

CHAIN STORE AGE

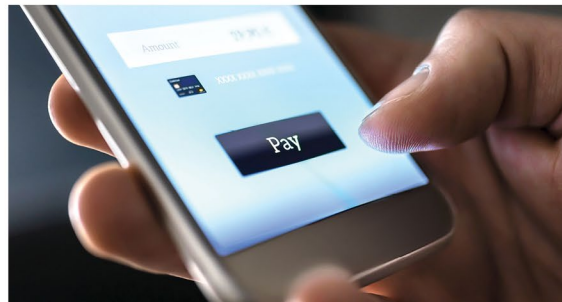
# CSA

THE BUSINESS OF RETAIL



# 2023 MEDIA KIT

Retail News . Technology . E-commerce . Social Media . Mobility . Analytics . Supply Chain . Security . Payment Systems  
Workforce Operations . Real Estate & Development . Marketing . Finance . Store Design . Construction . Facilities Management







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 THAR DRIVE SALES

2023  
MEDIA  
KIT

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

2023  
MEDIA  
KIT

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 **5 trillion annually**.

## UNRIVALED ACCESS TO TODAY'S MOST INFLUENTIAL RETAIL EXECUTIVES



### 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

### 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

# UNPARALLELED EXPOSURE

# 2023 MEDIA KIT

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

### DIGITAL & SOCIAL

**322,000**  
visits/month

**225,000**  
unique visitors viewing  
**417,000** pages of content\*

**+25,000**  
social followers



### NEWSLETTERS

**337,000+** recipients

CSA STORE SPACES

CSA WEEKEND UPDATE

CSA REAL ESTATE

CSA CONNECTED RETAIL

SUPPLY CHAIN INTELLIGENCE

## THE ULTIMATE RESOURCE

### MAGAZINE

**27,700+** total circulation  
Published 6x per year



## BUILDING CONNECTIONS

### EXPERIENTIAL

Attended by hundreds of retail industry leaders and decision-makers



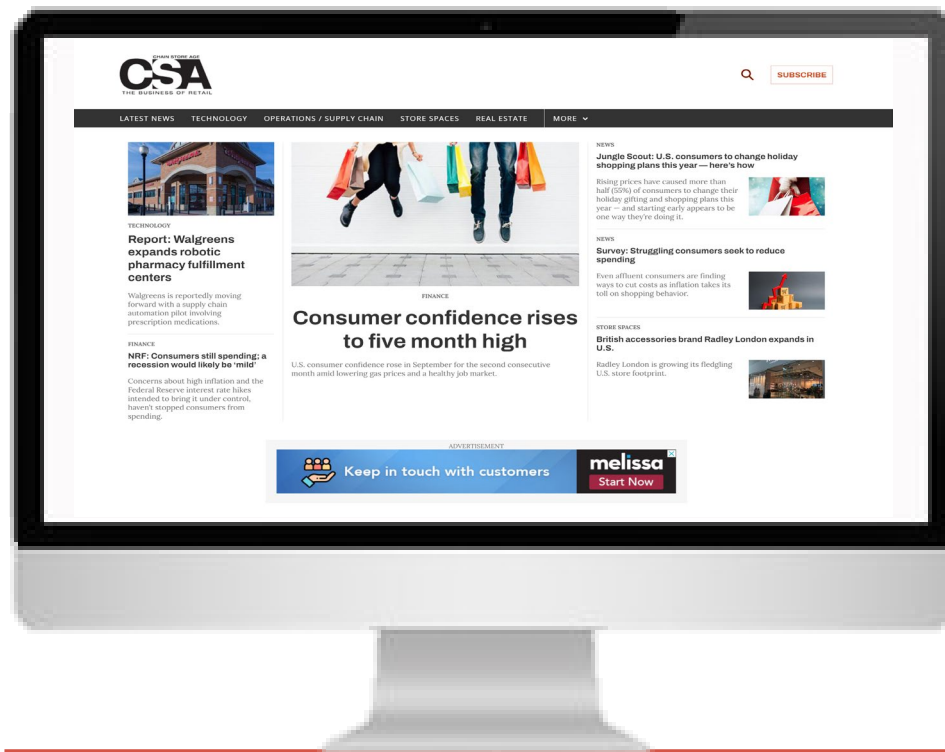
**XSPECS**  
The executive conference for design, construction and facilities leaders



# SERVING UP INDUSTRY INSIGHTS

2023  
MEDIA  
KIT

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.



