

"And third we're a competitor," Rouda said. Indirectly, Hanley Wood and Google battle for slices of construction industry marketing budgets. Directly, Hanley Wood operates the ebuild.com Web site, which is essentially a search engine for building materials.

International Data Group CEO Pat Kenealy looks with greater suspicion on Google and other search engines, such as Yahoo!, MSN and Ask Jeeves. Kenealy has floated the idea that American Business Media member companies should agree to block Google and other search engines from crawling their sites. Together, these business media companies could develop their own search algorithm, or they might cut a more favorable revenue-sharing deal with an existing search engine, he said.

Kenealy compared Google to a newsstand or the Yellow Pages; search engines are another in a steady stream of new media distribution channels. "They're part of the weather now; we have to deal with them," he said.

That doesn't mean, however, that b-to-b media companies should deal with search engines from a position of weakness, he argued. As providers of must-have content, b-to-b media companies should have the upper hand when dealing with distributors, he said.

Kenealy compared the hype surrounding Google to the hype that accompanied the rise of AOL and Yahoo!, neither of which has become as dominant as it once appeared they could be. "Google is now as dominant as AOL or Yahoo! were in their first flourishings," he said.

Google appears puzzled by the animosity. Search spending has "tapped new dollars, as opposed to taking away dollars [advertisers] gave to publishers," said Kurt Abrahamson, Google's director of content media. Besides, he said, search engines send traffic to media Web sites, and Google provides incremental revenue to media companies through its AdSense program.

"I have found Google to be fair partners; they are not greedy," Reed Business' McGorry said.

But Google's filing with the Securities & Exchange Commission in preparation for its IPO revealed a booming business that generated nearly \$1 billion in revenue in 2003. Many industry observers believe Google's keyword searches are taking money out of ad budgets that once went to trade magazines and b-to-b Web sites.

Additionally, Google upset some media executives with the recent announcement that it plans to begin offering graphic or branding ad units—in addition to keyword advertising—that would be served to media partner Web sites. Although these ads will have a graphic component, Google will price them with the same cost-per-click model as its keyword advertising.

For David Moore, chairman-CEO of 24/7 Real Media, Google's maneuver doesn't acknowledge that the Internet is also a branding medium. "We've worked hard over the last five years to show that the effect of banners and skyscrapers and other IAB

[Interactive Advertising Bureau] formats goes way beyond the click," he said. "A click is not the way you measure if an advertisement is successful or not."

Forbes.com has based its marketing campaign on trumpeting the branding value of Internet advertising, and even though it uses AdSense, it has no plans to have Google serve graphic ads on the site. "I understand why it's their business model," Forbes.com CEO Jim Spanfeller said, "but not on my site."

For Greg Strakosch, CEO of TechTarget, all the wrangling about cost-per-click, Google and search engines misses the point. He said search is fundamentally how products are researched on the Web, and media companies not partnering with Google or not developing deep, searchable, actionable content on their own sites are missing out on how the Web is being used. "Google and TechTarget are in the same business," he said.

Tolman Geffs, managing director of media investment bank Jordan, Edmiston Group, also encouraged b-to-b media executives to find a way to incorporate search in their Web sites. "In the long run, publishers have to do a judo move to add value to search," he said.

Several business media companies have taken steps to make search more specific to the industries they cover:

■ Global Spec, a site aimed at engineers specifying products, has developed its own search engine that searches only content relevant to engineers. The site improves on broader search engines by recognizing context (a pump is the centrifugal

kind, not a woman's shoe), organizing data in the manner engineers use it and offering access to data hidden behind firewalls.

■ Watt Publishing Co.'s Meatnews.com Web site recently introduced search functionality. Using a partner, SearchChannel, which functions as an application service provider, Meatnews.com's search engine combs relevant sites for the meat-processing industry. Watt hopes to generate revenue by selling search terms to vendors.

■ Thomas Publishing Co. will merge Thomas Register, a directory of manufacturers, and Thomas Regional, a directory of local manufacturers and distributors, into a single Web site later this month. A key feature of the combined site will be an enhanced search capability.

■ Factiva, a joint venture between Dow Jones & Co. and Reuters, provides a searchable database of news and business stories, about 60% of which are not available on the free Web, according to L. Gordon Crovitz, president of Dow Jones Electronic Publishing. Factiva also offers reliable content from brands such as *The Wall Street Journal*, something that Google and other broad search engines cannot claim.

All of which raises the question: How will Google respond to these vertical search engines, as friends or foes? □

Two sides of Google

PROS

- Shares AdSense revenue stream
- Drives Web site traffic
- Demonstrates the value of search on the Web

CONS

- Grabs ad dollars
- Emphasizes cost-per-click model over reach and frequency
- Could be too far ahead to catch

Proving online ads' worth

Forbes.com says it will outperform 'WSJ' print ads or give advertisers their money back

BY KATE MADDOX

Online publishers ARE getting more creative about using money-back guarantees as a way to pitch business to skeptical advertisers.

Forbes.com, which last year launched the Brand Increase Guarantee, in March unveiled the Forbes.com Challenge, guaranteeing advertisers that if ad dollars spent on Forbes.com do not outperform those spent on *Wall Street Journal* print ads, it will refund the cost of the advertiser's Forbes.com campaign.

Advertisers that want to take the challenge must spend at least \$150,000 on Forbes.com and run similar messaging in online and print executions at equivalent spending levels over similar time frames. Research company InsightExpress is conducting the ad effectiveness research.

"We guarantee we'll do a better job lifting brand metrics than *The Wall Street Journal*," said Jim Spanfeller, Forbes.com president-CEO.

He said the challenge is an extension of the Brand Increase Guarantee, which so far has had more than 30 participants. That guarantee offers advertisers their money back if ads on Forbes.com do not generate a positive lift in brand metrics. So far, he said, Forbes.com has not had to refund any money.

The new Forbes.com Challenge is designed to show that online advertising, and specifically advertising on Forbes.com, is more effective than print advertising, Spanfeller said. So far, no advertiser has signed up to take the challenge.

James Donoghue, VP-market development at *The Wall Street Journal*, said he has doubts about the challenge. "I don't see much validity in it," he said. "It is apples and oranges to try to compare one medium with another."

The Wall Street Journal does not offer any type of money-back guarantees to advertisers.

