

The Only Magazine,
Trade Show and
Online Resource
Dedicated to the
Specialty Retail
Industry



specialty retail *report*



2017 MEDIA KIT

SPECIALTY RETAIL REPORT
TOTAL READERSHIP
PER QUARTER: **90,000**

BONUS DISTRIBUTION
AT MORE THAN
50 TRADE SHOWS
PER YEAR

SPECIALTYRETAIL.COM
1,428,000
VIEWS PER YEAR

OPT-IN SUBSCRIBERS
TO *SRR'S* eNEWSLETTER
SNAPSHOT: 28,000

specialty retail report

420,000 UNIQUE VISITORS TO
SPECIALTYRETAIL.COM PER YEAR

750,000
SPREE RECON
SPONSORSHIP
IMPRESSIONS

2,000+
SPREE RECON
ATTENDEES

DIGITAL EDITION READERSHIP:
100,000 VIEWS PER YEAR

***Specialty Retail Report* unites specialty retailers, advertisers and exhibitors through our wide spectrum of marketing platforms.**

YOUR CONNECTION TO THE \$8 BILLION SPECIALTY RETAIL INDUSTRY!

For the past twenty years, *Specialty Retail Report* has exclusively covered this retail industry niche through our magazine, events, website, digital content and social media. Our in-depth editorial reveals the latest innovations in specialty retail, ground breaking trends in visual merchandising design, hot new products, entrepreneurial success stories, consumer buying trends and informative how-to articles. More than 90,000 specialty retailers, entrepreneurs and brands turn to *Specialty Retail Report* for our insight into current industry developments and future trend forecasts.

Establish yourself as an industry leader with your presence in the magazine known as “The Voice of Specialty Retail.”

SRR Readers Are...

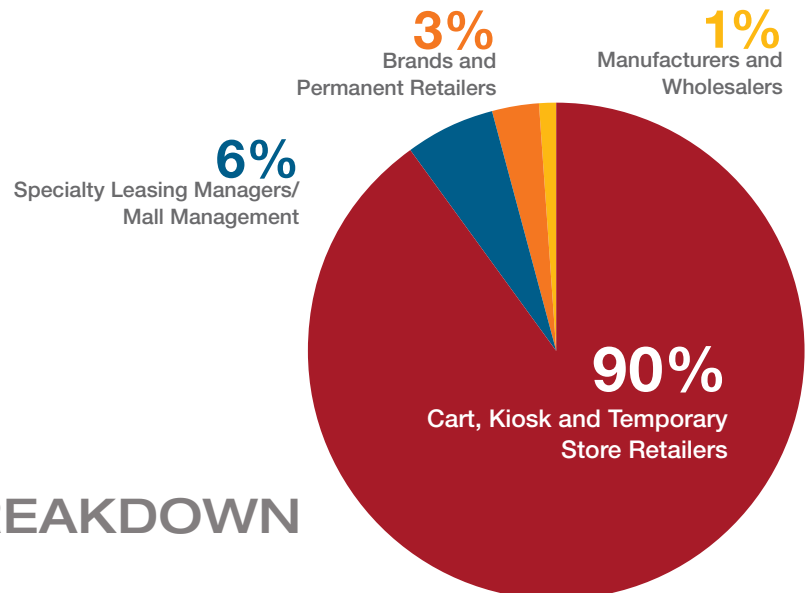
- Specialty retailers (temporary store owners and cart and kiosk operators) who run between 1 to 1,000 locations in: Major Malls | Airports | Theme Parks | Resorts/Hotels | Train Stations | Casinos | Office Buildings | Sports Arenas | Mixed-Use Developments | Festival Marketplaces | Lifestyle Centers | Zoos
- 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

Frequency

Winter/January | Spring/April | Summer/July | Fall/October

Targeted Circulation

- Print Circulation: **25,000+** per quarter
- Digital Distribution: **20,000+** per quarter
- Pass-Along Readership: **2x** (45,000 x 2 = 90,000+ readers)
- Bonus Show Distribution: **6+** shows per quarter
- Total Readership: **90,000+** per quarter



READERSHIP BREAKDOWN

Benefit from Bonus Distribution

Digital Distribution

SRR circulates to an additional 20,000 qualified retailers every quarter through digital distribution.

