

Reach the Right Decision Makers... Today.

From the Editor

- **Cover Story:** This weeks top story
- **Channel Life:** Latest developments in the retail channel
- **Analysis:** ChannelMedia editorial review of key channel changes or developments
- **Research:** Relevant, key data affecting the retail channel
- **Case Study:** Top marketing programs reviewed
- **Opinion:** Current ideas and concepts offered by ChannelMedia editors
- **Community:** Information on current topics from community members

"ChannelMedia Retail Edition is a dedicated media product to help you gain opportunities, increase sales, recruit new partners, promote your offerings and brand the entire channel audience. ChannelMedia has a unique, hi-quality audience, active database, and unique content all in a 'response oriented' package."

-- Keith Newman, Editor-in-Chief

Readership Profile

Total Readership: 14,000

Retail Readership

- President / CEO 8%
- VP 10%
- VP Merchandising 10%
- DMM 13%
- Senior Buyer 28%
- Buyer 31%

Vendor / Services

- President / CEO / GM / EVP 21%
- VP / Director Sales / Mktg 21%
- Channel VP / Director / Mgr. 19%
- Director of Sales 10%
- Director of Marketing 6%
- Manager 33%

Become a Sponsor! Contribute Content!

ChannelMedia Retail Edition Delivers!

- 14,000+ Key Retail Channel Decision Makers
- High-Value Editorial and Content
- High Profile Readership
- Flexible Advertising and Sponsorship Opportunities
- Low-cost, high ROI SMB Channel Media Vehicle

Contact us today to learn more!

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What are Channel Professionals saying about Channel Media?

"ChannelMedia has already proven itself to be a great source of info and insight"

Steve Goodman
COO
Targus

"ChannelMedia's 'ezine' and web site helps TigerDirect to more clearly see the direction of the industry, from what our competitors are doing to vendors new products and promotions. In addition, we get the benefit of industry analysis and predictions from people that know this business from the inside."

Bruce Matthews
VP Business Development
TigerDirect

"ChannelMedia is the most refreshing e-mail I receive these days. It is informative and I look forward to receiving each issue. Keith always has access to key information and new ideas that are valuable to our retail computer operation. The information is useful whether you are a manufacturer, distributor, integrator or reseller."

Dave Freeman
President
ACP Superstore

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Newsletter

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