premium Square (300 x 250)	1,295
Anchor (300 x 250)	995
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Top Leaderboard (728 x 90)	1,995
Premium Square (300 x 250)	1,495
Anchor (300 x 250)	1,295

**AUDIENCE FAST FACTS:**

- Guaranteed Circulation ..... 24,000
- Total Readers Per Issue  
(with Pass-along) ..... 55,000+
- Sales & Marketing Management ..... 68%
- Sales Volume Over \$100 Million ..... 41%

**Sales & Marketing Management Magazine has been the one-stop, cross-industry resource for sales & marketing executives since 1918.**

**2012 Print Production Schedule**

Issue	Space reservation deadline	Materials due
Jan/Feb	December 21	January 9
Mar/Apr	February 17	February 22
May/June	April 13	April 18
July/Aug	June 12	June 18
Sept/Oct	August 20	August 24
Nov/Dec	October 17	October 22

**Send all print ad materials and direct all print and electronic ad questions to:**

Tony Kolars, Production Manager  
971 Eleanor Avenue, St. Paul, MN 55102

Phone: 612.414.4407  
Fax: 612.808.5024

Tony@SalesAndMarketing.com

### Sales & Marketing Management

readers on average hold **3.1** off-site meetings a year involving travel with average stays of **2.4** nights and average attendance of **33**

### READER FAST FACTS

- 98%** Plan/Manage Sales Incentive/Recognition Programs
- 73%** Use Merchandise or Gift Cards for Sales Incentive/Recognition Programs

### BUYING POWER

- 82%** Decide/Recommend Promotional Products
- 73%** Purchase/Approve Sales Training
- 53%** Use Outside Sales Trainers/Resources
- 56%** Purchase/Approve Sales & Marketing Technology Products
- 79%** Decide/Recommend Business Gifts

### READERSHIP

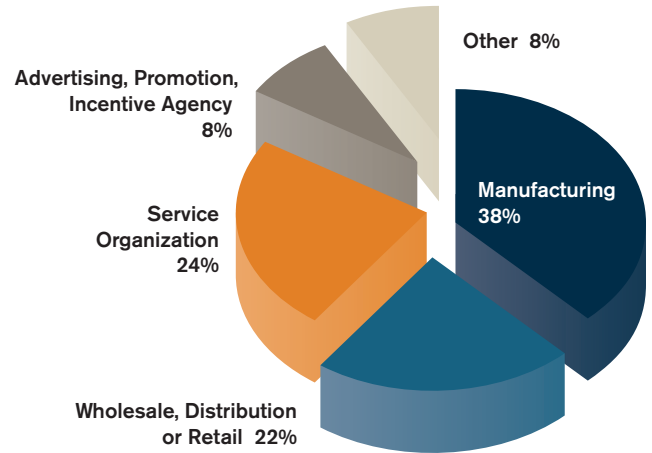
- 91%** Rate Content good to excellent
- 67%** Read most or all of every issue
- 59%** Pass along their copies

# 73%

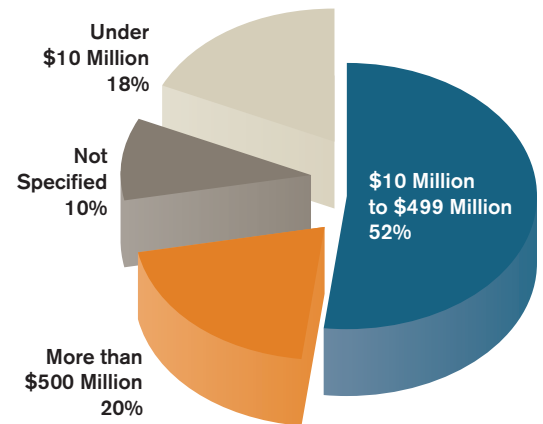
Choose Sales Meetings  
Destinations & Facilities

**41%** of our readers' companies generate more than **\$100 million** in revenue

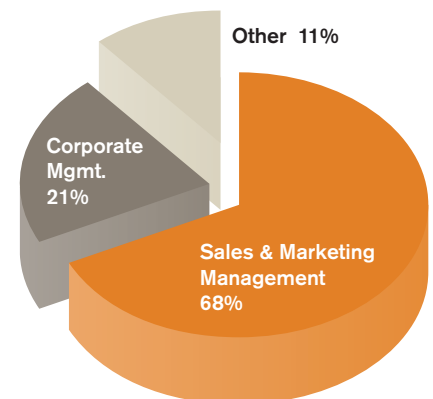
### Primary Business/Industry of Subscribers



### Annual Sales Volume



### Job Title



\*Source: SMM/SalesForceXP Reader Surveys, 2011.