Donoghue said justifying the performance of ad dollars has always been an issue for ad-

vertisers. "With the *Journal*, we sell a loyal, dedicated audience, and that is what creates the guarantee that your advertising will be effective," Donoghue said.

Other print publishers, such as Ziff Davis Media, use readership and ad effectiveness studies to show the value of the medium without offering money-back guarantees.

"We are really working hard to put research metrics in place to understand what the brand status is with our print audience," said Elda Vale, VP-research and market intelligence at Ziff Davis.

Ziff Davis currently has a research program called Brand Track that tracks the behavior of print readers and online visitors in order to understand their attitudes and purchase behavior for categories of brands. It now is evaluating the integration of ad research into the Brand

Track program, which would combine brand tracking and ad effectiveness studies, Vale said.

InsightExpress, the researcher evaluating the Forbes.com challenge, in April announced its own guarantee program to try to stimulate online advertising.

Under the program, called AdInsights Guarantee, InsightExpress will test advertisers' online ads, identify areas for improvement and conduct post-campaign research. If the improved ads fail to perform as well as the initial ads, InsightExpress will refund the cost of the research. InsightExpress has not yet had any advertisers apply for the guarantee.

TechTarget is another publisher that offers a guarantee to advertisers. Its TargetROI program, launched in 2001, offers guaranteed leads to advertisers through banner ads, newsletters, Webcasts and other online marketing programs. Revenue for TargetROI is triple year-to-date in 2004 compared with the same period last year, with more programs being executed and the average amount per program significantly higher, TechTarget said. □

Satisfaction guaranteed

Some publishers are offering money-back guarantees in an effort to prove the effectiveness of online advertising.

■ Forbes.com challenge:

Guarantees refund if ad dollars spent on Forbes.com do not outperform those spent on *Wall Street Journal* print ads.

■ TechTarget's TargetROI: Offers guaranteed leads to advertisers through banner ads, newsletters, Webcasts and other online marketing programs.

AD VANTAGES

Today, publishers must earn ad sales

Launched in 1902, *Successful Farming* is the inaugural publication of Meredith Corp., reaching 445,000 farm families monthly. Tom Davis joined the magazine 26 years ago and worked his way up through ad sales to become publisher about three years ago.



BIO

Tom Davis, publisher, *Successful Farming*

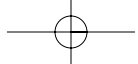
MB: What approach have you found to be successful in ad sales today?

Davis: The day of the space seller is long gone. You need people who are multidimensional, who can talk solutions that cross the traditional boundaries of ink on paper and get into the Internet, broadcasting and event-management solutions advertisers are looking for. We're blessed that Meredith has rich resources to offer, including our own nationwide radio network and a world-class Internet site. Our www.agriculture.com gets 8 million page views a month. We can go to the client, ask what they want to accomplish and satisfy their needs.

MB: What challenges does the agricultural segment pose for your sales staff?

Davis: The biggest challenge is the continuing consolidation of farmers and the agricultural-marketing community. With fewer chemical, seed and machinery companies, you have to be more connected to the remaining advertisers, better at understanding their problems and how to serve their needs. There is no over-the-transom business anymore; you have to earn the right to carry ad business today. Staying current with technology and trends and being more creative in your approach to problem solving are also challenges.

—Christine Bunish



Congratulations...

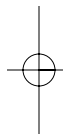
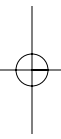


*...to all
winners
of the
Media
Business
Innovation
Awards...*

*...who found new ways to
generate revenue,
cut costs, and
inspire their employees to do both.*



FosterReprints



Agencies join BPA on auditing

Coalition to promote Web site auditing, but will sluggish publishers come on board?

BY MARK J. MILLER

At least 13 advertising agencies have agreed to help BPA International push the concept of auditing Web sites. And more will join the group soon, said BPA VP-Marketing Peter Black.

"The idea isn't to force Web auditing onto publishers," Black said, "but to provide that alternative. It makes sense in the grand scheme of things."

BPA has been auditing Internet sites since 1996. And it's been working with San Francisco-based interactive-auditing tech firm I/Pro since last year. Black said the new coalition of media agencies is the next step in a long evolution. "This will help ad spending online increase," he said.

Founding task force participants include Cornerstone, Doner, Earthquake Media, Ferguson O'Daly Associates, FCBi, GlobalWorks, J. Walter Thompson Technology, Media Contacts, MediaSmith, Organic, Real Branding, Questus and Stein Rogan + Partners. Each will inform clients of its preference to work with audited Web sites, although "none of them is excluding unaudited sites," Black said.

Black said 60 media companies currently take part in the auditing process with 130 Web sites.

"BPA will include auditing numbers on our green sheets this year," Black said. BPA's green sheets are twice-yearly circulation statements from b-to-b publishers. After seeing these numbers, Black predicted, agencies will begin asking publishers to start auditing their sites.

However, few publishers seem worried today about having to audit their sites immediately.

"As far as I know, none of our advertisers has requested it," said Jill Slattery Newman, VP-client development at Omeda Communications, which provides fulfillment and database management for b-to-b trade publications and business marketers.

Haymarket Media's director of circulation, Jeff Hartford, said the topic of Web site auditing hasn't even come up in his weekly meetings with salespeople.

"Nobody is going to be the first to spend more money on this kind of thing until they see the advantage of more advertising dollars," Slattery Newman said.

PostNewsweek Tech Media COO Maxine Minar agreed. "Our publications are audited. Our trade shows are audited," she said. "So we're not averse to doing it, but so far the advertisers haven't asked for that. If they ask, then we'll do it."

What advertisers are looking for, according to publishing executives, are quality leads.

According to Minar, her company is attempting to deliver as many click-throughs and impressions as possible, but qualified leads are easily the most important. "What we spend a lot of time, brainpower and planning on is trying to use our existing databases for the print and trade shows to push those highly qualified people to our Web site," she said.

Jeff Hartford, director of circulation for Haymarket Media, put it this way: "You can get as many hit reports as you want up the wazoo, but it's a matter of how many quality people contact [the advertiser]."

Slattery Newman said the auditing doesn't mean anything without quality demographic information tied to it. "If that's not coming from a registration page," she said, "they may possibly revert to the subscriber files to get [demographics] of these people. Auditing page views is fine, but if you don't enhance that with the demographic profile, you could have an 8-year-old clicking on the page a million times." □

IAB releases study on cross-media ads

BY KATE MADDOX

The Interactive Advertising Bureau last month released results of a cross-media optimization study that evaluated the effectiveness of online advertising when used with traditional media in an overall marketing plan.

