



# STORES<sup>®</sup>

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## MEDIA

DELIVER YOUR  
MESSAGE TO  
RETAIL DECISION  
MAKERS



# STORES is the Official Publishing Group of NRF

## NRF ADVANCES THE INTERESTS OF THE RETAIL INDUSTRY THROUGH ADVOCACY, COMMUNICATION AND EDUCATION



**MATTHEW R. SHAY**  
President and CEO,  
National Retail Federation

With more than 18,000 member companies, NRF is the world's largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants and internet retailers from the United States and more than 45 countries. Retail is the nation's largest private-sector employer, supporting one in four U.S. jobs — 42 million working Americans. Contributing \$2.6 trillion to annual GDP, retail is a daily barometer for the nation's economy. [nrf.com](http://nrf.com)



**CHRISTOPHER BALDWIN**  
Chairman of the Board,  
National Retail Federation;  
President and CEO of  
BJ's Wholesale Club

Under NRF's retail umbrella are more than 40 communities, councils and committees, including:

### NRF's Ecommerce and Marketing

**Communities** provide a forum for retail ecommerce, digital innovation and marketing executives to share experiences, trends and insights that help them deliver exceptional customer experiences.

**NRF's Loss Prevention Community** connects LP and asset protection professionals, law enforcement and government agencies that work together to help protect people, assets, reputations and brands.

### NRF's Small Business Retail Community

represents the needs, concerns and interests of local shops and provides NRF's small business members a forum to discuss the most pressing public policy issues and priorities.

### NRF's Technology Leadership Community

of CIOs, cybersecurity and other IT professionals share information and best practices that help drive innovation across retail organizations and the entire industry.

## EXECUTIVES AND PURCHASERS AT MAJOR RETAILERS RECEIVE STORES, INCLUDING:

7-Eleven  
AT&T Wireless  
Ace Hardware  
Ahold USA / Royal Ahold  
Albertsons  
Aldi  
Amazon.com  
Apple Stores / iTunes  
AutoZone  
Bed Bath & Beyond  
Best Buy  
Bi-Lo  
BJ's Wholesale Club

Burger King Worldwide  
Costco  
CVS Health  
Delhaize America  
Dollar General  
Dollar Tree  
Dunkin' Brands Group  
Gap  
Health Mart Systems  
H-E-B Grocery  
Hy-Vee  
JCPenney  
Kohl's

L Brands  
Lowe's Companies  
Macy's  
McDonald's  
Meijer  
Menard  
Nordstrom  
O'Reilly Automotive  
Publix Super Markets  
Rite Aid  
Ross Stores  
Sears Holdings  
Starbucks

Subway  
SUPERVALU  
Target  
The Home Depot  
The Kroger Co.  
TJX  
Verizon Wireless  
Wakefern / ShopRite  
Walgreens Boots Alliance  
Wal-Mart Stores  
Wendy's  
Whole Foods Market  
YUM! Brands

# STORES focuses on the key challenges retailers face

# STORES<sup>®</sup>

## MEDIA

For 100 years, **STORES Magazine** has been offering an insider's view of the retail industry and helping retail executives across all sectors sell their goods and services, reporting on the broad spectrum of strategic issues facing senior retail executives, including:

- Retail technology
- Supply chain/fulfillment
- Credit/payment systems
- Loss prevention
- Digital strategies
- Marketing/merchandising
- Emerging retail trends

STORES Magazine's **35,000 subscribers** represent decision makers across every retail sector and tier — the people that retail solution providers need to reach with their marketing messages. Advertising and sponsorship opportunities include:

- **STORES Magazine**, available in print, digital and mobile versions
- STORES annual features, including the **Top 100 Retailers**, **Hot 100 Retailers** and **Favorite 50 Online Retailers**, **Retail Industry Buying Guide** and **STORES Sponsored Content**
- **STORES Show Dailies at NRF 2019: Retail's Big Show**
- **STORES Weekly** e-newsletter
- **STORES Sponsored Content eBlast**
- **STORES Retail Buying Guide**



**SUSAN REDA**  
Editor, STORES Media



**NRF offers must-attend industry events throughout the year — contact an account executive to learn about advertising opportunities around NRF shows!**

### NRF 2019: RETAIL'S BIG SHOW

**JANUARY 13-15, 2019**  
**NEW YORK**

#### 2018 show highlights:

- 36,500 attendees from 99 countries
- 720 exhibitors
- 256,550+ square feet of EXPO floor space

