

**vmsd.** Experience Retail Now

2012

# MARKETING PLANNER

[vmsd.com](http://vmsd.com)

# BRAND MISSION

**VMSD** MAGAZINE, WEBSITE, EVENTS AND COMPETITIONS ARE COMMITTED TO PROVIDING RETAIL PROFESSIONALS WITH THE MOST UP-TO-DATE, INNOVATIVE RETAIL DESIGN IDEAS AND INDUSTRY NEWS— AND TO DO SO IN A WAY THAT **INSPIRES**, CHALLENGES AND MOTIVATES. VMSD CELEBRATES THE ART AND SCIENCE OF **RETAIL DESIGN**, DRAWING ON MORE THAN 140 YEARS OF HISTORY SERVING **THIS MARKET**, DELIVERING INFORMATION AND INSPIRATION STRAIGHT FROM THE HIGH-LEVEL EXECUTIVES WHO DRIVE **THIS INDUSTRY**.

# BRAND REACH

VMSD offers the most innovative and effective ways to connect with a highly qualified audience of retail design professionals. With more than **10.7 million annual touch points**,<sup>2</sup> our brand extensions allow you to reach your target market when, where and how they want to be reached.

## PRINT

The only monthly magazine dedicated to this market, our print edition reaches **22,500**<sup>1</sup> retail design professionals who have requested to receive our magazine.

VMSD is also the only industry publication that is audited by an independent third-party auditing firm. Our ABC Publisher's Statement delivers a roadmap to accountability and helps advertisers make informed media buying decisions.

## DIGITAL EDITION

An interactive replica of the print magazine, with searchability, hot links to advertiser sites and bonus content such as audio, video and animation. The VMSSD digital edition is distributed to **26,000**<sup>2</sup> industry professionals through email and is also posted on the VMSSD web site, which leads to an extended shelf-life for each issue.

## VMSSD RETAIL PULSE E-NEWSLETTER

The VMSSD Retail Pulse, a weekly newsletter delivered to **25,500** opt-in subscribers,<sup>3</sup> showcases timely news, trends and information. Your ad reaches motivated retailers and designers seeking new products and inspirational ideas each week.

## VMSSD.COM

The leading B2B web site among retailers and designers in the U.S. and around the world with over **31,000** unique monthly visits.<sup>3</sup> This highly-trafficked site provides an average of **739,000** monthly ad impressions.<sup>3</sup>

**184,000 page views / 4.23 pages per visit / 205-country reach (54% of the visits come from the U.S.)**

## IRDC

VMSSD's International Retail Design Conference brings together a dynamic, captivated group of retail design professionals for three days of networking and education. As a sponsor, you'll make lifetime contacts and build relationships leading to sales opportunities.

## SOCIAL NETWORKS

VMSSD's growing presence on Facebook, LinkedIn and Twitter connects retail design professionals with vendors throughout the world.

## TRADE SHOWS

Your print ad reach extends to more than **5,500** show attendees. Bonus distribution of VMSSD typically takes place at: GlobalShop | Lightfair | A.R.E. Retail Design Collective | NeoCon | A.R.E. Convention | Greenbuild International Conference | IRDC



<sup>1</sup> June 2011 ABC Publisher's Statement

<sup>2</sup> Publisher's Own Data; Based on 6-month average

<sup>3</sup> Google Analytics; Based on rolling 12-month average

# ENGAGED AUDIENCE

## AREAS OF PURCHASING INFLUENCE<sup>4</sup>

Signage and graphics—74%

Fixtures /  
Fixture components—69%

Lighting fixtures / Systems—69%

Flooring materials—56%

Furniture seating—54%

Architectural products—53%

Wallcoverings / Finishes /  
Coatings—50%

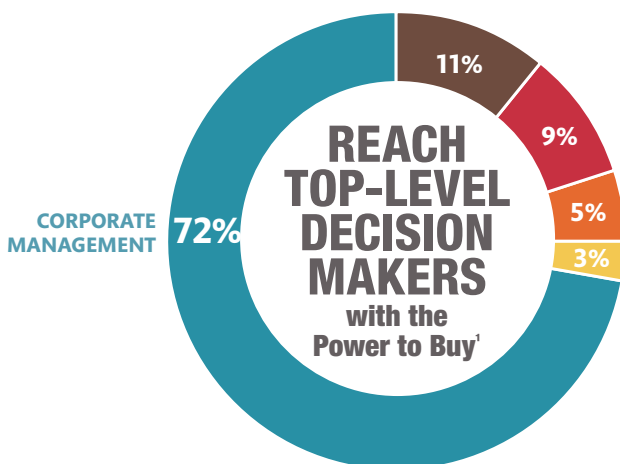
Surfacing materials (for countertops,  
cash wraps, fixtures, etc.)—50%

Point-of-purchase displays—46%

Decoratives and props—46%

Construction / Installation /  
Fabrication Services—41%

Shopping bags / Boxes /  
Print collateral—39%



## QUALITY ASSURANCE

VMSD is the *only* monthly magazine serving the retail design market that invests in an independent audit of our audience. The results of this audit prove that we're reaching the audience we promise to our advertisers.