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. Leasing managers can open a lot of selling and expansion doors for your company. Think of them as your national sales force!

The Trade Shows That Count

SRR is distributed at more than a dozen national and regional trade shows every quarter, including SPREE RECon.

SPREE RECon: The Industry Trade Show

The only dedicated trade show for the cart, kiosk and pop-up store industry. SPREE RECon attracts thousands of retailers eager to find new products, services and locations.

Interested in exhibiting at SPREE RECon? Contact us to reserve your booth today:

Jose Mario Calderon

Shopping Center Developers

Tel: +1 646 728 3627

jcalderon@icsc.org

Terri Kelly

Wholesalers and Service Providers

Tel: +1 781 709 2412

tkelly@icsc.org

**“*Specialty Retail Report* is the source that everyone in the industry reads—
cart and kiosk retailers, mall management and wholesalers—and this
targeted audience translates into results for our advertising dollar.”**

- Cortney Campbell, Founder, Event Sales

Specialty Retail Report's 90,000+ 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: **sell more.**

Topics We Cover:

Product Profiles | Unique & New Retail Concepts | Industry Trends | Pop-Up Stores | Kiosk & RMU Design | Automated Retail | Visual Merchandising | Entrepreneurial Success Stories | Growth Strategies | How-To Articles

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 harness the amazing benefits that this editorial can deliver: increased sales, industry credibility and center-stage visibility.

This editorial feature highlights the entrepreneur and the company and includes vendor-provided photographs. The article is published in the magazine's print and digital editions and is featured prominently on SpecialtyRetail.com for four months. After that, the article will remain live on the site and easily readable for years to come.

Ask your business development manager for more details and pricing.



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.

Stats At-A-Glance

Page views/month: **119,000** | Average unique visitors/month: **35,000** | Pages per visit: **3**

Banner Advertising on SpecialtyRetail.com Will Help You:

- Sell to new customers you're not currently targeting
- Deliver a concentrated message to your target audience
- Generate traffic to your website 24/7
- Tie your advertising to *SRR*'s high search engine rankings
- Gain visibility for your brand in the industry

Banner Rates/Specs

Location	Rotations	Pixel Size	Monthly Rate
Super Leader Board Banner	3x	970x90	\$500
Skyscraper Banner	3x	160x600	\$350
Medium Rectangle Banner Ad	3x	300x250	\$250

For an additional \$100 per month, you can upgrade your banner ad to a rich media format. This means that your ad will include video or audio elements as well as expand, float or peel down. Please ask your business development manager for more information.

Banner Advertising in *SRR*'s Digital News Brief

SRR Snapshot is a highly targeted news brief that reaches 28,000+ opt-in-only industry leaders every Wednesday. Subscribers include specialty retailers, leasing managers, developers, wholesalers, manufacturers and entrepreneurs contemplating new ventures. *SRR Snapshot* culls news from more than 10,000 sources to find articles specifically relevant to the cart and kiosk industry.

SRR Snapshot Banner Rates/Specs

Location	Pixel Size	Rate
Horizontal Banner	450x75	\$500/mo.
Vertical Banner	175x300	\$250/mo.
Featured Center		\$400/wk.



The World's Largest Show for the Cart, Kiosk and Temporary Retail Industry

May 22 - 24, 2017 | Las Vegas Convention Center | Las Vegas, NV

Exhibit at SPREE RECon

Get ready to sell to cart, kiosk and temporary store retailers at the world's largest show for the industry. SPREE RECon attracts more than 2,000 attendees eager to do business and discover the hottest new products, services and location opportunities.

For the last decade, SPREE RECon has been the specialty retail industry's premier event, connecting thousands of key industry players. This is where decisions are made, relationships are built and deals are sealed. It's where you need to be to maximize your exposure in the specialty retail industry.

