

## **Merchandising Services**

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### **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