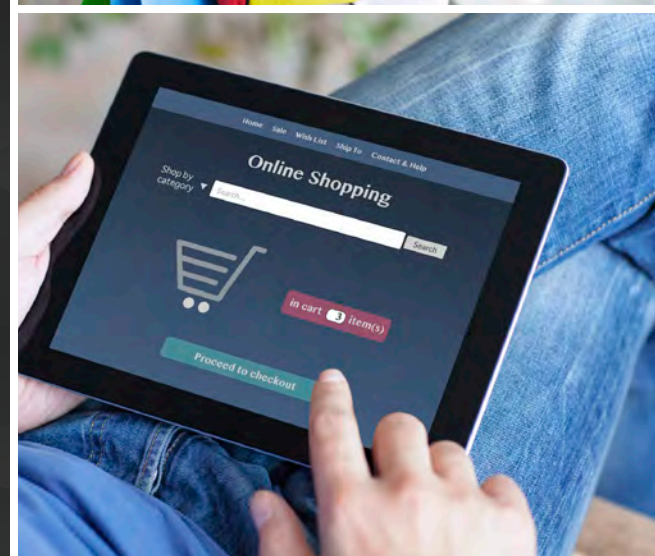


*Retail* customer  
experience  
.com



# 2016 MEDIA KIT



Help retailers differentiate on experience (rather than price) and gain competitive advantage through holistic understanding of consumers and how they want to shop.

RetailCustomerExperience.com reports on news, events, trends and people in the retail customer experience industry; we cover a broad array of relevant topics including:

- Retail technology
- Consumer behavior & service
- Digital merchandising & signage
- Merchandising & display
- Employee training
- In-store media
- Kiosks & self service
- Loyalty programs
- Marketing
- Multichannel & online retailing
- Point-of-purchase
- Social media
- Store layout & design, and much more.

## EDITOR



JUDY MOTTL

Judy Mottl is an experienced editor, reporter and blogger who has worked for top media including AOL, InformationWeek and InternetNews. She's written everything from breaking news to in-depth trends.

## CONTRIBUTOR NETWORK

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- Retail 411 | Ron Bowers, Frank Mayer & Associates
- Retailgeek | Jason Goldberg, CrossView
- Customer-Focused Retail Marketing | Susie Pecuch, Consultant

Ask us about connecting your brand to any of these topics!

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<ul style="list-style-type: none"> <li>• 2016 customer experience trends</li> <li>• Post-holiday retail season review</li> <li>• 5 ways to boost the mobile retail experience</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• National Retail Federation Show</li> </ul> <p>Special Report:</p> <ul style="list-style-type: none"> <li>• Retail Customer Experience Top 100</li> </ul>	<ul style="list-style-type: none"> <li>• Employee training and how it boosts the customer experience</li> <li>• Is self-checkout gaining ground?</li> <li>• 3 things not to do with your store design</li> </ul>	<ul style="list-style-type: none"> <li>• What's new with store digital displays?</li> <li>• The science to creating an inviting retail store</li> <li>• 5 tips to boost customer loyalty</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• GlobalShop</li> </ul>	<ul style="list-style-type: none"> <li>• Internet of Things: Factoring in the customer experience</li> <li>• 3 ways to make front-line employees brand ambassadors</li> <li>• Crafting a consumer loyalty strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Beacons and in-store kiosks are they the death of pop up point-of-sale displays?</li> <li>• 5 things every retailer should be doing with mobile apps</li> <li>• Tracking customer behavior: Quick, easy options</li> </ul> <p>Special Report:</p> <ul style="list-style-type: none"> <li>• Top 10 Mobile Retail Innovators</li> </ul>	<ul style="list-style-type: none"> <li>• Back-to-School: It's not too early to kick it off</li> <li>• 5 tips to drive customer interaction</li> <li>• How to make summer season a retail success</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• Interactive Customer Experience (ICX) Summit</li> </ul>
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> <li>• 5 ways to reach the mobile consumer</li> <li>• What not to do in building a loyal customer base</li> <li>• Why employee training is critical to customers' experience</li> </ul>	<ul style="list-style-type: none"> <li>• Gearing up for the holiday sales season</li> <li>• 5 tips for mobile customer interaction away from the register</li> <li>• The BOGO strategy: What to do, and what not to do</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• CONNECT Mobile Innovation Summit</li> </ul>	<ul style="list-style-type: none"> <li>• How to make pop-ups a successful customer experience</li> <li>• 5 tips on customer feedback strategy</li> <li>• Managing the disgruntled customer and winning them back</li> </ul> <p>Special Report:</p> <ul style="list-style-type: none"> <li>• Top 20 Customer Experience Executives</li> </ul>	<ul style="list-style-type: none"> <li>• Is your website ready for the big holiday shopping season?</li> <li>• Black Friday Guide: Tips, Advice for Maximizing the Big Sales Day</li> <li>• Dealing with the abandoned online cart: Luring the shopper back</li> </ul>	<ul style="list-style-type: none"> <li>• Should you focus on Cyber Monday or Black Friday or both?</li> <li>• Gearing up for the after-holiday sale</li> <li>• Are mobile coupons the right retail strategy for your business?</li> </ul> <p>Special Report:</p> <ul style="list-style-type: none"> <li>• Retail Future Trends</li> </ul>	<ul style="list-style-type: none"> <li>• Look Back: The top retail customer experience trends of 2016</li> <li>• Look Ahead: Where is mobile retailing heading in 2017?</li> <li>• 5 tips for improving customer loyalty in the New Year</li> </ul>

