

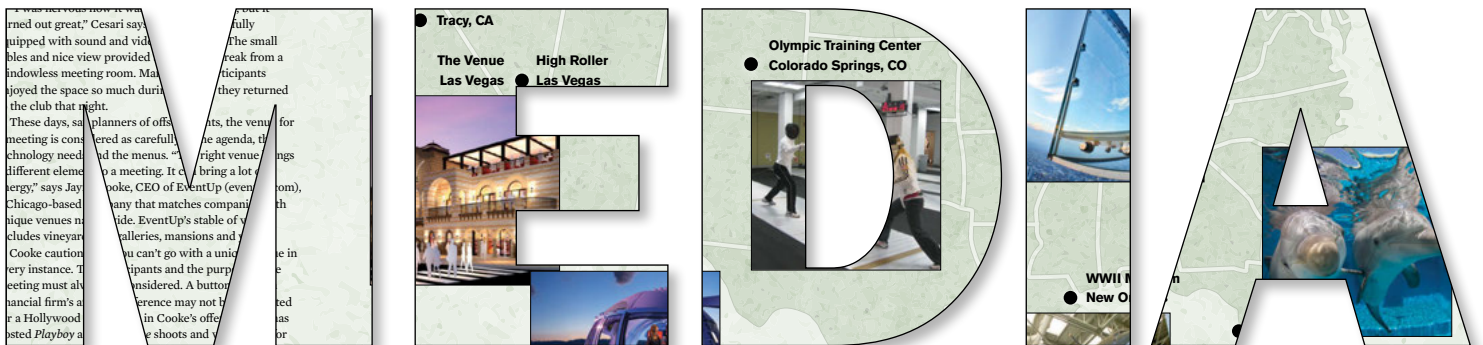


SALESANDMARKETING.COM

SALES & MARKETING MANAGEMENT



- **Print**
- **Online**
- **Leadgen**
- **Social**



Sales & Marketing Management has been the leading source of information for sales and marketing professionals since 1918. And for good reason! Review our audience, its buying power and the content we're planning for 2016. Then contact us for exceptional integrated ad packages.

REGULAR READS

These sections appear in every issue of *Sales & Marketing Management*:

Next – Quick reads on sales and marketing trends, talkers and what lies ahead

Incentive Product Review – A closer look at the most popular categories of non-cash incentives

Closers – Insightful Q&A interviews with some of the most notable figures in business

Meetings and Incentive Travel – Effectively using offsite company events and motivating performance through lifetime experiences.

New for 2016: *SMM* joins SITE (Society for Incentive Travel Excellence) as official media partner for reaching senior corporate end user decision makers.

Technology – Stay current on the high-tech tools and tactics that leading companies are using to build brand and increase sales

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

COLUMNISTS

Every issue of *Sales & Marketing Management* in 2016 will feature cutting-edge commentary from two leading thinkers in the sales and marketing world.

Tim Riesterer on Sales: The Chief Strategy and Marketing Officer at Corporate Visions, Tim Riesterer shares insights on combining the right story with the right conversations.

Top marketing minds share their insights in a rotating column that covers a wide array of topics about building brand and boosting sales.

ISSUE	COVER FEATURE	ALSO IN THIS ISSUE	INCENTIVE PRODUCT REVIEW	BONUS DISTRIBUTION
JANUARY/ FEBRUARY Ad Close: 12-2-15 Materials: 12-4-15 NOTE: Early deadline dates due to bonus distribution at the PPAI Brand Show	The Brand Mindset <ul style="list-style-type: none"> • Service as a brand • Why your internal brand matters 	<ul style="list-style-type: none"> • Incentive Manufacturers & Representatives Alliance (IMRA) Directory 	Gift cards	Promotional Products Association International (PPAI) Brand Expo January 10–14 Las Vegas Training 2016 Conference & Expo Feb. 15–17, Orlando
MARCH/APRIL Ad Close: 2-22-16 Materials: 2-24-16	The Challenge and Triumphs of Women in Sales <ul style="list-style-type: none"> • Women in sales leadership roles • Defeating unconscious bias • Making the social aspect of sales work • Motivation and incentives for women 	<ul style="list-style-type: none"> • How to create content that's relevant to your prospects 	Lifestyle/ travel/ experiential	
MAY/JUNE Ad Close: 4-12-16 Materials: 4-15-16	Leadership and Managing <ul style="list-style-type: none"> • How much failure can be constructive? • Managing sales teams who have more skills than you • Managing—and rewarding—the mobile worker 		Luxury and designer brands	Society for Human Resource Management (SHRM) Annual Conference June 19–22 Washington, DC

“Sales & Marketing Management is the best looking publication in the market, with a unique blend of editorial content that engages sales and marketing management, while providing rich editorial on the proven benefits of non-cash incentives. It reaches the decision makers with my message.”

