

Sales & Marketing Management has been the leading source of information for sales and marketing professionals since 1918. And for good reason! Review our audience, its buying power and the content we're planning for 2015. Then contact us for exceptional integrated ad packages.

- Sales Management • Training
- Incentives & Recognition
- Marketing • Technology • Meetings

REGULAR READS

These sections appear in every issue of *Sales & Marketing Management*:

Next – Quick reads on sales and marketing trends, talkers and what lies ahead

Technology – Stay current on the high-tech tools and tactics that leading companies are using to build brand and increase sales

Closers – Insightful Q&A interviews with some of the most notable figures in business

Meetings and Incentive Travel – Effectively using offsite company events and motivating performance through lifetime experiences. **New for 2015:** *SMM* joins SITE (Society for Incentive Travel Excellence) as official media partner for reaching senior corporate end user decision makers.

Sales Training – How leading-edge B2B companies are tackling this essential component of doing business

Incentive Product Review – A closer look at the most popular categories of non-cash incentives

COLUMNISTS

Every issue of *Sales & Marketing Management* in 2015 will feature cutting-edge commentary from two leading thinkers in the sales and marketing world.

Tim Riesterer on Sales: The Chief Strategy and Marketing Officer at Corporate Visions, Tim Riesterer shares insights on combining the right story with the right conversations.

Matt Heinz on Marketing: The founder of Heinz Marketing, a Seattle-based marketing agency, Matt sounds off on a broad range of marketing topics.

ISSUE	COVER FEATURE	ALSO IN THIS ISSUE	INCENTIVE PRODUCT REVIEW	BONUS DISTRIBUTION
JANUARY/ FEBRUARY Ad Close: 12-1-14 Materials: 12-4-14 NOTE: Early deadline dates due to bonus distribution at the PPAI Brand Show	Building a B2B brand: <ul style="list-style-type: none"> • Can you build brand loyalty in B2B? • How your employees power your brand • Metrics for measuring B2B brand power • Revitalizing flagging brands 	<ul style="list-style-type: none"> • Tech tools for sales enablement • Incentive travel and risk management in an uncertain geopolitical world • Incentive Manufacturers & Representatives Association (IMRA) Directory 	Gift cards	Promotional Products Association International (PPAI) Brand Expo Jan. 11–15 Las Vegas <hr/> Training 2015 Conference & Expo Feb. 9–11, Atlanta
MARCH/APRIL Ad Close: 2-18-15 Materials: 2-20-15	The Buyer's Journey <ul style="list-style-type: none"> • What's behind your prospects' decisions • Closing the sale in an age of informed buyers • New rules for B2B evangelizing 	<ul style="list-style-type: none"> • B2B social selling • Can your tradeshow marketing budget be better spent elsewhere? • Incentive travel hidden gems 	Lifestyle/Travel/Experiential	
MAY/JUNE Ad Close: 4-10-15 Materials: 4-14-15	Marketing challenges in a hyper-connected world <ul style="list-style-type: none"> • Conquering the customer self-education dilemma 	<ul style="list-style-type: none"> • Better use of customer data • Targeting high-revenue accounts • Hosting buyer events that produce sales 	Luxury and designer brands	Society for Human Resource Management (SHRM) Annual Conference June 28–July 1 Las Vegas

“Sales & Marketing Management is the best looking publication in the market, with a unique blend of editorial content that engages sales and marketing management, while providing rich editorial on the proven benefits of non-cash incentives. It reaches the decision makers with my message.”

Mike Landry, Director, Special Markets, TUMI



ISSUE	COVER FEATURE	ALSO IN THIS ISSUE	INCENTIVE PRODUCT REVIEW	BONUS DISTRIBUTION
<p>JULY/AUGUST</p> <p>Ad Close: 6-3-15 Materials: 6-5-15</p>	<p>The Tech Effect</p> <ul style="list-style-type: none"> An in-depth look at emerging trends in technology's role in sales and marketing. What's in and what's on the way out? Optimizing marketing automation Video's next frontier Data-driven sales management 	<ul style="list-style-type: none"> Beyond WiFi and live polling – tech's next steps for offsites Content Marketing World 2015 preview New roles of incentive travel planners Tomorrow's gift cards today Incentive Gift Card Council (IGCC) Directory 	<p>Consumer electronics</p>	
<p>SEPTEMBER/OCTOBER</p> <p>Ad Close: 8-10-15 Materials: 8-12-15</p>	<p>Incentive Travel</p> <ul style="list-style-type: none"> Why sending your top performers packing is a good idea Research from SMM, SITE Foundation, Incentive Research Foundation and more Room gifts and other remembrances 	<ul style="list-style-type: none"> Personalizing your content marketing Training that's on target and on demand <p>Sales forecasting is not an oxymoron</p>	<p>Holiday business gifts</p>	<p>Corporate Visions Sales and Marketing Alignment Conference</p> <p>September</p> <hr/> <p>IMEX America</p> <p>Oct. 13–15 Las Vegas</p>
<p>NOVEMBER/DECEMBER</p> <p>Ad Close: 10-12-15 Materials: 10-14-15</p>	<p>Creating a Culture of Recognition</p> <ul style="list-style-type: none"> The right mix of salary and non-cash incentives Rethinking the performance review 	<ul style="list-style-type: none"> The sales enablement software you should be using Social marketing first aid kit: patch up your blogging, video and other social content 	<p>Delectable edibles, gift cards and other last-minute holiday gifts</p>	