*Editorial calendar is subject to change.*

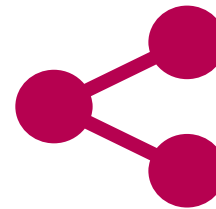
Send press releases and news to [pr@networldmediagroup.com](mailto:pr@networldmediagroup.com).



## MONTHLY SITE AVERAGES

**90,853** page views  
**62,815** visits  
**46,535** unique visitors

*12-months ending 8/31/2015 (Google Analytics)*



## SUBSCRIBERS AND FOLLOWERS

**22,000+** email newsletter subscribers  
**19,800+** social media followers

*As of 9/3/2015. Includes Twitter, LinkedIn, Facebook.*



## A HIGHLY ENGAGED AUDIENCE THAT TAKES ACTION

**33% VP-LEVEL AND UP**

**42% DIRECTORS AND MANAGERS**

**75%**  
**ARE SENIOR LEVEL  
DECISION MAKERS OR  
KEY INFLUENCERS**

*\*Subscriber data*

**76%** shared or discussed content with others

**52%** visited an advertiser's website

**21%** requested additional information from an advertiser

**8%** recommended the purchase of an advertiser's product/service

**7%** visited an advertiser's booth at a tradeshow

*\*Subscriber survey (Q. Which of these actions have you taken as a result of visiting our site?)*

## COMPANIES REPRESENTED IN OUR AUDIENCE INCLUDE:

- 7-Eleven
- A&P
- Ace Hardware
- Advance Auto Parts
- Ahold USA / Royal Ahold
- Amazon.com
- American Eagle Outfitters
- Apple
- Army & Air Force Exchange Service
- Ascena Retail Group
- AutoZone
- Barnes & Noble
- Bed Bath & Beyond
- Belk
- Best Buy
- Big Lots
- Bi-Lo
- BJ's Wholesale Club
- Burger King
- Burlington Coat Factory
- Cabela's
- Canadian Tire
- Carrefour Group
- Costco
- CVS Caremark
- Defense Commissary Agency
- Delhaize America
- Dell
- Dick's Sporting Goods
- Dillard's
- Dollar General
- Dollar Tree
- Family Dollar Stores
- Foot Locker
- GameStop
- Gap
- Giant Eagle
- H-E-B
- Hy-Vee
- IKEA
- J.C. Penney
- Kohl's
- Kroger
- Limited Brands
- Lowe's
- Macy's
- McDonald's
- Meijer
- Menards
- Michaels Stores
- Nordstrom
- Office Depot
- OfficeMax
- PetSmart
- Price Chopper
- QVC
- Rite Aid
- Ross Stores
- Roundy's Supermarkets
- Safeway
- Save Mart
- Sears Holdings
- Sherwin-Williams
- Signet Jewelers
- Staples
- Starbucks
- SUPERVALU
- Target
- The Home Depot
- TJX
- Toys R Us
- True Value
- Verizon Wireless
- Wakefern Food Corporation
- Walgreens
- Walmart
- Wegmans Food Markets
- Whole Foods Market
- Williams-Sonoma
- WinCo Foods

A Core Program is your springboard to a successful marketing campaign on RetailCustomerExperience.com and puts your company at the fingertips of potential buyers as they browse our Supplier Directory. It provides you with both brand awareness and lead generation opportunities.