For study participant VeriSign, the research measured five key metrics: brand awareness, association, familiarity, image and lead generation. VeriSign's campaign, which targeted business and technology decision-makers, ran in print publications and on Web sites such as CNET Networks' ZDNet.com and TechRepublic.com.

The study showed that while print media offered a more cost-efficient way to reach top-level executives, online proved effective at increasing brand awareness and association. The study also revealed that when online was used at a higher frequency than a base rate of impressions in the study, it was more effective than print at improving brand image.

The goal of VeriSign's campaign was twofold: Reposition the

company as a provider of key infrastructure services and produce qualified leads for VeriSign's sales force. The primary offer for the direct response component included several VeriSign white papers focused on its new services.

Online, VeriSign used CPM-based advertising to create awareness, reinforce association between online and print campaigns, and drive qualified leads through white paper downloads. Print ads also included a call to download white papers.

More than 2,300 white papers were downloaded, at a total CPM of \$58—although only 16 requests appeared to come directly from the print campaign, the research found.

One key finding of the study: Print and online combined produced the greatest impact on familiarity with and purchase interest in VeriSign.

Online, however, was more effective than print in building association of the VeriSign brand with security services. With increased frequency, online changed brand perceptions on all image attributes. □

M&A activity up sharply

Media investment banks expect first-quarter momentum to carry over into remainder of '04

BY ROGER SLAVENS

Media deals this year are being made at more than double the pace of last year, and industry executives expect "moderate" to "strong" M&A activity the rest of this year, according to recent reports by media investment banks DeSilva & Phillips and AdMedia Partners.

DeSilva & Phillips reported that 24 media M&A deals took place in the first quarter,

ing Partner Reed Phillips. "There are some potentially blockbuster deals in the pipeline, but we don't necessarily see them happening in the second quarter."

The report also noted that many major media players, including Advanstar and CNET, this year surfaced as buyers, although their acquisitions were small.

AdMedia Partners found that of the nearly 1,000 media and financial executives it surveyed for its report, a majority believes the M&A climate will be healthy this year. Seventy-five percent said there is pent-up demand for deals. Sixty-six percent said strategic buyers would increase their M&A activity this year, and 72% said financial buyers would do so.

"This shows there's a significant shift in optimism and expectations," said Robert Crosland, managing director of New York-based AdMedia Partners. "It doesn't necessarily mean a huge amount of deals will get done, but it does show there's a predisposition toward improved deal flows."

One interesting finding of the study was that while 64% of those surveyed believe financial buyers will be willing to pay more for properties than they have over the past few years, the multiples will not reach the record levels realized in the dot-com days. "Most of the respondents believe we'll see a normalization of valuation standards, a correction of the Internet frenzy," Crosland said. □

M&A prospects by sector

Sector	Strong	Moderate	Weak
B-to-b publications	29%	57%	14%
Consumer magazines	22	58	20
Newspapers	17	60	23
Professional publications/ books/journals	27	59	14
Information publishing (directories and databases)	36	62	2
Books (educational or consumer)	13	65	22
Broadcast (radio and TV)	46	36	18
Exhibitions/trade shows/ conferences	19	58	23
Interactive media	24	45	31

Source: "Prospects for Media Mergers and Acquisitions," AdMedia Partners, 2004

up from eight in the same period last year. The total value of the deals was \$413 million, nearly twice the \$209 million recorded a year earlier.

Most of the deals this year were relatively small, with only 11 valued at \$10 million or more. "What's missing are the \$500 million-and-up transactions that really move the market and let us know that the market has finally come back," said DeSilva & Phillips Manag-

ANALYST INSIGHT

Rich data deals not a 'panacea'

At American Business Media's Spring Meeting last month, members of a panel of executives sang the praises of rich data.

But one participant, James Wilson, managing director at Boston Ventures, sounded a note of caution despite overseeing the purchase of numerous rich data businesses in his career. "Publishers should not look at it as a way of solving their problems or as any sort of panacea," he said of rich data.

A key hurdle, Wilson said, is getting past the differences in culture between a publishing business and a rich data unit. "The culture risks are not insurmountable, but they require more thought," he said. "The core skill sets of publishing are editorial- and ad sales-focused. The core skill sets in the information business are about database management, about software and about the integration of data and software platforms."

Despite those words, Wilson said that *Billboard* magazine, which is currently owned by VNU Business Media and which Boston Ventures owned when it was part of BPI, was able to mesh its publishing culture with a database business that tracked radio play. That information was then successfully sold to record companies.

"That was a classic," Wilson said.

—Sean Callahan



James Wilson, Boston Ventures

TIPS

Do: Explore rich data opportunities.

Don't: Look at rich data as a magic solution.

Do: Consider leaving database management teams in place rather than handing supervision over to the publishing side.

Don't: Assume that cultural differences between database and publishing units won't be problematic.

A roundup of recent mergers and acquisitions

Date	Property	Description	Seller	Buyer
5/04	Thomson Financial Insurance Solutions, Sheshunoff Information Services	Insurance and banking data assets, including Insurance Analyst Pro, BankSource and BankSearch	Thomson Media	Highline Media
5/04	CBI Research's energy conferences	More than 30 annual energy conferences	CBI Research	Platts (McGraw-Hill Cos.)
5/04	myITForum.com	Web site designed for IT professionals who manage corporate Windows systems	Altiris	TechTarget

Source: The Jordan, Edmiston Group Transaction Database, 2004

Events slow to recover

Exhibitors cautious; trade show organizers marginally increase attendance marketing

BY CAROL KROL

There may be minor signs of life in the trade show market, but this is not the year for recovery, according to *Tradeshow Week*, which conducts quarterly surveys of both show managers and exhibitors.

Thirty-seven percent of b-to-b respondents said the rebound for trade shows would not occur until 2005, while 33% indicated it has already occurred. Another 10% predicted the rebound would occur in 2004.

Respondents to the survey said they plan to increase overall spending on attendance marketing by only 2.8% this year.

"Things are picking up but not dramatically," said Jayne Gilsinger, senior VP-planning and development at PennWell Corp. "The market is still very cautious."

