Behind every retail business decision there is a seemingly endless chain of influence to navigate. At Chain Store Age, we are the conduit between retail executives and innovative solution providers helping companies stay ahead of the ever-changing retail world.

From trusted news that defines the industry to insights that unlock new opportunities, CSA is dedicated to sharing intelligence that deciphers the unprecedented disruption of today’s retail environment and drives your business forward faster.
SOLUTIONS THAT DRIVE SALES

No matter your goals, CSA’s integrated media platforms offer seamless solutions to give you the competitive edge. We work closely with clients to break through challenges, illuminate your unique value, and set your brand apart.
THE VOICE OF THE INDUSTRY

Chain Store Age directly reaches today’s top retail decision-makers responsible for directing corporate strategies, capital expenditures, and all areas of retail operations. It’s estimated these retail executives are responsible for purchasing decisions in an industry that’s total retail sales exceed an estimated $3.9 trillion annually.*

LARGEST REACH OF ANY RETAIL MEDIA

137,000+ retailers

84,000+ retail marketing opt-ins

UNRIVALED ACCESS TO TODAY’S MOST INFLUENTIAL RETAIL EXECUTIVES

Across every segment from eCommerce to brick and mortar

INDUSTRY DRIVERS

• CEO
• CFO
• CIO
• CMO
• COO

• EVP
• SVP
• VP
• Director
• Manager

RETAIL SECTORS

• Specialty stores
• Supermarkets
• Drug
• C-stores
• Home Center & Hardware
• Mass

• Discount
• Department
• Restaurant
• Theater & Entertainment
• Non-traditional

*National Retail Federation

THE EXCLUSIVE MEDIA BRAND
REPORTING ON ALL AREAS OF RETAIL OPERATIONS.

eCommerce
Technology
Social Media
Mobility
Data Analytics
Supply Chain
Real Estate & Development
Security
Workforce Operations
Marketing
Merchandising
Risk Management
Finance/Payment Systems
Procurement
Store Design/Construction
Facilities Management

MEDIA KIT 2021

4
UNPARALLELED EXPOSURE

Integrated media channels deliver timely content, share actionable insights, and spotlight your brand to executives across the entire industry searching for ideas, solutions, and partners to drive their retail business.

DAILY INTELLIGENCE

- 516,000 visits/month
- 386,000 unique visitors viewing
- 680,000 pages of content*
- +25,000 social followers

Source: Google Analytics 6-month average Mar 1- Aug 31st

THE ULTIMATE RESOURCE

- 775,000+ recipients

MAGAZINE

- 25,000+ total circulation
- Published 6x per year

EXPERIENTIAL

- Attended by hundreds of retail industry leaders and decision-makers

DAILY NEWSLETTERS

- 775,000+ recipients

MEDIA KIT 2021
SERVING UP INDUSTRY INSIGHTS

Every day, thousands of retail executives visit ChainStoreAge.com for the news, analysis, competitive intelligence and tools. Promote your brand alongside CSA’s high-visibility and category-specific content to target key audiences, build awareness and capture leads.

**ON THE RISE**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Year-over-Year Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Visits</td>
<td>+28%</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>+39%</td>
</tr>
</tbody>
</table>

**KEY METRICS**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Visits</td>
<td>5.5MM</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>3.8 MM</td>
</tr>
<tr>
<td>Total Page Views</td>
<td>7.3MM</td>
</tr>
<tr>
<td>Average Monthly Visits</td>
<td>516,000</td>
</tr>
<tr>
<td>Unique Monthly Visitors</td>
<td>386,000</td>
</tr>
<tr>
<td>Total Page Views Monthly</td>
<td>680,000</td>
</tr>
</tbody>
</table>

BILLBOARD TO THE INDUSTRY

Generate maximum exposure through ROS, targeted, and high impact ads surrounding CSA’s trusted editorial content.