Sales & Marketing Management

readers on average hold **3.6** off-site meetings a year involving travel, with average stays of **2.4** nights and average attendance of **61**

READER FAST FACTS

- 85%** Plan/manage sales incentive/recognition programs
- 85%** Use merchandise or gift cards for sales incentive/recognition programs
- 83%** Decide/recommend sales meetings destinations & facilities

BUYING POWER

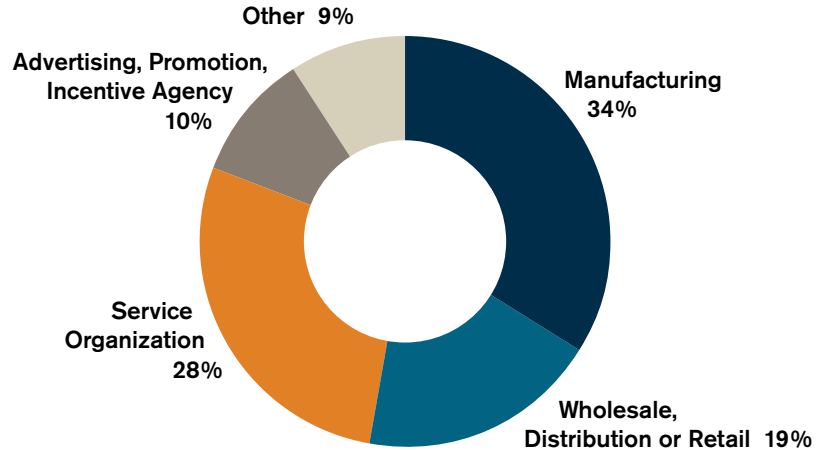
- 72%** Decide/recommend promotional products
- 56%** Purchase/approve sales training
- 62%** Purchase/approve sales incentives
- 73%** Decide/recommend business gifts

READERSHIP

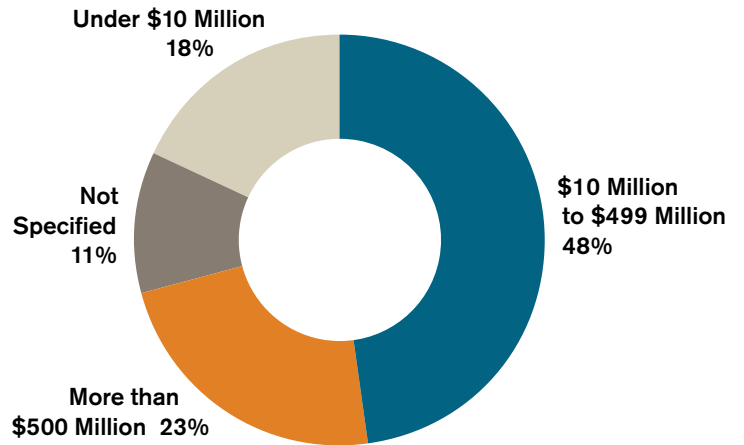
- 68%** Read most or all of every issue

38% of our readers' companies generate more than **\$100 million** in revenue

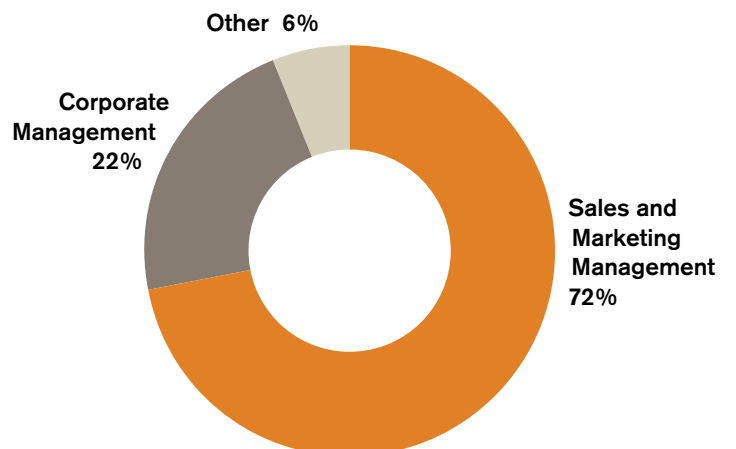
Primary Business/Industry of Subscribers



Annual Sales Volume



Job Title



*Source: SMM Reader Surveys 2012/2013 and publisher's own data, September/October 2013 issue.

Sales & Marketing Management Circulation
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Source: SMM September 2014 subscriber database

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SMM MONITOR Every week, this popular e-newsletter provides relevant news and business intelligence to 46,000+ sales and marketing executives. The quick-read format, combined with the newsletter's reputation for disseminating top-notch content, make SMM Monitor a savvy choice for sales training and incentive industry suppliers to reach a core audience ready to act on sales growth initiatives.