The Core Program includes these key elements:

**COMPANY SHOWCASE**

**PRODUCT/SERVICES SHOWCASE**

**SUPPLIER DIRECTORY LISTING**

	PREMIUM	ENHANCED	BASIC
<b>COMPANY SHOWCASE</b>			
Company Overview	● 500 word limit	● 250 word limit	● 100 word limit
Contact Info (mailing address and phone number)	●	●	●
Contact Form for LeadGen	●	●	●
Link to your Website	●	●	
Links to your Social Media pages (Facebook, Google+, LinkedIn, Pinterest, Twitter, YouTube)	●	●	
Featured Product widget	●	●	
Featured Publications widget	●	●	
<b>PRODUCT/SERVICE SHOWCASES</b>			
Number of Products/Services (maximum)	8	4	0
<b>SUPPLIER DIRECTORY LISTING</b>			
Number of Categories (maximum)	4	2	1
<b>LEAD GENERATION</b>			
Company RFI's These leads are generated when a user visits your Company Showcase and uses the contact form on the page to submit a request for information (RFI) about your offerings. We send these leads only to you.	●	●	●
RFD's (Requests for Download) These leads are generated when a site user downloads a publication that you sponsor from our White Paper Directory.	●	●	
Site RFI's These leads are generated via the Project Help / Easy Source form on our sites. When a user completes this form, we send the lead to all advertisers with a qualifying program.	●		



Email marketing is still one of the most cost-effective ways to reach your target audience. We give you several options for delivering your message directly to the inbox of thousands of industry professionals.

## E-MAIL NEWS ALERTS

We have an ad opportunity for almost any budget in our Email News Alerts that are delivered three times a week (M/W/F) to our 22,000+ subscribers.


Ad Unit	Ad Type	Specifications
Leaderboard	Image	Ad Size: 600x250 pixels or 600x90 pixels; Maximum File Size: 75KB; Accepted Formats: GIF, PNG or JPG
Primary 1	Image + Text	One 120x120 pixels image/logo; Headline: 50 characters (max. including spaces) with link; Body: 240 characters (max. including spaces)
Primary 2	Image + Text	One 120x120 pixels image/logo; Headline: 50 characters (max. including spaces) with link; Body: 240 characters (max. including spaces)
Primary 3	Image + Text	One 120x120 pixels image/logo; Headline: 50 characters (max. including spaces) with link; Body: 240 characters (max. including spaces)
Secondary	Text	Headline: 50 characters (max. including spaces) with link; Body: 140 characters (max. including spaces)

## E-BLASTS

Deliver your customized message to 17,000+ subscribers who have opted in to receive promotional messages from our advertisers and partners. You provide the subject line, copy, images and HTML code or, for an additional fee, we can develop a custom email message for you.

**LEADERBOARD**  
600x250 or 600x90

**Top Stories**



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IMAGE
**PRIMARY 1**

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IMAGE
**PRIMARY 2**

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IMAGE
**PRIMARY 3**

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**White Papers & Case Studies**

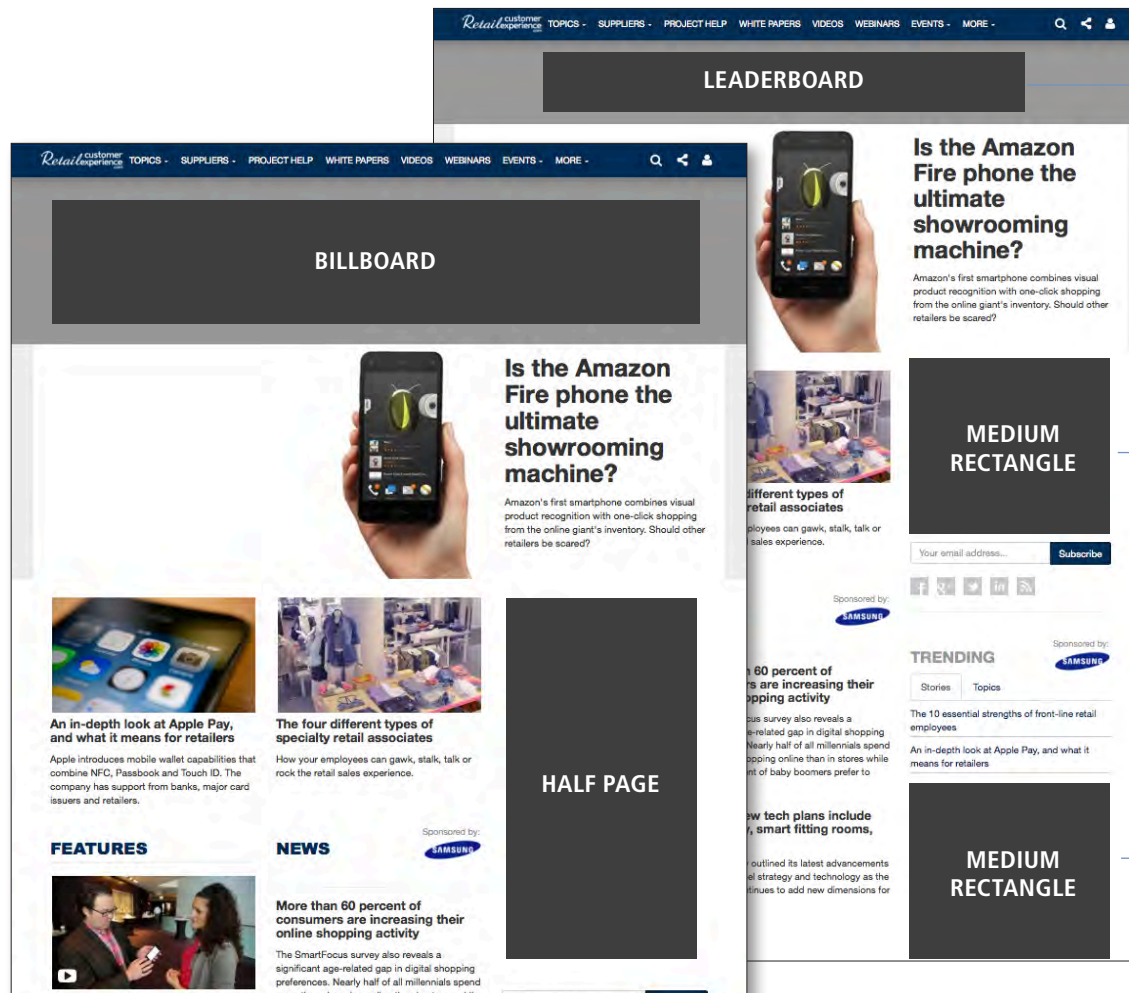
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**SECONDARY SPONSORS**

