

specialty retail

REPORT

Your Powerful Connection to the Specialty Retail Industry



2013 MEDIA KIT

REACH MORE THAN 76,000 CART, KIOSK AND
TEMPORARY STORE RETAILERS TODAY!

The **only**
magazine,
tradeshow and
network of
websites
and resources
dedicated to the
\$8 billion*
cart and kiosk
industry.

specialty
retail
REPORT

Sell to the fastest-growing segment of retail today!

Specialty Retail Report covers a powerful niche of the retail market with \$8 billion in sales and growing—the cart and kiosk industry is a profitable segment you can't afford to overlook.

Response. *Specialty Retail Report* is the only magazine that connects you with our exclusive growing readership of 76,000+ cart, kiosk and temporary store owners actively looking for new products. Hence, our advertisers get unprecedented results.

Retailers with Buying Power. *SRR's* readers are a mix of seasonal and year-round operators. Research indicates that seasonal operators often order in excess of \$100,000 in product for the winter holiday selling season per location. Year-round operators can purchase in excess of \$500,000 in product per location.

Loyal Repeat Buyers. Our readers are notoriously loyal to the suppliers they find in *SRR*, turning to them year after year for new products that capitalize on changing trends.

Multi-channel Integration. Our highly targeted weekly eNewsletter, Snapshot, and robust website, SpecialtyRetail.com, with 17 years of magazine content and thousands of news articles related to the specialty retail industry, work in concert to build our subscriber database and attract new subscribers every day.

Value-added Opportunities. Additional benefits when you advertise in *Specialty Retail Report* include a free link on SpecialtyRetail.com's Directory of Useful Links page, the opportunity to submit a press release for consideration in our weekly eNewsletter, Snapshot, and a free listing in a category of your choice on RetailResourceGuide.net. Plus, exciting new opportunities are added every quarter.

Bonus Distribution. *SRR* distributes an additional 10,000 digital copies of our magazine to targeted retailers each quarter. We also mail the magazine to thousands of leasing managers in malls and alternative retail venues across the country who have access to networks of savvy retail entrepreneurs scouting for new products. Plus, we'll help you get noticed at regional tradeshows every quarter, including ASD Merchandise Show in Las Vegas, the NY International Gift Fair, the Atlanta Gift Show, and M & M Variety Merchandise Show—just to name a few. We give your ads the extended market reach you need to generate the most sales possible—at no additional cost!

Industry Credibility. Establish yourself as a leader in the industry with your presence in the magazine known as **"The Voice of Specialty Retail."**



"By advertising in Specialty Retail Report we were able to expand our clientele exponentially. At the end of the day, it comes down to exposure for us—and SRR is king!"

—Liad Biton, Chief Technology Officer, LivePOS/CSS Access

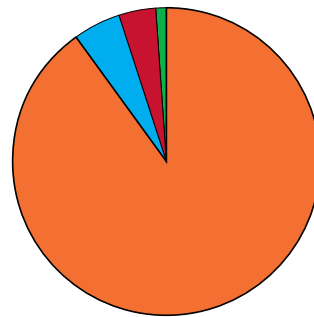
Circulation

Targeted Circulation

- Print circulation: **25,000+** per quarter
- Digital distribution: **13,000+** per quarter
 - 10,000+ electronic magazine
 - 3,000+ App downloads
- Total Circulation: **38,000+** per quarter
- Total Readership: **76,000+** per quarter
- Bonus show distribution: 6+ shows per quarter
- Issues: • **Winter/Jan.** • **Spring/April**
• **Summer/July** • **Fall/Oct.**



Readership Breakdown



- 90%** Cart, kiosk and temporary inline store owners
- 6%** Specialty leasing managers/mall management
- 3%** Other retailers
- 1%** Manufacturers and wholesalers

SRR Readers Are

- Retailers whose sales can top \$1,000 per square foot
- Retailers who sell more than \$8 billion every year
- Thousands of leasing managers with large networks of retail buyers
- Entrepreneurs looking for new products and locations to launch their first location
- Veteran retailers seeking products, services, and locations
- Responsive retailers who in the last year have contacted an impressive 82% of our advertisers to purchase products or request more information
- Specialty retailers (temporary store owners and cart and kiosk operators) who run from 1 to 1,000 locations in:

- | | | |
|-------------------------|---------------------|--------------------------|
| ● Major malls | ● Airports | ● Theme parks |
| ● Resorts/Hotels | ● Train stations | ● Casinos |
| ● Office buildings | ● Sports arenas | ● Mixed-use developments |
| ● Festival marketplaces | ● Lifestyle centers | ● Zoos |

*"Specialty Retail Report is the source everyone reads—mall management, cart and kiosk retailers, wholesalers—and this **targeted audience** translates into **results** for our advertising dollar."*
—Steven Malkin, Marketing Director, Relaxus Products



Bonus Distribution



Bonus Distribution Programs that Generate Sales

Shopping Centers Coast to Coast

SRR reaches thousands of specialty leasing managers coast to coast who have access to networks of savvy retail entrepreneurs scouting for new products. They negotiate national deals with retailers and wholesalers, working in partnership to find retail operators for new locations. Leasing managers can open a lot of selling and expansion doors for your company. Think of them as your national salesforce!

Digital Distribution

SRR circulates to an additional 13,000 qualified retailers every quarter through digital distribution. This equates to more retailers seeing and buying your products! As an added benefit, SRR will email up to 2,000 copies of the magazine, featuring your ad, to your loyal customers and/or hot prospects.



The Trade Shows That Count

We can help you get noticed at more than a dozen national and regional trade shows every year, including:

AmericasMart Atlanta

ASD (Las Vegas)

Chicago Market: Living and Giving

Dallas Total Home & Gift Show

**IGES (International Gift Expo
in the Smokies/M & M)**

Ft. Lauderdale Gift Show

Gift and Home Accessories Show (Seattle)

New York International Gift Fair

Orlando Gift Show

Philadelphia Gift Show

San Francisco International Gift Fair

SPREE Show

SPREE: The Industry Tradeshow

The only dedicated tradeshow for the cart and kiosk industry, the Specialty Retail Entrepreneur Expo & Conference, SPREE, attracts thousands of retailers eager to find new products to land the sales. SRR is the only magazine circulated at the show! Now is the time to partner with the high-traffic tradeshow where the specialty retail deals get made. (See page 8 for SPREE 2013 info.)



"Specialty Retail Report is a 'must read' for anyone needing to stay up to date with the latest trends and developments in our business. It's a powerhouse!"

—Jared Hassman, Business Development, General Growth Properties

Editorial Overview

Specialty Retail Report's 76,000+ readers rely on us to deliver timely information on the hottest new products, emerging trends and informative how-to business management articles—all designed to help specialty retailers do one thing: make more sales.



Here's a sampling of the articles we cover

Product Profiles: Interviews with wholesalers and retailers on the products that bring in the sales.

Unique Concepts: The latest and most-unusual cart and kiosk concepts to hit the market.

State of the Industry: Our in-depth Q & A articles highlight industry challenges, and action-oriented solutions for overcoming them.

New Notables: Reports from the front lines about exciting new specialty retail ventures in the industry.

Pop-Ups: What's popping up in the dynamic field of pop-up specialty retail.

Self-Serve: The hottest news from this rapidly growing segment of the specialty retail market.

Visual Merchandising: This regular department demonstrates how to create stunning visual displays on a budget that help sell more products.

Annual Guide to Start-up Packages: Details on 125+ companies with start-up packages for independent cart and kiosk retailers.

Entrepreneur Success Stories: Profiles of leading companies in our industry, wholesale and retail.

SPREE Show Highlights: News and trends from the show floor at SPREE: The Specialty Retail Entrepreneur Expo & Conference—the premier show for the cart and kiosk industry (*for more info, see page 8*).

Industry Roundtables: Candid discussions with industry suppliers, leasing professionals, retailers and professional services providers.

How-to Articles: From boosting sales to creating dazzling displays to finding new products—we cover what matters most to retailers.