**An influential audience**

91 percent have influence in purchasing decisions<sup>2</sup>



**An actionable audience**

88 percent have followed up on a new product or service as a result of reading VMSD or visiting VMSD.com<sup>2</sup>



**An invested audience**

65 percent save copies of VMSD for future reference<sup>2</sup>



**An inquisitive audience**

59 percent look for information on new products and services<sup>2</sup>



**An interactive audience**

72 percent visit the websites of advertisers<sup>2</sup>

**HOW DOES THE VMSD AUDIENCE LEARN ABOUT NEW STORE DESIGN AND DISPLAY PRODUCTS/SERVICES?<sup>2</sup>**

Online Marketing.....	84%
Trade Magazines.....	80%
Conferences and Trade Shows.....	74%

**TODAY'S DECISION-MAKERS**

Our audience includes brand marketers from the Top 100 Retailers<sup>3</sup> representing an annual sales volume of more than 2.2 trillion. This powerful group is responsible for the design, fixturing, lighting and visual merchandising of over 243,000 retail locations.

- Walmart | Kroger | Target | Walgreens | The Home Depot | Costco | CVS Caremark | Lowe's | Best Buy | Sears | Safeway | SuperValu | Rite Aid | Publix | Macy's | Ahold USA | McDonald's | Delhaize America | Amazon.com | Kohl's | Apple Stores/iTunes | JCPenney | YUM! Brands | TJX | True Value | Meijer | H-E-B | Dollar General | ShopRite | Gap | BJ's Wholesale Club | Subway | Wendy's/Arby's Restaurants | Nordstrom | Staples | Ace Hardware | Toys "R" Us | Whole Foods Markets | Bed Bath & Beyond | 7-Eleven | Burger King Holdings | Aldi | Army Air Force Exchange | Limited Brands | A&P | Menard | Verizon Wireless | Family Dollar | Ross Stores | Darden Restaurants | Starbucks | Office Depot | Winn-Dixie | Hy-Vee | Trader Joe's | GameStop | Giant Eagle | AutoZone | Dillard's | DineEquity | Advance Auto Parts | Dollar Tree | Barnes & Noble | OfficeMax | Wegmans Food Markets | O'Reilly Automotive | QVC | Defense Commissary Agency | AT&T Wireless | Save Mart | Dell | Big Lots | PetSmart | RadioShack | Alimentation Couche-Tard | Dick's Sporting Goods | Albertsons | WinCo Foods | Sherwin-Williams | Ruddick Corp | Neiman Marcus Group | Michaels Stores Inc. | Burlington Coat Factory | Tractor Supply Co. | Stater Bros. Holdings | Foot Locker | Belk | Price Chopper Supermarkets | IKEA North America | Williams-Sonoma | Sports Authority | SonyStyle | Raley's | OSI Restaurant Partners | Ingles Markets | Brinker International | HSN | Bon Ton Stores | Abercrombie & Fitch | ShopKo Stores



1 June 2011 ABC Publisher's Statement  
 2 Readership Study, conducted by Litchfield Research, August 2010  
 3 Compiled by the National Retail Federation and published in Stores magazine  
 4 Publisher's Own Data

# EXCEPTIONAL COVERAGE

## IN EVERY ISSUE

### CASE STUDIES

You'll see reports of the latest, biggest and most innovative retail launches and renovations.

### VMSD SHOWROOM

Our beautifully designed product section zeroes in on the best new product trends targeting all sectors of retail.

### INDUSTRY TRENDS

Read in-depth reports on the "hot" and "now."



