Retail Merchandiser, a national retail business publication, has covered the industry from top to bottom for 58 years.

Retail Merchandiser explores the everyday issues of running a retail operation, from supply and logistics to accounting, human resources, customer service, marketing, retail technology, loss prevention, management, and more. We also examine the latest consumer and economic issues with an eye toward helping our readers recognize obstacles and take advantage of opportunities.

Each issue of Retail Merchandiser provides an eclectic blend of news, feature articles, case studies, product reviews, and expert advice. Notably, our unique Retail Reports offer a behind-the-scenes look at successful retailers, giving you timely peer advice you can use to improve your business.

Our Retail Supplier case studies reach senior-level supplier executives, including Product Managers, Brand Managers, Senior Marketing Executives, and Senior Sales Executives. These reports feature in-depth case studies on the companies providing the products and services retailers need.

A newer edition to the publication, our Special Reports focus on specific retail segments, such as e-commerce and licensing. Our E-com Reports focus on providing both retailers and supplier executives the insight they need as they make the leap into and strive to maintain a handle on the world of online business. Our Licensing Reports offer our readers tips on how to successfully brand and market licensed products.

Retail Merchandiser’s coverage and readership include the vibrant international market. International retailers are reaping the benefits of steady growth, and Retail Merchandiser regularly features articles about leaders and innovators in the growing global retail market.

Retail Merchandiser—all the information you need to better serve and sell to your customers.

Retail Merchandiser content has earned multiple Folio awards and nominations. Check it out!

- 2016 Eddies Digital Award - B-to-B best website
- 2015 Eddies Finalist - B-to-B, Retail, Single Article
- 2014 Eddies Honorable Mention - B-to-B Series of Articles
- 2013 Eddies Honorable Mention - B-to-B Series of Articles
- 2012 Silver Eddie - Best Series of Articles, B-to-B
- 2010 Gold Eddie - B-to-B, Retail, Single Article
- 2009 Gold Eddie - B-to-B, Retail, Single Article
- 2009 Bronze Eddie - B-to-B, Retail, Full Issue
<table>
<thead>
<tr>
<th>Issue Theme</th>
<th>Show Coverage</th>
<th>Features</th>
<th>Category Insight</th>
<th>Brand Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Toys &amp; Games, Apparel, Food &amp; Beverage, Home</td>
<td>Toy Fair, SOBEWFF, MAGIC/FN Platform, International Home &amp; Housewares Show, GlobalShop, Global Pet Expo - Preview</td>
<td>Technology Management</td>
<td>Entertainment &amp; Lifestyle Brands Food/Beverage</td>
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<td>March/April</td>
<td>Licensing, Home Improvements, Hardware, Sweets &amp; Snacks, eTail</td>
<td>Licensing Expo Volume 1, Sweets &amp; Snacks Expo, National Hardware Show, IRCE, JCK Las Vegas - Preview, High Point Market</td>
<td>Best Practices Marketing</td>
<td>Home Products</td>
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<td>Home &amp; Hardware Brands Food/Beverage</td>
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<td>May/June</td>
<td>Grocery, Food &amp; Beverage, Game &amp; Character Licensing</td>
<td>Licensing Expo Volume 2, FMI Connect, E3, JCK Las Vegas - Wrap-up, Las Vegas Market - Preview</td>
<td>Technology Best Practices</td>
<td>Food/Beverage</td>
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<td>Food/Beverage, Entertainment &amp; Lifestyle Brands</td>
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<tr>
<td>July/Aug</td>
<td>Apparel, Accessories, Footwear, Back to School, Health &amp; Wellness, eTail</td>
<td>MAGIC/FN Platform, NACDS Total Store Expo</td>
<td>Marketing Best Practices</td>
<td>Apparel</td>
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<td></td>
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<td>Lifestyle &amp; Digital Innovation Brands Back to School</td>
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<tr>
<td>September/October</td>
<td>Global Licensing, Convenience Stores, Food &amp; Beverage</td>
<td>BLE, NACS, NYCWFF, High Point Market</td>
<td>Technology Sage Advice</td>
<td>Food/Beverage</td>
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<td></td>
<td></td>
<td></td>
<td>Food/Beverage, Entertainment Brands</td>
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<td>November/December</td>
<td>Consumer Electronics, Big Box, Sports, Food &amp; Beverage, eTail</td>
<td>Sports Licensing &amp; Tailgate Show, CES, Retail’s Big Show (NRF), eTail West, Atlanta International Gift &amp; Home Furnishings Market - Preview</td>
<td>Management Best Practices</td>
<td>Technology</td>
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<tr>
<td></td>
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<td>Holiday Gift Giving Guide, Sports, Outdoor &amp; Digital Innovation Brands</td>
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</tbody>
</table>
Gain access to Retail Merchandiser’s comprehensive contact directory for industry-leading and emerging companies.