1. ROS Leaderboard:
   $3,900 per month for 728x90
   $5,900 per month for 970x250 (expandable)

2. ROS
   $3,500 per month for 300x250
   $5,500 per month for 300x600 (expandable)

3. Fixed Exclusive Position:
   Ad runs adjacent to articles exclusively in your category (technology, operations, store spaces or real estate)
   $4,900 per month for 728x90
   $4,500 per month for 300x250

4. Prestitial Roadblock:
   $3,500 per week for 600x450

GENERAL INSTRUCTIONS (Website Specs)

Please send a .jpeg, .gif or animated .gif (max size 20k) and a URL link. We also accept flash files in SWF format with clicktags (max size 30k). All flash files must include a .jpeg and .gif backup file.
INTELLIGENCE DELIVERED 365

From your morning briefing of the day’s top stories to category-focused coverage across retail operations to up-to-the-minute breaking news alerts, CSA’s newsletters deliver your messaging directly into the inbox of thousands of qualified retail leaders.

KEY METRICS

<table>
<thead>
<tr>
<th></th>
<th>CSA DAY BREAKER</th>
<th>CSA CONNECTED RETAIL</th>
<th>CSA STORE SPACES</th>
<th>CSA REAL ESTATE</th>
<th>CSA DAY BREAKER</th>
<th>CSA BREAKING NEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation*</td>
<td>54,661</td>
<td>49,281</td>
<td>66,068</td>
<td>42,713</td>
<td>49,615</td>
<td>52,522</td>
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<tr>
<td>Open rate (OR)</td>
<td>36.23%</td>
<td>33.39%</td>
<td>43.53%</td>
<td>31.08%</td>
<td>31.31%</td>
<td>N/A</td>
</tr>
<tr>
<td>Run</td>
<td>Daily (M-F)</td>
<td>Tuesdays</td>
<td>Wednesdays</td>
<td>Thursdays</td>
<td>Saturdays</td>
<td>2x3/mo.</td>
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</tbody>
</table>

*Unique email opt-ins (based on Sept 2020 stats)

<table>
<thead>
<tr>
<th>Ad Pricing (net)</th>
<th>per week</th>
<th>per edition</th>
<th>per edition</th>
<th>per edition</th>
<th>per edition</th>
<th>per edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$4,500</td>
<td>$1,750</td>
<td>$1,200</td>
<td>$1,200</td>
<td>$1,500</td>
<td>$3,000*</td>
</tr>
<tr>
<td>Top Box</td>
<td>$4,500</td>
<td>$1,750</td>
<td>$1,200</td>
<td>$1,200</td>
<td>$1,500</td>
<td>—</td>
</tr>
<tr>
<td>Middle (2)</td>
<td>$3,250</td>
<td>$1,200</td>
<td>$900</td>
<td>$900</td>
<td>$1,200</td>
<td>—</td>
</tr>
<tr>
<td>Lower (2)</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$700</td>
<td>$700</td>
<td>$1,000</td>
<td>—</td>
</tr>
</tbody>
</table>

*Executive Sponsorship Opportunity – Cost: $4,000 per month

GENERAL INSTRUCTIONS

Newsletter specs: Please send a .jpeg, .gif or animated .gif (max size 40k) and a URL link. NO flash files or third-party tags. Note: we accept animated .gifs, but they do not animate for recipients using Microsoft Outlook 2007, 2010, 2013, 2016, or Windows Phone 7. If using animation, make sure your first frame has all the pertinent information.
ENGAGE & EDUCATE

Reach and influence business executives with custom content solutions that elevate your status and position your brand as an innovative, industry thought leader.

