OUR MISSION

To listen to your marketing needs and goals in order to create a customized branding and lead generation plan targeting our responsive audience of marketing professionals using the right message through the right channel – print, online, email, eLearning, social, and face-to-face events.
For more information contact Publisher, Jennifer DiPasquale P: 724.778.0227 E: jdipasquale@napco.com
212,000
Strong & Growing!

Powered by Target Marketing, Retail Online Integration, FundRaising Success, eMarketing + Commerce, and Direct Marketing IQ, The Target Marketing Group serves the distinct marketing, retail and non-profit sectors with need-to-know information, cutting-edge trends and best practices.

SALES VOLUME

- 33% Less Than $500,000
- 19% $1 to $5 Million
- 10% $20 to $100 Million
- 9% $5 to $20 Million
- 3% $200 Million and Above
- 3% Over $100 Million

INDUSTRY

- Online Marketers/Retailers/Catalogers: 23%
- Distributor/Wholesaler/Manufacturer: 19%
- Non-Profit Organizations: 16%
- Creative Services/Ad Agencies: 14%
- Publishers: 9%
- Financial Services: 7%
- Technology: 6%
- Non-Financial Service Marketers: 4%

JOB FUNCTION

- Business Management: 80,395
- Marketing/Sales Management: 72,421
- Creative Services: 10,183
- IT/e-Commerce Management/Operations: 9,532

90% of Fortune 100 companies engage with the Target Marketing Group.

Source: Publishers Own Data based on complete Target Marketing universe.

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For more information contact Publisher, Jennifer DiPasquale P: 724.778.0227  E: jdipasquale@napco.com
2013 EDITORIAL CALENDAR

JANUARY

Profile of a Leading Direct Marketer

FEATURES
Email Analytics: The stats you need to be looking at, but aren’t
Content Marketing: How to tell what isn’t working, and how to fix it

BONUS
Special Opportunity: Email Blast to 5,000 Names

AD CLOSING: DECEMBER 7, 2012

FEBRUARY

Profile of a Leading Direct Marketer

FEATURES
Search Engine Marketing: Balancing SEO and PPC
Micro-targeted TV: Addressability is making television a more direct media than ever
Mobile Design: Principles for the smartphone and tablet world

BONUS
Special Opportunity: Advertorial 2-for-1
Show Distribution: DMA eMail Evolution

AD CLOSING: JANUARY 9, 2013

MARCH

Media Usage Forecast—a survey of cross channel marketing activity and trend predictions

FEATURES
Social Media Shakeout: Where Facebook, Twitter, LinkedIn and Google+ stand in 2013
Direct Mail: Shape and format testing

BONUS
Special Opportunity: Lead Generation—Two Resources at DM Day @ Desk
Show Distribution: National Postal Forum, SES NY

AD CLOSING: FEBRUARY 8, 2013

APRIL

Profile of a Leading Direct Marketer

FEATURES
Lists for B2B Marketing: Tips and best practices
Website Testing: Heat-mapping, neuro-marketing and other landing page tests
Resource Guide: Email service providers

BONUS
Special Opportunity: Ad Awareness

AD CLOSING: MARCH 8, 2013

MAY

Profile of a Leading Direct Marketer

FEATURES
Print Production: How to save money
E-commerce: Payment processing

BONUS
Special Opportunity: Lead Generation—Inline Text Ad on TargetMarketingMag.com for 30 days
Show Distribution: NEDMA Annual Conference

