

Direct Marketing International is the longest established magazine of its kind in the world - and the only direct marketing publication which has multi-national span.

Now in its third decade, and with a respected reputation for quality editorial articles by industry experts, it is now leading the field interactively via its state-of-the-art online global news gateway and regular e-newsletter bulletins, broadcast *directly* to the desktops of a worldwide readership.

DMI magazine



DMI online

DMI news

DMI extra



Media Outline

- **First Published:** 1982
- **Publication frequency:** Monthly
- **Size:** A4
- **Circulation :**



38 per cent of circulation is paid-for subscription

European Breakdown

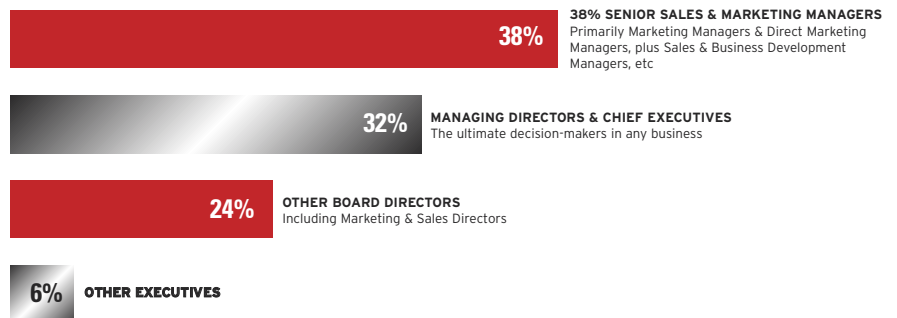
THE NETHERLANDS	1007
GERMANY	848
SPAIN & PORTUGAL	728
BELGIUM & LUXEMBOURG	537
ITALY	459
SCANDINAVIA	262
FRANCE	142
SWITZERLAND & AUSTRIA	138
IRELAND	89

Subscriber Profile

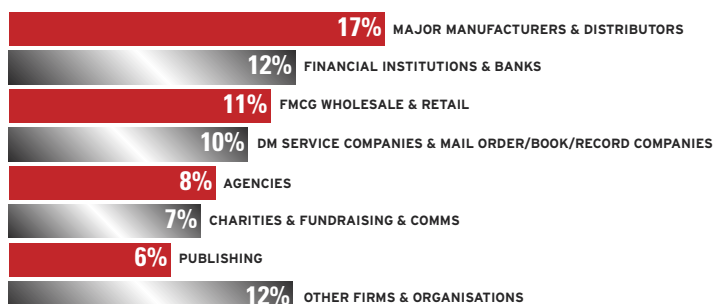
DMI has a worldwide readership database of more than 15,000 executive decision-makers in organisations involved in multi-national direct and interactive marketing.

The fully-requested database has been finely tuned to provide an influential core international circulation of 14,610 named individuals. The file is constantly checked and updated with data supplied by not only our tier-one readers, but also by companies and organisations worldwide. On-going subscription campaigns serve to further enhance the readership among these leading direct marketing professionals.

■ Type of job



■ Type of Company



Magazine Advertising Rates

Double Page Spread

Full Colour	£3025
Mono	£1930
Spot Colour	£2205

Full Page

Full Colour	£1935
Mono	£1210
Spot Colour	£1485

Half Page

Full Colour	£1190
Mono	£760
Spot Colour	£1030

Quarter Page

Full Colour	£770
Mono	£475
Spot Colour	£740

SPECIAL POSITIONS

Inside Front & Back Covers: Rate +15%
Back Cover: Rate +25%

DMI Ltd also accepts payments in Euros and US Dollars. Please ask your representative to quote you in your local currency

DMI is the only true international business magazine dedicated to the people and businesses of the multi-national direct and interactive marketing industry. It delivers information that leaders and decision makers use to manage their businesses worldwide - both in print and online - and is read by more than 15,000 professionals every month.

As a platform for communicating an organisation's products and services, DMI offers a highly focused target audience and a variety of methods to alert, inform and educate - plus a range of individual and integrated packages designed to achieve marketing objectives.

Online Advertising Rates

- Peel-back corner ad: DMI News £1,650 per month
- Peel-back corner ad: DMI Online £1,850 per month
- Top banner position (DMI News & DMI Online (top of home page/run of site) £550 per month
- Skyscraper banner position (DMI News & DMI Online) £650 per month
- Super banner position DMI Online run of site £750 per month
- WebSight listing in DMI Extra £850 for 10 issues

Please ask for online advertising specs

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DMI EXTRA Advertising Rates

Delivered 10 times a year to the inbox of 26,450 fully opted in marketing professionals in 10 different countries.

Regional breakdown of readership



Advertising Rates

Full Page	£800 per issue
WebSight Section	£850 (10 issues) £550 (5 issues)

Mechanical Data

Double Page Spread

Type area 390 x 260mm
Bleed size 426 x 303mm

Full Page

Bleed size 216 x 303mm
Trim size 210 x 297mm
Type area 180 x 260mm

Half Page

Horizontal 185mm wide x 128mm deep
Vertical 90mm wide x 260mm deep

Quarter Page

Horizontal 185mm wide x 62mm deep
Vertical 90mm wide x 128mm deep

Submitting your artwork:

Email as PDF (embed fonts), min 300 dpi
FTP upload available

Features Schedule 2010

We welcome synopses from industry experts on the following:

January/February

List Managers/Brokers, Web Analytics, Mailing Overseas, Country Spotlight, Social Networking, Loyalty Marketing

March

Email Marketing, Telemarketing, Country Profile, International Lists, Environmental Issues

April

B2B Marketing, Mailing Issues, International Campaigns, Routes to Market, Global Internet

May

List Managers/Brokers, Loyalty Marketing, Mobile Marketing, Country Spotlight, DRTV

June

Environment Issues, Cross-Border DM, Demographics, Mail/Fulfilment, Blogging/WOM

July

Outsourcing, Data Segmentation, Email Marketing, Pan-Pacific Lists, Market Research

August/September

B2B Campaigns, International Postal Issues, Distance Selling, Address Management, Incentives/Promotions, Transatlantic Lists, Country Profile

October

Cross-Border DM, List Brokers/Managers, SMS, Customer Insight, Environment Issues

November

Addressing Issues, Database Services, Multi-Channelling, Financial DM, European Lists, Postcoding

December

Data Integrity, Emailing, Digital Services, Marketing Training/Education, Cataloguing