Michael Hughes, associate publisher and director of research at *Tradeshow Week*, said that events continue to slump despite signs that the economy has begun to pick up.

"The trade show industry is a lagging indicator," Hughes said. "Growth in the U.S. economy does not impact trade shows for many months, if not over a year. That's because marketing budgets tend not to rebound as fast as corporate sales or profit increases."

Some say certain industries are faring better than others and that it is difficult to

judge the rebound of trade shows overall.

"It's always hard to talk about the trade show and conference business as an industry because so many of the products in the space are so specific to their vertical, and

Attendance marketing strategies

In a recent *Tradeshow Week* survey, show organizers were asked what audience marketing strategies they plan to use in 2004.

Strategy	% of executives using
More e-mail	63%
Enhanced/redesigned Web site	59
Working with exhibitors to promote show to key buyers/prospects	46
More direct mail	44
Enhanced educational content	41

Source: *Tradeshow Week's* Executive Outlook: Show Management, Survey 1, 2004

they are tied to underlying trends in that particular industry," said David Evans, managing director of Thomson Media Conferences & Expos, New York.

Evans said Thomson has not seen the "deep downturn" that some other conference groups have and attributed that to the company's market position. "[Thomson] is the dominant brand within very specific vertical markets," he said.

Gilsinger said it is difficult for her company to come up with a prognosis that would apply universally to all PennWell events.

"Over a third of our events are held outside the U.S., and that's why it's difficult to pinpoint any sort of specific rebound because we're in diverse markets and diverse geographies."

In addition to technology events, PennWell produces international oil and gas industry, electrical power, and water and waste-water industry shows. "These industries are improving and performing better than our technology events," she said.

Hughes said attendance is one of the biggest areas of concern, though survey respondents indicated they would increase attendee marketing spending only marginally.

The most popular marketing strategy companies are using this year, according to the study, is e-mail (63%). The second-most-popular is enhancing or redesigning a Web site, with more than half (59%) of respondents citing it.

Partnering with exhibitors to promote the show to key buyers and prospects, sending more direct mail and enhancing educational content rounded out the top five strategies cited.

"We're seeing a shift towards positioning events as education," Evans said. It has become more important for attendees to gain concrete, usable lessons rather than rest and relaxation, he said. "You don't see people marketing trade shows or conferences as "vacations in disguise," a practice he said was much more prevalent in the 1990s. □

SHOW SPOTLIGHT

Windows & .NET Magazine Connections

Producer: Penton Media, Monroe, Conn.

What: Twice-yearly show offers the latest information on Microsoft Corp.'s Windows Server and Windows XP products. Attendees can meet Microsoft product managers and industry experts.

Date: April 4-7, 2004

Where: Hyatt Regency Lake Las Vegas

Floor space: 4,500 sq. feet

Floor space in 2003: 3,700 sq. feet

Attendance: 340

Attendance in 2003: 280

No. of exhibitors: 20

No. of exhibitors in 2003: 12

Producer comment: "We saw an increase [in attendance] just this spring,

and we are getting a lot of feedback from our old attendees whose travel budgets are freeing up," said Shirley Brothers, president of Tech Conferences, a subsidiary of Penton Media. "The IT economy, while not exactly booming, is certainly showing signs of coming back," she said.

Exhibitor comment: "We tend to go to shows that are very specific," said Charles Thomas, CEO of CMD Solutions, an information management software company. "The Microsoft Exchange focus made it a natural fit for us to be there. Our solution is based on the Microsoft platform."

Breakdown: The Windows & .NET Connections show this October in Orlando, Fla., will be co-located with Microsoft Ex-



change Connections. The two shows will share an expo hall, and attendees of either event can "cross over" sessions at no extra charge. Also, Windows & .NET Connections will be renamed Windows IT Pro. With the combined shows, the company expects attendance of more than 1,000, with 15,000 square feet of floor space and more than 40 exhibitors.



Congratulations to the Media Business Innovation Award Recipients

Featured in the May 3rd issue of *Media Business*, the following award recipients have been selected for creative thinking and innovative ideas at both large and small trade and general business publications.

Top Executive

Patrick McGovern, IDG
Jeffrey Klein, 101communications
Harold McGraw III, The McGraw-Hill Companies

Top Editor

Abbie Lundberg, CIO
Tom Steinert-Threlkeld, Baseline
Stephen B. Shepard, BusinessWeek

Top Circulation Executive

Michael Zane, CMP Media
Steve Custer, Farm Journal
Beth O'Rorke, The Economist

Top Publisher

Kenneth E. Gazzola, Aviation Week Group,
The McGraw-Hill Companies
Dan Tidwell, Equipment World
Mike Federle, FORTUNE

Top Production Executive

Bill Amstutz, CMP Media
Tom Martin, Cygnus Business Media
Michael Sheehan, The Wall Street Journal

Top New Media Executive

Mitch Rouda, Hanley Wood e-Media
Don Hawk, TechTarget
L. Gordon Crovitz, Dow Jones & Co.



The award recipients will be honored at a luncheon on Wednesday, June 9th at the Grand Hyatt Hotel in Manhattan. A cocktail reception begins at 11:30am, followed by the awards luncheon from 12:30 to 2:15pm. To register, go to www.btobonline.com/calendar. Pre-registration required by June 8th.

Sponsored by:



The Association of Business Media Companies

A difficult migration to OSX

Lack of compatibility, support forces publishers into costly upgrades of their Macintosh systems

BY MARK J. MILLER

Bottom publishers are starting to make the time-consuming and costly switch to the Macintosh OSX operating system for one simple reason: They have no choice. Apple is forcing the issue as it begins to refuse to service previous versions of its operating system and by releasing new products that are only compatible with OSX.

"OSX has been around for about two years now," said Carlos Lugo, director of manufacturing at Ziff Davis Media, "but we just wanted to wait for it to stabilize and be completely dependable before we started to make the shift."

Ziff Davis began the process with its new *Sync* magazine. "We'll roll through each of our magazines one by one and try to be done by year's end," Lugo said.

Rolling through the titles is how most publishers are making the switch to OSX in order to work out kinks as they go.

"The last books to convert will be the sites that have no IT support on-site, so they can plan to be there for a few days when they switch them over," said Keith Hammerbeck, Advanstar Communications' director of manufacturing services.