Featured Content
SPOTLIGHT YOUR EXPERTISE & ENGAGE USERS through sponsored content in a high-profile area of the ChainStoreAge.com homepage.
- Content supplied by client or written by CSA under client’s direction
  - Ex: Article/advertorial, executive Q&A, product spotlight, retail case study, etc
- Lives on Featured Content section of homepage for two weeks
- Runs in a CSA newsletter of your choice

Email Marketing
AMPLIFY BRAND AWARENESS through targeted, high impact email campaigns delivering content and exclusive marketing opportunities to retail executives.
- Promote product launches, special invites, event participation, whitepapers, multiple solution offerings, even audio or video!
- 3rd Party (client provided) and co-branded (CSA developed) email opportunities available
- Inventory capped to ensure maximum open and click-through rates (metrics report provided)

Content Syndication
DELIVER BRANDED CONTENT (white paper, research, or retail-focused content) directly to your target audience.
One-month campaign includes:
- Custom landing page on ChainStoreAge.com for your downloadable, gated PDF
- Native advertising on ChainStoreAge.com
- 2 targeted emails
- Promotion across
  - ChainStoreAge.com
  - CSA’s daily retail and weekly retail technology newsletters
  - CSA social channels
- Detailed retail lead generation reports

$12,000 per month
Remarketing available at $4,000 per 250,000 impressions
THOUGHT LEADERSHIP

Content rich experiences provide your brand the ability to communicate directly to top retail leaders and garner quality leads from the convenience of your computer.

Live Webinars

ELEVATE YOUR BRAND’S AUTHORITY and aligning directly with CSA’s own editorial experts.

- Highlight your custom white paper content, retail case studies, success stories, and market analysis
- Partner with the CSA editors to create engaging webinar themes/content
  - Editors act as moderator providing insightful commentary
- Promoted via e-blast(s), newsletter, social media, and banner ad
- Recorded webinar lives on ChainStoreAge.com for a year

Custom Whitepapers

COLLABORATE WITH OUR TEAM to develop a custom whitepaper on a topic of your choice.

- Custom promotional schedule using digital, email, and social based on your goals

* Requires 8 weeks lead time
CUSTOM MARKETING THAT ELEVATES

Tap into our expertise and transform your brand.

From bold brand ideation and go-to-market strategy to impact-driving placements and promotions, CSA’s BrandLab leverages our deep editorial and retail expertise to provide unequalled creative marketing solutions crafted exclusively for your brand.

BrandLab fuses market intelligence, award-winning design, and propulsive storytelling to create custom campaigns that magnify your brand’s own unique stories in ways that resonate with your core customer.
IMMERSE. INSPIRE. ENGAGE.

Stand out from the crowd with CORAL - a cutting-edge, interactive digital content experiences designed by the BrandLab creative team.

Vibrant visual stories, graphic display, animations, and embedded media enables users to deeply engage with digital content through self-guided exploration.

- Dedicated URL hosted on ChainStoreAge.com
- Promotional targeted email sent to retail decision makers
- Promoted via a Chain Store Age browser alert
- Monthly engagement report
- Option to embed link on your company’s site, Facebook, and more!

INTERACTIVE CONTENT LEADS TO:

- 80% increase in dwell times
- 10x increase in CTR
- 22% increase in conversions

PRODUCTS INCLUDE:

- **STORYSCAPE (Level I)**
  Native digital article brought to life with video, animation and interactive hotspots

- **STORYSCAPE (Level II)**
  Designed for maximum engagement with multi-layered interactive content panels, micro-infographics, animated charts, and more

- **ANIMATED INFOGRAPHIC**
  Highly visual, data-driven, quick scan content with full animation and interactive elements

- **PRODUCT SPOTLIGHT**
  Animated page illuminating features and product benefits with call to action

- **INTERACTIVE CONTENT HUB**
  Branded, experiential microsite featuring multiple pages, interactive menu, and serialized to add new content throughout campaign

VIEW A SAMPLE

**MEDIA KIT 2021**

12
MAKE YOUR MARK: POWER OF PRINT

Whether launching a new product or elevating awareness, CSA magazine provides your brand with maximum exposure to industry leaders who rely on this trusted guide for unrivaled intelligence, innovative solutions, and strategic partners to give them the competitive edge.

