

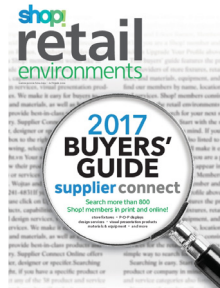
IN PRINT PUBLICATIONS & DIRECTORIES

The Shop! publications and directories connect Retailers, Brands, Suppliers and Designers to the most relevant and trusted marketplace information.



MAGAZINE & 3 SPECIAL EDITIONS RETAIL ENVIRONMENTS MAGAZINE

Published six times per year plus three special issues, *Retail Environments* magazine delivers your marketing message to more than **26,000 retailers, suppliers, brand marketers, and design firms**. Our timely and relevant business-focused editorial content captures the attention of your clients and prospects.



SPECIAL EDITION SUPPLIER CONNECT BUYERS' GUIDE

Our Buyers' Guide features the products, capabilities, and services of **825+ providers** of store fixtures, retail design services, visual presentation products, materials, equipment, services and P-O-P producers. This comprehensive guide reaches retailers, design firms, and suppliers and serves as a reference tool year-round.



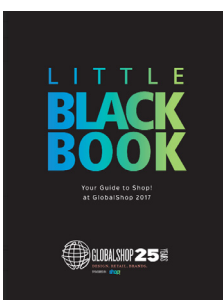
SPECIAL EDITION OMA AWARDS ANNUAL

This dynamic Awards Annual showcases all of the winning displays from the OMA and Global Awards competitions and includes agency member profiles. Distributed to over **15,000 retailers, brands, designers, agencies and visual merchandisers** in the weeks following the Shop! Awards Celebration at GlobalShop, the publication provides year-round inspiration and a great way to promote your brand.



SPECIAL EDITION WINNERS BOOK

The Retail Environments Winners Book features award-winning projects from the Design Awards, as well as profiles of our designer members. This highly anticipated publication is referenced year-round. Enhance your company's visibility to clients and prospects and align your brand with on-trend design.



SPECIAL PUBLICATIONS LITTLE BLACK BOOKS

Shop! publishes two essential trade show guides each year: GlobalShop in the spring and Retail Design Collective in December. Our Little Black Books are the "go-to resource" for show attendees. Advertising here gives you extra exposure to drive traffic to your booth, exhibit or showroom.



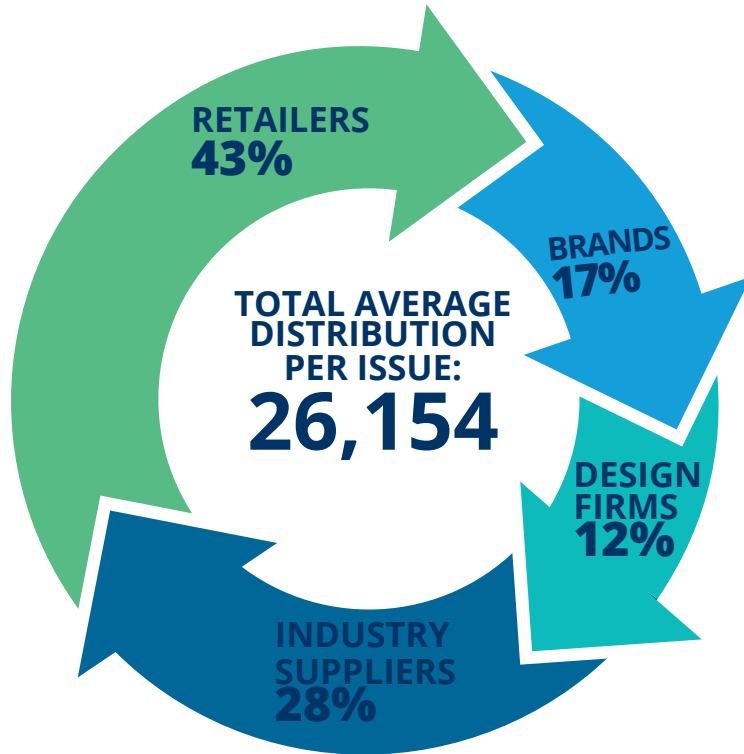
MEMBER MAGAZINE SHOP! MEMBER CONNECT

This informative member publication delivers news and insights to members six times per year. Your ad message will benefit from quality content, a loyal readership and prominent visibility.