For production departments, the major challenges include training, inoperability with other programs and changes in OSX from its predecessors. "We're a cross-platform company, so there are some mishaps when OSX has to communicate from a Mac to a PC," Lugo said.

David Koernschild, publishing systems support supervisor at CMP Media, said the biggest issue is having two Mac operating systems going simultaneously. "Often there are bridges between departments that aren't obvi-

ous," he said. "When a Quark 6.1 file hits a 9.2.2. desktop, that's where everything stops."

One of the main changes from previous Mac operating systems is that OSX has four font folders to manage instead of just one, which has created some confusion for users. "We're rolling out Font Reserve and working on the details to applying that to the X environment," Koernschild said.

Another issue CMP has found is that OSX

won't allow for "down-saving," as in saving from XPress 6 to XPress 4. "We cannot simply just have a station to process these files and pass them along," Koernschild said. "We have to provide the individual groups with native applications."

At Advanstar, one of the main challenges after moving to OSX has been the need to upgrade and change other programs as well. Some of the shifts, such as those involving Illustrator and Photoshop, aren't that big, Hammerbeck said, but getting used to running Quark and Adobe Acrobat on OSX may take some time.

"Quark has some great new features that designers need to be made aware of to take full advantage of its capabilities, but just finding things that are not where they used to be anymore is a challenge," he said.

Companies are already anticipating the arrival of the next Mac operating system.

"I know OS 11 is already in beta, so we just have to be watching that and be ready for the shift when the time comes," Ziff Davis' Lugo said.

For CMP, the shift will be away from Macs, Koernschild said. "Our company mis- sive is to migrate to a total PC environment," he said. "This is approximately a three-year plan." □

Tips for easing the shift to OSX

1. Start very small. First implement OSX on your newest or smallest title in order to work out any kinks in the system.



2. Be sure all other programs have been updated to be compatible with OSX. This can be a

house of cards as the different programs interact in different ways with one another.

3. Train your personnel on all upgrades that are pertinent to their positions. This applies to things as simple as where basic tools are now housed in OSX.

4. Be prepared for your IT staff to work extra hours. For a time, you'll have two systems running, and when those two collide, it can spell trouble.

PRESSING ISSUES

Banta exec seeks best practices

Banta Corp. named Dave Engelkemeyer VP-worldwide operations in late April. He joined Banta from Zoots, a New England dry cleaning company, where he was exec VP-operations.

MB: What specific actions are you contemplating at Banta?



BIO

DAVE ENGELKEMEYER
VP-worldwide operations, Banta Corp.

Engelkemeyer:

From a general standpoint, we will work to identify and develop a common language and operational metrics that can be used throughout Banta. Then, we'll study best practices applied elsewhere and determine which breakthrough operational improvements are practical and appropriate for our businesses.... In addition to driving productivity improvements, I want to make sure we are absolutely obsessed with delivering world-class employee safety, product quality and customer service. Employees give us our competitive advantage, and we certainly need to keep them safe. But two other critically important differentiators are being truly excellent in product quality and customer service.

MB: What does the future of printing hold?

Engelkemeyer: I see an industry that is gaining optimism. A recovering economy helps, but I think more important is the belief that printing will remain an important medium for distributing information and an essential part of any multichannel marketing literature management, fulfillment outsourcing and consultative selling. The more value and options we can deliver to our customers, the more prosperous we will be as individual companies and as an industry.

—Mark J. Miller

Adams wins ABM honor PennWell exec offers practical advice on managing circ department and career

BY MARK J. MILLER

At American Business Media's Spring Meeting last month, the association presented its inaugural ABM Circulation Career Award to circulation veteran Gloria Adams, director of audience development at PennWell Corp. Adams has been a circulation professional for more than 20 years.

MB: How different is the circulation world today from when you started?

Adams: When I got in, circulation was pretty simple but mysterious to the rest of publishing. We were the eyeshade people that publishers didn't understand. Today, no publisher would dream of setting any policies without involving circulation.

MB: What advice would you give to a cir-

culator just starting out now?

Adams: Learn as much as you can about every aspect of publishing. The more you know how circulation ties into the various disciplines, the better.

MB: Do you think new circulators should actually work in other departments or just talk to people in those departments?

Adams: I don't think they need to work in other departments, but they need to have a genuine understanding of what people do and how they use the data we give them. Circ people who don't understand how reader service or production or ad traffic works may not understand the many ways they can work together to make these jobs more efficient.

MB: How can circulators work effectively on so many things with so little time?

Adams: 1.) Organization. 2.) Technology. If we were still in the days of most subs coming through direct mail, it would be almost impossible for [circulation managers] to handle the workloads they have now. 3.) Communication. Make sure circulation and internal departments are in constant contact to make sure everything gets done right the first time. 4.) Most important, excellent vendors. If you have a super relationship with vendors and make sure they know what you want and need, they can really handle a lot of the day-to-day aspects of your marketing and fulfillment.

MB: What's something you've done that's really helped through the years?

Adams: I started having once-a-year sit-down reviews with every publisher. We talk about what the department has done, set goals and standards, review list use and response percentages and who renewed and who didn't. Because of that, [these publishers] have a greater appreciation of what we do. □



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BTOB'S JULY VERTICAL INSIGHT: MARKETING TO PROFESSIONAL SERVICES

Issue Date: July 19
Ad Close: July 1
Materials Due: July 12



On the move

Rocco joins TNS Media Intelligence/CMR

TNS Media Intelligence/CMR, a provider of advertising and marketing expenditure information, announced the appointment of Thomas Rocco to exec VP-sales and marketing. Rocco will be responsible for all sales and marketing efforts for the TNS Media Intelligence/CMR brand. He will also lead the activities of TNSMI/CMR's client service group.

Ziff Davis promotes DeCarlo to VP-database marketing



DeCarlo

Ziff Davis Media has promoted Sara DeCarlo to the newly created position of VP-database marketing. DeCarlo joined Ziff Davis in 2000 as director of consumer marketing.

Crain Communications announces new VPs

The board of directors of Crain Communications, which publishes *Media Business*, announced the appointment of four new VPs: Rich Ceppos, publisher of *AutoWeek*; Todd Johnson, publisher of *Workforce Management*; Chuck Ross, publisher and editorial director of *Television Week* (formerly *Electronic Media*); and Glen Stout, publisher of *Waste News*.

