

omi media data 2009



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.



■ **www.dmionline.net**



■ **www.dmi-news.com**



■ **Digital Edition** ■ **News Updates**

■ **Dmi Monthly Magazine**

Media Outline

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



38 per cent of circulation is paid-for subscription

European Breakdown

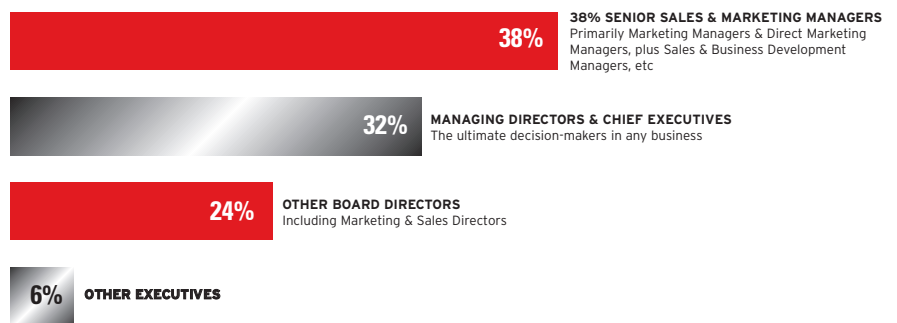
THE NETHERLANDS	1007
GERMANY	848
SPAIN & PORTUGAL	728
BELGIUM & LUXEMBOURG	537
ITALY	459
SCANDINAVIA	262
FRANCE	142
SWITZERLAND & AUSTRIA	138
IRELAND	89

Subscriber Profile

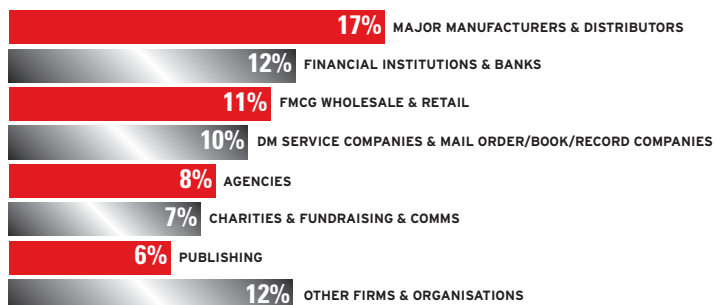
DMI has a worldwide readership database of more than 15,000 executive decision-makers in organisations involved in multi-national direct and interactive marketing.

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%

International Services section

Classified rates £15 per single column centimetre
Rates are exclusive of VAT at the standard rate.
Agency discount 15 per cent (display only)

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



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 £2,850 per month
Peel-back corner ad: DMI Online £1,850 per month
Top banner position (top of page/run of site) £550
Home page button banner £350
Skyscraper ad (top of page) £450
Bottom banner position £450
DMI Bulletin sponsorship £500 per month

Please ask for online advertising specs

Features Schedule 2009

We welcome synopses from industry experts on the following:

JAN/FEB 2009

Marketing Technology
List Managers/Brokers
Web Analytics
Mailing Overseas
Country Spotlight
SMS
Loyalty Marketing

MARCH 2009

Data Hygiene
Email Marketing
Telemarketing
Country Profile
International Lists
Data Profiling

APRIL 2009

B2B Marketing
Mailing Issues
International Campaigns
Routes to Market
Internet World

MAY 2009

List Managers/Brokers
Loyalty Marketing
Mobile Marketing
Country Spotlight
DRTV

JUNE 2009

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

JULY 2009

Outsourcing
Data segmentation
Email marketing
Pan-Pacific Lists
Market Research

AUG/SEPT 2009

USA DMA Show
B2B Campaigns
Intern'l Postal Issues
Distance Selling
Address Management
Incentives/Promotions
Transatlantic Lists
Country Profile

OCT 2009

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

NOV 2009

Postcoding
Database Services
Multi-channelling
Financial DM
European Lists

DEC 2009

Data Integrity
Emailing
Digital Print
Mktg Train/Education
Cataloguing

International Sales Offices

UK (Head Office)

Matt Edgar - Publisher
Sally Hooton - Editor
John Edgar - UK Advertising
Direct Marketing International Ltd,
New Broad Street House,
New Broad Street,
London.
EC2M 1NH
United Kingdom
T: +44 (0) 207 043 9008
F: +44 (0) 207 023 4953
E: matt@dm-news.com

USA & Canada

Mark Bridges
US Business Director
301 West 108th Street
APT 6c
New York
NY 10025
Tel: 917 213 5597
Email: mark@dm-news.com
Web: www.dmi-news.com

German/Austria/Switzerland

Victoria Hufmann
Hufmann Media
Meckstr. 3-5
90762 Fürth, Germany
Tel: +49 (0)911 93 97 64 42
Fax: +49 (0)911 93 97 64 59
e-mail: victoria@hufmann.info

The Netherlands and Belgium

Jos Uitdenboogaart
Jos Uitdenboogaart Media
Tel: +31 (0)183 581532
Fax: +31 (0)847 458293
Email: jos.uitdenboogaart.media@planet.nl

Singapore and Malaysia

Joseph Yap
International Media Sales Asia Pte Ltd
152 Beach Road,
Level 28 Gateway East Tower,
Singapore 189721.
DID: +65 6337 6996
Tel: +65 6827 5618
Fax: +65 6337 5885
Hp: +65 9683 9530
Email: joseph.imsa@pacific.net.sg

India

Fareed Kuka
RMA media
India
Tel: +91 22 6570 3081/82
Telefax: +91 22 2925 3735
Mobile: +91 98200 85045
Email: kuka@rmamedia.com