AD CLOSING: APRIL 10, 2013

THE TARGET MARKETING TEAM

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<table>
<thead>
<tr>
<th>JUNE</th>
<th>JUNE/AUGUST</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Best Practices Quiz:</strong> Social Media and CRM</td>
<td><strong>Profile of a Leading Direct Marketer:</strong> Focus on Fundraising</td>
</tr>
<tr>
<td><strong>FEATURES</strong></td>
<td><strong>FEATURES</strong></td>
</tr>
<tr>
<td>Email: Triggered messaging</td>
<td>CRM: Testing strategies for retention and/or loyalty programs</td>
</tr>
<tr>
<td>Making Insert Media Mobile: QR Codes, barcodes, coupons and more</td>
<td>DRTV &amp; Online Video: Most persuasive marketing techniques</td>
</tr>
<tr>
<td><strong>BONUS</strong></td>
<td><strong>BONUS</strong></td>
</tr>
<tr>
<td>Special Opportunity: 3-in-1</td>
<td>Special Opportunity: Lead Generation—Two Resources at Integrated</td>
</tr>
<tr>
<td>Multichannel Opportunity</td>
<td>Marketing Virtual Conference and Expo</td>
</tr>
<tr>
<td><strong>AD CLOSING:</strong> MAY 8, 2013</td>
<td><strong>Show Distribution:</strong> NCDM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top 50 Mailers:</strong> Target Marketing’s 8th Annual Listing of the Most Prolific Direct Mailers</td>
<td><strong>Direct Marketer of the Year</strong></td>
</tr>
<tr>
<td><strong>FEATURES</strong></td>
<td><strong>FEATURES</strong></td>
</tr>
<tr>
<td>Pushing the Online Envelope: Retargeting, remarketing, social stalking and more controversial tactics in online marketing</td>
<td>Direct Mail Postal Update: State of the post office and postal issues</td>
</tr>
<tr>
<td>Database: Integrating online and offline data</td>
<td>Social Media: Following customers across social platforms</td>
</tr>
<tr>
<td><strong>BONUS</strong></td>
<td><strong>Marketing Resource Allocation:</strong> Maximizing marketing spend and personnel investments</td>
</tr>
<tr>
<td>Special Opportunity: Ad Awareness</td>
<td><strong>AD CLOSING:</strong> SEPTEMBER 6, 2013</td>
</tr>
<tr>
<td>Show Distribution: NEMOA Fall 2013 directXchange</td>
<td><strong>AD CLOSING:</strong> MAY 8, 2013</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NOVEMBER/DECEMBER</th>
<th>NOVEMBER/DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>End of the Year Roundup/Best Tips of 2013</strong></td>
<td><strong>End of the Year Roundup/Best Tips of 2013</strong></td>
</tr>
<tr>
<td><strong>FEATURES</strong></td>
<td><strong>FEATURES</strong></td>
</tr>
<tr>
<td>Augmented Reality and Other New Technologies</td>
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</tr>
<tr>
<td><strong>BONUS</strong></td>
<td><strong>BONUS</strong></td>
</tr>
<tr>
<td>Show Distribution: NCDM</td>
<td>Show Distribution: NCDM</td>
</tr>
<tr>
<td><strong>AD CLOSING:</strong> OCTOBER 21, 2013</td>
<td><strong>AD CLOSING:</strong> OCTOBER 21, 2013</td>
</tr>
</tbody>
</table>
Align Yourself with Leading Industry Know-how and Best Practices!

Today @ Target Marketing eNewsletter

**DELIVERED DAILY | 55,000+ subscribers**

- **Leaderboard**
  - 728x90 - $1800

- **Top Story Sponsor**
  - 728x90 - $1575

- **Mid Sponsor**
  - 728x90 - $1300

Leads, Leads & More Leads!

**FEATURED RESOURCES**
Highlight your whitepaper, demo, video, webinar or any lead generation asset in the Featured Resource section.

- 5 day rotation in the **1** premium position - $2500
- 5 day rotation in positions **2** through **4** - $1600

Special first-time rates available - Call Jen!

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Average monthly Run-of-Site Page Impressions - UP 86%

61% growth in unique visitors in the last 12 months (Sept. 2011 vs. Sept. 2012)

185 unique countries visiting From U.S. to Tonga - they're perusing!

Click Here for Website Specs ➔ DOWNLOAD NOW

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Every Target Marketing webinar is a full-service, turnkey marketing solution that generates leads, enhances your brand and identifies your company as a thought leader.

When we create a Target Marketing webinar, we fuse your message with the current interests and needs of our audience (your targets!), and when all is said and done, you’ll have an online event that’s on-target, expertly marketed, flawlessly produced, and delivers a solid return on investment.

500
Target Marketing
Average Webinar Registrants

Webinars are Accessible from Attendees’ Desktop, Tablet or Smart Phone!

TRADITIONAL WEBINARS
Live, hour-long educational sessions that feature some of the most renowned experts in marketing. Sponsorship provides a unique opportunity to align your brand with our editorial content.

WEBINAR EXPRESS
Short pre-recorded webinar featuring sponsor content. Available to busy professionals on-demand.

FAST15
Quick educational video presentation that delivers rapid-fire tips about a timely topic.

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The "Tradeshow" Experience … Without the Price Tag

We’ve got content, it’s dynamite, and with virtual events, we can present it to our readers in the form of an education-filled day that allows them all to congregate in the same place, learn about their craft, and network with each other and some of the brightest minds in their industry – all without leaving their desks, and all for FREE.

Interactive and dynamic Virtual Shows allow you to …

✓ Align yourself with Target Marketing Group’s stellar content
✓ Spotlight your solutions to a targeted audience
✓ Interact with attendees
✓ Generate leads, leads, and more leads!