## KEY METRICS

3.9MM

total visits  
annually

2.7MM

total unique  
visitors annually

5.1MM

total page views  
per year

322,000

average monthly visits

225,000

unique monthly visitors

417,000

total page views monthly

Source: Google Analytics Sept 2021- Aug 2022. Google Analytics 6-month average Mar 1st- Aug 31st

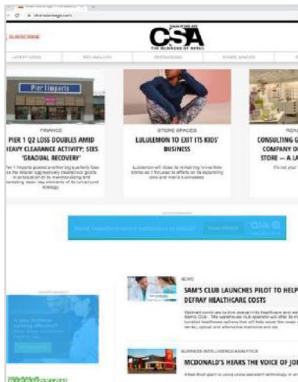
# BILLBOARD TO THE INDUSTRY

2023  
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Generate maximum exposure through ROS, targeted, and high impact ads surrounding CSA's trusted editorial content.

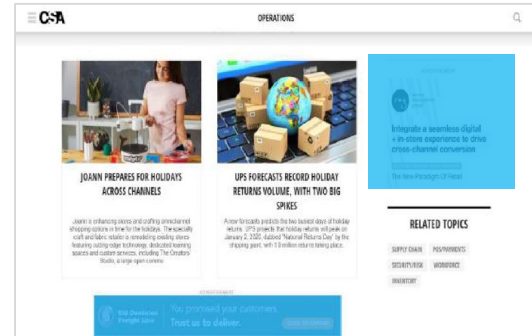
1

## Homepage Ads



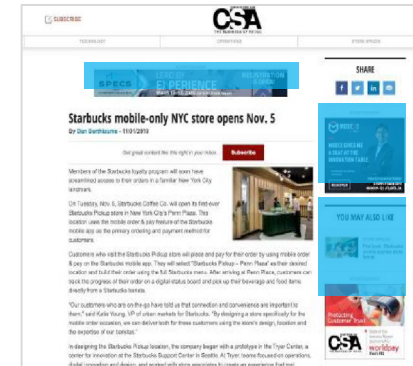
2

## Category page Ads



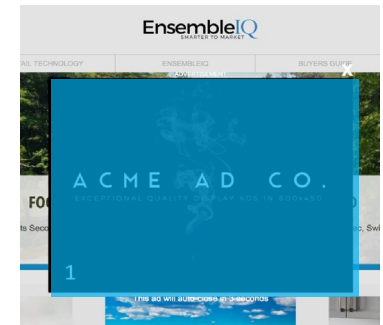
3

## Article page Ads



4

## Prestitial Ad



## AD SPECS & RATES

### 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

# 2023 MEDIA KIT

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



Circulation*	53,000	19,000	50,000	60,000	44,000	52,000	57,000
Open rate (OR)	45%	47%	43%	45%	41%	43%	45%
Run	Daily (M-F)	Mondays	Tuesdays	Wednesdays	Thursdays	Saturdays	2x3/mo.

\*Unique email opt-ins (based on July 2022 stats)

Ad Pricing (net)	per week	per edition	per edition	per edition	per edition	per edition	per edition
Leaderboard   600x100	\$4,500	\$1,750	\$1,750	\$1,200	\$1,200	\$1,500	\$3,000*
Top Box   300x250	\$4,500	\$1,750	\$1,750	\$1,200	\$1,200	\$1,500	—
Middle (2)   300x250	\$3,250	\$1,200	\$1,200	\$900	\$900	\$1,200	—
Lower (2)   300x250	\$2,500	\$1,000	\$1,000	\$700	\$700	\$1,000	—

*\*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

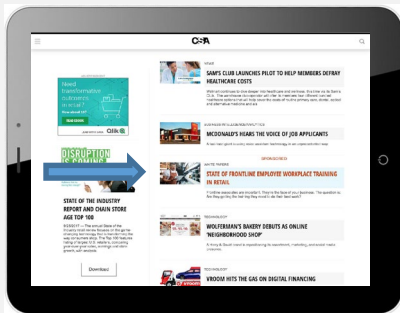
2023  
MEDIA  
KIT

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!
- 3<sup>rd</sup> 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

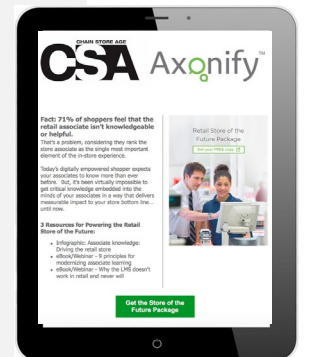
**DELIVER BRANDED CONTENT** (white paper, research, or retail-focused content) directly to your target audience.