Mike Landry, Director, Special Markets, TUMI

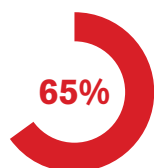


ISSUE	COVER FEATURE	ALSO IN THIS ISSUE	INCENTIVE PRODUCT REVIEW	BONUS DISTRIBUTION
JULY/AUGUST Ad Close: 6-6-16 Materials: 6-9-16	Technology <ul style="list-style-type: none"> Analyze this! What you should know about your customers and how you should know it Is video all that? Marketing tech trends 	<ul style="list-style-type: none"> Incentive Gift Card Council (IGCC) Directory 	Cameras and consumer electronics	
SEPTEMBER/OCTOBER Ad Close: 8-12-16 Materials: 8-17-16	Incentive Travel <ul style="list-style-type: none"> The psychology behind group experiences Incentive Federation and SITE research and white papers 	<ul style="list-style-type: none"> Personalizing your content marketing Training that's on target and on demand Sales forecasting is not an oxymoron 	Holiday business gifts	Corporate Visions Sales and Marketing Alignment Conference September 12–14 Scottsdale, AZ IMEX America 2016 October 18–20 Las Vegas
NOVEMBER/DECEMBER Ad Close: 10-10-16 Materials: 10-14-16	Recognition <ul style="list-style-type: none"> Why non-cash rewards stick World at Work “Trends in Employee Recognition” 	<ul style="list-style-type: none"> The sales enablement software you should be using Social marketing first aid kit: patch up your blogging, video and other social content 	Gourmet food and other last-minute holiday business gifts	

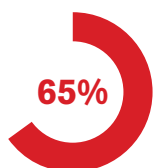
Sales & Marketing Management

readers on average hold **3.4** off-site meetings a year involving travel, with average stays of **2.8** nights and average attendance of **121**