“Besides being an excellent source of information for senior sales executives and marketing professionals, *SMM*'s issues include editorial features that align with Sony's key media objectives. Add informative product reviews of electronics, luxury brand items as well as holiday business gifts – and you have a mutually beneficial partnership.”

Shelly Colla, National Sales Manager, Premium Incentive Group, Sony Electronics, Inc.

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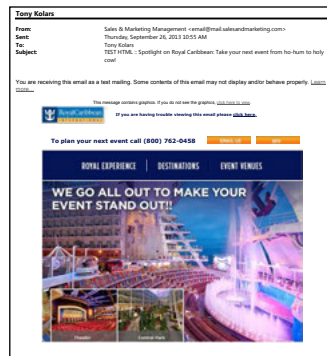
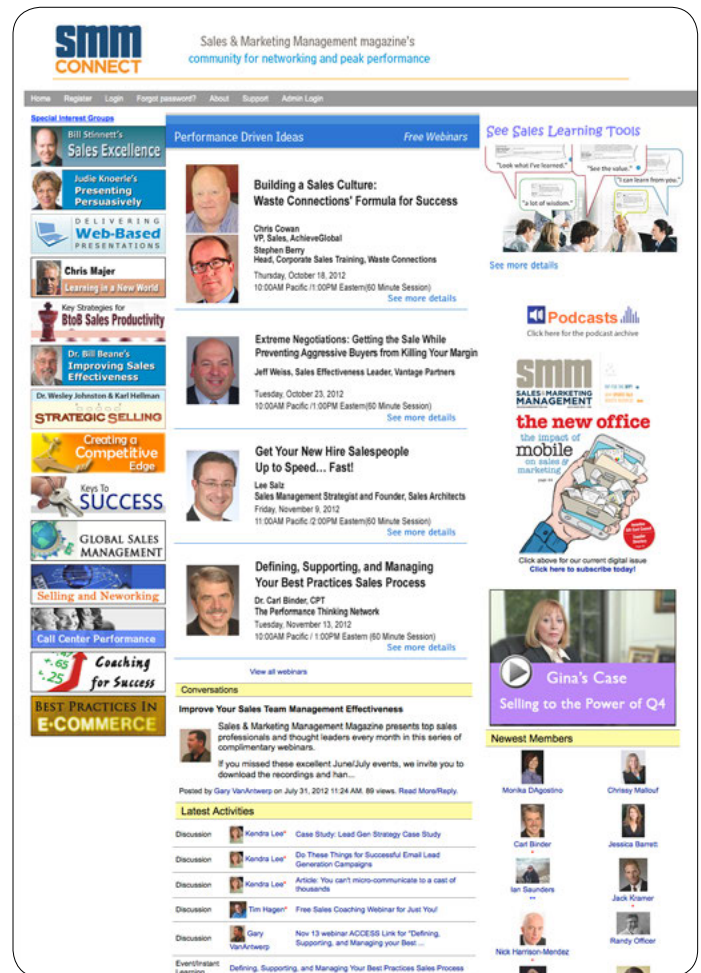
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(top performers)

"Leadership is about being inclusive. It means surrounding yourself by people, ideally, who are smarter than you are and not being afraid of that — actually, soaking that up, making the most of that."

— Franco Galina, Director, National Institutes of Health

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(top performers)

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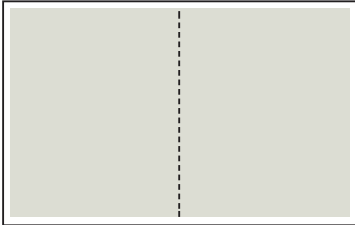
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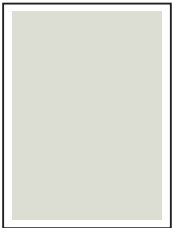
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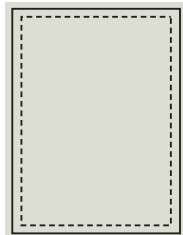
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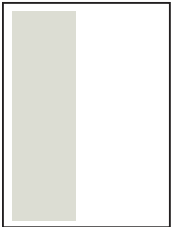
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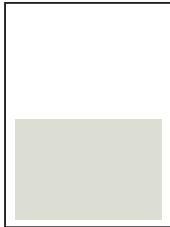
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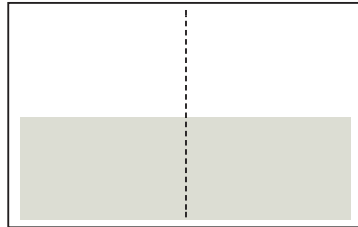
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- Sales & Marketing Management 67%
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2015 Print Production Schedule

Issue	Space reservation deadline	Materials due
Jan/Feb	December 1, 2014	Dec. 4, 2014
Mar/Apr	February 18	February 20
May/June	April 10	April 14
July/Aug	June 3	June 5
Sept/Oct	August 10	August 12
Nov/Dec	October 12	October 14

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