**Sales & Marketing Management Circulation**

has **100%** of the **FORTUNE 1000** companies

**Automotives/  
 Chemical/Energy**

Alliant Energy  
 Chevron Texaco  
 Chrysler  
 Conagra Foods  
 Conoco Phillips - 76  
 Dow Chemical  
 Duke Energy  
 Dupont  
 Eastman Chemical  
 Emerson Electric  
 Entergy  
 Exxon Mobil  
 Ford Motor  
 General Motors  
 Goodyear Tire & Rubber  
 Harley-Davidson  
 Hertz

**Communication/  
 Transportation**

AT & T  
 Boeing  
 CBS  
 Comcast  
 Fed Ex  
 Google  
 Motorola  
 Qualcomm  
 Qwest Communications  
 Southwest Airlines  
 Sprint Nextel  
 TDS Telecom  
 UPS  
 US Airways  
 Verizon Communications

**Consumer/Food Products**

Avon Products  
 Best Buy  
 Campbell Soup  
 Coca-Cola  
 Dole Food Company  
 Dr Pepper Bottling  
 Fannie May Confections  
 Gap  
 General Mills  
 Hershey  
 Home Depot  
 Hormel Foods  
 Kellogg

Kraft Foods  
 Kroger  
 Land O'Lakes  
 Limited Brands  
 Lowes  
 Macy's  
 McDonald's  
 Nash-Finch  
 Pepsi Cola  
 Petsmart  
 Polo Ralph Lauren  
 Publix Super Markets  
 Safeway  
 Sara Lee  
 Sears  
 Staples  
 Supervalu  
 Target  
 TJX Companies  
 Tyson Foods  
 Walgreens  
 Walmart  
 Winn-Dixie Stores

**Entertainment/Hotels**

Loews Hotels  
 Marriott  
 MGM Grand Hotel & Casino  
 Time Warner  
 Walt Disney

**Finance/Banks/Insurance**

Aetna  
 Aflac  
 Allstate Insurance  
 American Express  
 American Family Insurance  
 Ameriprise Financial  
 Aon  
 Assurant  
 Bank Of America  
 Bank Of New York Mellon  
 Capital One Financial  
 Charles Schwab  
 Chubb  
 Cigna  
 Citicorp  
 Discover Financial Services  
 Fidelity  
 Freddie Mac  
 Hartford Financial  
 JPMorgan Chase Bank

Liberty Mutual Insurance  
 Mastercard  
 Metlife  
 Morgan Stanley  
 Mutual Of Omaha  
 Nationwide Insurance  
 New York Life Insurance  
 Northwestern Mutual  
 Pacific Life  
 PNC Financial  
 Prudential  
 State Farm Insurance Co  
 Sungard  
 Thrivent Financial  
 TIAA-CREF  
 Travelers  
 Unum Group  
 US Bancorp  
 Visa  
 Wells Fargo

**Technology/  
 Business Services**

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 Automatic Data Processing  
 Avnet  
 Cisco Systems  
 Dell  
 Kelly Services  
 Micron Technology  
 Microsoft  
 NCR  
 Oracle  
 United Technologies

**Manufacturing/Distribution**

3M  
 Alcoa  
 Aramark  
 Archer Daniels Midland  
 Bemis  
 Caterpillar  
 Clorox  
 Corning Inc  
 Deere & Company  
 Eastman Kodak Company  
 Eaton  
 General Dynamics  
 General Electric  
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Honeywell  
 IBM  
 Kimberly-Clark  
 Lockheed Martin  
 Mattel Inc  
 Mohawk Industries Inc  
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 Northrop Grumman  
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 Shaw Group Inc  
 Sherwin-Williams  
 Sunoco  
 Sysco  
 Tenneco Inc  
 Texas Instruments  
 US Steel  
 Weyerhaeuser  
 Whirlpool  
 WW Grainger  
 Xerox