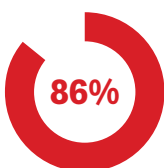
READER FAST FACTS



Plan/manage sales incentive/recognition programs



Use merchandise or gift cards for sales incentive/recognition programs



Decide/recommend sales meetings destinations & facilities

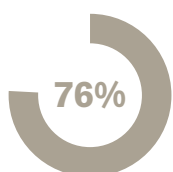
BUYING POWER



Purchase/approve sales training



Purchase/approve sales incentives



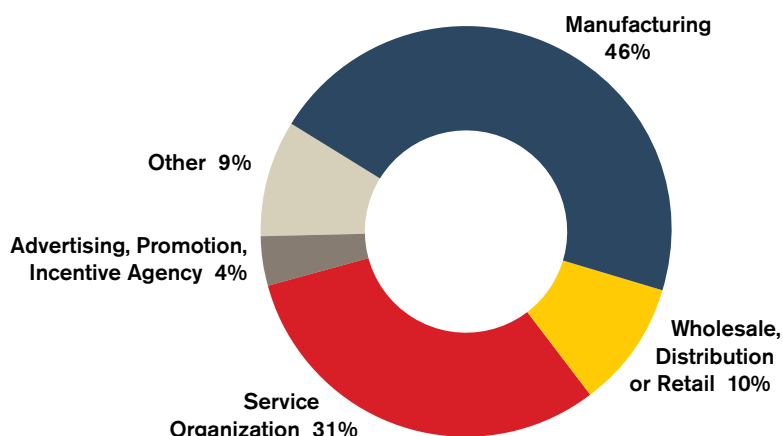
Decide/recommend business gifts

READERSHIP

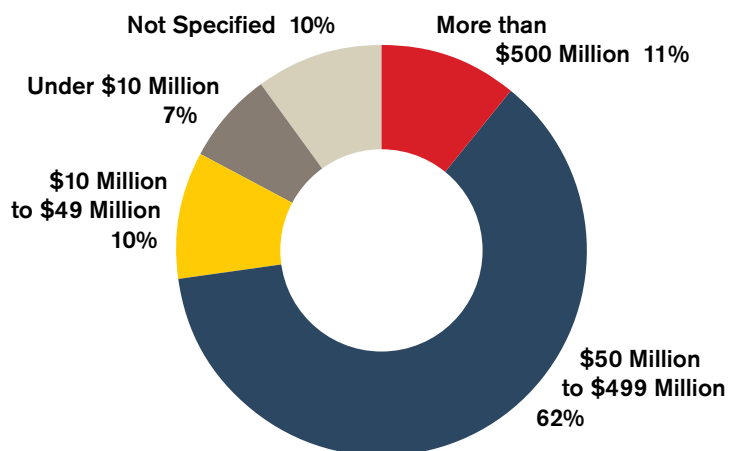


Read most or all of every issue

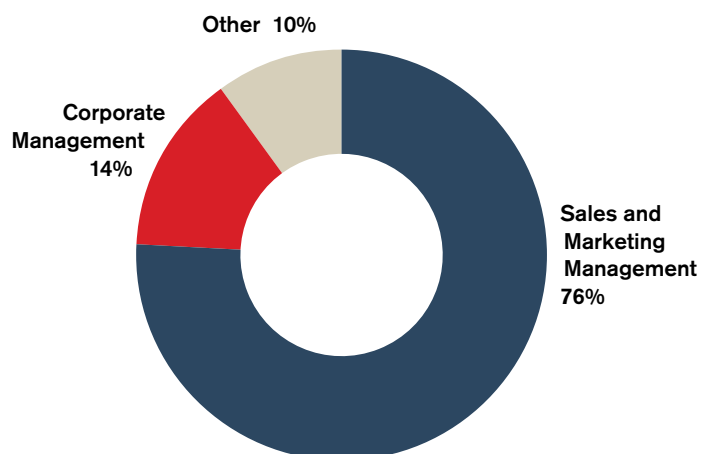
Primary Business/Industry of Subscribers



Annual Sales Volume



Job Title



*Source: SMM Reader Surveys 2015 and publisher's own data, September/October 2015 issue.

SMM Circulation reaches the **FORTUNE 1000**

Automotives/ Chemical/Energy

Chevron Texaco
Chrysler
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
Xcel Energy

Communication/ Transportation

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

Consumer/Food Products

Avon Products
Best Buy
Campbell Soup
Coca-Cola
Colgate Palmolive
ConAgra Foods
Costco
Dean Foods
Dick's Sporting Goods
Dr Pepper
Gap
General Mills
Hershey

Home Depot
Hormel Foods
Kellogg's
Kraft Foods
Kroger
Limited Brands
Lowe's
Macy's
McDonald's
Nash-Finch
Office Depot
Pepsi Cola
PetSmart
Polo Ralph Lauren
Publix Super Markets
Safeway
Sara Lee
Sears
Staples
Supervalu
Target
TJX Companies
Tyson Foods
Walgreens
Walmart

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

Agilent Technologies
Apple
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
Corning Inc
Deere & Company
Eastman Kodak Company
Eaton
General Dynamics
General Electric
Goodrich
Hewlett Packard
Honeywell
IBM
Kimberly-Clark
Lockheed Martin
Mattel Inc

Mohawk Industries Inc
Monsanto
Newell Rubbermaid
Northrop Grumman
Parker Hannifin
Philip Morris Usa
Pitney Bowes
Procter & Gamble
Raytheon
RR Donnelley
Shaw Group Inc
Sherwin-Williams
Sunoco
Sysco
Tenneco Inc
Texas Instruments
US Steel
Weyerhaeuser
Whirlpool
WW Grainger
Xerox

Pharmaceuticals/ Healthcare

Abbott Laboratories
Allergan
Amgen
Baxter Healthcare
Boston Scientific
Bristol Myers Squibb
Cardinal Health
CVS Caremark Corporation
Ecolab Inc
Eli Lilly & Co
Genzyme Corp
Henry Schein
Humana
Johnson & Johnson
McKesson
Medco Health Solutions
Medtronic
Merck & Co
Pfizer
Quest Diagnostics
Rite Aid
United Health Group
Wellpoint

Source: SMM September 2015
subscriber database

SALES AND MARKETING.COM

Increase awareness of your brand, generate leads, acquire new clients, and retain loyal customers on SALESANDMARKETING.COM, the No. 1 portal into the online resources of the Sales and Marketing industry.