CIRCULATION & READERSHIP

RETAIL ENVIRONMENTS

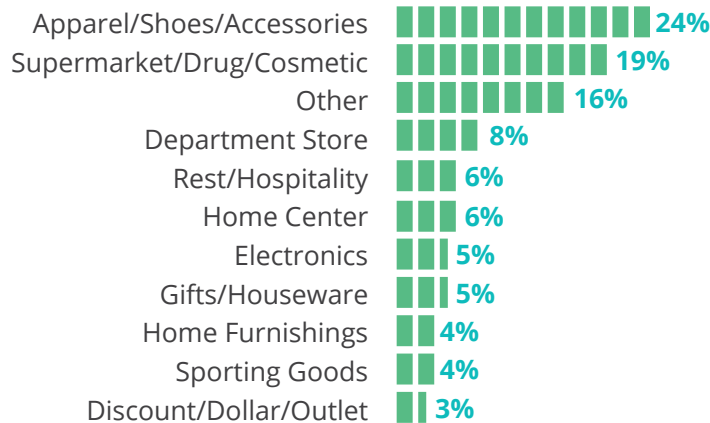
The association's award-winning flagship magazine reaches key decision makers throughout the retail environments and experiences industry.



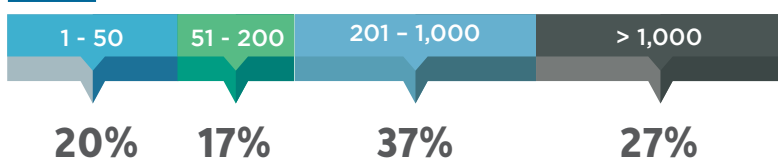
Targeted Circulation

RETAILER READERS	
Purchasing/Specifying	27.8%
Visual Merchandising	24.8%
Store Design	12.8%
Mgmt. (VP/Director/Manager)	8.7%
Merchandising Management	7.6%
President	6.1%
Construction/Facilities	4.6%
Marketing/Advertising/Sales	3.5%
Creative Design	3.1%
Other	0.9%
BRAND READERS	
Marketing/Advertising/Sales	29.1%
Management (VP/Director/Manager)	25.8%
Visual Merchandising	15.8%
Merchandise Manager	14.8%
Purchasing/Specifying	8.0%
Creative Design	1.8%
Store Design	1.7%
President	1.3%
Operations/Construction/Facilities	1.2%
Other	0.6%
INDUSTRY SUPPLIER READERS	
Marketing/Advertising/Sales	28.9%
Management (VP/Director/Manager)	22.7%
President	20.9%
Operations/Construction/Facilities	12.8%
Creative Design	4.3%
Other	3.8%
Purchasing/Specifying	2.1%
Store Design	1.9%
Visual Merchandising	1.5%
Merchandise Manager	1.4%
DESIGNER READERS	
President	37.8%
Store Design	25.3%
Management (VP/Director/Manager)	16.3%
Marketing/Advertising/Sales	6.6%
Creative Design	6.5%
Operations/Construction/Facilities	3.8%
Merchandise Manager	0.9%
Purchasing/Specifying	0.9%
Visual Merchandising	0.9%
Other	0.9%

RETAILER/BRAND READER BREAKDOWN



RETAILER READERS BY NUMBER OF STORES WORLDWIDE



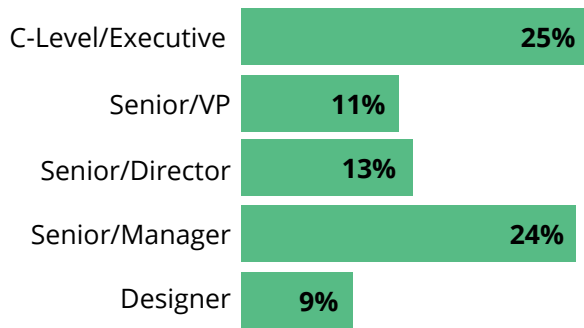
Source: Shop! Readership Survey 2017

CIRCULATION & READERSHIP

RETAIL ENVIRONMENTS

The association’s award-winning flagship magazine reaches key decision makers throughout the retail environments and experiences industry.

DECISION MAKER BREAKDOWN



WHAT READERS ARE SAYING

What do you like best about Retail Environments magazine:



“Good source of **industry news** and **vendor info** for projects.”

“The articles tackle **real issues** and **interesting case studies**; the recent insert on research was great.”

“I love to get ideas for reaching out to our Retail customers. The images tell us what our customers are striving for and the articles on **trends help us keep current** with the industry.”

“It keeps me up to date on what is going on in **retail visually**.”

“Learning **what’s going on in the industry** and how it relates to our company.”

“Seeing **what others are doing** and keeping up on the latest industry trends.”

SPENDING INCREASE FORECASTED

Respondents planned to increase spending over the next twelve months for:



IN-STORE TECHNOLOGY



MATERIALS



SIGNAGE/GRAPHICS



LIGHTING

BY THE NUMBERS: SATISFIED READERS



89% of Retail Environments readers are satisfied or extremely satisfied with the content and information.