Want our readers to recognize and remember your brand? Let us work with you to build a banner campaign designed to meet your marketing objectives and stay within your budget.



### TOP AD UNIT

Available Sizes

- Leaderboard (728x90)
- Super Leaderboard (970x66 or 970x90)
- Billboard (970x250)

### RIGHT 1 AD UNIT

Available Sizes

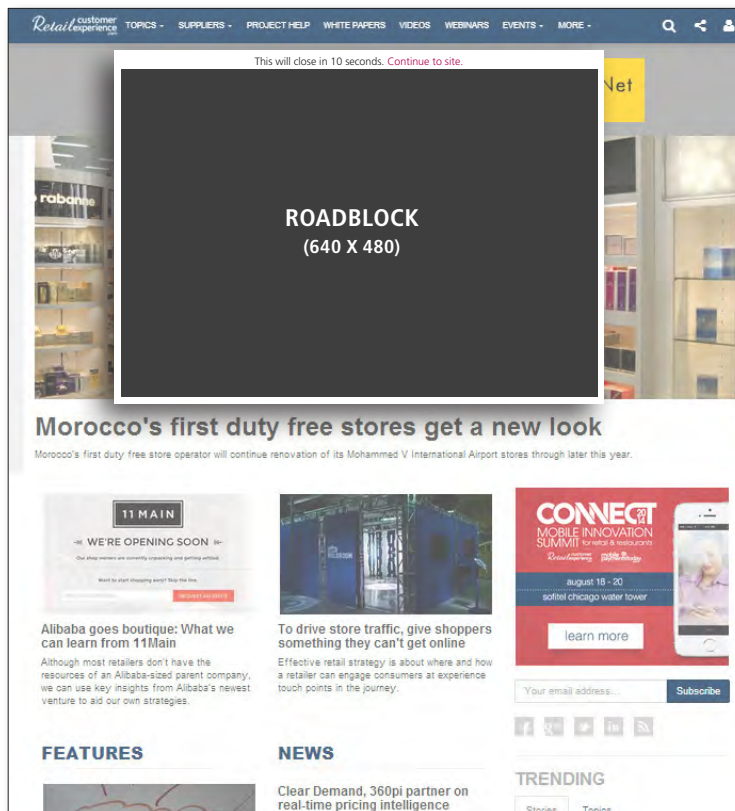
- Medium Rectangle (300x250)
- Half Page (300x600)