### NRF PROTECT

**JUNE 11-13, 2019**  
**ANAHEIM**

#### 2018 show highlights:

- 2,335 attendees from 20 countries
- 211 exhibitors
- 32,750 square feet of EXPO floor space

### SHOP.ORG

**DATE - TBD**  
**DESTINATION - TBD**

#### 2018 show highlights:

- 1,460+ attendees
- 129 exhibitors
- 13,580+ square feet of EXPO floor space

**NRF** | **2019**  
RETAIL'S BIG SHOW

**NRF PROTECT**  
PEOPLE. ASSETS. BRANDS.

**SHOP.ORG**

# STORES Reaches an Exclusive Audience of Decision Makers at Tier 1, 2 and 3 Retail Companies



## STORES REACHES RETAILERS OF ALL SIZES

**46%** of readers work for chains with 1,000 or more stores (17% have more than 3,000)

**35%** of readers work for chains with 100-999 stores

**14%** of readers work for chains with 99 stores or less

**5%** of readers work for pure-play ecommerce retailers

**56%** work for chains with 5,000 or more employees

**24%** work for chains with 1,000-4,999 employees

**20%** work for chains with 999 employees or less

Source: NRF, 2017

## STORES HAS A TOTAL CIRCULATION OF



# 35,000

More than 94% are qualified within one year and more than 99% receive STORES addressed by name and title and/or occupation.

Source: June 2016 AAM Statement

## STORES READERS HAVE BUYING POWER



# 32%

**Information Technology, Operations Management and Supply Chain**  
CIO, Vice President, Director, Manager, Coordinator, Project Leader, Analyst, Administrator



# 21%

**Marketing, Merchandising, Digital and Ecommerce**  
Vice President, Director, GMM, DMM



# 19%

**Corporate Management**  
Chairman, CEO, COO, President, Executive Vice President, Senior Vice President, Owner, Partner