PostNewsweek Tech Media names Hassenstein VP-trade shows

PostNewsweek Tech Media announced the addition of E. Lorenz Hassenstein as VP-trade shows. Hassenstein will manage PostNewsweek's events team and portfolio, which includes FOSE and other government-focused trade shows and conferences. Hassenstein served most recently as industry VP at Reed Exhibitions.

PROFILE

Normandeau has big plans for Network World

VP's goal: Raise online revenue to equal print

BY MARY ELLEN PODMOLIK

KEVIN NORMANDEAU THINKS of himself as a marketing executive but admits that when a conversation turns to technology, he can walk the walk.

"Sadly, I do," he said, "I do understand."

His knowledge of technology as well as his marketing successes at AOL landed Normandeau in April at Network World, where he was named VP of its online division, Network World Fusion (www.nwfusion.com).

The move is a homecoming of sorts for Normandeau, who earlier in his career spent a decade at International Data Group, first in list services and then at *PC World*. In 1999, he moved to AOL, where he helped define and

implement the marketing strategy of AOL's Computing Channel. Last year, as New England regional director for AOL Network Sales and Solutions, he increased sales for the region by 150% over the previous year.

The opportunity to return to IDG, particularly to Network World, was too good to pass up, he said, given its reputation for innovative online advertising products. Yet Normandeau already is tinkering.

First up is the Web site. Normandeau doesn't want to use the word "redesign," particularly since www.nwfusion.com was just redesigned in February. Nevertheless, visitors can expect to see "enhancements" to the site by

midsummer, with pages less cluttered and more advertiser-friendly, he said. "There's wonderful content on the site," he said. "How do we present that to visitors? If they can't find what they're looking for, there's a risk they may go elsewhere."

Another plan is to streamline the advertising product mix and eliminate any overlap. "I need to make sure the company doesn't fall into the trap of technology for technology's sake," he said.

Normandeau also wants to sell more content and services to site visitors and do more cross-marketing throughout the company.

That's the short list. Normandeau's five-year goal, which he admits is aggressive, is to raise online revenues so they equal those

generated through print products. Currently, Network World's print revenues are five times greater than those from online properties.

What makes his challenge trickier, he said, is Network World Fusion's audience of enterprise IT networking professionals. Their demographics mean he has to stay innovative and promote a company culture that really encourages building new products.

"You've got a very technically savvy audience, many who have been online for up to a decade," he said. "That's allowed Network World to create more innovative products versus an AOL, which has a paid membership base and has more newer folks to the Internet." □

Kevin Normandeau



Company: Network World, a division of IDG
Location: Southborough, Mass.
Title: VP-online division

Experience: Almost five years at AOL, most recently as New England regional director of Network Sales and Solutions.

Big move: Hired away from AOL to aggressively grow www.nwfusion.com.

Five-year plan: Raise online revenues to equal those generated through print products.

Captivate taps Jankauskas as senior VP-advertising sales

Captivate Network, a company that operates TV screens in office high-rise elevators, announced the promotion of Paul Jankauskas to senior VP-advertising sales, from VP-sales. Prior to joining Captivate, Jankauskas was VP-

general manager of Metro Networks/Shadow Broadcasting.

Helmerts Publishing names Colby group publisher

Helmerts Publishing has named David H. Colby group publisher of *Desktop Engineering* and *Supply Chain Systems Magazine*. Colby joined *Desk-*

top Engineering in August 2003 as publisher. He previously was publisher of *CEP Magazine*, a monthly trade publication for the American Institute of Chemical Engineers in New York. He also owned World Media Group, a regional media representative firm, in Rye, N.H.

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NOTABLE NUMBERS

Meat and more meat?

Have changes in the American diet—specifically, the popularity of high-protein dining—had a downstream impact on publications that serve the baking and meat industries? According to the April report, the meat & provisions sector was down 4.6% in ad pages and down 2.5% in revenue year to date. Compare that with the baking sector, which was off 21.3% in ad pages and off 17% in revenue YTD. The biggest gainer in the meat category was *National Provisioner*, with an 11.7% increase in ad pages and a 17.1% increase in revenue YTD. In the baking category, *Baking Management* packed it on, with a 6.6% increase in ad pages and an 11% gain in revenue.

Source: TNS Media Intelligence/CMR, *Media Business* analysis, April 2004

SRDS CATEGORIES

YTD top ad page gainers (by % chg.)

Rank	Publication	YTD '04	YTD '03	% chg.
1	Dept. & Specialty Stores	156.33	119.33	31.01%
2	School Administration	696.84	535.09	30.23
3	Confectionery	345.24	277.21	24.54
4	Landscape, Garden Supply	296.00	245.71	20.47
5	Insurance	3,228.54	2,751.66	17.33
6	Military & Naval	601.17	512.67	17.26
7	Rental & Leasing Equip.	723.54	626.36	15.52
8	Dairy Products	339.22	294.61	15.14
9	Financial	4,173.07	3,632.19	14.89
10	Hardware	142.71	127.33	12.07
11	Banking	4,597.34	4,155.84	10.62
12	Human Resources	874.20	791.01	10.52
13	Robotics	47.50	44.21	7.45
14	Office Methods & Mgmt.	71.33	66.42	7.40
15	Clothing & Goods (Women's)	76.50	71.69	6.70

YTD top ad revenue losers (\$000) (by % chg.)