### RIGHT 2 AD UNIT

Available Sizes

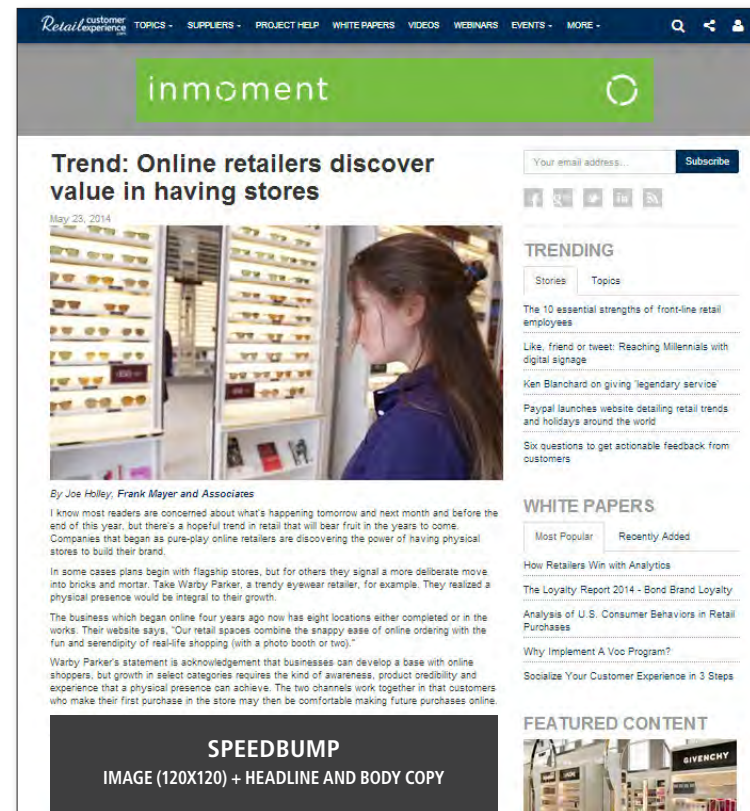
- Medium Rectangle (300x250)
- Half Page (300x600)

Make a big impression on our audience in a short period of time with these hard-to-miss weekly ad opportunities.



## ROADBLOCKS

Roadblock ads typically serve when a user enters the site for the first time each day. The ad stays visible for 10 seconds or until the user closes the roadblock window.



## SPEEDBUMPS

Speedbump ads appear within the body of feature articles. They will naturally pass through the reader's field of vision as they scroll through the article.

Talk about making an impression! With Wallpaper ads your brand is displayed prominently on both sides of the page. Wallpaper ads serve on each home, article, news and blog page view. (Not served on mobile devices.) Ask your Account Executive for complete ad specs.

The screenshot shows a website layout with a dark blue header containing navigation links: *Retail* customer experience TOPICS - SUPPLIERS - PROJECT HELP WHITE PAPERS VIDEOS WEBINARS EVENTS - MORE - Search, share, and user icons.

Below the header is a banner for the **Digital Screenmedia Association symposium** in Dallas, September 22-23, 2014, with a "REGISTER NOW" button.

The main content area is flanked by two large dark grey vertical sections labeled **WALLPAPER**. The central content includes:

- A large article titled **Is the Amazon Fire phone the ultimate showrooming machine?** featuring an image of a hand holding a smartphone. The text below reads: "Amazon's first smartphone combines visual product recognition with one-click shopping from the online giant's inventory. Should other retailers be scared?"
- A section titled **FEATURES** with an article: **An in-depth look at Apple Pay, and what it means for retailers**. Text: "Apple introduces mobile wallet capabilities that combine NFC, Passbook and Touch ID. The company has support from banks, major card issuers and retailers."
- A section titled **NEWS** with an article: **The four different types of specialty retail associates**. Text: "How your employees can gawk, stalk, talk or rock the retail sales experience."
- A **MicroStrategy** advertisement for **The Container Store** with the tagline "The Original Storage and Organization Store™". It includes a "Subscribe" button and social media icons.
- A **TRENDING** section with a **SAMSUNG** sponsorship, featuring "Stories" and "Topics" tabs. Text: "The 10 essential strengths of front-line retail employees".