Visual Victories Awards: Recognizing excellence in visual merchandising—the only contest specifically for the cart and kiosk industry further establishes *Specialty Retail Report's* reputation as **"The Voice of Specialty Retail."**



"We are extremely happy with the **results** from *SRR*. It has been a great marketing vehicle for our **company** and we plan to continue."
—Joe Ciardullo, Chief Marketing Officer, Cellairis



Vendor Profile: In every issue, *Specialty Retail Report* profiles leading companies in the cart and kiosk industry.

The vendor profile is a special paid editorial opportunity for vendors who want to share their story and who recognize the amazing benefits that this editorial can deliver including increased sales, industry credibility, center-stage visibility, and the opportunity to fully explain to and sell buyers on what makes your products or services so unique.

This editorial feature covers the entrepreneur and the company over approximately four pages and includes photos the vendor provides. The article includes information on the company's launch, the strength of the business concept, and its specific appeal to retailers who want to buy into the concept through their cart or kiosk business. The article will be published in the print edition of the magazine, the digital issue and it will be posted on *SRR's* home page (www.SpecialtyRetail.com) for a quarter. The article will remain live on the site for new customers to discover for years to come.

Ask your rep for more details and pricing.

"Advertising with *SRR* has allowed us to reach more consumers with their preeminence in reaching the targeted consumers of our product. *SRR* has been our **most essential resource** with their **excellent marketing and advertising techniques**. A superb source for **direct leads** and the ability to broaden our business contacts."
 –Amit Fridman, President of Smoke Free Inc.

eAdvertising Opportunities



Top Banner Ad

Large Side Banner Ad



Top Banner Ad

Large Side Banner Ad

Small Side Banner Ad

SpecialtyRetail.com

The only online network for the cart and kiosk industry

A highly focused, content-rich website that delivers in-depth news, reporting on emerging trends and the latest new products on the market.

Your banner ad on SpecialtyRetail.com will help you:

- **Deliver a concentrated message** to your target audience—thousands of cart and kiosk retailers ready to buy
- **Generate traffic to your website** day in and day out from visitors who are qualified retail buyers in search of products
- **Tie your advertising to SRR's high search-engine rankings**—we're ranked top in the most-used keyword searches related to our industry
- **Reach new customers** you're not currently targeting through print ads, shows or reps
- **Gain visibility** for your brand in the industry through repeated exposure

Partner with **"The Voice of Specialty Retail"**

User Stats

Page views/month: 68,000

Unique visitors/month: 13,000

Pages per visit: 5.23

Banner Rates/Specs

Location	# Rotations	Size	Rate
Top Banner	3x	450x75 (Pixels)	\$850/mo.
Large Side Banner	3x	175x300 (Pixels)	\$500/mo.
Small Side Banner	3x	175x100 (Pixels)	\$350/mo.
Web Wrap Banner	3x	Background of Website	\$750/wk.

Contact your sales representative regarding additional creative online opportunities.

"Specialty Retail Report has been an **essential resource** for executing our marketing and advertising strategy over the past four years. A **top referral source** that consistently brings in **qualified leads.**"
—Richard Hanson, CFO/Sales Manager, Bella Pierre Cosmetics

RetailResourceGuide.net

The only online directory for specialty retailers

Your premium listing or banner ad on the only online directory specifically for the cart and kiosk industry gives you instant visibility on a highly focused, robust website. Free to view listings, RetailResourceGuide.net is an indispensable tool for retailers seeking detailed information on 15 different aspects of specialty retail: wholesalers/manufacturers in dozens of product categories, start-up packages, locations, professional services and more.

User Stats

Pageviews/month: 26,000

Unique visitors/month: 6,000

Pages per visit: 4.5

Average time spent: 3.22



Large Side Banner Ad

Banner Rates/Specs		
Location	Size	Rate
Top Banner	450x75 (Pixels)	\$750/mo.
Large Side Banner	175x300 (Pixels)	\$400/mo.
Small Side Banner	175x100 (Pixels)	\$250/mo.