To request an exhibitor brochure, contact your business development manager, or visit SPREEshow.com to learn more.

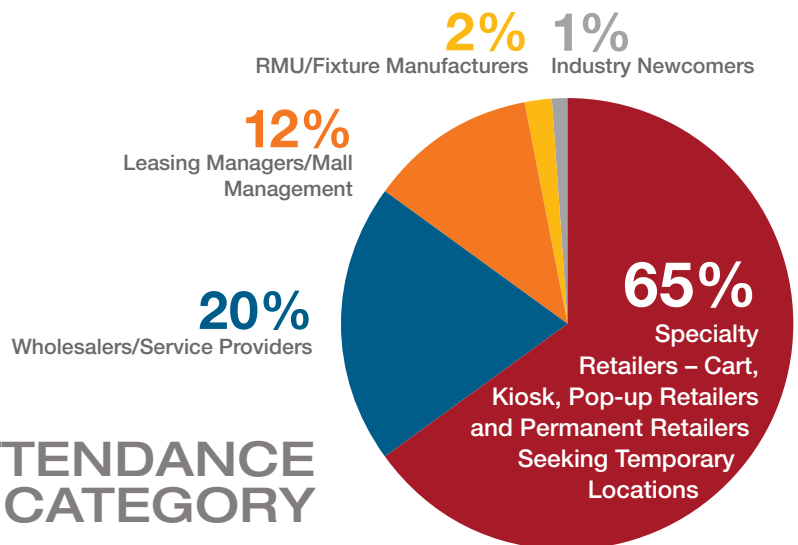
Exhibitor Rates & Dates

Booth Space Prices

10' x 10' size	\$1,600
10' x 10' size with corner	\$1,760

Trade Show Hours

Monday, May 22, 2017	8:00 am - 5:00 pm
Tuesday, May 23, 2017	8:00 am - 5:00 pm
Wednesday, May 24, 2017	8:00 am - 2:00 pm



SPREE RECON ATTENDANCE BY CATEGORY

Sponsorship Opportunities

Increase your visibility in the industry by becoming a sponsor!

Hall of Fame Award Sponsorship

SRR's Hall of Fame Awards recognize individuals who strive to support specialty retail at its best.

Hall of Fame sponsorship includes:

- Recognition at the Hall of Fame Awards Presentation at the SPREE RECon Cocktail Reception
- Logo placement in print advertisements and online banner advertising
- Company mention in *Specialty Retail Report's* Hall of Fame article

Visual Victories Award Sponsorship

Visual Victories celebrates creative and innovative visual merchandising.

Visual Victories sponsorship includes:

- Company logo on all Visual Victories email blasts to our exclusive list of 30,000
- Company logo on the Visual Victories website
- Company logo in the Visual Victories print ad
- Recognition in the spring issue of *Specialty Retail Report*
- Company logo on the Visual Victories signage at SPREE RECon
- One guaranteed seat on the judging panel

SPREE RECon Sponsorship

Build brand awareness and make a statement that your company is an important industry player by becoming a sponsor at SPREE RECon.

Three sponsorship levels available: Platinum | Gold | Silver

Contact us for sponsorship rates and availability!

Jose Mario Calderon

Shopping Center Developers

Tel: +1 646 728 3627

jcalderon@icsc.org

Terri Kelly

Wholesalers and Service Providers

Tel: +1 781 709 2412

tkelly@icsc.org

SRR is a quarterly magazine published in Winter (January), Spring (April), Summer (July) and Fall (October)

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

Full color (add)	\$400	\$400	\$400
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Bleed Rate

Earned rate for space and color, plus 10%.

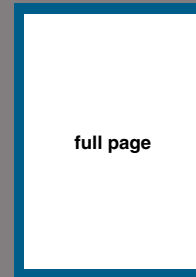
Inserts and Onserts

For specifications on supplied inserts or onserts, please call our production coordinator at **+1 781 709 2423**.