CSA Magazine
It’s More Than A News Source, It’s The Ultimate Resource.
Delivers Best-in-class Content
- In-depth roundups
- Inside coverage of product launches/campaigns
- Insights from retail leaders and game changers
- Industry-leading news

Reaches +24,000 Retail Industry Leaders
- C-Suite
- Executives
- Decision-makers

Frequency: 6 times per year

Print Builds Awareness
More Engaging & Valued Than Ads In Other Media
44% more likely to pay attention/notice print ad
33% more likely to consider magazines a great way to learn about new products

Print Promotes Purchase
Drives New Business & Sales
28% more likely to say print ads help make purchase decisions
25% more likely to buy products seen in print ads

Source: MRI Simmons Multi-Media Engagement Study, Spring 2019
Index: Percentage of adults who used a set of vehicles in print vs percentage of adults who used a set of vehicles in website and TV.
## 2021 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>JAN/FEB</th>
<th>MAR/APR</th>
<th>MAY/JUNE</th>
<th>JULY/AUG</th>
<th>SEP/OCT</th>
<th>NOV/DEC</th>
</tr>
</thead>
</table>
| ● Building the Warehouse/Fulfillment Center of the Future  
● Warehouse/Fulfillment Center Robotics  
● Evolving Food Service Formats  
● Facilities Management: New Best Practices  
● HVAC, Air Quality & COVID | ● Top 10 Women In Tech  
● Frictionless Payment Trends  
● Signage Trends  
● Evolving Restroom Design In Stores, Restaurants And Other Customer-facing Outlets  
● Construction Technology | ● Spotlight On Untraditional Retail Formats  
● CFO/COO Focus: Need To Know  
● Supply Chain: Last-mile Delivery  
● Cybersecurity  
● Flooring Trends  
● What’s New In Energy Management? | ● The Rise Of Service Retail: New Concepts To Watch  
● Holiday Tech Checklist: Getting Your Stores And Fulfillment Centers Ready For The Seasonal Rush  
● Facilities Prep: Preparing Stores, Restaurants And Service Facilities For Winter Weather  
● New Lighting Solutions | ● Annual State Of The Industry Report  
● TOP 100 U.S. Retailers  
● Warehouse Management  
● Artificial Intelligence/Machine Learning  
● SPECIAL: SPECS Wrap-up | ● The Store Of The Future: Five Tech Trends To Watch In 2022  
● In-store Robotics  
● Supply Chain: Transportation And Logistics  
● Facilities Management Planning And Budgeting  
● HVAC Trends |

<table>
<thead>
<tr>
<th>REAL ESTATE</th>
<th>REAL ESTATE</th>
<th>REAL ESTATE</th>
<th>REAL ESTATE</th>
<th>REAL ESTATE</th>
<th>REAL ESTATE</th>
</tr>
</thead>
</table>
| ● Open-Air Centers  
● RETAIL CENTER ROAD TRIP: Mid-Atlantic | ● Breakout Centers  
● RETAIL CENTER ROAD TRIP: Chicagoland  
● Advertorial: Town Centers | ● Brick & Mortar & Motor: Fulfillment  
● Top 10 Omni-Operational Centers  
● Shopping Center Tech 2021 | ● Top 10 Retail Center Experiences  
● READER SURVEY: Grocery-Anchored Centers  
● RETAIL CENTER ROAD TRIP: Southern California | ● READER SURVEY: Hot Markets  
● Top 10 Retail Center Innovations  
● RETAIL CENTER ROAD TRIP: Texas | ● RESEARCH CONCEPT: Retail Trends  
● RESEARCH CONCEPT: Store Concepts  
● RESEARCH CONCEPT: Strategic Concepts  
● RESEARCH CONCEPT: Store Concepts  
● RESEARCH CONCEPT: Strategic Concepts  |

Ad materials due three (3) days after ad close

MEDIA KIT 2021
PRINT RATES, SPECS & REQUIREMENTS

SHORT RATE AND REBATE
All advertising subject to short rate or rebate when more or less advertising than specified by original order is used.

COVER/PREFERRED POSITIONS
Non-cancellable. 15% premium on second and forth cover and 10% premium on all other preferred positions.