JANUARY Look Book 2012	FEBRUARY	MARCH The GlobalShop Issue	APRIL	MAY	JUNE The Store Fixture Issue
RESERVATIONS DUE: 11.21.11	RESERVATIONS DUE: 12.21.11	RESERVATIONS DUE: 01.24.12	RESERVATIONS DUE: 02.21.12	RESERVATIONS DUE: 03.21.12	RESERVATIONS DUE: 04.23.12
MATERIALS DUE: 12.6.11	MATERIALS DUE: 01.11.12	MATERIALS DUE: 02.07.12	MATERIALS DUE: 03.06.12	MATERIALS DUE: 04.04.12	MATERIALS DUE: 05.07.12
FEATURES: NEW FOR 2012: VMSD presents a comprehensive style guide on the latest products for retail spaces, including interviews with the designers behind them.	FEATURES: The Season's Best Holiday Windows Preview: GlobalShop Review: Retail Design Collective Show	FEATURES: Annual Design Firm Survey, plus the VMSSD Retail Design Firm Resource Guide NEW FOR 2012: VMSSD's Designer Dozen Sector Spotlight: Eyewear/Optical	FEATURES: The Year's Biggest Mannequin Trends Special Report: Groceries and Supermarkets	FEATURES: Special Report: Lighting A.R.E. Store Design Winners Review: GlobalShop	FEATURES: Special Report: Fixturing A.R.E.'s Best Fixtures of the Year Sector Spotlight: Department Stores
	PRODUCT FOCUS: GlobalShop Exhibitors: Fixtures, Lighting, Flooring, Digital Media, Signage and Graphics, Mannequins and Forms	PRODUCT FOCUS: Props and Decs	PRODUCT FOCUS: Signage and Graphics Flooring	PRODUCT FOCUS: Lighting	PRODUCT FOCUS: Fixtures
BONUS DISTRIBUTION: GlobalShop	BONUS DISTRIBUTION: GlobalShop	BONUS DISTRIBUTION: GlobalShop		BONUS DISTRIBUTION: Lightfair, Las Vegas	BONUS DISTRIBUTION: NeoCon, Chicago A.R.E. Convention

## COLUMNS AND FEATURES

### NEXT STORE

This bi-monthly column by Jim Crawford, principal at Taberna Retail, cuts through all the geek-speak to give you insight into the latest technologies entering the retail landscape.

### 2-MINUTE TOUR

Take a virtual whirlwind tour of the retail scene in a different part of the world. In an easy-to-digest format, we lay out the facts, figures, challenges and opportunities you need to know for that market.

### DESIGN DETAIL

An extreme close-up of one showstopping project. We zoom in on, and deconstruct, the visual details that make this retail effort a winner.

### SECTOR SPOTLIGHT

This quarterly report on a specific retail segment (grocery, department stores, apparel, etc.) delves into the design, product and business trends in that sector.

## SPECIAL ISSUES

### JANUARY / LOOK BOOK 2012

New for 2012! VMSSD explores the coolest and most exciting products available for retail environments, from fixtures and mannequins to everything in between. This must-have resource will include product trend reports and interviews with the creative minds behind these amazing designs. Suppliers looking to get their latest wares in front of retailers and design firms won't want to miss this newest source of inspiration and ideas.

### JUNE / THE STORE FIXTURE ISSUE

Fixture and fixture components are the products most frequently specified by our subscribers—and they're unique to the retail industry. The June issue includes our Resource Directory of fixture manufacturers.

### NOVEMBER / THE GREEN ISSUE


This special issue will take an in-depth look at retailers who've adopted green initiatives and have taken sustainable design to the next level. It will include a special product section on the latest eco-friendly materials and products for retail spaces.

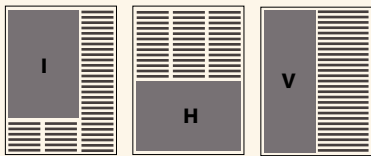
JULY The Visual Issue	AUGUST	SEPTEMBER The IRDC Issue	OCTOBER	NOVEMBER The Green Issue	DECEMBER
RESERVATIONS DUE: 05.21.12	RESERVATIONS DUE: 06.18.12	RESERVATIONS DUE: 07.18.12	RESERVATIONS DUE: 08.20.12	RESERVATIONS DUE: 09.18.12	RESERVATIONS DUE: 10.16.12
MATERIALS DUE: 06.05.12	MATERIALS DUE: 07.02.12	MATERIALS DUE: 08.01.12	MATERIALS DUE: 09.04.12	MATERIALS DUE: 10.02.12	MATERIALS DUE: 10.30.12
FEATURES: The VMSSD International Visual Merchandising Competition Special Report: Visual Merchandising Trends	FEATURES: Special Report: Shopper Insights International Retail Trends IRDC Preview	FEATURES: The VMSSD/Peter Glen Retailer of the Year The VMSSD Retail Renovation Competition Sector Spotlight: Beauty	FEATURES: Restaurant Review: Latest Palate-Pleasing Designs Sector Spotlight: Specialty Apparel	FEATURES: Special Report: Green Retail Trends Preview: Retail Design Collective	FEATURES: The Best of New York Retail Year in Review
PRODUCT FOCUS: Mannequins	PRODUCT FOCUS: Flooring, Architectural Materials and Wallcoverings	PRODUCT FOCUS: In-store Technology Furniture	PRODUCT FOCUS: Signage and Graphics P-O-P	PRODUCT FOCUS: Green Products: Lighting, Flooring, Materials, Fixtures	PRODUCT FOCUS: Best New Products of 2012
	BONUS DISTRIBUTION: VMSSD's International Retail Design Conference, Chicago	BONUS DISTRIBUTION: VMSSD's International Retail Design Conference, Chicago		BONUS DISTRIBUTION: Greenbuild International Conference and Expo A.R.E. Convention	BONUS DISTRIBUTION: Retail Design Collective, New York