**Pharmaceuticals/  
 Healthcare**

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 Amgen  
 Baxter Healthcare  
 Boston Scientific  
 Bristol Myers Squibb  
 Cardinal Health  
 CVS Caremark Corporation  
 Ecolab Inc  
 Eli Lilly & Co  
 Genzyme Corp  
 Henry Schein  
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 Medco Health Solutions  
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 Merck & Co  
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**SMM MONITOR** three times monthly e-newsletter provides relevant news and business intelligence to 54,000+ sales and marketing executives. The quick-read format, combined with the newsletter's reputation for disseminating top-notch content, make SMM Monitor a great opportunity for sales training and incentive industry suppliers to reach a core target audience at the moment they're ready to act on sales growth initiatives.

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## SMM MONITOR

DATE: Nov. 2, 2011

### BUSINESS INTELLIGENCE

#### Sales and Marketing Integration

Sales 2.0 and marketing automation are maturing concepts. Leading-edge B2B sales and marketing organizations are moving toward true "integration" of the two functions, tying together all of the parts of a cross-functional sales and marketing process. The need for integration between the two, in both tools and execution, has never been greater. However, most companies have not yet clearly identified and fixed the failure points. Sales 2.0 and marketing automation are maturing concepts. Leading-edge B2B sales and marketing organizations are moving toward true "integration" of the two functions, tying together all of the parts of a cross-functional sales and marketing process. The need for integration between the two, in both tools and execution, has never been greater. However, most companies have not yet clearly identified and fixed the failure points. Read [MOSE](#).

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### ANNOUNCEMENTS

**COMPLIMENTARY WEBINAR: SALES SCENARIOS FOR TRAINING WITH STORYLINE**  
Learn to create impactful, immediate and realistic sales training with scenario-based learning.

Join SMM Monitor and SalesForceXP magazine on Thursday, November 8, for the complimentary Webinar, *Creating Sales Scenarios for Training Using Articulate StoryLine®*. [Follow this link to reserve your virtual seat today.](#)

### JOIN IN AND GET CONNECTED

Sales & Marketing Management invites YOU to take an active role by joining the SMMConnect community. Take advantage of your complimentary membership at [www.SMMConnect.com](#).

Keep in touch with industry colleagues, learn from experts, analysts and editors, and take advantage of EXCLUSIVE online resources to help do your job more efficiently and effectively.

#### Hiring Smart Takes A Human Touch

Using technology to help sort through applicants in the hiring process is fine to a point, says recruitment specialist John Furman. But in many cases, when you allow a computer to make critical hiring decisions, the cost in lost talent can never be measured. Read more [HERE](#).

#### 3 Do's and 3 Don'ts for Up-Selling

If your product or service allows your reps the opportunity to up-sell customers at the point of sale, then they can easily double or even triple their income and you can shoot past quarterly and annual goals, says sales trainer Mike Brooks. [READ MORE.](#)

Click or call today...

**Kevin Dougherty**  
856.626.1328  
kdougherty@okbusa.com

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### COACHING UP

#### Sit In With 16 of the World's Top Sales Experts

ES Research company's Dave Stein is moderating two more unscripted, unedited panel discussions on today's hot-button sales issues. Join this group online to listen, ask questions and get valuable insights from 16 industry leaders. Each expert panel last one hour. The next one is scheduled for Nov. 9 at 1 p.m. Eastern. The topic: Increasing sales effectiveness across a global sales organization. Registration is free and can be completed [HERE](#).

#### Four Reasons Why Sales Managers Fail

Lack of a sales management process forces managers to figure things out as they go. It's one of former IBM sales manager Gil Capigli's top four reasons why sales managers fail. Read about all four [HERE](#).

Do you have news to share in SMM Monitor? Please send your news items to Editor Paul Nolan at [Paul@SalesForceXP](#).