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



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.

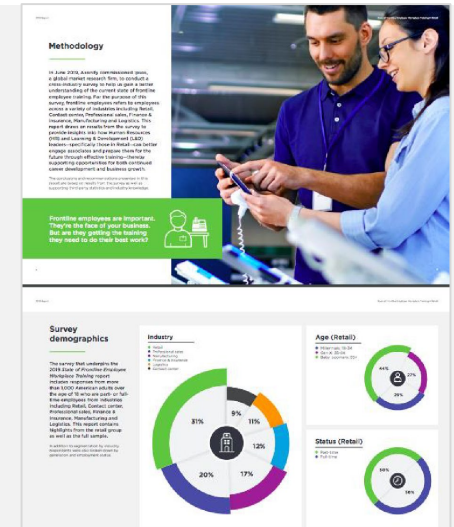
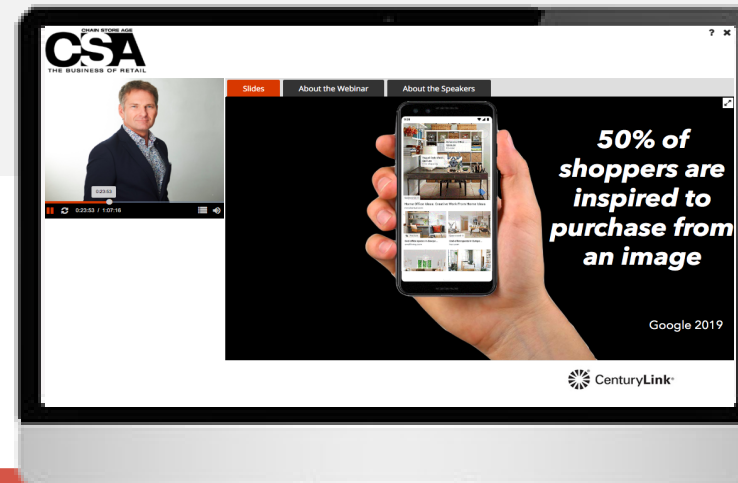
- Highlight your custom white paper content, retail case studies, success stories, and market analysis
- Partner with the CSA editors to create engaging webinar themes/content
  - Editors act as moderator providing insightful commentary
- Promoted via e-blast(s), newsletter, social media, and banner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

\* Requires 8 weeks lead time

## 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



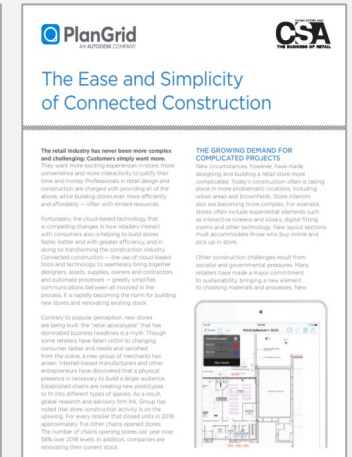
# CUSTOM MARKETING THAT ELEVATES

2023  
MEDIA  
KIT

## 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.



- Branding and identity
- Creative development
- Lead generation
- White papers
- eBooks
- Native advertising

- Social media
- Custom microsites & landing pages
- Account-based marketing
- Tradeshow materials
- Sales presentations
- Sprints and workshops



# IMMERSE. INSPIRE. ENGAGE

# 2023 MEDIA KIT

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)**  
Narrative-driven, multi-layered interactive content brought to life with animation, micro-infographics and embedded media