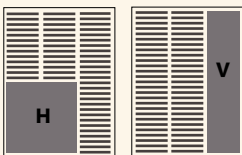
# EXCELLENT VALUE

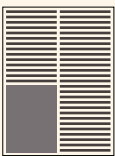
## FOUR-COLOR RATES / (12 MONTHLY ISSUES)

<b>FULL PAGE</b>		1X	\$7,781
		3X	\$6,855
		6X	\$6,351
		9X	\$6,186
		12X	\$5,907
		18X	\$5,610
8" x 10.875" (include 0.125" on all sides for bleed)			

<b>2/3 PAGE</b>		1X	\$6,472
		3X	\$5,731
		6X	\$5,328
		9X	\$5,196
		12X	\$4,973
		18X	\$4,736
4.5625" x 10"			

<b>1/2 PAGE</b>		1X	\$5,621
		3X	\$5,000
		6X	\$4,663
		9X	\$4,553
		12X	\$4,366
		18X	\$4,167
I: 4.5625" x 7.5" / H: 7" x 4.875" / V: 3.25" x 10"			

<b>1/3 PAGE</b>		1X	\$4,508
		3X	\$4,045
		6X	\$3,793
		9X	\$3,711
		12X	\$3,571
		18X	\$3,423
H: 4.5625" x 4.875" / V: 2.1875" x 10"			

<b>1/4 PAGE</b>		1X	\$4,017
		3X	\$3,624
		6X	\$3,410
		9X	\$3,340
		12X	\$3,221
		18X	\$3,095
3.25" x 4.875"			

## ADDITIONAL INFORMATION

### CORPORATE/COMBINATION DISCOUNTS

Advertisements placed in other ST Media Group International products (print and electronic) apply toward frequency rates in VMSD.

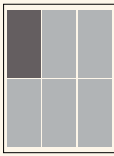
### AGENCY COMMISSION

15% discount to recognized advertising agencies with satisfactory credit rating, and if paid within 30 days.

### INSERTS

Furnished by advertiser; subject to prior approval by publisher. Contact your account manager three months in advance of publication for specifications, quantities and costs.

## PRODUCT/SERVICE SHOWCASE AD

<b>PRODUCT/SERVICE SHOWCASE</b>		1X	\$1,295
		3X	\$1,195
		6X	\$995
		9X	\$950
		12X	\$900
		18X	\$875
2.1875" x 4.375"			

NOTE: Product/Service Showcase ads are non-commissionable and do not earn frequency discounts for display advertising.

### DESIGN YOUR OWN AD

Finished ad size is 2.1875" x 4.375". Ad materials must be provided as a digital file.

### WE DESIGN YOUR AD

Provide us with one product shot as a digital file. Digital pictures need to be 300 DPI and sized to 2.25" x 2.5". We also need up to 75 words of ad copy, which includes your contact information.

### ADDITIONAL INFO

All ads are printed four-color.

RATE CARD 56 effective with the January 2012 issue

## AD RESERVATIONS AND DEADLINES

See below for the ad material deadlines. If ad materials are not furnished by the deadline, the last approved advertisement will be inserted, regardless of size. If we do not have previous material, we will then fill the space. Cancellations are not accepted after the space close date.