# 13%

**Loss Prevention**



# 10%

**Financial Management**  
CFO, Controller, Treasurer, Purchasing Agent



# 5%

**Other**

Source: NRF, 2017

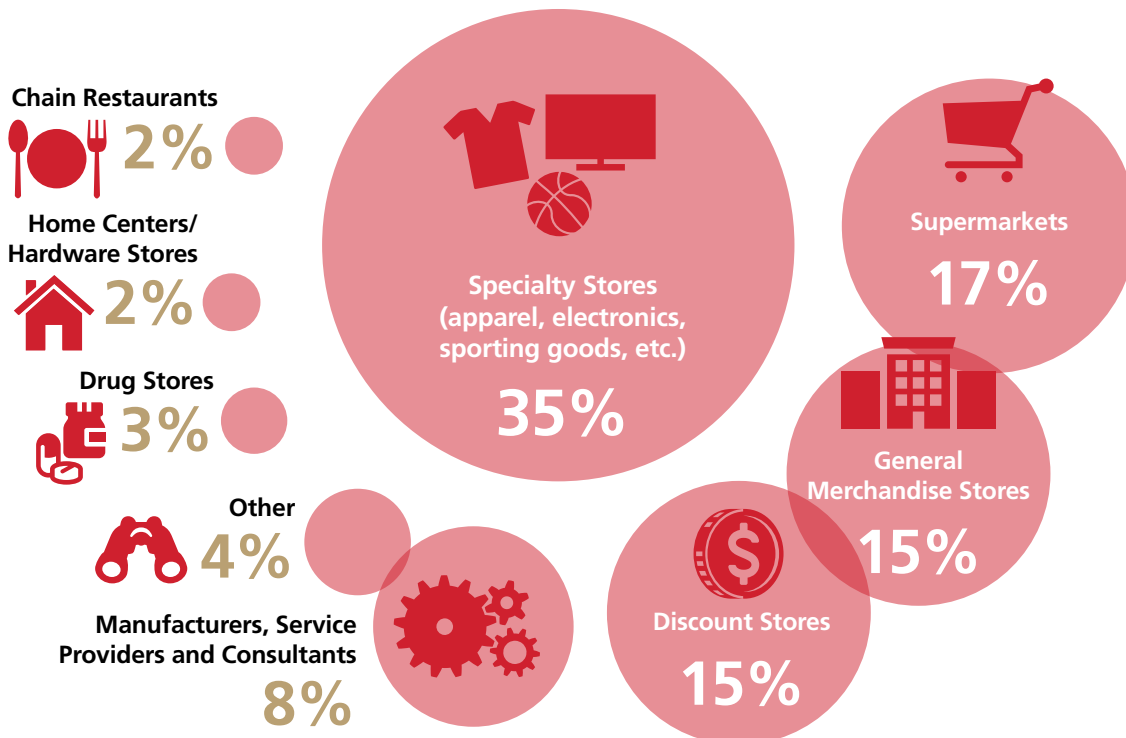


**OF STORES MAGAZINE'S RETAIL READERS ENGAGE IN ECOMMERCE, MOBILE COMMERCE AND/OR SOCIAL COMMERCE.**

Source: Counsel House Research, 2015

# STORES Reaches Engaged Readers Across All Retail Sectors

## STORES MAGAZINE REACHES EVERY RETAIL SECTOR



## STORES READERS HAVE BUYING AUTHORITY ACROSS KEY OPERATIONAL AREAS OF THE RETAIL ENTERPRISE

- Software/Hardware/POS/Cloud
- CRM/Marketing/Loyalty Systems/Clienteling
- Loss Prevention/Security
- Merchandising/Buying Systems
- Mobile Technology (Marketing, Payments, Operations and/or Customer Experience)
- Omnichannel/Ecommerce Retailing Tools/ Services (Ecommerce, Social, Mobile)
- Credit/Collections/Payment Systems
- Store Planning/Design/Fixtures
- Visual Merchandising
- Supply Chain/Fulfillment
- Auditing/Accounting/Finance
- Logistics
- Human Resources/Labor Scheduling
- Energy Management/Facility Management
- Real Estate/Leasing/Site Selection



## STORES READERS ARE ENGAGED AND READY TO BUY YOUR PRODUCTS AND SERVICES

# 94%

of STORES Magazine readers plan to spend as much or more in the next 12 months on retail-related products and services as they did in the past 12 months (36% say they'll increase expenditures by 5% or greater!).

Source: Counsel House Research, 2015

## STORES REACHES ENGAGED READERS

# 91%

of readers took buying action as a result of reading articles or advertisements in STORES Magazine:

- 71% visited a website
- 61% retained an issue for future reference
- 33% bought or recommended/discussed the purchase of products or services with a colleague

Source: Counsel House Research, 2015

# 67%

of subscribers read each issue for 30 minutes or longer, and **52%** retain their copies for more than three months.

Source: Counsel House Research, 2015

## STORES REACHES AN EXCLUSIVE AUDIENCE OF RETAIL EXECUTIVES

- 93% do **NOT** regularly read *Loss Prevention Magazine*
- 81% do **NOT** regularly read *Innovative Retail Technologies*
- 70% do **NOT** regularly read *Internet Retailer*
- 74% do **NOT** regularly read *RIS News*
- 65% do **NOT** regularly read *Chain Store Age*

Source: Counsel House Research, 2015



## IN 2019:

- IT spending for retail business intelligence will be over \$16.4 billion worldwide
- Warehouse management software purchases are expected to grow to \$711 million, up 8.2% for the year
- Spending on mobile POS systems is expected to account for \$2.24 billion in 2018, up from \$2.1 billion in 2017

