



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

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The One Global Source for Multichannel Marketing

NEWS

Media Contact:

Dave Martin
Vice President – Marketing
Electronic Retailing Association
Tel. 703-908-1031
dmartin@retailing.org

***Electronic Retailer* Named 2010 Maggie Award Finalist in 3 Major Categories**

Publication earns finalist nods in Best Non-Paid/Trade, Best Interview, Best News Story categories

ARLINGTON, Va. – March 24, 2010 – The Electronic Retailing Association (ERA) proudly announces that *Electronic Retailer*, the official publication of ERA, has been selected by the Western Publications Association (WPA) as a finalist for three 2010 Maggie Awards. The magazine has been recognized in the Best Non-Paid/Trade category. In addition, the publication is a finalist in two other categories: Best Interview for deputy editor Vitisia Paynich's "[The Men Behind the Pitch](#)" and Best News Story for "[An Industry Waits](#)," written by editor Tom Dellner. ERA launched *Electronic Retailer* magazine in 2004.

"Since *Electronic Retailer's* inception, the magazine staff has been dedicated to producing a quality product every month for ERA's members and the entire direct-to-consumer marketing industry," says ERA president and CEO Julie Coons. "It's gratifying to see this work recognized by an organization of the caliber of WPA."

"This is quite an achievement for the magazine and its staff," says Gina Mullins-Cohen, publisher and editorial director. "The fact that WPA has honored us with three nominations serves as a testament to the quality of the work, coverage and content."

The WPA bestows awards of merit to deserving individuals and companies whose work was deemed the best in more than 100 editorial, design and promotional and event categories.

On May 7, 2010 the [Electronic Retailer](#) staff will attend the 59th Annual Maggie Awards ceremony in Los Angeles. The ceremony and black-tie dinner is the most prestigious publishing event on the West Coast, attracting more than 600 publishing professionals.

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About the Electronic Retailing Association

Representing a more than \$300 billion market, the Electronic Retailing Association (ERA) is the only trade association in the U.S. and internationally that represents leaders of the direct-to-consumer marketplace, which includes members that maximize revenues through electronic retailing on television, online and on radio. ERA strives to protect the regulatory and legislative climate of direct response while ensuring a favorable landscape that enhances e-retailers' ability to bring quality products and services to the consumer. ERA members include some of the industry's most prominent retail merchants, including Allstar Marketing, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Oaklawn Marketing, QVC, Telebrands, ShopNBC and Thane. For more information about ERA, please visit www.retailing.org.

About Electronic Retailer Magazine

Electronic Retailer magazine is a monthly international business-to-business publication for e-tailers, brick-and-mortar retailers, and direct and traditional marketers looking to expand their advertising message through multichannel methods. With a print readership of more than 21,000 subscribers and an online readership of nearly 72,000, *Electronic Retailer* reaches c-level executives from around the globe. *Electronic Retailer* is published by the Electronic Retailing Association (ERA), a trade organization that represents the leaders of direct response--member companies that maximize revenues through electronic retailing on television, online and on radio.