79% read every issue or almost every issue



78% prefer to read in print

RETAIL ENVIRONMENTS EDITORIAL CALENDAR

Our editorial covers all major segments of the industry, allowing Shop! members to place advertising with relevant editorial all year long.



	January/February	March/April	Winners Book
	Ad Closing: December 6 Material Deadline: December 11	Ad Closing: February 2 Material Deadline: February 12	Ad Closing: February 9 Material Deadline: February 16
Highlights	<ul style="list-style-type: none"> • Big Ideas • GlobalShop Preview • Store Fixture Design Trends 	<ul style="list-style-type: none"> • GlobalShop Show Issue • Lighting Trends • Product Focus: Exhibitor Preview 	<ul style="list-style-type: none"> • Shop! Design Awards Winners • Design Firm Guide
Bonus Distribution	GlobalShop March 27-29	GlobalShop March 27-29	Lightfair May 8-10
			Shop! Awards March 28
			GlobalShop March 27-29
			2018 Shop!talks
	OMA Awards Annual	May/June	July/August
	Ad Closing: April 3 Material Deadline: April 9	Ad Closing: April 5 Material Deadline: April 11	Ad Closing: June 8 Material Deadline: June 18
Highlights	<ul style="list-style-type: none"> • Shop! OMA Awards Winners • Shop! Global Awards Winners • Marketing at Retail Agency Guide 	<ul style="list-style-type: none"> • POP Displays • Product Focus: In-Store Technology 	<ul style="list-style-type: none"> • Installation and Merchandising Strategies • Product Focus: Signage & Graphics
Bonus Distribution	West Coast POP Show 2018 Shop!talks		IWF August 22-25
	September/October	Buyers' Guide	November/December
	Ad Closing: August 3 Material Deadline: August 13	Ad Closing: September 7 Material Deadline: September 17	Ad Closing: September 28 Material Deadline: October 8
Highlights	<ul style="list-style-type: none"> • Sustainability • Retail Design Collective Preview • Materials Trends 	<ul style="list-style-type: none"> • Shop! Annual Membership Directory 	<ul style="list-style-type: none"> • Shop! Market Week Issue • Visual Merchandising Trends • Product Focus: Mannequins, Props, Décor
Bonus Distribution	West Coast POP Show 2018 Shop!talks	All Shop! Events	Shop! Retail Design Collective

MEMBER CONNECT MAGAZINE EDITORIAL CALENDAR

This member-only print magazine provides direct marketing exposure to all Shop! members



February/March	April/May	June/July
Ad Closing: January 5 Material Deadline: January 12	Ad Closing: March 2 Material Deadline: March 12	Ad Closing: May 4 Material Deadline: May 12

- Highlights**
- **GlobalShop Member Events Preview**
 - **Spring Revenue Survey Results**
 - **Components**

Bonus Distribution

GlobalShop March 27-29		
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August/September	October/November	December/January
Ad Closing: July 5 Material Deadline: July 12	Ad Closing: August 31 Material Deadline: September 7	Ad Closing: November 1 Material Deadline: November 12

- Highlights**
- **Shop! 2019 Purchasing Forecast**
 - **Shop!X Preview**
 - **Shop!X Highlights**
 - **IWF Preview**
 - **Machinery & Software**

Bonus Distribution

IWF August 22-25	Shop!X West Coast POP Show	
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MEMBER CONNECT READERS BY COMPANY TYPE



Organization Type	Percentage	# of Readers
Store Fixture Supplier	31.5%	1,938
Visual Supplier	15.4%	947
Service Supplier	15.2%	930
Manufacturer-Supplier	14.4%	887
Other	5.3%	328
Ad Agency	4.0%	249
Consultant	2.9%	179
Material Supplier	2.6%	161
Components Supplier	2.5%	155
News Media	1.6%	100
Design/Mfg School	1.4%	87
General Contractor	1.2%	72
Equipment Supplier	1.2%	71
Distributor	0.8%	49



3,450
copies mail
every issue

2018 PRINT ADVERTISING RATES & SPECS

RETAIL ENVIRONMENTS MAGAZINE, BUYERS' GUIDE, WINNERS BOOK AND OMA ANNUAL

Preferred Placement	1X	3X	6X	8X
Cover 2			4,099	3,689
Cover 3			3,920	3,528
Cover 4			4,277	3,849

10% Surcharge on all other requested placements.