Source: IHL WorldView IT Spend Model

# STORES Magazine Editorial Calendar

MONTH	ANNUAL FEATURES /SPONSORSHIP OPPORTUNITIES	RETAIL SOLUTIONS	ONLINE / DIGITAL	LOSS PREVENTION	SMALL BUSINESS	SPACE RESERVATION	MATERIALS DUE	SHIP DATE
<b>JANUARY</b> <b>NRF 2019</b> <small>RETAIL'S BIG SHOW</small>	20 Ideas Worth Stealing	Business Strategy	Social Channels	Organized Retail Crime	Marketing Programs	October 31, 2018	November 2, 2018	December 20, 2018
<b>Bonus Distribution:</b> NRF 2019: Retail's Big Show: January 13-15, 2019, New York, NY								
<b>FEBRUARY/MARCH</b>	NRF Big Show Wrap-up; Technology Insights	Augmented Reality	Sustainability/ Transparency	BOPIS Fraud	Digital Strategies	January 16, 2019	January 18, 2019	March 4, 2019
<b>APRIL</b>	Mobile Retail Strategies	Blockchain Technology	Digital Disruptors	Biometrics	Managing Cash Flow Issues	February 8, 2019	February 12, 2019	March 25, 2019
<b>MAY/JUNE</b> <b>NRF PROTECT</b> <small>PEOPLE. ASSETS. BRANDS.</small>	Protecting the Retail Enterprise; Supply Chain Solutions	Robotics	Security & Privacy	Facial Recognition	Workforce Management	April 2, 2019	April 4, 2019	May 21, 2019
<b>Bonus Distribution:</b> NRF PROTECT, June 2019								
<b>JULY</b>	Top 100 Retailers	CX Strategies	Last Mile Fulfillment	Workplace Violence	Deploying New Technology	May 1, 2019	May 3, 2019	June 19, 2019
<b>Bonus Distribution:</b> NRF Tech, July 2019								
<b>AUGUST</b>	Hot 100 Retailers	Science of Pricing	Ecommerce Fraud	Exception Monitoring	Hiring/Training Issues	June 13, 2019	June 17, 2019	July 30, 2019
<b>SEPTEMBER</b>	Exclusive Consumer Research	Loyalty/CRM	Marketplaces	Combatting Counterfeits	Managing Healthcare	July 15, 2019	July 17, 2019	August 28, 2019
<b>OCTOBER/NOVEMBER</b>	Shifting Global Boundaries; <b>Retail's Big Buying Guide</b>	Augmented Reality	Online Payments	Crisis Management	Customer Retention	September 12, 2019	September 16, 2019	October 28, 2019
<b>DECEMBER</b>	Predictions, Projections and Forecasts for 2020	Private Label	Mobile	Employee Theft	Community Outreach	October 10, 2019	October 14, 2019	November 25, 2019

# Define your company as a retail industry leader with a STORES Magazine sponsorship

## RETAIL EXECUTIVES DEPEND UPON STORES' ANNUAL FEATURES AND BUYING GUIDES



### Top 100 Retailers

STORES' annual ranking of the industry's biggest players by domestic retail sales.

Publication month: July

### Hot 100 Retailers

STORES' annual list of the nation's fastest-growing retailers ranked by year-over-year domestic sales growth.

Publication month: August

### Favorite 50 Online Retailers

STORES' annual ranking of shoppers' preferred ecommerce sites derived from a survey of consumers' online shopping habits.

Publication month: September

### Retail's Big Buying Guide

The industry's premier source for products and services used in retail operations — a must-have resource for retail executives.

Publication month: Ships with the October/November issue of STORES



## CONTACT AN ACCOUNT EXECUTIVE TO FIND OUT HOW TO CUSTOMIZE YOUR SPONSORSHIP PACKAGE.



# STORES Weekly E-newsletter Reaches 46,000 Subscribers Each Week

## STORES<sup>®</sup> WEEKLY

STORES Weekly is an e-newsletter alerting readers to the latest stories and interesting trends in retail, updates from NRF and industry product and service-provider news. Circulation is 46,000.

### ADVERTISING POSITIONS AND RATES:

#### Top 2 Rectangles

\$18,900 – 6 Months

\$10,390 – 3 Months

\$4,460 – 1 Month

#### 2<sup>nd</sup> Sponsored Content

\$16,800 – 6 Months

\$9,240 – 3 Months

\$4,200 – 1 Month

#### 1<sup>st</sup> Sponsored Content

\$19,950 – 6 Months

\$10,970 – 3 Months

\$4,990 – 1 Month

#### Lower 2 Rectangles

\$12,600 – 6 Months

\$6,930 – 3 Months

\$2,890 – 1 Month

#### Middle 2 Rectangles

\$15,750 – 6 Months

\$8,660 – 3 Months

\$3,670 – 1 Month

#### 3<sup>rd</sup> Sponsored Content

\$13,650 – 6 Months

\$7,510 – 3 Months

\$3,410 – 1 Month

#### Rates are net.

Additional frequency discounts available — contact an account executive for details.

### E-NEWSLETTER SPECIFICATIONS

#### Rectangles

- 300 x 100 pixels
- JPG only
- 100KB max file size

#### Sponsored Content

- 180 x 150 thumbnail graphic
- Can be logo or product image (.JPEG or .PNG file, @72 dpi, RGB)
- Can have no more than a small tagline of text
- No contact info included
- Not to be treated as a regular banner ad
- Headline: Advertiser supplies up to 8 words (length depending)
- Summary text: Advertiser supplies 30-50 words
- Web Link: Advertiser supplies URL to link at bottom of text



**68% OF STORES SUBSCRIBERS REGULARLY READ STORES WEEKLY.**

Source: Counsel House Research, 2015

STORES.org is the official online media resource for NRF members and retail industry professionals

# STORES.ORG

## Website Advertising

Advertising on the STORES website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to STORES.org to read the latest issues of STORES Magazine and STORES Weekly, view exclusive NRF resources like our Top and Hot 100 lists, learn about upcoming industry events and read industry news. Advertising on STORES.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of retail professionals.