ISSUE	RESERVATIONS DUE	MATERIALS DUE
JANUARY	11.21.11	12.6.11
FEBRUARY	12.21.11	01.11.12
MARCH	01.24.12	02.07.12
APRIL	02.21.12	03.06.12
MAY	03.21.12	04.04.12
JUNE	04.23.12	05.07.12
JULY	05.21.12	06.05.12
AUGUST	06.18.12	07.02.12
SEPTEMBER	07.18.12	08.01.12
OCTOBER	08.20.12	09.04.12
NOVEMBER	09.18.12	10.02.12
DECEMBER	10.16.12	10.30.12

*See insert in this Marketing Planner for ad specs and submission guidelines.*

If you have any questions or concerns, please contact :

### KERI HARPER

Production Coordinator  
P 513-263-9335  
F 513-744-6935  
E [keri.harper@stmediagroup.com](mailto:keri.harper@stmediagroup.com)

## LIST RENTAL

### *Boost your multimedia campaigns!*

Our direct-response subscriber list is regularly updated and offers a variety of selections to help you pinpoint your audience. Responsive e-mail, postal and telephone contacts help you connect with decision makers in various segments of the industry—a great way to reinforce your overall marketing message.

Contact your account manager for more information on quantities and available selections.

### POSTAL

Minimum Order 5,000  
Base Rate: \$125/M  
Selections: +\$15/M (Geo, ZIP, SCF, Demos)  
With Phone: +\$70/M  
Electronic file would be emailed directly to mailhouse

### EMAIL

Minimum Order 3,000  
Base Rate: \$325/M  
Selections: +\$15/M (Geo, ZIP, SCF, Demos)  
Deployment Fee +\$175/flat  
Deployment must be handled by ST Media Group Intl.  
\* Includes deployment statistics, HTML or Text

## ACCOUNT MANAGERS AND TERRITORIES

*Let us help you maximize your ROI with a multi-channel marketing plan to fit your goals and budget.*

Our experienced account managers will help you optimize your marketing efforts and take full advantage of frequency discounts when you combine placements in multiple VMSD channels and other ST brands.



### MURRAY KASMENN

Publisher  
P 770-578-2577  
F 513-744-6910  
E [murray.kasmenn@stmediagroup.com](mailto:murray.kasmenn@stmediagroup.com)  
Territory: United States and Canada



### PATRICIA IANNELLI

Business Development Manager  
P (+39) 0332-240285  
F (+39) 0332-280900  
E [patricia.iannelli@stmediagroup.com](mailto:patricia.iannelli@stmediagroup.com)  
Territory: International Accounts

# ESTABLISHED LEADERS

The VMSS Editorial Advisory Board is a dynamic group of corporate-level executives actively engaged in the content and direction of VMSS's magazine, web site and events.

## RETAILERS

### **TOM BEEBE**

VP, Creative Services  
HMX Group

### **BEVAN BLOEMENDAAL**

Senior Director, Global Creative  
Services  
Timberland

### **RICK BURBEE**

Divisional VP Home Design/Trend  
Sears Holdings Corp.

### **DAWN CLARK**

VP, International Store Design  
Starbucks Coffee Co.

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Publix Super Markets

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Director Global Store Planning and  
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Senior VP, Fashion Director and  
Store Presentation  
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Senior Manager Retail Creative  
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VP, Marketing and Brand  
Family Christian Stores

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Retail Design Director  
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Associate Director - CBDi Design  
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Bloomingdale's

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White House | Black Market

### **JEFFREY KEY**

Store Environment Manager -  
Store Planning  
Lowe's Companies Inc.

### **HAK KIM**

Director of Store Design  
Tumi

### **JAY KRATZ**

Architect, Senior Design Manager  
Store Design  
Luxottica Retail

### **SHARON LESSARD**

Chief Design Officer  
SuperValu Inc.

### **DAVE LINDSEY**

Corporate VP, Store Planning  
Nordstrom

### **DAVID MILNE**

VP, Architecture and Design  
Carlson Restaurants Worldwide

### **TRACEY PETERS**

National Visual and Merchandising  
Manager  
Holt Renfrew

### **STEPHANIE PICONE**

VP, Marketing/Visual  
IZOD Retail

### **KEN PRAY**

Director, Store Design  
The Kroger Co.

### **REGINALDO REYES**

Senior Design Lead  
Target

### **GABRIELLE ROSI**

Senior Design Coordinator  
Whole Foods Market

### **KEVIN RUEHLE**

Store Layout, Senior Director,  
Prototype Design & Evolution  
Walmart

### **JAMES SLOSS**

VP, DesignSPACE  
Macy's Inc.

### **TODD TAYLOR**

Director of Design  
Darden Restaurants Inc.