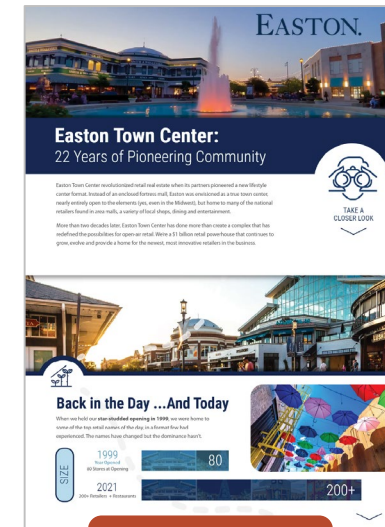
**STORYSCAPE (Level II)**  
Longer-format, research-driven Storyscape with heavy emphasis on data visualization. Includes interactive menu and sidebar panels for intuitive content segmentation

**ANIMATED INFOGRAPHIC**  
Must-click animated illustration of data points and brand elements designed for shareability.

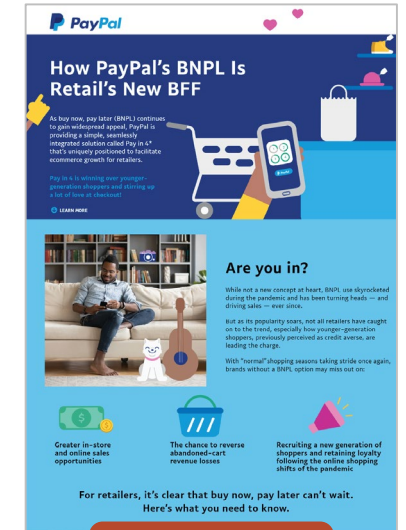
**ANIMATED PRODUCT SPOTLIGHT**  
Pop-off-the-page product feature showcasing key attributes, imagery, and call to action.

**INTERACTIVE CONTENT HUB**  
Branded, experiential microsite with multiple content pages featuring different topics or chapters of an overarching theme.

**WORLDSCAPE**  
Illustrated micro-world with interactive map and scene depictions featuring multiple products, solutions, topics or brands in a unified immersive environment.



VIEW A SAMPLE



VIEW A SAMPLE

# MAKE YOUR MARK: POWER OF PRINT

# 2023 MEDIA KIT

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.

# 2023 EDITORIAL CALENDAR

## 2023 MEDIA KIT

JAN/FEB	MAR/APR	MAY/JUNE	JULY/AUG	SEP/OCT	NOV/DEC
<b>Retail C-Suite Trends: The Evolution of Retail Leadership</b> <ul style="list-style-type: none"> <li>CFO Imperatives: What the CFO Needs to Know About: Technology; Retail Real Estate; Store Design and Facilities Management</li> </ul>	<b>Next-Gen Store Design, Construction and Facilities Maintenance: How Innovation, New Retail Formats and Customer Demand Are Transforming Brick-and-Mortar</b> <ul style="list-style-type: none"> <li>SPECS Issue</li> <li>Construction</li> <li>Building Materials &amp; Equipment Trends</li> <li>Automated Facilities Management</li> <li>Sustainability/Energy Update</li> </ul>	<b>Retail Goes Social: How Centers Shape Communities</b> <ul style="list-style-type: none"> <li>SPECS Recap: Store Planning/Design, Construction and Facilities Management Topics in the Spotlight</li> </ul>	<b>Holiday &amp; Winter Prep</b> <ul style="list-style-type: none"> <li>Workforce Management, Supply Chain</li> <li>Facilities Winterizing (HVAC, Roofing, Exterior; Snow Removal Contracts)</li> <li>CSA: Retail's Top Women honorees</li> </ul>	<b>Customer-Centric Retailing</b> <ul style="list-style-type: none"> <li>Logistics – On-Demand Delivery, Real-Time Inventory Tracking, Warehouse Automations</li> <li>Personalized Deals Across Channels</li> <li>Endless Aisle Functionality</li> <li>The Top 100 U.S. Retailers</li> </ul>	<b>Retail Innovation</b> <ul style="list-style-type: none"> <li>Ten Innovations That Are Transforming Retail Operations – In-Store, Supply Chain and E-Commerce</li> </ul>
<b>REAL ESTATE</b> <ul style="list-style-type: none"> <li>The New Power Center</li> </ul>	<b>REAL ESTATE</b> <ul style="list-style-type: none"> <li>Open-Air Malls</li> </ul>	<b>REAL ESTATE</b> <ul style="list-style-type: none"> <li>Special Section: ICSC Las Vegas</li> <li>Neighborhood Centers</li> </ul>	<b>REAL ESTATE</b> <ul style="list-style-type: none"> <li>Top 10 Retail Center Experiences</li> </ul>	<b>REAL ESTATE</b> <ul style="list-style-type: none"> <li>The New Mall</li> </ul>	<b>REAL ESTATE</b> <ul style="list-style-type: none"> <li>Show Scoop: ICSC New York</li> </ul>
AD CLOSE: 1/13/2023	AD CLOSE: 2/13/2023	AD CLOSE: 4/6/2023	AD CLOSE: 7/11/2023	AD CLOSE: 9/2/2023	AD CLOSE: 10/25/2023