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**How To Produce Bigger Profit Margins**  
By NICO SCHINAGL  
One of your biggest enemies in this economy could be among your own sales team, leaving everything on the negotiating table and giving away add-ons like Halloween candy. Stop talking to your CFO about finding new ways to reduce your costs. Instead, the next time you sit down with your sales team, dig a little deeper than how the quarterly numbers compare to last year. You will find that by analyzing one metric and following a set of simple strategies you will be able to identify who in your sales force is playing for your team and who should be playing for somebody else.

**Motivation Strategies**  
For Sales and Procurement, It's Business As Usual  
Despite three decades of experience, a history of "strategic" successes at select companies, and an abundance of technologies designed to support both disciplines, for the most part, sales and procurement continue to dwell on tactics.

**Managing A Prima Donna Salesperson**  
By KEVIN DAVIS  
Most sales managers have a love/hate relationship with the prima donnas on their sales teams. They love the star player's passion and hard work; they hate the self-centered behaviors that demoralize or discourage the rest of the team. Part of the solution is for sales managers to look in the mirror and ask, "What possible role did I have in allowing this situation to develop?" And, more importantly, "What changes do I need to make as a leader, going forward, to take advantage of my best people without letting them turn into prima donnas?"

**Building Mutually Beneficial Relationships**  
By THOMAS A. FREESE  
Salespeople like having checklists, goals and targets to hit. However, building trust with prospects and customers, which is a key component to increasing sales, cannot be an objective in and of itself, says author Thomas Freese. Trust has to happen over time as a salesperson is meeting – and hopefully exceeding – customer expectations in other areas.

**Aligning Sales and Marketing: The Role of Training**  
By JOHN GOLDEN  
Marketing is strategic. Selling is tactical. Both are needed

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**(incentive product review)**

## Work/Life

Author Tony Rutigliano says you can't separate the two, nor should you want to (see story on page 34). But that doesn't mean you can't help your best salespeople enjoy their downtime more with incentives for when they're having fun.

Tony Rutigliano, co-author of the new book *Strength-Based Selling* (see our Q&A on page 34), has the courage to state something so that basic that you never hear from business leaders these days:

"Work-life balance is a myth," Rutigliano says. "This is the challenge with a life in sales: the workday never ends."

"That takes a lot of nerve in an era when most everyone stresses exactly the opposite — that employees need to find time to re-energize away from work and managers need to encourage that as well."

Rutigliano's argument is that seeking this so-called balance forces workers to compartmentalize — to put walls around the "work" and the "home" side.

"The problem with this idea is the very word 'balance.' Balance implies equal, that one side of the equation equals the other side," Rutigliano says.

Instead of seeking short-term balance, he prefers long-term integration.

"When you think about integration rather than balance, the relationship is different," Rutigliano says. "You're not trying to separate everything you're trying to bring different elements into alignment with one another."

Once your employees find their solace and strength, they will want to do anything, he adds. The integrated outlook won't be confined to work. Ideally, your employees will begin applying the best of themselves to everything they do, including making time for things that are important to them outside of sales.

Of course, non-cash incentives and rewards are a great way to promote these goals. We've collected an assortment of products that will help your top performers integrate their lives. You can thank them and they'll thank you.

**Smm**

**Good Times in HD**  
Your moments can immediately begin to capture and share the good times they're having in high definition. For more details, circle 10 on the fact form on page 33 or contact Philips Consumer Lifestyle at 202-331-1612 or e-mail premium\_incentives@philips.com.

**Noise Cancelling Headphones**  
Bose® QuietComfort® 15 Acoustic Noise Cancelling® headphones incorporate significant advances in noise reduction that make these the choice for noise elimination, circle 11 on the fact form on page 33 or call 866-862-9263, or visit Bose.com/consumers.

**Street Machine**  
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IN A B2B WORLD (18)**  
**INCENTIVE TRAVEL  
MAKES A COMEBACK (24)**

**is this your  
incentive  
program?**

Why **cash** doesn't improve employee performance (46)

Are you tough enough to take the bad manager test? (11)  
5 Questions for Zappos CEO Tony Hsieh (24)

## Stay in Touch.

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