You won’t have to leave your desk, or incur travel or freight expenses to reap the benefits of these shows … there are sponsorship opportunities available at every possible price point and engagement level.

VIRTUAL EVENTS PRESENTED BY TARGET MARKETING

MARCH 14
DIRECT MARKETING DAY @ YOUR DESK
Best practices, tips, tricks and trends for direct marketers 3,250 AVERAGE REGISTRATION

AUGUST 15
INTEGRATED MARKETING CONFERENCE
The ultimate guide to channel integration for marketers and marketing service providers 5,400 AVERAGE REGISTRATION

Click Here to Check out our Handy Show Infographic

ADDitional Virtual Events
Presented by Target Marketing Group

JULY 18
Retail Marketing Virtual Conference & Expo
SEPTEMBER 12
FundRaising Success Virtual Conference & Expo
NOVEMBER 7
All About eMail Virtual Conference & Expo

For more information contact Publisher, Jennifer DiPasquale P: 724.778.0227 E: jdipasquale@napco.com
Enjoy immediate results with email list rental! **Promote your brand to established and proven marketing professionals.**

**ENJOY IMMEDIATE RESULTS WITH EMAIL**

**Perfect vehicle to promote ...**

Whitepapers ... Webinar Registration ... Trade Show Attendance ... Road Show or Open House Attendance ... Sales and Special Programs ... Surveys

$250/M base price  $115/M transmission fee

**PAY FOR PERFORMANCE**

Pay-per-lead programs deliver cost-effective, qualified leads!

✓ Submit your PPL worksheet with your specified filters
✓ Supply your whitepaper(s)
✓ Target Marketing builds the landing page and delivers your leads daily or weekly.

**Ping Jen for custom packages and quote!**

Selects Available: Industry | Job Function | Region | Marketing Activity
A Vast Array of Custom Publishing Opportunities!

You’ll find an affordable, turn-key solution to the content you need. Target Marketing has over 50 years experience creating top-notch content – let us develop the collateral you need!

✓ WHITEPAPERS
✓ CASE STUDIES
✓ ORIGINAL WEB CONTENT
✓ SPECIAL PROJECTS
✓ CUSTOM E-NEWSLETTERS
✓ CORPORATE COLLATERAL
✓ CUSTOM PRINT PUBLICATIONS

We’ll provide the expertise & resources to meet your goals!

For more information contact Publisher, Jennifer DiPasquale P: 724.778.0227 E: jdipasquale@napco.com
Target Marketing’s Marketing Services Division acts as an extension of your marketing team. We know and understand the markets you serve and will help you identify and attain your goals.

We offer a wide range of services that include list enhancement, social media, telemarketing, creative services, video, search and content creation.

**CREATIVE SERVICES**
Our first-rate editorial, graphic design and production departments provide Content Marketing, Catalog Production, Print and Digital Collateral Design; and more!!!

**DATA APPEND**
We enhance your existing data with up-to-date demographic and other contact details to ensure you’re not wasting your marketing dollars on an outdated database. You gain access to the latest and greatest audience information in the marketplace.

**SEARCH ENGINE MARKETING**
Pay-per-click, Facebook ads and search engine optimization services customized to fit your needs.

**SOCIAL MEDIA MARKETING**
Using social media can help you increase revenue and drive sales. Our social media service ensures that your social media presence will be planned, executed, managed and measured on a daily basis.

**TELEMARKETING LEAD GENERATION**
Discover your best prospects, speed up the sales cycle and find the critical intelligence needed to support your efforts. We’ll find, qualify and deliver A+ leads into your sales pipeline!

**VIDEO SERVICES**
From branded product videos and live streaming to interactive programming, our end-to-end digital video production services offer a sophisticated technological blend of creativity and insight that will help you enhance your product’s dialogue with the marketplace.

For more information contact **Publisher, Jennifer DiPasquale P: 724.778.0227 E: jdipasquale@napco.com**
Jennifer DiPasquale, Publisher, has been a member of the Target Marketing Group for 17 years. She’s well versed in “all things” Target Marketing, including the ins-and-outs of our print, online, eLearning and event media assets.

Based in Pittsburgh, she’s our lead gen guru. Jen has a reputation for finding creative solutions for her clients’ pain points and likes to brainstorm and problem solve. She has three wonderful children – 2 boys and a little princess – and enjoys volunteering at their schools, cooking and of course … a night away from the kids whenever possible!

Fun Fact: Jen’s Dad was a former Pittsburgh Steeler!

Jennifer DiPasquale, Publisher

724.778.0227  610.574.0038  215.238.5280  jdipasquale@napco.com