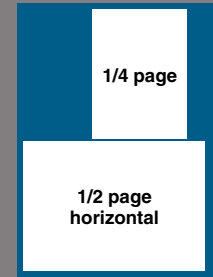
Closing Dates

Issue	Reservation	Copy & Payment
Winter	January 13, 2017	January 18, 2017
Spring	March 24, 2017	March 29, 2017
Summer	June 9, 2017	June 16, 2017
Fall	August 26, 2017	September 2, 2017

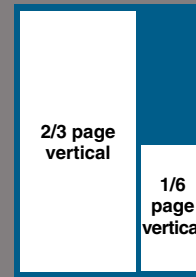
Deadlines may allow for one or more additional days, if needed. Call your business development manager to determine a time frame.



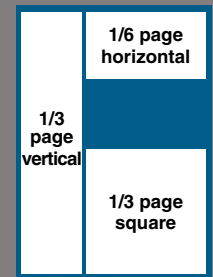
8 1/8" w × 10 7/8" h
add 1/8" for bleeds



1/4: 3 7/16" w × 4 3/4" h
1/2: 7 1/4" w × 4 3/4" h



2/3: 4 11/16" w × 9 5/8" h
1/6v: 2 1/4" w × 4 3/4" h



1/6h: 4 11/16" w × 2 5/16" h
1/3v: 2 1/4" w × 9 5/8" h
1/3sq: 4 11/16" w × 4 11/16" h

Full-Page Bleed Specs

With 1/8" Bleed: 8.375" × 11.125"
Final Trim Size: 8.125" × 10.875"

Please keep critical type and images 1/4" away from the trim for type safety.

Visit 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%

Acceptable File Formats

Preferred format is Hi-Res PDF (with .125" or 3mm Bleeds), 300 dpi with embedded fonts and CMYK Color Mode. Crop marks must offset .125" or 3mm, but are not required if the file has .125" bleeds. For Quark and InDesign, we will supply "PDF PrintStyles" for easy PDF creation via email. **PDFs must have fonts embedded. Photoshop PDFs must be flattened** to eliminate font issues. Mac format is preferred; if possible, please use the following software/editions: InDesign CS-CC, Illustrator 9 or higher, Photoshop 7 or higher, or QuarkXpress 6-8. Advertisers submitting materials that do not meet our mechanical requirements will be required to resubmit their ad or will be billed \$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. **Be sure to include all fonts or convert fonts to outlines.**
- Photoshop files must be 300 dpi for photos 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 can only be accepted with flattened layers and fonts that are converted to outlines or paths.
- Images should be 300 DMax or 300% 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.**

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

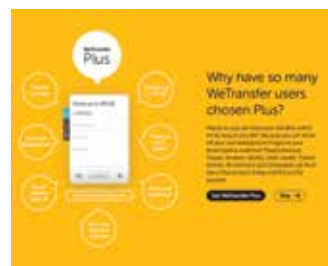
- **All fonts used** (printer and screen, postscript preferred)
- **Support Files: all graphics used to create the ad** (line art, halftone, or CMYK with high resolution in place, saved as either EPS or TIFF)

Emailing Files (35MB Limit)

1. Gather all the files you want to send into a folder: support files, images, fonts, etc.
2. Compress and encode the folder. For Mac use Dropstuff; for PC, use WinZip.
3. Email your ad to **specialtyretailreport@icsc.org**

Emailing Files: Over 35 MB

1. We recommend using WeTransfer to safely send large files. From your desktop or laptop computer (not smart phone), visit **wetransfer.com**



2. If the window for "PLUS" appears, hit "SKIP"
3. Drag and drop your files as indicated
4. Type in **our email** address: ads@specialtyretail.com
5. Type in **your email** address
6. Type in the **Advertiser's Company Name**
7. Click "Transfer" and this will automatically send us a secure link to your file



If you encounter problems or have questions about the electronic transfer or production of your ad, please call SRR's production coordinator at +1 781 709 2423.



specialtyretail.com

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