

shop!

**Enhancing Retail
Environments & Experiences**

2025 MEDIA PLANNER

The **Shop! Association** is the global retail trade association dedicated to elevating and evolving the in-store experience at retail. Shop! represents companies and affiliates worldwide covering all sectors of the industry including retailers, brands, designers, producers and suppliers.

**REACH SHOP'S VAST GLOBAL AUDIENCE OF IN-STORE
DESIGN DECISION MAKERS!**



CONNECT



EVOLVE



SUPPORT



RECOGNIZE

SHOP! DIGITAL OVERVIEW

KEY METRICS

SHOP! WEBSITE TRAFFIC



9,402

USERS PER MONTH*



10,514

SESSIONS PER MONTH*



15,526

PAGEVIEWS PER MONTH*

**Source: Google Analytics, Jan 1 - June 20, 2024*

SHOP! NEWS BULLETIN



13,132

AVERAGE EMAILS DEPLOYED*



62.8%

AVERAGE OPEN RATE*



4.85%

AVERAGE CLICK THROUGH RATE*

**Source: Omeda Audience Data, January - June 2024*

SOCIAL MEDIA REACH



Facebook

1,500+ Followers



Instagram

1,600+ Followers



LinkedIn

3,400+ Followers

LinkedIn Group Members*

131,000+

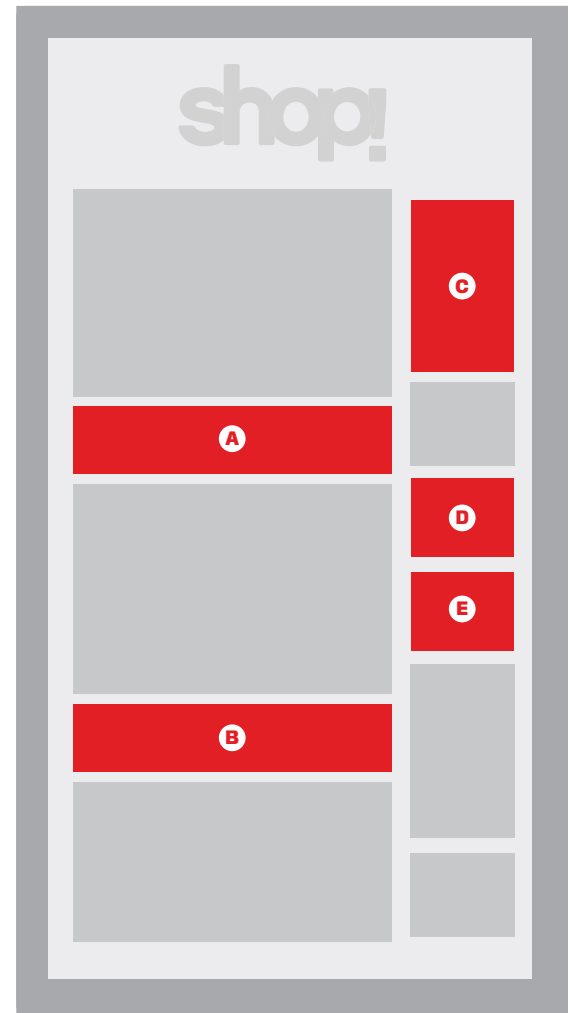
**A combined total following of three professional Shop! LinkedIn Groups.*

ADVERTISING OPPORTUNITIES & PRICING

SHOPASSOCIATION.ORG

The newly redesigned Shop! website puts your ads front and center of in-store experience professionals who are visiting the site for the latest industry news and association content.

Your ads receive high visibility and increased exposure on desktop and mobile devices.



SHOPASSOCIATION.ORG	1 month	3 months	6 months	12 months	Position
Headline - 740x190 desktop, 320x250 mobile (+1800x460 on homepage)	\$395	\$1,080	\$1,950	\$3,600	A or B
Side Skycraper - 300x600 desktop, 300x300 mobile	\$350	\$945	\$1,770	\$3,240	C
Side Standard - 300x300 desktop mobile	\$325	\$900	\$1,650	\$3,060	D or E

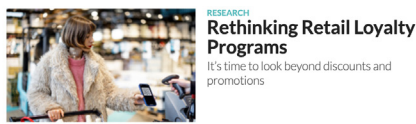
*All website banner pricing is for a 30 day period with a potential of upto 4x rotations.

ADVERTISING OPPORTUNITIES & PRICING

SHOP! NEWS BULLETIN



Never miss out on essential industry news, updates and compelling retail inspiration! Not on the list? [Sign up here.](#)



SHARE THE KNOWLEDGE! FORWARD THIS BULLETIN TO YOUR COLLEAGUES. Have you had this bulletin forwarded to you? [Here's where to subscribe!](#)

EVENTS AND MORE



SHOP IDEATION
October 2023 in Minneapolis
 Registration is now OPEN! Visit shopassociation.org/ideation for more information



LET'S TALK SHOP!
 Check out our upcoming Let's Talk Shop printable discussions. Be sure to regularly visit the [Let's Talk Shop!](#) section to see what member-focused roundtables we have lined up!