AGENCY COMMISSION & PAYMENT TERMS
15% commission to recognized advertising agencies on gross billings for display advertising, color and premium. No commissions will be paid on invoices not paid within 30 days of billing date. Mechanical charges and special services are non-commissionable. Publisher reserves the right to hold advertiser and/or agency jointly and severally liable for such monies as are due and payable to publisher.

MULTIPLE PAGE INSERTS
<table>
<thead>
<tr>
<th>Page</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-3 Full pages</td>
<td>10%</td>
</tr>
<tr>
<td>4-7 Full pages</td>
<td>20%</td>
</tr>
<tr>
<td>8-11 Full pages</td>
<td>35%</td>
</tr>
<tr>
<td>12 or more pages</td>
<td>50%</td>
</tr>
</tbody>
</table>

Discounts apply to earned black-and-white rates, no charge for color or bleed. Printing costs available upon request.

All inserts are non-cancellable. Rates on request. Maximum weight: 100-lb. text. Contact Product Department for mechanical requirements and postal regulations.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$7,500</td>
<td>$7,000</td>
<td>$6,500</td>
<td>$6,000</td>
<td>$5,500</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$6,500</td>
<td>$6,000</td>
<td>$5,500</td>
<td>$5,000</td>
<td>$4,500</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$5,500</td>
<td>$5,000</td>
<td>$4,500</td>
<td>$4,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$4,500</td>
<td>$3,750</td>
<td>$3,500</td>
<td>$3,250</td>
<td>$3,000</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$3,500</td>
<td>$3,250</td>
<td>$3,000</td>
<td>$2,750</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

PRINT AD SPECS
Publication Trim Size: 8 ½” x 10 7/8”

| Full Page, Non-Bleed | 8 ½” x 10” |
| Spread, Non-Bleed    | 7 ⅞” x 11” |
| Spread, Bleed        | 7 ⅜” x 11 ⅝” |
| 1/2 Page (Horiz.)    | 7 ⅜” x 10” |
| 1/2 Page (Vert.)     | 5 ⅜” x 4 ⅝” |
| 1/2 Page (Island)    | 4 ⅝” x 7 ¼” |
| 2/3 Page             | 4 ⅝” x 10” |
| 1/3 Page (Vert.)     | 3 ⅜” x 10” |
| 1/3 Page (Square)    | 3 ⅞” x 4 ⅛” |
| 1/4 Page             | 3 ⅞” x 4 ⅛” |

MECHANICAL
Issuance Dates: See editorial calendar
Closing Dates: First week of preceding month for insertion order and materials. Cancellations or changes in orders are not accepted after closing date. All closing dates mean receipt of material in publisher's New Jersey office (see General Information).
Spreads/Bleeds: 1/2” safety required on four sides from bleed size. Full bleeds are accepted on all full-page ads at no additional charge.

GENERAL INFORMATION
Copy and Layout: Can prepare copy and layout upon request. Ask your area manager for details.
Storage: Digital advertising files will be deleted from our servers 12 months after last use if not requested to be returned.

FOR ADDITIONAL INFORMATION ON AD MATERIAL REQUIREMENTS AND SPECS, PLEASE CONTACT:
Pat Wisser at 973-607-1322 or pwisser@ensembleiq.com
BUILDING RELATIONSHIPS: WORLD CLASS EVENTS

One-of-a-kind experiences connecting you directly to industry leaders and retail decision makers.

SPECS brings together leaders from the nation’s top retailers and suppliers to learn, share ideas, develop business partnerships and solve problems across the physical retail space.

www.specsshow.com

X/SPECS reflects the evolution of physical stores and the role that technology and innovation play in transforming the customer experience. This 3-day, exclusive event brings together top retailers and suppliers—involved in store planning, design, construction and facilities management—in an informal setting designed to foster networking and business relationship-building.

www.xspecs.com
YOUR BUSINESS IS OUR BUSINESS

At CSA, we understand the business of retail and are committed to partnering with you to ensure your advertising drives maximum results.

- Amplify your brand
- Influence your target audience
- Reach your business goals faster

Connect With Us Today!

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VP, Group Publisher, SPECS Chairman
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