### **JAN TRIBBEY**

VP, Store Design & Construction  
Victoria's Secret Stores  
Limited Brands

### **VALERIE WAHNA**

Creative Design Manager  
Meijer

## DESIGN / INDUSTRY CONSULTANTS

### **MICHAEL BODZINER**

Principal  
Gensler

### **JIM CRAWFORD**

Principal  
Taberna Retail

### **PETER DIXON**

Senior Partner, Creative Director  
Prophet

### **BRUCE DYBVAD**

President  
Interbrand Design Forum

### **NIKI FITZGERALD**

VP, Managing Creative Director  
Graphic Design  
FRCH Design Worldwide

### **BRYAN GAILEY**

VP Retail Design Director  
Arc Worldwide

### **LES HISCOE**

VP, Retail Group  
Shawmut Design and Construction

### **DAVID HOGREFE**

Managing Director  
Fitch

### **JEFFREY HUTCHISON**

President  
Jeffrey Hutchison & Associates

### **DAVID KEPRON**

Principal  
Callison Global Retail

### **MIHO KOSHIDO**

Creative Director  
JGA

### **KEVIN O'DONNELL**

Founder  
Thread Collaborative

### **TARA O'NEIL**

Chief Creative Officer  
Perennial Inc.

### **LEE PETERSON**

Executive VP, Creative Services  
WD Partners

### **TODD ROWLAND**

Director of Design, Retail  
Little

### **RANDY SAUER**

Principal  
MulvannyG2 Architecture

### **BRIAN SHAFLEY**

President  
Chute Gerdeman

### **RANDALL STONE**

Senior Partner  
Lippincott

### **RACHEL ZSEMBERY**

Senior Associate  
Bergmeyer Associates Inc.

# EXCLUSIVE RELATIONSHIPS

MAKE CONTACTS. BUILD RELATIONSHIPS. GROW SALES.

[irdconline.com](http://irdconline.com)



international **retail design** conference

SEPTEMBER 5-7, 2012 | CHICAGO | RENAISSANCE CHICAGO DOWNTOWN

## UNLIMITED CONNECTIONS

At IRDC, you will have multiple opportunities in intimate settings to network with not only our Editorial Advisory Board (many of the most influential buyers in the industry), but also with hundreds of other top-end buyers.

## ALL INCLUSIVE

All VMSD advertisers are welcome to participate (three page minimum).

## COST EFFECTIVE

Sponsorships provide excellent exposure and attendee access without the need for an expensive booth.

## VALUABLE INVESTMENT

You'll spend three quality days with powerful specifiers that purchase for an average of 943 store locations, as well as contract designers who specify millions of dollars of products annually. Plus, you'll receive access to the complete database of all who attended.

## ATTENDEE PROFILE\*

IRDC 2011 drew 340+ retail design professionals from throughout the U.S. and abroad to the Parc 55 in San Francisco. The breakdown below illustrates the caliber—and buying power—of IRDC attendees.



66 PERCENT of IRDC attendees are upper-level decision-makers: president, vp, owner, principal, director, manager



34 PERCENT of IRDC attendees are involved in store planning and design and visual merchandising



81 PERCENT work in the headquarters/main office of the organization



78 PERCENT have 26 or more store locations



70 PERCENT spend \$1 million or more annually on design/display purchases

\* Publisher's own data based on 2011 attendance

INTERESTED IN SPONSORING?  
Contact Murray Kasmenn / 770.578.2577  
[murray.kasmenn@stmediagroup.com](mailto:murray.kasmenn@stmediagroup.com)

**vmsd.**

# EXTENSIVE EXPOSURE

on VMSD.com

## RUN-OF-SITE ADVERTISING

Your ad rotates through all available pages on VMSD.com including the homepage, Design Galleries, Hot Topics page and other prominent, high-traffic areas.



### LEADERBOARD BANNER

728 x 90 pixels  
\$1,355 / month

### STANDARD BANNER

468 x 60 pixels  
\$400 / month

### MEDIUM RECTANGLE

300 x 250 pixels  
\$1,355 / month

### WIDE SKYSCRAPER

160 x 600 pixels  
\$1,175 / month

### SPONSORED LINKS

\$1,200 / 6 months

Your website link and one line of descriptive text at the bottom of pages throughout VMSD.com.