SHOP! NEWS BULLETIN	1 month	3 months	6 months	12 months	Position
Billboard - 600x155	\$395	\$1,010	\$1,795	\$3,300	A
Skyscraper - 250x500	\$325	\$830	\$1,465	\$2,730	B
Headline - 560x145	\$350	\$900	\$1,575	\$2,940	C or D
Big Foot - 560x300	\$300	\$765	\$1,350	\$2,520	E

*All include 1x weekly (4-5 monthly) news bulletins over a 30 day period

*months must be consecutive

ADVERTISING OPPORTUNITIES & PRICING

DISTRIBUTED TO
AN AVERAGE OF
12,950+
RETAIL DESIGN &
IN-STORE EXPERIENCE
PROFESSIONALS

SHOP! INNOVATION SHOWCASE

Reach thousands of retail designers and influencers with a beauty shot of your product in this monthly email containing 10-15 featured products. Perfect for product launches or ramping up brand awareness.

1x	\$400
3x	\$1,125
6x	\$2,100
12x	\$3,540

SHOP! MASTERCLASS

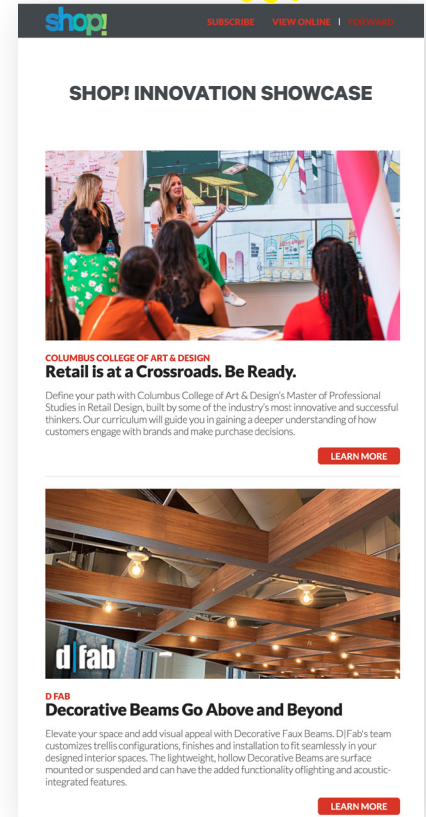


A T H O U G H T L E A D E R S H I P S E R I E S

A Virtual Thought Leadership Series

6x thought leadership webinar series throughout the calendar year, featuring industry experts and panels. Your logo included on all pre-and post-marketing collateral plus a sponsorship mention during the live event.

1x	\$650 each
3x	\$550 each
6x	\$375 each



MAXIMIZE YOUR
EXPOSURE
THROUGH THIS
ONLINE EDUCATION
SERIES!

ADVERTISING OPPORTUNITIES & PRICING

Web ads:
97,000+
impressions

e-Bulletin ads:
75,400+
impressions

Innovation
Showcase:
155,300
impressions

MasterClass
Sponsorships:
61,330+
impressions

Let's Talk
Shop! Series:
40,880+
impressions

**THIS PROGRAM
DELIVERS
400,000+
IMPRESSIONS!**

SHOP! MEMBERS+ PACKAGE

An integrated digital media package that is coupled with your membership. Package includes web and news bulletin banners, Shop! Showcases and Masterclass sponsorships.

Annual Package Includes	Price
12x web ads - 12 months of coverage (varied positions)	\$275 each avg/\$3,300 value
6x e-Bulletin ads - 6 months of coverage (varied positions), 26+ bulletins	\$1,550 value (avg)
12x Innovation Showcase	\$3,300 value
6x MasterClass Sponsorships	\$2,250 value
4x Let's Talk Shop (Sustainability Series)	\$2,000 value
Total Package Value	\$12,400
Package Price	\$7,800

shop!

Shop! Membership Benefit: – Receive special **VMSD** advertising discounts!

Exclusive savings are also available for these other SmartWork Media brands:
PETS+, INSTORE, INVISION, Signs of the Times and Big Picture.



CONTACT US TO LEARN
MORE ABOUT ADVERTISING
WITH SHOP!



DINA MEINDL
MANAGING DIRECTOR
MEMBERSHIP SERVICES, SHOP!
E dina@shopassociation.org
P (646)-785-9590



LEO VAN DE POLDER, MaRC
SHOP! | GLOBAL DEVELOPMENT
DIRECTOR | INTERNATIONAL SALES
E lpolder@shopassociation.org
P +31 (0) 6-5108 2565



EMILY KASMENN
MARKET STRATEGIST,
ACCOUNT MANAGER
E emily.kasmenn@smartworkmedia.com
P 770-298-7428



MURRAY KASMENN
EXECUTIVE DIRECTOR, SHOP!
E murray.kasmenn@smartworkmedia.com
P (770)-356-2342



CONNECT



EVOLVE



SUPPORT



RECOGNIZE