#1 on All
Major Search
Engines!



Smm MONITOR

The Weekly Resource
for Sales & Marketing Management
October 6, 2015

FEATURE ARTICLES

Demand vs. Lead Generation Are Decidedly Not the Same Thing
Marketers often use the terms demand generation (demand gen) and lead generation (lead gen) interchangeably, but these are not two ways of saying the same thing.

[Read More >](#)

When Smart Salespeople Make Dumb Mistakes
Chris Merrington says he has worked with many really smart people working within agencies and in sales teams of many leading companies and he sees the same mistakes being repeated in these companies. "It's not dumb to make mistakes. What's dumb is to repeat the same mistake."

[Read More >](#)

Free Webinar: Customer Experience - The New Black

A recent report states that by 2020, customer experience will overtake price and product as the key brand differentiator. K.C. Blonski of Wilson Learning Worldwide leads a free webinar on how to develop a branded customer experience that enhances the perceived value of your company. The 60-minute session is scheduled for 1 p.m. on Thursday, Oct. 8, 2015. Save your seat for this free event [HERE](#).

RECOGNITION & INCENTIVE IDEA



Lismore Mixed Tumbler

The Waterford Lismore Whiskey Series is a crowning achievement of crystal craftsmanship and the pinnacle of elite fine whiskey enjoyment. Single malt whiskeys, craft scotches and artisanal bourbons deserve as much crystal appreciation as fine wine. Other items in the collection include pairs of tumblers, pitcher, decanters and sets of four and six. For more information, contact WWRD US Special Markets at 800-933-3370.

KOHL'S



KOHL'S GIFT CARD

(WHERE ELSE CAN YOU FIND KITCHENAID®, NIKE®, LEVI'S® AND CARTER'S® UNDER ONE ROOF?)

ORDER KOHL'S GIFT CARDS

COMPLIMENTARY EBOOK

7 Sales and Marketing Myths Leading Your

Smm MONITOR

Every week, this popular eNewsletter provides relevant news and business intelligence to 45,000+ sales and marketing executives. The quick-read format, combined with the newsletter's reputation for disseminating top-notch content, make SMM Monitor a savvy choice for sales training and incentive industry suppliers to reach a core audience ready to act on sales growth initiatives.

SMMCONNECT.COM is all about business networking within a vast and expanding audience. Expert Webinars and free online tools directly and dynamically put your company in very good company!

SMMCONNECT.COM SPONSORED WEBINARS

Generate hundreds of qualified leads with a sponsored Webinar on **Sales & Marketing Management's** social networking site, SMMConnect.com. All Webcasts are archived for on-demand, no expiration date viewing for ongoing sponsor exposure, and sponsors receive the complete registrant list as leads post Webcast, as well as a link to the live recording.

- Custom topics: bring in your own experts and clients to speak
- Create your own discussion group and interact with an invested audience
- Receive an opt-in contact list of Webinar registrants, and those who downloaded your Webinar recording
- You'll get a complete 4-6 week campaign to promote your Webinar, including html blasts, plus banners on salesandmarketing.com and in the SMM Monitor eNewsletter
- And you'll get an introduction – including a logo/product slide at the beginning of the Webinar

TURNKEY WEBINARS

Don't have a topic or speaker? Consider a Turnkey Sponsorship of one of SMM Connect's own regularly scheduled Webinars. You will receive all of the benefits of a typical sponsored Webcast, including 4-6 week promotion campaign and the complete list of registrants post Webcast.



SMM CO-BRANDED HTMLS

Reach and educate decision-makers on the appeal of your product or service. Each co-branded HTML blast delivers your graphically enhanced custom-crafted message and web links to 5,000 targeted professionals.