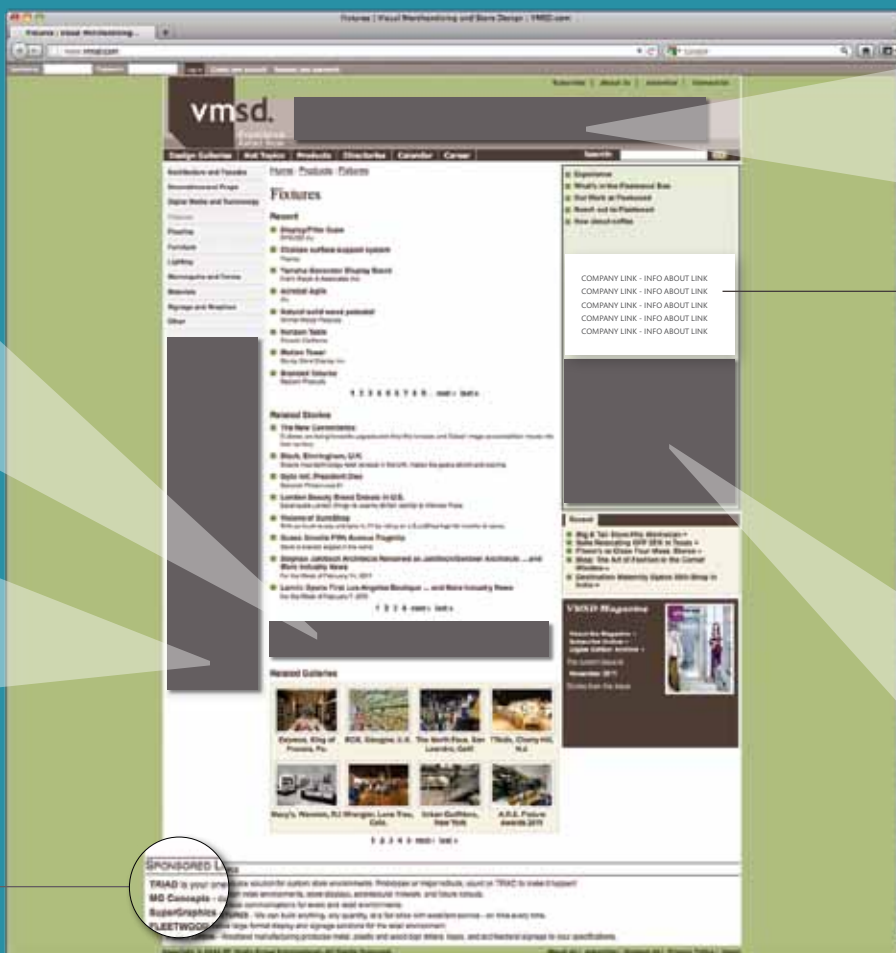
Other frequency rates available. Talk to your account manager for details.

### FILE SIZES AND RELATED SPECS

See the specifications sheet included with this kit or visit [www.stmediagroup.com/specs](http://www.stmediagroup.com/specs). Visit [www.stmediagroup.com](http://www.stmediagroup.com) to view our media kit updates.

## EXCLUSIVE CHANNEL SPONSORSHIP

Target your specific audience by providing comprehensive contextual exposure for your company on VMSD.com. Sponsorship features exclusive advertising on every page in the sponsored channel, plus a run-of-site sponsored link for site-wide exposure.



**LEADERBOARD BANNER**  
728 x 90 pixels

**CHANNEL SPONSOR LINKS**  
Five links direct users to content on your website. Plus: Twice a year, promote a sponsored content item for FREE in the VMSD Retail Pulse email newsletter

**MEDIUM RECTANGLE**  
300 x 250 pixels

**STANDARD BANNER**  
468 x 60 pixels

**WIDE SKYSCRAPER**  
160 x 600 pixels

**SPONSORED LINK**  
run-of-site

### CHANNELS INCLUDE:

- Architectural & Facades
- Decoratives & Props
- Digital Media & Technology
- Fixtures
- Flooring
- Furniture
- Lighting
- Mannequins & Forms
- Materials
- Signage & Graphics

**\$16,800 / year**  
**\$1,400 / month**

Price includes all channel page positions (Leaderboard Banner, Wide Skyscraper, Medium Rectangle, Standard Banner and a run-of-site Sponsored Link.)

INTERESTED IN ADVERTISING?  
Contact Murray Kasmenn / 770.578.2577  
murray.kasmenn@stmediagroup.com



# EFFECTIVE MESSAGING

## PRODUCT SHOWCASE ADVERTISING

Reach thousands of industry professionals with this unique email format devoted exclusively to product announcements. Great for pre-show marketing, product launches and renewed brand awareness. First-come, first-served on position and choice of edition. Includes logo, product photo and a 250-character description.

	AD TYPE	1X	6X	12X
A	Primary	\$665	\$625	\$585
B	Secondary	\$475	\$435	\$405

Other frequency rates available. Talk to your account manager for details.

PRIMARY SPONSOR LOGOS

SECONDARY SPONSOR LOGOS



## RETAIL PULSE E-NEWSLETTER

Showcase your product or service in the weekly VMSD Retail Pulse newsletter, and we'll deliver your message to 25,500\* retail professionals seeking new products and technology.