### FEATURES OF STORES.ORG WEBSITE ADVERTISING:

- Cross-promoted in other NRF publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### ADVERTISING POSITIONS AND RATES:

#### Leaderboard (728x90 pixels)

\$7,875 | 12 Months    \$4,330 | 6 Months    \$2,360 | 3 Months

One run-of-site position with three rotations.

#### 1<sup>st</sup> Rectangle (300x250 pixels)

\$6,825 | 12 Months    \$3,750 | 6 Months    \$2,045 | 3 Months

One run-of-site position with three rotations.

#### 2<sup>nd</sup> Rectangle (300x250 pixels)

\$6,035 | 12 Months    \$3,330 | 6 Months    \$1,810 | 3 Months

One run-of-site position with three rotations.

#### 3<sup>rd</sup> Rectangle (300x250 pixels)

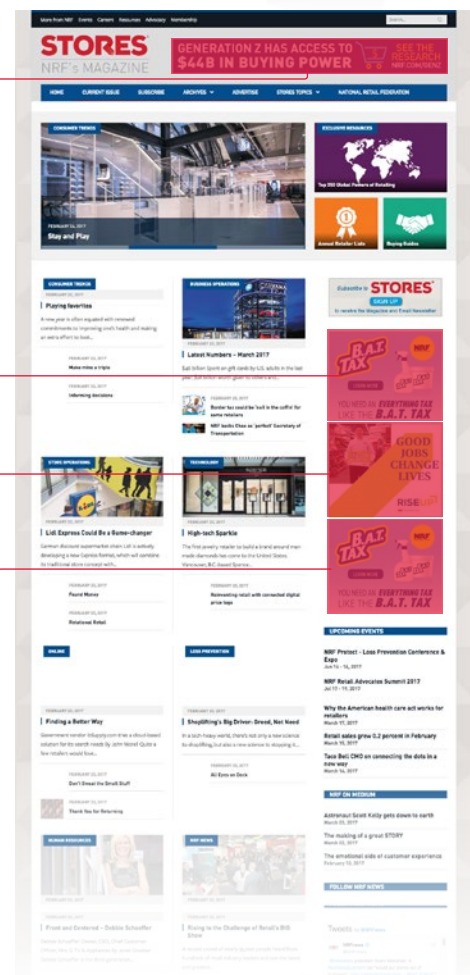
\$5,550 | 12 Months    \$2,875 | 6 Months    \$1,550 | 3 Months

One run-of-site position with four rotations.

Rates are net.

Online Specifications - For more information, visit: [www.naylor.com/online specs](http://www.naylor.com/online specs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# STORES®

## Retail Buying Guide

### BUYINGGUIDE.STORES.ORG

The NRF Online *Retail Buying Guide* is a user-friendly forum designed to bring suppliers and purchasers together. Available whenever you need it, our online buying guide makes it easy to locate products and professional services geared to the retail industry.

#### FEATURES OF BUYINGGUIDE.NRF.COM ADVERTISING:

- Cross-promoted in other NRF communication pieces
- Optimized to drive traffic from search engines and the NRF home page
- Efficient browsing with fewer clicks
- Users can set the buyers' guide as their default search engine, bringing them to your listing
- Listing directs visitors to a landing page to learn more about your business
- Customized listing and enhanced content

#### ADVERTISING POSITIONS AND RATES:

##### Leaderboard | \$5,830

Your ad will rotate on both top and bottom leaderboards. Run-of-site. Six rotations.

##### Rectangle Ad | \$5,300

Your ad will be rotate between both rectangles. Run-of-site. Six rotations.