Rank	Publication	YTD '04	YTD '03	% chg.
1	Journalism & Publishing	\$140.67	\$215.42	-34.70%
2	Building Products Retail	425.84	553.07	-23.00
3	Security	85.92	109.25	-21.36
4	Baking	505.50	642.45	-21.32
5	Electrical	370.48	453.31	-18.27
6	Packaging Manufactures	783.58	954.15	-17.88
7	Photographic	292.16	355.62	-17.84
8	Control & Inst. Systems	615.70	745.58	-17.42
9	Infants, Children, Teens	289.70	350.17	-17.27
10	Interior Design, Furniture	1,583.18	1,882.35	-15.89
11	Chain Stores	659.25	769.83	-14.36
12	Architecture	873.00	1,015.12	-14.00
13	Chemical & Chem. Indust.	745.01	865.12	-13.88
14	Hospital Administration	999.62	1,156.65	-13.58
15	Music & Music Trades	1,248.16	1,438.32	-13.22

Source: TNS Media Intelligence/CMR, *Media Business* analysis, April 2004

TECH PUBLICATIONS

Ad pages

Rank	Publication	YTD '04	YTD '03	% chg.
1	InformationWeek	778.75	828.50	-6.00%
2	CRN	758.58	822.83	-7.81
3	Networkworld	671.75	678.42	-0.98
4	PC Magazine	550.79	584.08	-5.70
5	InfoWorld	533.50	536.50	-0.56
6	eWeek	501.17	444.71	12.70
7	Computerworld	482.58	474.70	1.66
8	Computer Shopper	441.50	446.08	-1.03
9	Network Computing	440.50	379.33	16.12
10	VARBusiness	405.67	442.25	-8.27

Ad revenue (\$000)

Rank	Publication	YTD '04	YTD '03	% chg.
1	PC Magazine	\$51,166.14	\$50,500.69	1.32%
2	InformationWeek	38,709.65	39,889.76	-2.96
3	eWeek	31,074.46	27,695.39	12.20
4	NetworkWorld	30,287.40	28,764.38	5.29
5	PC World	29,965.36	29,321.22	2.20
6	InfoWorld	22,422.71	20,988.85	6.83
7	CRN	20,548.87	22,251.13	-7.65
8	Computerworld	16,366.95	14,804.28	10.56
9	Network Computing	15,645.36	12,940.86	20.90
10	VARBusiness	10,384.94	11,095.01	-6.40

Source: TNS Media Intelligence/CMR, *Media Business* analysis, April 2004

BUSINESS PUBLICATIONS

Ad pages

Rank	Publication	YTD '04	YTD '03	% chg.
1	Forbes	942.66	842.25	11.92%
2	Fortune	936.33	938.50	-0.23
3	BusinessWeek	877.58	838.25	4.69
4	The Economist	737.33	676.08	9.06
5	CIO	446.58	444.00	0.58
6	Entrepreneur	391.08	389.74	0.34
7	Money	306.67	285.08	7.57
8	Wired	283.17	297.00	-4.66
9	Inc.	254.83	228.67	11.44
10	The Deal	198.90	153.16	29.87

Ad revenue (\$000)

Rank	Publication	YTD '04	YTD '03	% chg.
1	BusinessWeek	\$100,306.27	\$86,370.92	16.13%
2	Forbes	90,211.55	75,095.95	20.13
3	Fortune	87,700.26	84,633.80	3.62
4	Money	44,877.42	36,328.64	23.53
5	Entrepreneur	29,613.94	27,690.76	6.95
6	Inc.	24,805.04	20,699.81	19.83
7	The Economist	19,881.64	16,872.21	17.84
8	Wired	14,591.89	12,334.41	18.30
9	CFO	13,692.51	11,495.48	19.11
10	CIO	12,725.32	12,114.25	5.04

Source: TNS Media Intelligence/CMR, *Media Business* analysis, April 2004

TRADE PUBLICATIONS

Ad pages

Rank	Publication	YTD '04	YTD '03	Diff.	% Chg	April '04	April '03	Diff.	% Chg
1	Hollywood Reporter	1,991.29	2,204.09	-212.80	-9.65%	250.36	271.40	-21.04	-7.75%
2	Daily Variety	1,249.16	1,491.87	-242.71	-16.27	111.86	149.44	-37.58	-25.15
3	EE Times	912.96	964.20	-51.24	-5.31	222.41	226.89	-4.48	-1.97
4	Furniture Today	873.26	881.67	-8.41	-0.95	355.84	318.07	37.77	11.87
5	Travel Agent	842.41	979.31	-136.90	-13.98	175.43	219.40	-43.97	-20.04
6	Builder	818.50	677.69	140.81	20.78	279.92	303.53	-23.61	-7.78
7	Automotive News	817.58	683.46	134.12	19.62	167.49	161.78	5.71	3.53
8	Pacific Shipper	760.99	916.41	-155.42	-16.96	176.66	201.04	-24.38	-12.13
9	Nation's Restaurant News	758.98	828.49	-69.51	-8.39	189.08	202.41	-13.33	-6.59
10	Interior Design	749.15	746.74	2.41	0.32	315.83	332.50	-16.67	-5.01
11	JCK	689.41	703.10	-13.70	-1.95	209.58	207.50	2.08	1.00
12	Machine Design	689.07	712.66	-23.60	-3.31	196.50	200.67	-4.17	-2.08
13	Travel Weekly	679.32	723.65	-44.33	-6.13	167.15	151.60	15.55	10.26
14	Homeworld Business	627.24	612.61	14.63	2.39	99.03	140.86	-41.83	-29.70
15	The Counselor	623.67	605.71	17.96	2.96	177.33	122.00	55.33	45.36
16	Variety	616.18	610.27	5.91	0.97	148.35	81.77	66.58	81.42
17	EDN Magazine	612.50	655.66	-43.17	-6.58	199.00	214.75	-15.75	-7.33
18	Professional Builder	592.87	581.04	11.83	2.04	131.25	119.42	11.83	9.91
19	Successful Meetings	588.30	618.45	-30.15	-4.88	228.47	254.87	-26.40	-10.36
20	Travel Trade News Edition	575.76	496.25	79.51	16.02	138.24	95.87	42.36	44.18
21	Electronic Design	571.25	493.91	77.33	15.66	123.00	112.17	10.83	9.66
22	American Banker	568.50	624.09	-55.58	-8.91	144.14	173.27	-29.13	-16.81
23	ENR	563.08	583.41	-20.33	-3.49	166.08	180.08	-14.00	-7.77
24	Broadcast Engineering	557.50	559.69	-2.20	-0.39	166.42	120.28	46.14	38.36
25	Laser Focus World	542.15	518.57	23.58	4.55	95.25	66.66	28.58	42.88