## AN EXCLUSIVE AND HIGHLY EFFECTIVE BRANDING OPPORTUNITY

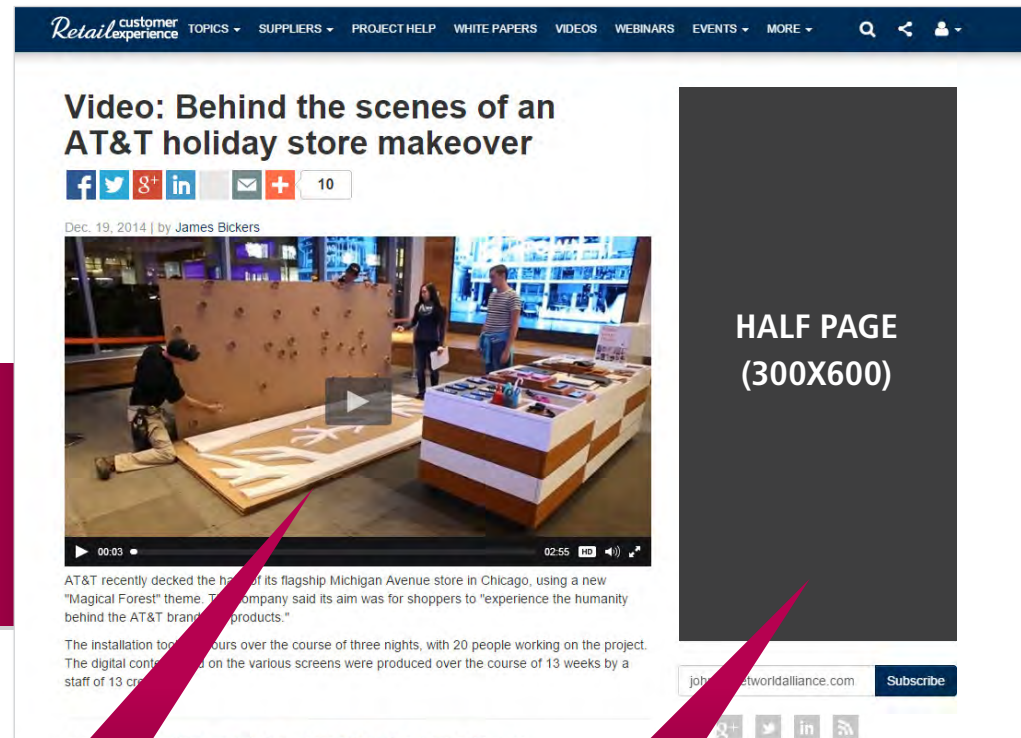
A pre-roll ad is a 15-30 second promotional video that automatically plays before the video that the viewer clicked to watch. If you've ever watched videos on YouTube – and you probably have – you have encountered pre-roll video ads many times.

Brand recall is  
**3.5X HIGHER**  
for pre-rolls compared to banner ads.

Source: <http://www.yume.com/whatmatters/>

Pre-roll ads on RetailCustomerExperience.com are **available on an exclusive basis to one advertiser per calendar month**. Just pick your month and every time a user plays a video from our gallery, they will see your pre-roll ad first.<sup>1</sup>

In addition, you can provide a half-page (300x600) banner ad to be displayed next to the video player. This will ensure great exposure for your brand even if the user clicks to skip your pre-roll ad after five seconds.



Your pre-roll ad will play automatically before each video our users watch.

Your large banner ad next to the video player ensures maximum brand exposure.

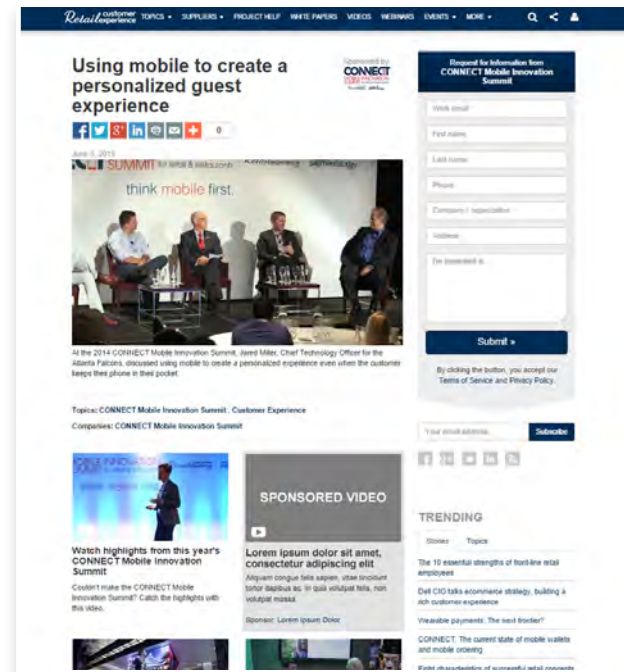
<sup>1</sup>Pre-roll ads will not play before videos that are sponsored by other advertisers.

Videos are great for product demos, success stories, tutorials, interviews and more. If your company has spent the time and money to create such a video, we can help you maximize that investment by exposing it to the right audience.



**VIDEO GALLERY**

Sponsored videos rotate randomly in six different slots throughout the video gallery.



**VIDEO PLAYER**

When a sponsored video is played, the sponsor's logo appears above the player and a contact form allows users to request more info from the sponsor.