WHITE PAPER CHANNEL Generate more targeted leads with a White Paper in **Sales & Marketing Management's** White Paper Channel. Simply provide a completed White Paper in PDF format and we will provide a full marketing campaign to promote downloads. 100 leads or 3 months marketplace exposure, whichever comes first; weekly reporting available. Add up to four custom questions to the download form at no additional charge.

PRINT AD RATES	1X	3X	6X
Spread Net\$	13,995	13,695	13,265
Full Page Net\$	8,995	8,695	8,265
Half Page Net\$	6,075	5,765	5,460

DIGITAL AD RATES		
SalesAndMarketing.com Banner Ad Rates:		
Top Leaderboard (728 x 90)	per month	1,495
Premium Square (300 x 250)		1,295
Anchor (728 x 90)		995
SMM Monitor eNewsletter Banner Ad Rates (weekly):		
Top Leaderboard (728 x 90)	per issue	495
Premium Square (300 x 250)		395
Anchor (728 x 90)		329

BONUS AD SPACE

All half page and larger advertisers receive a **bonus product writeup**. With a 4-color image plus 30-40 words of copy, your bonus coverage (approximately 1/4 to 1/3 page in size) will be showcased in an editorial format in a special "Top Performers" section of the magazine. Use this popular and attractive bonus to promote your latest products or solutions, or consider offering a special discount for *Sales & Marketing Management* readers.

(top performers)

An assortment of new incentive ideas and marketing tools from our advertisers

(top performers)

Motivation redefined
Story is continuously redefining the world of audio/visual electronics. From Bose® 4K Ultra HD TVs, to Alpine® Harman® Grade Line Cameras, to portable and Hi-Fi® Audio products, it's never been easier to reward with the best. For more details, visit Sony.com/construction.

Circle of time
This Circle of Time encompasses all the elegance and style of the Citizen L-series. Brilliant sparkling diamonds, mother-of-pearl dial and playfully positioned indices are just a few of the features. Shown in a rose gold-tone stainless steel case and bracelet with white mother-of-pearl dial. For more information, contact Citizen at 800-321-1323, ext. 4039 or visit CitizenPremium.com.

Point. Shoot. Motivate.
Instant Rewards begin with the Fujifilm Instax Wide 300 Camera. Simply point and shoot and before your eyes appears an instant 4x6-inch image. Bundle includes 20 exposure pack of film and batteries. Contact Joyce Hennessy at 800-888-8800, ext. 523339 or visit Fujifilm.com/construction.

Liomore Mixed Tumbler
The Valiant® Liomore Whiskey Series is a crowning achievement of crystal craftsmanship and the pinnacle of the ultra-fine whiskey experience. Single malt whiskies, scotch and artisanal bourbon deserve as much crystal appreciation as fine wine. Other items in the collection include pairs of tumblers, pitchers, decanters and sets of four and six. For more information, contact WFFWD US Special Markets Department at 800-933-3275.

Memorable gifts
Omaha Steaks has a wide variety of gourmet selections that make an excellent choice for employee and client holiday gifts. Shop the corporate gift guide online or simply ask for more gourmet ideas. Customization and certificate options also available. For more information, call 800-225-2400 or email 828@OmahaSteaks.com, or visit OmahaSteaks.com/MSMR.

Holiday Treasure Basket
We call it the GODIVA Gasp – that sound you hear each time one of these gift baskets or boxes is delivered. Unwrapping and unpacking such delicious chocolate layer only heightens the delight! Perfect for planning a crowd or reaching out across the miles, GODIVA baskets leave a lasting impression. The season's top picks, presented in a keepsake hat box tied with festive red ribbon. Contact Godiva at 800-888-6005 or visit GodivaSpecial.marketing@godiva.com.

The best way to recognize loyalty
Recognized and trusted worldwide for its distinctive style, fine craftsmanship and superior quality, Swarovski offers unique incentives and business gift ideas that deliver your sentiments with sophistication and elegance. Swarovski's highly exclusive range of gifts, perfect for any occasion, combine product quality and variety, customization possibilities and a premium brand as well as a broad price range. For more information, contact Filippo Kitzmann, Rymer Marketing Services, Inc., at 375-882-3221, email advertising@rymer.com, or visit rymer.com.

