

MERCHANDISING SERVICES

BENCHMARK STUDIES/CUSTOM RESEARCH • *Advertising Effectiveness*
• *Brand Image* • *Company Image* • *Brand Trends*

MERCHANDISE MAILINGS *A customized letter accompanying your ad and targeted to specific buyers and executives*

PRODUCT SAMPLE MAILINGS *A product sample, product literature and a custom-designed letter can be packaged together and delivered to targeted chain buyers*

MAILING LISTS *Publication's mailing list is available to advertisers for their own selected mailings. List can be sorted to meet specifications*

LAMINATED ADS *For use in the office or trade shows*

AD REPRINTS *Available for mailings to your sales force, brokers or retailers*

INDUSTRY PRESENTATION *David Pinto, editor of CDR and MMR, will present "The State of the Industry" to your sales team*

RETAILER ROUNDTABLE *A vendor-sponsored discussion with selected retailers, moderated by David Pinto*

TRADE SHOW MERCHANDISING *Gift bags, room drops and pre-/post-show mailings*

RETAILER NETWORKING OPPORTUNITIES *Publication-sponsored events with top retail chains*