Ad revenue

Rank	Publication	YTD '04 (\$000)	YTD '03 (\$000)	Diff.	% Chg	April '04 (\$000)	April '03 (\$000)	Diff.	% Chg
1	Travel Agent	\$24,927.65	\$29,190.99	-\$4,263.35	-14.61	\$5,279.08	\$6,593.46	-\$1,314.38	-19.93%
2	EE Times	23,436.86	24,716.65	-1,279.79	-5.18	5,736.32	5,843.94	-107.62	-1.84
3	Daily Variety	22,672.53	24,051.47	-1,378.95	-5.73	2,036.59	2,374.90	-338.31	-14.25
4	Hollywood Reporter	21,580.56	22,020.02	-439.46	-2.00	2,578.19	2,543.46	34.73	1.37
5	Meetings & Conventions	16,511.64	18,140.71	-1,629.07	-8.98	5,933.48	6,141.61	-208.13	-3.39
6	Automotive News	15,600.64	12,601.42	2,999.22	23.80	3,219.39	2,991.52	227.88	7.62
7	Successful Meetings	14,588.35	15,298.65	-710.30	-4.64	5,877.13	6,579.04	-701.91	-10.67
8	Travel Weekly	14,580.74	15,754.24	-1,173.50	-7.45	3,601.18	3,464.04	137.14	3.96
9	Builder	13,770.93	10,963.07	2,807.86	25.61	4,692.47	4,882.12	-189.65	-3.88
10	Furniture Today	13,715.88	13,552.85	163.03	1.20	5,666.82	4,840.04	826.78	17.08
11	Nation's Restaurant News	13,252.47	13,957.52	-705.06	-5.05	3,338.93	3,412.12	-73.19	-2.14
12	Advertising Age	12,947.90	11,300.20	1,647.70	14.58	4,856.76	3,525.96	1,330.79	37.74
13	Interior Design	12,584.14	11,506.86	1,077.27	9.36	5,350.62	5,222.53	128.09	2.45
14	EDN Magazine	11,087.32	11,200.14	-112.82	-1.01	3,625.56	3,670.31	-44.75	-1.22
15	Electronic Design	10,491.76	8,297.59	2,194.17	26.44	2,321.08	1,910.11	410.97	21.52
16	Sound & Vision	10,382.80	10,654.00	-271.21	-2.55	2,861.90	2,733.43	128.46	4.70
17	American Salon	10,237.27	10,184.13	53.15	0.52	2,459.02	2,011.90	447.11	22.22
18	Supermarket News	9,622.93	8,269.62	1,353.31	16.36	2,384.19	2,046.91	337.28	16.48
19	Video Store	9,248.46	9,505.09	-256.63	-2.70	2,144.77	2,410.08	-265.32	-11.01
20	Scientific American	9,022.12	5,360.44	3,661.68	68.31	2,163.94	1,375.26	788.68	57.35
21	Variety	8,825.54	8,051.07	774.48	9.62	1,969.77	1,003.58	966.19	96.27
22	ENR	8,717.97	8,983.97	-266.00	-2.96	2,557.85	2,837.61	-279.76	-9.86
23	Machine Design	8,646.76	8,292.13	354.63	4.28	2,444.80	2,317.14	127.66	5.51
24	Aviation Week & Space Tech	8,628.43	8,180.60	447.83	5.47	2,013.19	2,508.04	-494.86	-19.73
25	DNR	8,619.58	9,918.91	-1,299.33	-13.10	1,234.98	1,083.38	151.60	13.99

Source: TNS Media Intelligence/CMR and Media Business analysis, April 2004 totals



Where has all the entrepreneurial spirit gone?

I have always viewed b-to-b media as entrepreneurial, full of colorful personalities who are always on the prowl to identify market needs and create innovative products to fill those needs. In fact, it was this kind of spirit that gave a voice and community to many small markets and industries that once had none.

When I first stumbled into this wonderful business 20 years ago, there were only a handful of major b-to-b media companies and countless smaller businesses developing new products. Back then, nobody called these companies “b-to-b media companies.” They were just publishing companies, or trade show companies, or companies that had both magazines and trade shows. There were direct mail marketing companies and conference companies. And the Internet had not yet appeared on the scene.

While I tend to look forward not backward (at today’s frenetic business pace, who has time to reflect?), I have observed a noticeable void of entrepreneurial spirit in today’s b-to-b media industry. With a few exceptions, there’s a lack of new products and innovations. It’s easy to blame the economy or the ad recession our industry has endured during the past few years, and it’s unquestionable that the unprecedented events of the past 36 months put a damper on new product development.

Yet that can’t be the only explanation.

Perhaps the industry consolidation that occurred in the late ‘80s and throughout the ‘90s, which reduced the number of smaller entrepreneurial businesses, is partly to blame. Maybe it’s today’s hectic business environment and the limited time we all have that prevent us from just “thinking” for a little while. Maybe because everyone is working under such increased financial pressures, there is no tolerance for failure—or maybe the fear of failure itself is hampering creativity. I don’t know the root cause for today’s innovation void, but I do know this: Innovative entrepreneurs built this great industry one property at a time, and innovation is the secret ingredient that

makes all companies and industries thrive.

There are those in our industry who believe, as I do, that we are seeing fundamental changes in how media products are evaluated, used and measured by our customers. And there are those who believe that the more things change, the more things stay the same. Regardless of which side of this debate you happen to stand on, it seems the b-to-b industry could use a healthy dose of new products and innovation to jump-start growth again. Customers want new solutions to today’s business challenges. Markets continue to change at a faster pace than they did 10 and 20 years ago, and technology has increased the pace of business decisions

infinitely—and continues to change the rules of the game.

I would challenge media executives to take a break from looking at their P&L’s and balance sheets just long enough to focus on creating some new products in the markets they serve.

I would challenge media executives to take a break from looking at their P&L’s and balance sheets just long enough to focus on creating some new products in the markets they serve. We are part of a dynamic industry where our products have shaped the future direction of our customers and their markets. At the very least, our products enlighten entire industries and drive commerce within those marketplaces. Media companies that place a strong

emphasis on developing new products while they grow their existing businesses are probably seeing stronger results, despite the vast social and economic uncertainties we all face today. Encouraging new-product development is essential to the future growth and relevance of our industry.

Our industry is projected to grow nicely over the next decade. Instead of just hoping these forecasts are right, a few new products and innovations from each of today’s b-to-b media companies could go a long way toward making this forecast a reality. Maybe soon, someone will write about how the entrepreneurial spirit is thriving again in our industry. I’d enjoy reading that story.

Paul Mackler is president-CEO of Cygnus Business Media. He can be reached at paul.mackler@cygnusb2b.com

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