	AD TYPE	1X	6X	12X
C	Skyscraper	\$695	\$615	\$555
D	Primary Banner	\$495	\$450	\$390
E	Product Ad IMAGE + 250 CHARACTERS	\$395	\$355	\$295
F	Standard Banner	\$300	\$245	\$195

Other frequency rates available. Talk to your account manager for details.

\* Publisher's data: based on 6-month average

SKYSCRAPER  
120 x 600 pixels

PRIMARY BANNER  
468 x 60 pixels

PRODUCT AD  
150 x 150 pixels  
+ 250 characters

STANDARD BANNER  
468 x 60 pixels



## EMAIL ANNOUNCEMENTS

Deliver your full-color, custom HTML email message to thousands of opt-in users who have asked to receive product, trade show and other information related to retail design. HTML allows use of formatted text, images and multiple links. These email announcements feature your company and message only—no other on-screen distractions.

1X	3X	6X	12X
\$1,650	\$1,570	\$1,490	\$1,345



## DIGITAL EDITIONS

**Engage your customers with interactivity!** Audio, video, digital insert card, animated belly bands—your ads spring to life in the digital edition of VMSD. Accessible directly from VMSD.com, each digital edition is distributed to 26,000<sup>1</sup> recipients who interact with the magazine via keyword searches, emailing of articles, magnification and **live links to your website**.

Advertisers in the print edition automatically have an advertisement in the exact-replica digital edition. However, it is possible to advertise in the digital edition only, per the rates below.



	AD TYPE	PER ISSUE RATE
G, I	Ad Left of Front Cover with Leaderboard	\$1,200
H	Toolbar Buttons	\$150

ADDITIONAL OPPORTUNITIES	PER ISSUE RATE
Digital Insert Card	\$250
Digital Belly Band	\$250
Video or Audio Integration	\$300 / ad
Ad Animation	\$500 / ad

*For more information, contact your account manager.*

<sup>1</sup> Publisher's Own Data; Based on 6-month average

## CUSTOM WEBINARS

*Educate and inspire with an online event.*

Partner with us to develop qualified leads with a custom webinar tailored to your needs. Our team can produce the webinar, assist in content creation, manage the marketing campaign and/or host the webinar—or simply help you draw the widest possible audience for your self-produced webinars. Some of the possibilities:

- Single-sponsor with control of the content
- Live white papers or other educational sessions sponsored exclusively by your company
- Co-sponsorship of a program involving multiple vendors

Your branding will appear on all promotions, registration pages and the webinar itself. You'll receive the final database of all registrants and have the option of conducting a poll during the webinar to gain market intelligence.

## CUSTOM PODCASTS

*Generate buzz with an A/V advertorial.*

Have one of your top executives speak directly to our highly qualified audience via podcast. Our team will produce an engaging multimedia advertorial from a simple 30-minute interview with your executive, edit the conversation to your satisfaction and add photographs, PowerPoint® slides, and/or videos for an additional fee. We will produce the advertorial, promote it through our e-newsletter and host it on our website where users can view or download it as a podcast.

You'll own the final file and can post it on your website or use it as you wish.

**Contact your account manager for details and a custom proposal and quote.**



## INTERNATIONAL

11262 Cornell Park Dr. • Cincinnati, OH 45242  
 800.925.1110 • 513.421.2050  
[www.stmediagroup.com](http://www.stmediagroup.com)

### CONNECTING BUYERS AND SELLERS SINCE 1906

ST Media Group leverages unparalleled, trusted information to deliver the highest quality audience to the vendors in our markets.



The parent company of VMSD serves worldwide visual communicators in the graphics and design-related industries with additional trade publications and events.

### DESIGN GROUP

BRANDS



EVENTS



### SIGNAGE AND GRAPHICS GROUP

BRANDS



EVENT



### ACCOUNT MANAGERS AND TERRITORIES

Let us help you maximize your ROI with a multi-channel marketing plan to fit your goals and budget.

Our experienced account managers will help you optimize your marketing efforts and take full advantage of frequency discounts when you combine placements in multiple VMSD channels and other ST brands.



**MURRAY KASMENN**  
 Publisher  
 P 770-578-2577  
 F 513-744-6910  
 E [murray.kasmenn@stmediagroup.com](mailto:murray.kasmenn@stmediagroup.com)  
 Territory: United States and Canada



**PATRICIA IANNELLI**  
 Business Development Manager  
 P (+39) 0332-240285  
 F (+39) 0332-280900  
 E [patricia.iannelli@stmediagroup.com](mailto:patricia.iannelli@stmediagroup.com)  
 Territory: International Accounts