Ad materials due three (3) days after ad close



# PRINT RATES, SPECS & REQUIREMENTS

**2023**  
**MEDIA**  
**KIT**

## 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

Page	Discount
2-3 Full pages	10%
4-7 Full pages	20%
8-11 Full pages	35%
12 or more pages	50%

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.

AD SIZE	1x	3x	6x	9x	12x
Full Page	\$7,500	\$7,000	\$6,500	\$6,000	\$5,500
2/3 Page	\$6,500	\$6,000	\$5,500	\$5,000	\$4,500
1/2 Page	\$5,500	\$5,000	\$4,500	\$4,000	\$3,500
1/3 Page	\$4,500	\$3,750	\$3,500	\$3,250	\$3,000
1/4 Page	\$3,500	\$3,250	\$3,000	\$2,750	\$2,500

## PRINT AD SPECS

Publication Trim Size: 8" x 10-3/4"

AD TYPE	TRIM SIZE	BLEED SIZE
2 Page Spread Bleed	16" W x 10-3/4" H	16-1/4" W x 11" H
Full Page Bleed	8" W x 10-3/4" H	8-1/4" W x 11" H
2/3 Page	4-3/4" W x 10" H	
1/2 Vertical	3-1/2" W x 10" H	
1/2 Horizontal	7-1/4" W x 4-7/8" H	
1/2 Horiz. Spread Bleed	16" W x 4-7/8" H	
1/3 Vertical	2-1/4" W x 10" H	
1/3 Square	4-3/4" W x 4-7/8" H	
1/3 Horizontal	7-1/4" W x 3-1/2" H	
1/4 Square	3-1/2" W x 4-7/8" H	
1/4 Horizontal	7-1/4" W x 2-5/8" H	

## MECHANICAL

Method Printed Web-Offset (Wet). Saddle-Stitched.

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.

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 [pwisser@ensembleiq.com](mailto:pwisser@ensembleiq.com)

# BUILDING RELATIONSHIPS: WORLD CLASS EVENTS

2023  
MEDIA  
KIT

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](http://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.xspecsshow.com](http://www.xspecsshow.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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## ACTIONABLE INSIGHTS & CONNECTIONS POWERING BUSINESS GROWTH

EnsembleIQ is the premier resource of actionable insights and connections powering business growth throughout the path to purchase. We help retail, technology, consumer goods, healthcare and hospitality professionals make informed decisions and gain a competitive advantage.

EnsembleIQ delivers the most trusted business intelligence from leading industry experts, creative marketing solutions and impactful event experiences that connect best-in-class suppliers and service providers with our vibrant business-building communities.

To learn more about our brands, visit [ensembleiq.com](https://ensembleiq.com)

# EnsembleIQ

CANADIAN GROCER



ConvenienceStore  
NEWS

CANADA  
ConvenienceStore  
NEWS



DRUG STORE NEWS  
dsn

HOSPITALITY  
TECHNOLOGY  
HBSDEALER



The  
MedicalPost

MONDAY  
RETAILIQ



PATH TO  
PURCHASE  
INSTITUTE

pharmacy  
PRACTICE BUSINESS



ProfessionSanté

Progressive  
GROCER



RL RETAIL LEADER

RIS  
RETAIL INFO SYSTEMS  
POWERING INTELLIGENT COMMERCE



STOREBRANDS



CHAIN STORE AGE

# CSA

THE BUSINESS OF RETAIL



[www.chainstoreage.com](http://www.chainstoreage.com)