Networking events bring together buyers, sellers and investors.

Company profiles are structured to each client, detailing marketing, financial and operational strategies and goals.

Gain a website presence for 12 months plus archived digital issue.

Increased SEO presence with published article.
CUSTOM BUSINESS DEVELOPMENT PROFILE
(Share your company's story and successes with other leading companies.)

BE PROACTIVE ABOUT THE OPPORTUNITY

Distribute at trade shows and conferences, client meetings, investor and company meetings, and general networking events

Utilize the profile as an abbreviated business plan or custom brochure and digital file to distribute to clients, suppliers and service providers, and investors. Use as a tool for your own marketing and business development

Promote through social media and company distribution channels

ADDITIONAL PUBLICATION PROMOTION

• Hard copy mailed to subscriber base
• Digital E–blast to subscriber base
• Visible on Retail Merchandiser website featured content, as well as archived digital library
• Further promoted through Retail Merchandiser social media
• All New & Notable products will be featured on our weekly Merchandise Monday blog posts that are cross-posted throughout social media and go out to the RM Wire readers
• Increased Google/Bing search SEO with published article
• Cross–promoted with industry association partnerships, trade shows and food & wine festivals coverage
• Video - top right on homepage and is housed under video tab
UpFront: An extensive, eclectic up-front section offering a wide range of news, trends, and tips for the small to mid-sized retailer. From ways to save energy to advice on hiring to consumer research to innovative new products and services, UpFront is a treasure trove of ideas and opportunities for our readership.

Category Insight: Each issue includes reviews of key categories such as personal care products and consumer electronics. These concise, quick-read reports keep retailers up-to-date on the latest trends in important and highly profitable categories.

Retail Reports: The heart of RM, our Retail Reports are journalistic case studies of successful retailers of all shapes and sizes, highlighting best practices that our readers can apply to better their own businesses. Our growing database of Retail Reports will create a pool of collective knowledge for our readers, enabling them to tap into the concepts and strategies of the industry’s thought leaders.

Licensing Reports: shine a light on licensors, licensees and licensing firms, and provide insight to each side of this growing segment of the business.

Supplier Reports: illustrate the ways in which companies are providing innovative products and solutions for retailers that help them run their businesses more efficiently, competitively and cost-effectively.

Real Estate Reports: RM’s award-winning editors spotlight some of today’s most successful players in property development. Our project and company profiles reveal best practices in finding choice locations, enhancing existing sites, obtaining financing and more.

New & Notable: We keep our eyes peeled for noteworthy products in all categories and bring them to you every issue in this quick, informative section.

Senior executives at retailers big and small and in all categories subscribe to RM:

Target, Staples, CVS, Neiman Marcus, Walmart, Best Buy, CVS, Foot Locker, 7-Eleven, Dollar Tree, Sears, Kroger, Guitar Center, Whole Foods, Bloomingdales, Lord & Taylor, Giant Food, Jo-Ann Stores, Modell’s, Barnes & Noble, Walgreens, Lowe’s, Family Dollar, Tiffany & Co., PetCo, Macy’s, Price Chopper, TJ Maxx, Kohl’s, Thinkway Toys, Kellogg’s
The publication’s readership includes 129,407 within the retail industry, ranging from Buyers to CEOs and Visual Merchandisers to Consultants across almost every chain, as well as Tier 2 and Tier 3 retailers. As a result, special attention is paid to the small and mid-sized stores and chains not being served by the B2B publications currently in the market.

