

Weekly e-newsletter of the Trade Promotion Management Associates (TPMA)

The single source for trends, initiatives, news and metrics dedicated to manufacturer, distributor and service provider channel marketing personnel.

Raise awareness of your solutions and services within a large community of professionals striving to improve their bottom line through more efficient trade promotion practices. The TPMA Outlook provides advertisers with an interactive platform to connect with our TPMA readership.

The TPMA Outlook focuses on the challenges and trends relevant to today's changing promotional landscape. Channel marketers can expand the forecasting-to-cash dialogue, from planning and forecasting to performance management.

Reaching more than 50,000 senior executives and seasoned practitioners, the TPMA Outlook explores the issues that matter most to sales, marketing and business technology professionals. TPMA understands the challenges that face our readership and presents the practical tools and knowledge to implement meaningful change. The weekly mailing contains case studies, articles of note and original content.

Readers will also find information on initiatives, research and emerging technologies occurring in the world of TPMA, along with interactive short surveys that provide indicators on industry trends.

- **Weekly Publication**
- **50,000 Senior Executive Circulation**
- **Targeted Industry Audience**
- **Advertising Opportunities**

Audience

Reach 50,000 senior executives and seasoned practitioners each week - from manufacturing and distribution, to systems and consulting.

The TPMA Outlook reaches:

- CEO's
- CFO's
- CIO's
- COO's
- CMO's
- Executive Directors & Senior Managers in:
 - Sales & Marketing
 - Retail
 - E-commerce
 - Business Technology
 - Finance
 - Supply Chain
 - Operations

Send your message to customers who are proactively seeking solutions to drive efficiency and profitability within channel marketing.