SRR Snapshot eNewsletter

The only eNewsletter for industry professionals

A free, highly targeted eNewsletter that reaches **16,000+ opt-in-only industry leaders** every Wednesday. Subscribers include specialty leasing managers, developers, wholesalers, manufacturers, retailers and entrepreneurs contemplating new ventures. *SRR Snapshot* delivers quality news specifically relevant for those in the \$8 billion cart and kiosk industry culled from more than 10,000 news sources online.



Horizontal Banner Ad

SRR Snapshot Banner Rates/Specs		
Location	Size	Rate
Horizontal Banner	450x75 (Pixels)	\$250/week
Large Side Banner	175x300 (Pixels)	\$225/week
Small Side Banner	175x100 (Pixels)	\$175/week
Featured Center/Product special section		\$400/week

Large Side Banner Ad

"Our ads in *Specialty Retail Report* have brought in **three times as many leads and sales** than any other publication we've used to reach specialty retailers!"
 —Mike Mahoney, President, Solar Giant

Specialty Retail Entrepreneur Expo & Conference

2013
SPREE



SPREE Vegas 2013

April 16-18, 2013

Sands Expo Center at the Venetian
Las Vegas, NV

Standard Booth Packages

10' x 10' booth

8' back drape/ 3' side drape

Standard booth ID sign

10' x 10' booth rate: \$1,600

Corner booth rate: \$1,760

8' x 10' booth (limited quantity)

8' back drape/ 3' side drape

Standard booth ID sign

8' x 10' booth rate: \$1,300

To request an exhibitor brochure with payment terms, show hours, schedule and hotel information, call 781.709.2420, or email: spreeinfo@specialtyretail.com.

Sponsorship Opportunities

SPREE gives you the opportunity to increase your level of visibility by participating as a sponsor. Sponsorship levels include Premier, Executive, Associate, Event and Marketing. Call for details: 781.709.2420

Visit the SPREE Web site:
SPREEshow.com

The world's largest event for the cart and kiosk industry!

Get ready to sell to carts and kiosks in the flow of foot traffic in some of **the busiest shopping venues in the U.S.**—major malls, airports, lifestyle centers, theme parks and resorts that attract *millions of shoppers every year*. These retailers are **loyal repeat buyers** who know what it takes to **land big sales** in the common area.

Top Reasons to Exhibit

- ✓ **Sell to retail entrepreneurs** in the \$8 billion cart and kiosk market
- ✓ **Target two types of retailers** with one show: existing specialty retailers, and entrepreneurs interested in launching new specialty retail ventures
- ✓ **Network with shopping center managers** who will work as a sales force on your behalf, telling tenants and prospective retailers about your products
- ✓ **Sign deals** and turn prospects into repeat customers to make more money in 2013 and beyond
- ✓ **Have fun** with industry peers at SPREE social events
- ✓ **Sell 24/7, 365** with your free VirtualSPREEshow.com booth!
- ✓ **The show is in Vegas!**

SPREE exhibitors include:

- ✓ Manufacturers, wholesalers, distributors
- ✓ Companies offering cart/kiosk startup packages
- ✓ Airport & transportation leasing reps
- ✓ Shopping center leasing reps and developers
- ✓ POS and backroom-management companies
- ✓ Leading cart and kiosk manufacturers
- ✓ Visual merchandising/display firms

SPREE attendees include:

- ✓ Specialty retailers with 1 to 1,000 locations
- ✓ Entrepreneurs in search of new ventures
- ✓ Temporary inline store retailers
- ✓ Pop-up store retailers
- ✓ Specialty leasing managers
- ✓ Mall, airport, resort managers
- ✓ Gift store owners

Exclusive VirtualSPREE booth!

As a value-added service, SPREE exhibitors receive a **FREE digital booth** on **VirtualSPREEshow.com** for one year. Your virtual booth, open for business 24/7, launches within two weeks after our Vegas show ends. Generate hundreds of leads. **80,000+ page views!** Includes: Company info, photo/graphic upload, "Contact Us" instant-contact functionality and links to your website on every page. Your virtual booth remains live—selling for you every day—for a full year! Low-cost upgrades available for additional product images and videos.

