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Daily News Alert

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B-to-b magazine ad spending up 2.4%

New York--Ad spending in b-to-b print publications rose 2.4% in February, according to the Business Information Network, a joint venture of American Business Media and CMR.

However, while ad spending was up, total ad pages were down 5.6% in February.

[FULL STORY](#)

Direct marketing executive recruiting on the rise

New York--Karen Tripi Associates, a New York based direct marketing executive recruiter, announced that searches for senior and mid-level executives for direct marketing and customer relationship management companies and agencies are up more than 35% since January. The findings are the result of proprietary tracking the company conducts. "Good people with solid DM and CRM experience are in demand, and many candidates are getting multiple offers and counter-offers from marketers looking to fill vacant or new spots."

DoubleClick revenue down, profits up

New York--DoubleClick Inc. reported its first-quarter revenues decreased 28% to \$60.1 million, from \$83.7 million a year earlier. It attributed the decline to the divestiture of its media, research and Japanese operations in 2002. DoubleClick posted first-quarter net earnings of \$1.4 million, compared with a net loss of \$6.0 million a year earlier. It trimmed operating expenses 32.6% to \$38.6 million through cost cutting and divestitures. The company said it expects to be profitable this year. "With several years of unrelenting focus on cost-cutting and transition behind us, DoubleClick is well positioned to take advantage of more favorable economic conditions in the future in order to drive revenue growth, cash flow and profits," said Bruce Dalziel, DoubleClick's CFO.

Comdex launches global ad campaign

Los Angeles--Key3Media Events Inc. launched a global advertising campaign for its Comdex Fall 2003 event to raise brand awareness for the technology trade show. The campaign, which has a tagline of "Take Command, Take Control and Take Charge," was developed by Gardner Geary Cole Inc., and includes broadcast, print and online.

GotMarketing partners with Yahoo! Australia and NZ

San Jose, Calif.--GotMarketing, which develops permission-based e-mail marketing software, has partnered with Yahoo! Australia and NZ (New Zealand). Under the agreement, GotMarketing will provide its Campaigner e-mail marketing software to Yahoo! Australia and NZ Store, an e-commerce service for businesses on the Internet.

Manufacturers consider sales automation

San Mateo, Calif.--Nearly half of manufacturers (49%) indicated they are evaluating system-based ways to improve their sales processes, according to a new study. Customer relationship management specialist Blue Martini Software Inc. commissioned the study by KRC Research. Of the 213 large manufacturers in the U.S., U.K., France and Germany surveyed, 79% said they have complex products that require reworked sales proposals. The benefits of automation, according to respondents, are improved accuracy and consistency in proposals.

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