Preferred Placement	1X	3X	6X	8X
2-Page spread	7,480	6,732	6,059	5,453
Full page tab (s c)	4,840	4,356	3,920	3,528
Full page	4,400	3,960	3,564	3,208
2/3 page	3,960	3,564	3,208	2,887
1/2 page (island)	3,520	3,168	2,851	2,566
1/2 page	3,300	2,970	2,673	2,406
1/3 page	2,640	2,376	2,138	1,925
1/4 page	2,420	2,178	1,960	1,764

Gallery	1X	3X	6X	8X
Showcase section, shared space				
1/8th page	625	563	506	456
Quarter page	1,250	1,125	1,013	911
Half page	2,500	2,250	2,025	1,823

Inserts (Supplied)	1X	3X	6X	8X
2 page	5,236			
4 page	5,984			
8 page	6,732			

Mechanical charges are additional.

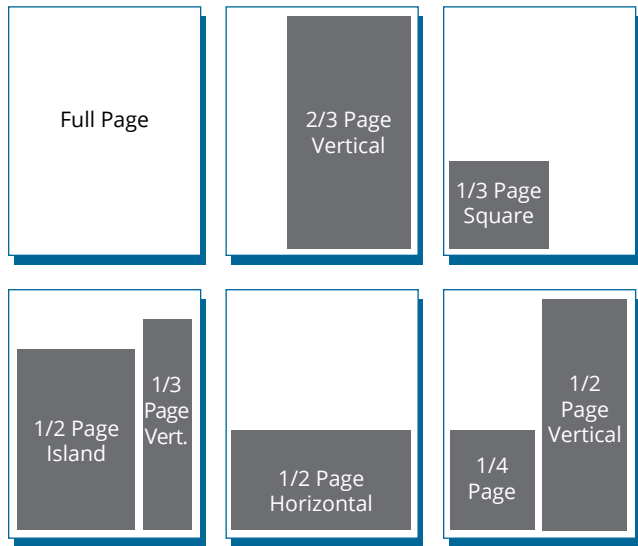
NOTE: All rates are four-color member rates and are net of agency discount. Non-member companies add 20%.

Supplier Connect: Includes printed Buyers' Guide and online searchable database	
Enhanced Listing Includes logo and highlighted box in print version. Also includes logo, photo gallery, documents and video in online version.	\$700
Enhanced Listing Includes everything in Enhanced Listing plus your company name bolded in print, and top listing placement online.	\$200 additional per selected category

NOTE: All print ad rates are four-color and are net of agency discount.

Non-member companies add 20%. Twenty-percent surcharge on ads adjacent to company listing in Buyers' Guide. Advertising in the Shop! Buyers' Guide is open only to Shop! members in good standing.

AD SPECS



Publication Trim Size:

8 1/8" x 10 7/8" (8.125" x 10.875")

Advertisement Size:

2-page spread with bleed 16 1/2" x 11 1/8" (16.5" x 11.125")

2-page spread non-bleed 15 1/4" x 10" (15.25" x 10.0")

Full page with bleed 8 3/8" x 11 1/8" (8.375" x 11.125")

Full page non-bleed 7" x 10" (7.0" x 10.0")

2/3 page vertical 4 1/2" x 9 1/2" (4.5" x 9.5")

1/2 page horizontal 7" x 5" (7.0" x 5.0")

1/2 page vertical 3 3/8" x 9 1/2" (3.375" x 9.5")

1/2 page island 4 1/2" x 7 1/2" (4.5" x 7.5")

1/3 page vertical 2 1/4" x 9 1/2" (2.25" x 9.5")

1/3 page square 4 1/2" x 4 1/2" (4.5" x 4.5")

1/4 page 3 1/2" x 5" (3.5" x 5.0")

Printing Method: Web offset | **Binding Method:** Perfect bound

Line Screen: 150-line screen

CMYK PDF/X-1a using SWOP-standard high-resolution images in CMYK, 300 dpi, with a total density of 300%. No RGB or JPEG images. Do not embed ICC profiles within images and do not use TrueType or Composite fonts. Make sure all transparencies are flattened. Submit the file on CD or DVD media. A SWOP-certified proof must accompany ad with printer's color control bars in order to guarantee color reproduction. Visit swop.org for more information on proofing formats. Trim and bleed marks should be included in file but kept outside the print area. Live matter must be 3/8" in from all trim sides.

Little Black Book: FULL page ad – trim size 5" x 7"; HALF page ad – trim size 5" x 3 1/2".
Safe zone: live matter must be 1/2" from all trim sides. Bleed: at least 1/8" all sides.

MEMBER CONNECT

Shop! Member Connect	1X	3X	6X	8X
2-Page spread	3,978	3,580	3,043	2,739
Full page	2,380	2,142	1,821	1,639
2/3 page	2,206	1,985	1,687	1,519
1/2 page (island)	1,985	1,786	1,518	1,367
1/2 page	1,930	1,737	1,476	1,328
1/3 page	1,615	1,454	1,235	1,112
1/4 page	1,526	1,373	1,167	1,050

Classified	1X	3X	6X	8X
1-inch			170	
2-inch			260	
3-inch			330	