**80,000+
page views
per year!**



"There is a reason why Spa at Home has advertised in *SRR* for the last ten years. The magazine has **excellent circulation, excellent content** and we get **excellent response**. Two thumbs way up!"

—AJ Chad, Vice President, EZ Refillable Candles



Established in 2010, the **Hall of Fame Awards** recognize individuals who strive to support specialty retail at its best.

Our annual awards honor:

- ★ **Outstanding Specialty Leasing Manager of the Year**
- ★ **Outstanding Specialty Leasing Director of the Year**
- ★ **Outstanding Retailer of the Year**

The **Specialty Retail Hall of Fame Awards** are presented at **SPREE**, featured in the pages of *Specialty Retail Report* and online.

Industry Award Sponsorship



Hall of Fame sponsorship includes:

Recognition at SPREE

- ✓ Recognition at the Hall of Fame Luncheon
- ✓ Company logo displayed on SPREE event signage
- ✓ Recognition in SPREE Attendee Brochure & SPREE show book
- ✓ Recognition on SPREE mobile app

Recognition in *Specialty Retail Report*

- ✓ Company mention in the Hall of Fame article in the summer issue
- ✓ Company logo displayed in the Hall of Fame ad in the winter issue

Recognition online

- ✓ Company logo on www.SRRHalofFame.com
- ✓ Recognition on SPREESHOW.COM 'Social Event' page

Total Cost of Sponsorship: \$4,000



Winners are posted online, highlighted in the Spring issue of SRR and recognized at SPREE.

The **Annual Visual Victories Awards** celebrate creative and innovative visual merchandising. Entries are submitted and reviewed by a panel of judges in the following seven categories:

- ★ Best Cart Display
- ★ Best Kiosk Display
- ★ Best Store Design
- ★ Best Promotional Display
- ★ Best Store Signage
- ★ Best Use of a Prop
- ★ Most Improved Retail Display



Visual Victories Sponsorship includes:

- ✓ Company logo in all Visual Victories email blasts
- ✓ Company logo on Visual Victories website
- ✓ Recognition in the Spring issue of *Specialty Retail Report*
- ✓ Company logo in the Fall and Winter Visual Victories ads in *Specialty Retail Report*
- ✓ Visual Victories signage at SPREE
- ✓ One guaranteed "seat" on the Visual Victories judging panel

Total Cost of Sponsorship: \$2,000

AD RATES & SIZES

Black & White	1x	2x	4x
Covers 2, 3, 4	\$6,200	\$5,700	\$5,200
Two-page spread	\$4,900	\$4,700	\$4,500
B/W Full page	\$2,600	\$2,500	\$2,400
B/W 2/3 page	\$2,300	\$2,200	\$2,100
B/W 1/2 page	\$1,700	\$1,600	\$1,500
B/W 1/3 page	\$1,400	\$1,300	\$1,200
B/W 1/4 page	\$1,200	\$1,100	\$ 950
B/W 1/6 page	\$ 750	\$ 650	\$ 550

Color	1x	2x	4x
Full color (add)	\$400	\$400	\$400

Bleed Rate

Earned rate for space and color, plus 10%.

Inserts and Onserts:

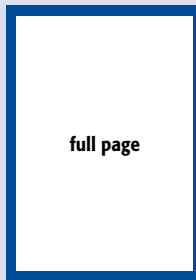
For specifications on supplied inserts or onserts, please call our production coordinator at 800.936.6297 x23.

Closing Dates

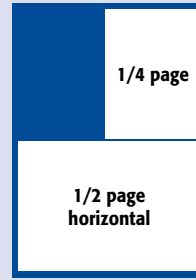
Issue	Reservation	Copy & Payment
Winter	November 16	November 23
Spring	February 15	February 22
Summer	May 17	May 24
Fall	August 16	August 23

*Deadlines may allow for one or more additional days, if needed. Call your sales representative to determine a time frame.

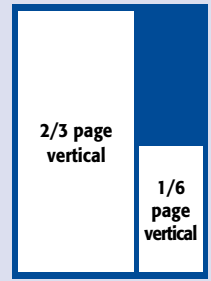
SRR is a quarterly magazine published in Winter (Jan.), Spring (April), Summer (July) and Fall (Oct.)