Go beyond gift giving!
The Home Depot Gift Card is the perfect tool to show your customers or your employees how much you appreciate them. When it comes to recognizing and loyalty programs, there is no better incentive than the gift of doing. For more information, visit homedepot.com/corporategiftcards or email corporategiftcards@homedepot.com.

**Advertise with
the brand your customers
and prospects know.**

SMM
SALES & MARKETING
MANAGEMENT
SALESANDMARKETING.COM
JAN/FEB 2016 • 110

The
**People
Powered
Brand**

2
OFFSITE EVENTS IN AN
UNCERTAIN WORLD... 22

MOTIVATING
WITH GIFT CARDS... 34

INCENTIVE
MERCHANDISE
DIRECTORY... 37

In the
B2B world,
your brand
walks out
the door
every night

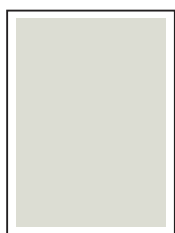
> page 26

AD SIZES:



2-Page Spread

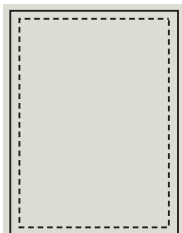
Provide 2-page spreads as single-page files



Full Page, no bleed

Trim size 8 × 10¾ inches

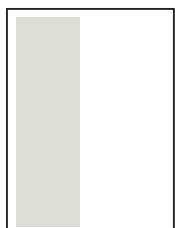
Live area 7 × 10 inches



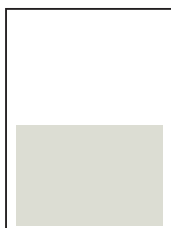
Full Page with bleed

Bleed size 8¼ × 11 inches

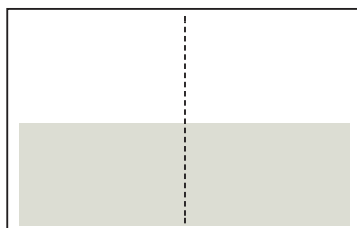
Live area 7 × 10 inches



1/2 Vertical
3⅜ × 10 inches



1/2 Horizontal
7 × 4⅞ inches



1/2 Horizontal Spread
15 × 4⅞ inches

2016 Print Production Schedule

Issue	Space reservation deadline	Materials due
Jan/Feb	December 2, 2015	Dec. 4, 2015
Mar/Apr	February 22	February 24
May/June	April 12	April 15
July/Aug	June 6	June 9
Sept/Oct	August 12	August 17
Nov/Dec	October 10	October 14

AUDIENCE FAST FACTS:

Guaranteed Circulation 25,000

Total Readers Per Issue
(with Passalong) 53,000+

Sales & Marketing Management 76%

**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

Give us a shout.

For marketing solutions, ideas and opportunities, contact the publishing team with the most leadership, years of experience and service in the industry:



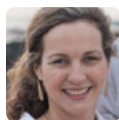
Publisher

Mike Murrell
Mike@SalesAndMarketing.com
952.401.1283



Account Executive

Gary Dworet
Gary@SalesAndMarketing.com
561.245.8328



Account Executive

Lori Gardner
Lori@SalesAndMarketing.com
952.451.6228



Advertising Administration

Melissa Moser
Melissa@SalesAndMarketing.com
763.300.2742

Follow Us!



FAXES:

Corporate & Reprints..... 952.401.7899
Ad Sales 952.401.7899
Production 612.808.5024
Circulation/Subscriptions..... 801.998.1732

For Article and Product Submissions:



Editor

Paul Nolan
Paul@SalesAndMarketing.com
763.350.3411



Social Media Editor

Sonja Mishek
sonjamishek@gmail.com
715.222.7544

For production, billing, circulation and website questions and service, these nice folks can help:



Print and Online Materials and Production

Tony Kolars
Tony@SalesAndMarketing.com
612.414.4407



Accounting

Bryan Powell
Bryan@SalesAndMarketing.com
612.922.9399



Circulation

Vicki Blomquist
Vicki@SalesAndMarketing.com
952.929.7194



Websites and eNewsletters

Matt Tews
Matt@SalesAndMarketing.com
763.712.8555



Webinar and HTML Blasts Marketing

Jeremy Tews
Jeremy@SalesAndMarketing.com
815.977.5283