

# DIGITAL CHANNELS NEWSLETTERS

Digital newsletters provides direct access to 15,000+ industry professionals, including retailers, brands, creative agencies and suppliers.



## RETAIL ENVIRONMENTS THE BRIEF

Shop! complements Retail Environments magazine with a weekly bulletin featuring content from the current issue as well as product and project highlights from our members.



### AUDIENCE

Emailed directly to 15,000+ retailers, brands and industry suppliers and shared via social media with more than 75,000 impressions



### FREQUENCY

Weekly



## SHOP! INSIGHTS NEWSLETTER

This weekly e-newsletter for retailers, designers, and other industry professionals is a free bulletin that provides quick links to projects, articles, research, videos, social media conversations, and more that keep you on the forefront of trends in retail environments. Contracted for Shop! by Multiview. Specs and details on request.



### AUDIENCE

Emailed directly to 15,000+ retailers, brands and industry suppliers



### FREQUENCY

Weekly



**THE MAJORITY OF RETAIL ENVIRONMENTS READERS USE SHOP! PUBLICATIONS AND PLATFORMS TO SOURCE SUPPLIERS.**

SOURCE: SHOP! ANNUAL READERSHIP SURVEY

# DIGITAL CHANNELS NEWSLETTERS

Member-only digital newsletters and reports provide direct access to Shop! members.



## SHOP! INSIDER WEEKLY

This weekly newsletter keeps individual members informed about association news, important deadlines, and upcoming events. That makes it a perfect place for members who do business with other members to promote their products and services


 **AUDIENCE**  
6,500-plus individuals from over 750 member companies


 **FREQUENCY**  
Weekly



## SHOP! ECONOMIC ADVISOR

This quarterly members-only publication offers expert economic analysis by the consultants at ITR Economics. Reach members who are serious about keeping up with economic indicators affecting our industry.

 **AUDIENCE**  
Ads are viewed by 6,500+ members, including C-level executives and retail environments professionals

 **FREQUENCY**  
Quarterly



**ALL FOUR NEWSLETTERS ARE PART OF THE INSIDER PACKAGE — ONE BUY PUTS YOUR BRAND ON MORE THAN 80 EMAILS THROUGHOUT THE YEAR.**



## SHOP! TREND REPORT

Produced exclusively for members, the Shop! Trend Report explores trends within the phases of the Shop! Value Cycle. The editorial team curates content from multiple sources including studies and white papers from member companies and reports from research firms.

 **AUDIENCE**  
6,500-plus individuals from over 750 member companies

 **FREQUENCY**  
Quarterly



## CRITTENDEN RETAIL TENANTS REPORT

This report emails to the main member contact bi-monthly and is consistently rated as a top member benefit. Crittenden's overview of the retail marketplace and its insights on future development makes this a must read for C-level executives of companies supplying retail.

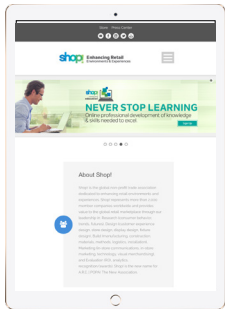
 **AUDIENCE**  
750+ C-level executives and retail environments professionals

 **FREQUENCY**  
Bi-weekly

# DIGITAL CHANNELS

## WEBSITES

Shop! provides multiple web-based platforms to advertise to the full spectrum of retail environments and experiences professionals.



### SHOPASSOCIATION.ORG

The Shop! website is our primary source for member and event information. It also hosts the digital version of Retail Environments magazine, all our other publications, resources and news.



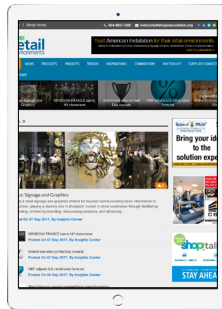
#### AUDIENCE

A broad audience of industry influencers



#### TRAFFIC

The Shop! website tracks 257,000+ page views annually



### SHOP! RETAIL ENVIRONMENTS ONLINE

Shop! Retail Environments Online is the companion website to Retail Environments magazine. As an extension of the magazine content, it features additional projects, products, news, commentary and much more.

[insights.retailenvironments.org](http://insights.retailenvironments.org)



#### AUDIENCE

A broad audience of industry influencers



#### TRAFFIC

The Shop! Insights Center tracks 52,450 page views annually



# GET YOUR COMPANY NOTICED SUPPLIER CONNECT

Supplier Connect hosts 1250 searches for vendors each month, making this an essential platform on which to promote the details of your company, products and services.



# 95,000

page views annually.  
Connect with retailers, brands,  
suppliers and all industry  
professionals searching for  
their next supplier.