### Industry Sector

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Mass Specialty Retailer and Dollar / Variety / Closeout</td>
<td>42.3%</td>
</tr>
<tr>
<td>Mass Merchandise / Supercenter and Membership Wholesale Warehouse Club</td>
<td>9.5%</td>
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<tr>
<td>Drugstore</td>
<td>23.3%</td>
</tr>
<tr>
<td>Supermarket / Grocery</td>
<td>20.5%</td>
</tr>
<tr>
<td>Other</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

### Region

- United States: 75%
- Canada: 21%
- Other: 4%

### Company Revenue

- Less than $100m: 45%
- 100-499m: 32%
- 500m to 1b: 16%
- More than 1b: 7%

### Job Function

- Corporate Management / Senior VP / VP Merchandising and Divisional VP: 61.1%
- Category Directors / Manager / Merchandise Manager / Buyer: 38.9%
ADVERTISEMENTS RATES

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ADVERTISEMENTS SIZES

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<th>Magazine Size</th>
<th>2 Pg. Spread (bleed)</th>
<th>Full Page (bleed)</th>
<th>Full Page (non bleed)</th>
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<th>1/2 Page Vert.</th>
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<td>3.551&quot;w X 9.5&quot;h</td>
<td>3.551&quot;w X 4.667&quot;h</td>
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DIGITAL ADD-ONS

Content Ad • 1/4 Page $950
  • 1/2 Page $1,450
  • Embedded Video • 1/4 Page $1,250
  • 1/2 Page $1,550
  • Junior Page $1,690
  • Full page/DPS $1,790
  Slideshow ad • 1/4 Page $990
  • 1/2 Page $1,290
  • Junior Page $1,375
  • Full page/DPS $1,450
  Web Window • 1/4 Page $475
  • 1/2 Page $525
  • Junior Page $675
  Podcast or Audio $1,230
  LeadGen Form • 1/4 Page $1,650
  • 1/2 Page $1,790
  • Junior Page $1,870
  • Full page/DPS $1,950
  AdGen Form • 1/4 Page $1,350
  • 1/2 Page $1,490
  • Junior Page $1,570
  • Full page/DPS $1,650
  Leaderboard ad $1,800
  Skyscraper ad $2,000

TERMS AND CONDITIONS OF ACCEPTANCE:

These conditions shall apply to all insertion orders for advertisements submitted by the Advertiser and accepted for publication by the Publisher. All insertion orders for advertisements are subject to the Publisher’s approval of the copy and to the space being available.

The Publisher reserves the right to omit or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise. Acceptance of an advertisement for publication by the Publisher does not constitute endorsement or approval by the Publisher of any product or service advertised.

All copy MUST be received by the stated dates. In the event of non-receipt of copy, the Publisher reserves the right to repeat existing copy held or to compose “generic” advertising for the Advertiser. Time shall be of the essence in respect of all obligations undertaken by the Advertiser. Failure to timely submit copy to the Publisher shall not relieve the Advertiser from liability for the cost of the advertisement.

Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and/or approved the proofs. The advertisement deviates from the submitted copy and/or approved proof, and notification of the error is received in writing within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content it submits to the Publisher (including text, representations, illustrations and advertisements) and agrees to indemnify and hold harmless the Publisher against all actions, costs, claims, proceedings, damages and liabilities whatsoever incurred by the Publisher as a result of the publication of any material supplied or approved by the Advertiser.

The Advertiser shall not be liable for any financial, consequential or indirect loss or damages suffered by the Advertiser as a result of any act or omission of the Publisher. The liability of the Publisher in respect of any breach of its obligations pursuant to this contract shall be limited to an amount equal to the sum actually paid by the Advertiser to the Publisher in respect of the relevant order. Save to the extent that the same cannot by law or statute be excluded, all express or implied conditions, warranties or representations relating to the service provided by the Publisher to the Client are hereby excluded. Covers and single insertion orders are non-cancellable.

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Invoices are rendered at the end of each month. Full settlement is due upon publication. Advertisers who fail to pay within this period will be liable for a surcharge of 4% interest per month for each full month overdue, and shall pay to Publisher any costs and fees, including reasonable attorneys fees, incurred by Publisher in the enforcement of this contract and in the collection of any sums due.

READERSHIP: The majority of our readership data is provided by an outside vendor(s). In a few instances, our internal editorial research department has produced a more detailed breakdown of our readers based entirely on industry knowledge, without the support of independent data or research. It should only be relied on as a benchmark and general guidance as to what we believe is the readership makeup.

Click here for the digital media kit!