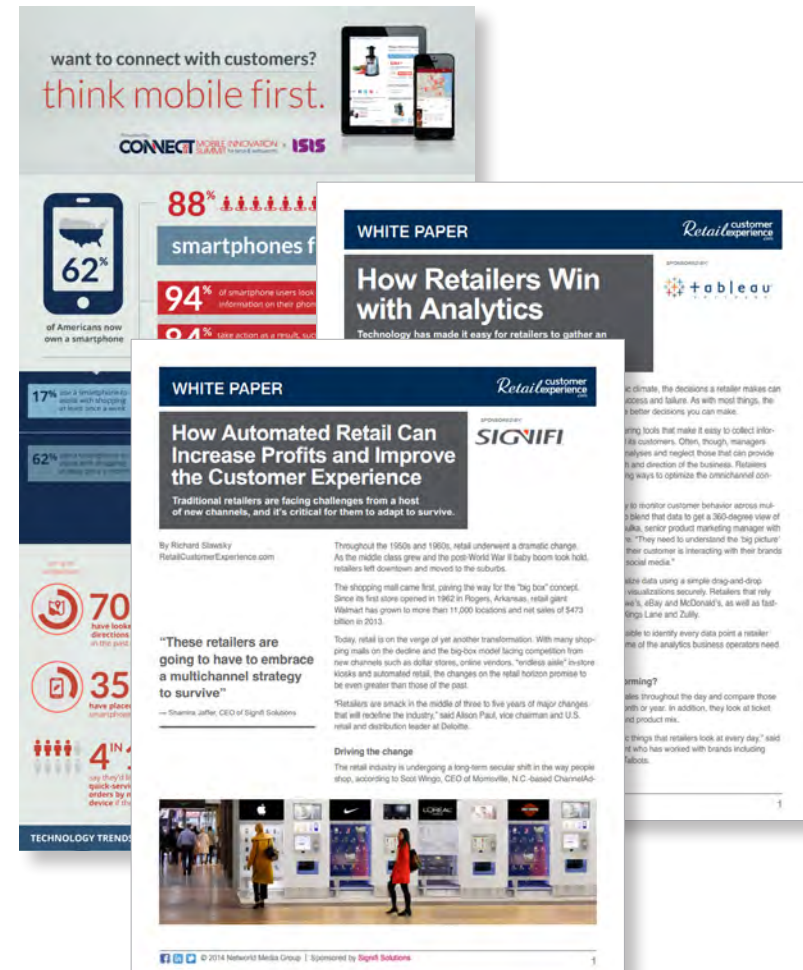
**NEED VIDEO?** We can help you create one tailored to your needs.

When you partner with RetailCustomerExperience.com to create custom content assets, you get:

- **Credibility** in the marketplace,
- **Knowledge** and support from known industry experts,
- **Access** to production professionals — writers, designers, videographers, online event producers, moderators, etc. — plus:
- **Budget** - friendly promotion and lead generation against RetailCustomerExperience.com's large, exclusive audience of retail industry executives, senior decision makers and influencers.

Popular content types include:

- **Guide:** everything your target demographic needs to know about a particular subject presented in a single comprehensive guide.
- **White Paper:** specific topic of interest to your target demographic presented in a subjective/op-ed style.
- **Case Study:** detailed look at a specific company's innovative and successful approach or process.
- **Infographic:** large quantity of information presented in a concise, creative, and visual way.



RetailCustomerExperience.com Topic Centers offer lead generation against custom sponsored and other content assets. Select from such popular topic areas as assisted selling, consumer behavior, customer service, digital signage, employee training, in-store media, kiosks & self service, loyalty programs, marketing, merchandising, multichannel retailing, online retailing, payments, PCI compliance, point-of-purchase (POP), POS, RFID technology, self checkout, social media, specialty stores, store design & layout, supermarkets & grocery stores, and technology.

## THOUGHT LEADERSHIP PROGRAMS

	EXCLUSIVE	PRIMARY	SECONDARY
<b>TOPIC CENTER</b>			
Logo and brief company description at top of right column	•	•	
Banner Ad: Top Leaderboard (728x90)	•	•	
Banner Ad: Right 1 Half Page (300x600)	•	•	
Banner Ad: Right 2 Medium Rectangle (300x250)			•
Wallpaper Ad	•		
Featured Publications – Position A	•	•	
Featured Publications – Position B	•	•	
Featured Publications – Position C	•		•
Featured Topic Widget Shows in Topics dropdown menu from main navigation and in right column on Home, Articles, News, Blogs, Videos, Photos, White Paper Directory and other pages	• 4 weeks per year	• 2 weeks per year	
<b>SPECIAL PUBLICATIONS</b>			
Guide (10-20 pages) Topic must be closely related to the sponsored Topic Center.	•		
White Paper or Case Study (2-5 pages)	•	•	
Lead Generation Sponsor gets contact info of all users who download their publications.	•	•	



## WHAT A WEBINAR CAN DO FOR YOUR BUSINESS

- Position you as a thought leader and increase your brand awareness
- Generate strong, qualified sales leads
- Educate the market about your products and services

## YOU PROVIDE THE CONTENT AND THE SPEAKERS, WE PROVIDE EVERYTHING ELSE...

**Production** – We guide you through the process and work with your speakers to ensure your webinar is well-crafted for the audience.