8.125w x 10.875h
add .125" for Bleeds



1/4: 3.4375w x 4.75h
1/2: 7.25w x 4.75h



2/3: 4.6875w x 9.625h
1/6v: 2.25w x 4.75h

Full-Page Bleed Specs

With 1/8" Bleed: 8.375" x 11.125"
Final Trim Size: 8.125" x 10.875"
Type Safety Margin: 7.625" x 10.375"

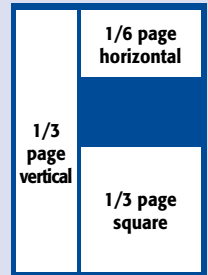
Type Safety is a 1/4" in from the final trim size.

Don't place any critical images or text beyond the safety to avoid it getting cut off when the finished piece is trimmed.

Visit our website at SpecialtyRetail.com/production for a full-page bleed template.

Guaranteed Placement (Based on availability)

First 50% of Book	add 20%
Opposite Editorial	add 20%
Right-hand Page	add 20%



1/6h: 4.6875w x 2.3125h
1/3v: 2.25w x 9.625h
1/3sq: 4.6875w x 4.6875h

MECHANICAL REQUIREMENTS

Acceptable File Formats

Preferred format is Hi Res PDF (with .125" or 3mm Bleeds), 300 dpi with embedded fonts and CMYK Color Mode. With "Crop Marks" offset .125" or 3mm. Crop Marks are not required as long as the file has .125" bleeds (for Quark and Indesign we will supply "PDF PrintStyles" for easy pdf creation via email). **PDF's must have Fonts Embedded.**

Photoshop PDF's must be Flattened to eliminate font issues. Mac format is preferred. QuarkXpress 6,7 or 8, InDesignCS-CS5, Illustrator 9 or higher; or Photoshop 7 or higher. Advertisers submitting materials that do not meet our mechanical requirements will be required to resubmit their ad or will be billed at \$75 per hour for in-house production work.

Image Resolution and Density Requirements

- Adobe PhotoShop, QuarkXpress, Adobe Illustrator, and Adobe InDesign files are accepted. All art should be clearly and consistently named and linked, and **all fonts included or fonts converted to outlines.**
- Photoshop files must be 300 dpi for photos and 1200 and 2400 dpi for line art, saved as EPS or TIFF files only. Images with clipping paths must be saved as EPS files.
- EPS files from PhotoShop or Illustrator must be high-resolution, CMYK EPS files with layers flattened and fonts converted to outlines or paths.
- Images should be 300 DMax or 300% T Total Ink (Web SWOP Standard).

Not Accepted

We do not accept ads created in **Microsoft Publisher, Corel Draw, Microsoft Word, PowerPoint, or (low-resolution PDFs, TIFFs, JPEGs or EPS files).** SRR will not be responsible for color quality unless a SWOP proof is supplied.

Ad Submissions for InDesign, Quark and Illustrator (Not PDFs) Must Include:

- **All fonts used** (printer and screen, PostScript preferred)
- **Support Files: all graphics used to create the ad** (line art, halftone, or CMYK with high resolution in place, saved as either EPS or TIFF)

Emailing Files (35MB Limit)

1. 35MB Maximum File Size
2. Gather all the files you want to send into a folder, including all support files, images, fonts, etc.
3. Compress and encode the folder. For Mac use Dropstuff; for PC use WinZip.
4. Email your ad to ads@specialtyretail.com

Use "WeTransfer.com" it's FREE (2GB Limit)

1. Go to "www.wetransfer.com" via your web browser
2. Upload **your ad** within the website
3. Type in **our email** address: ads@specialtyretail.com
4. Type in **your email** address
5. Type in the **Advertiser's Company Name**
6. Click "**Transfer**" and this will automatically send us a secure link to your file



If you have problems or questions about the electronic transfer or production of your ad, please call our production coordinator at 781.709.2423.



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SpecialtyRetail.com