Our web-based Buyers' Guide features the products, capabilities, and services of more than 825 providers of store fixtures, retail design services, visual presentation products, materials, equipment, services and P-O-P producers. This searchable database connects directly to your company profile, photo gallery, video and content. You can view the Buyers' Guide by visiting <http://supplierconnect.shopassociation.org>

We are tracking an average of 1,250 sessions per month.

## TOP SUPPLIER CONNECT SEARCH CATEGORIES

- Fixtures and Displays
- P-O-P Displays
- Architecture
- Design Services/Store Planning
- Installation
- Signage and Graphics
- Design Services/Prototype
- Mannequins/Forms
- Exhibits and Structures
- Lighting

## GRAB THE ATTENTION OF BUYERS

- ▶ **ENHANCED LISTINGS:** Includes logo, 5 documents, 5 images and 1 video upload. It also offers traffic tracking
- ▶ **PREMIUM LISTINGS:** Includes everything in the Enhanced Listing plus your company appears in first priority order in category searches.
- ▶ **PRINT ADVERTISING:** Feature your message

# 2018 DIGITAL ADVERTISING RATES & SPECS

## WEBSITE ADVERTISING

Leaderboard	
3-6 months (per month)	800
7-9 months (per month)	750
10-12 months (per month)	700
Large Box	
3-6 months (per month)	600
7-9 months (per month)	550
10-12 months (per month)	500
Vertical Box	
3-6 months (per month)	300
7-9 months (per month)	250
10-12 months (per month)	200

## NEWSLETTER ADVERTISING

### Insider Digital Package

Four powerful digital communications vehicles bundled together. One box ad appears in all four publications.

- Shop! Insider Weekly
- Shop! Economic Advisor
- Shop! Trend Report
- Crittenden Retail Tenants Report

**All four publications (per year) \$8,500**

Availability is limited.

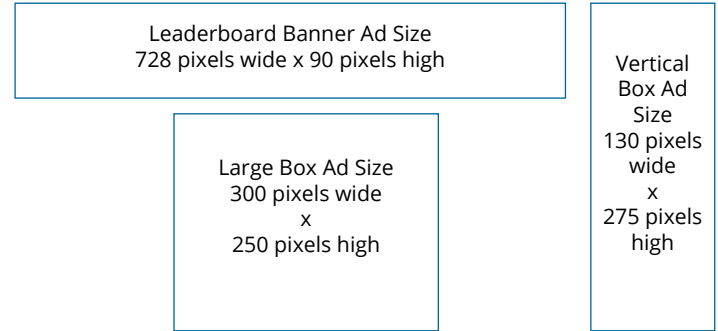
*NOTE: Digital advertising is open only to Shop! members in good standing. All prices are net of agency commission.*

## RETAIL ENVIRONMENTS THE BRIEF

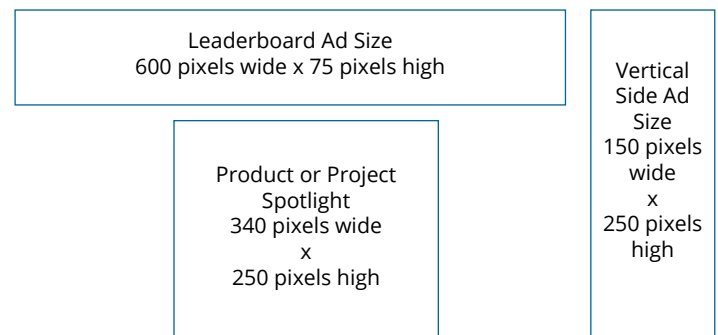
Leaderboard Ad			
3-6 months (per month)	2,000		
7-9 months (per month)	1,750		
10-12 months (per month)	1,500		
Vertical Box Ad (right hand side of page)			
	Top Box	Middle Box	Bottom Box
3 months (per month)	1,750	1,500	1,250
6 months (per month)	1,500	1,250	1,000
12 months (per month)	1,250	1,000	750
Product or Project Spotlight			
12 issues	4,500		
6 issues	2,400		
4 issues	1,800		
Single issue	500		

## AD SPECS

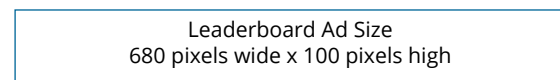
### Web Advertising



### Digital Newsletter Advertising The Brief



### Insider Weekly



### File Types:

JPEG, GIF or animated GIF (limited to four frames) Limited to 15K

## ADVERTISING ENHANCEMENTS

### Retail Environments Digital Edition

	1X	3X	6X	8X
Pop-up ads	303	275	250	225
Front cover image area ads	424	385	350	315
Navigation bar ads	363	330	300	270
Audio/video files*	121	110	100	90
Podcasts*	121	110	100	90
Reports/advertorials**	363	330	300	270

*Prices are incremental to the advertising space cost and are net.*

*\*Per minute \*\*Plus \$20/page*

## 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.*