**Moderator** – A member of our editorial team will welcome the audience, introduce speakers and facilitate the Q&A session at the end of the webinar.

**Promotion** – We drive registrations for your webinar through an aggressive promotion campaign that includes (at a minimum):

- 3 E-blasts prior to the live webinar
- 1 E-blast one week after the live webinar driving traffic to the on-demand version
- 6 Email News Alert sponsorships prior to the live webinar
- Social media posts
- Prominent links on our home page
- Inclusion in quarterly webinar reminder email

**Registration / Reminders** – Users register for the webinar on our site and immediately receive an email enabling them to quickly add the webinar to their calendar. About 24 hours before the live webinar, we'll email a reminder to all registrants to encourage their attendance.

**On-Demand Hosting** – After the live webinar, we host the recording on our site for registered users to view at their convenience. With your approval, we will also place a PDF of the slide deck in our White Paper Directory where it can be downloaded by registered site users and generate additional leads for you.

**Lead Generation** – We send you the contact information of everyone who registers for the live event, views the on-demand recording or downloads the slide deck.

Sponsored Keyword Links are affordable text ads that get lots of impressions because they appear at the end of every article, news item and blog post.

For your ad, you can select a keyword phrase (up to 20 characters, including spaces) that's related to your business and link it anywhere you want, including:

- Your website
- Your Company Showcase on our site
- Your White Papers or Case Studies

**Sponsored Keyword Links**

The screenshot shows a webpage from Retail Customer Experience. The main article is titled "Kohl's looking to hire on nearly 70K for holiday shopping rush" and is dated Sept. 21, 2015. The article text discusses Kohl's hiring plans for the holiday season. At the bottom of the article, there is a "Sponsored Links" section with four links: Digital Signage, Display Technology, Retail Top 100, and Bill Payment Kiosks. The page also features a navigation bar, a search bar, a subscribe button, and sections for trending stories and white papers.

Highlights the retail industry's most forward looking and innovative thinkers and happenings.

Exclusive sponsorship for one year includes:

- **Turnkey** research, content development and production of finished report
- More than **two million brand impressions**
- **Sponsorship** and participation in a companion webinar
- Thousands of marketing & sales **leads** generated through report downloads and webinar attendance

**Call your media specialist to find out about a one-year exclusive sponsorship.**



## CONNECT MOBILE INNOVATION SUMMIT

With a slogan of “Think Mobile First,” MobilePaymentsToday.com and RetailCustomerExperience.com have joined forces to convene the fourth annual customer experience gathering - a live business networking and social event where executives from both business and technology functions at retail and restaurant enterprises meet up to exchange ideas and make new connections. Multiple sponsorship levels – platinum, gold and silver – plus special opportunities such as room drops and strategic product placements ensure that marketers can participate in this highly reviewed industry event at virtually any budget level.



## INTERACTIVE CUSTOMER EXPERIENCE SUMMIT

Explore many of the technologies available to businesses – retail, hospitality, travel, restaurants, healthcare and more – for engaging customers. ICX Summit will cover the landscape from kiosks to digital signage to mobile and beyond to give attendees insights they can put in action now to deliver outstanding interactive customer experiences. Multiple sponsorship levels – platinum, gold, silver and associate – plus special opportunities such as room drops and strategic product placements ensure that marketers can participate in this highly reviewed industry event at virtually any budget level.



Expand your marketing group's capabilities without adding staff. Networld Media Group offers outsourced marketing services in each of the following areas:

- Custom publishing and content creation
- Market research
- Video production
- Social media & public relations
- Web site development
- Print
- Direct mail
- Graphic design
- Lead nurturing and management
- Infographics

Networld Media Group creates press releases for companies as part of our custom services. We write, design and distribute your release to hundreds of media outlets on the newswire. Complete turnkey package is priced at \$595 per release.

Ask your media specialist for details.



## CREATIVE INQUIRIES

If you have any questions or concerns about creative specifications and submission, please contact:

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tel: 502.241.7545 ext. 139 | fax: 502.241.1385

## ADVERTISING AND PACKAGE OPTIONS

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