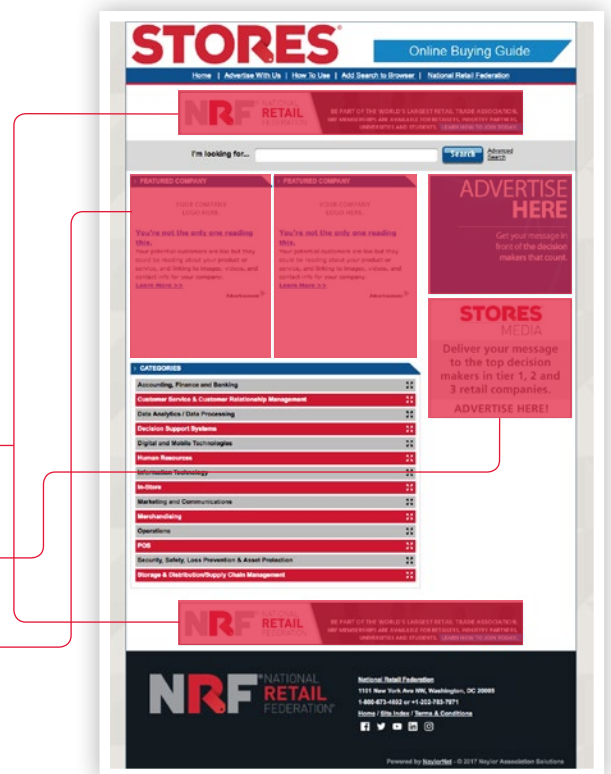
##### Featured Companies | \$2,890

The Featured Companies section allows 10 companies to showcase their offerings through two rotating rectangle positions at the top of the page. Includes company logo and short description. Run-of-site.

#### Rates are net.

**Online Specifications** - For more information, visit:  
www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# STORES®

## Retail Buying Guide (CONTINUED)

BUYINGGUIDE.STORES.ORG

### Enhanced Listing Package | \$525

Enhanced Listings are designed to offer heightened visibility within the *Retail Buying Guide*. Enhanced Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Enhanced Listings contain all basic information, plus extended features below. Includes five (5) product/service category listings of your choice. *Additional category listings are \$50 each.*

### ENHANCED LISTING ADDITIONAL FEATURES:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from your Enhanced Listing
- Request for information: a contact form to reach a representative from your business

### Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the *Retail Buying Guide*, your company is the first that they see. Includes Enhanced Listing upgrade.

**Category Sponsor #1** | \$1,050

**Category Sponsor #2** | \$925

**Category Sponsor #3** | \$840

**Rates are net.**

**Online Specifications** - For more information, visit:  
www.naylor.com/onlinepecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.





# STORES®

## Exclusive Sponsored Content eBlast Opportunity

Establish your company as a thought leader by participating in our monthly eBlast opportunity. This exclusive opportunity is limited to only two companies per month. Each eBlast is sent to more than 40,000 retail leaders in the industry!

**\$5,250 PER EMAIL**

Price is net.

### THIS OPPORTUNITY INCLUDES:

- 600x350 banner
- One company logo (150 pixels wide max.)
- Company tagline (5-10 words)
- 70-100 words of text
- One URL/call-to-action link

### ADVERTORIAL GUIDELINES:

- Content should include practical, useful information in which the member would find value, which should be independent of the particular advertiser. The overall message and tone should not be promotional in nature.
- NRF reserves the right to edit or alter content as it deems necessary to meet the above requirements and provide maximum value for its members.

**Online Specifications** - For more information, visit:  
[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

This opportunity is limited to two companies per month!





# STORES<sup>®</sup>

## Sponsored Content

**POSITION YOURSELF AS AN INDUSTRY  
THOUGHT LEADER IN *STORES* MAGAZINE!**

❑ 1-PAGE SPONSORED CONTENT: \$12,360

❑ 2-PAGE SPONSORED CONTENT: \$16,480

**PRICES ARE NET.**

### **INCLUDES:**

- 1,000-1,200 words
- Content is written by the advertiser
- The sponsored content must be informative, non-commercial content
- The sponsored content will be archived online on the STORES.org website

### **RECOMMENDED SPECIFICATIONS**

- 1000-1200 words, include graphic imagery as appropriate; cuts will be required, if needed, to fit this space.
- Must include substantive, practical content. No apparent marketing content.
- Use the third person and a fairly formal tone and style.
- Upon receipt article will undergo content review, followed by opportunity for revision, as needed, and a light editorial review.
- Advertiser will have opportunity to review revisions and final draft prior to printing.



# NRF POV

The POV is awarded to a STORES advertiser. This one-page thought leadership piece is typically written by a top company executive. We look for the author to write about a topic that is being discussed inside the industry and to which they bring particular expertise. This is not meant to be an advertorial. Our hope is that in discussing the topic they can make a case for the software they've developed or the hardware they sell, but blatant mentions of the company or product are frowned upon. The POV piece is about the author using this opportunity to position themselves as a thought leader on a topic they are savvy about.

## SPECIFICATIONS:

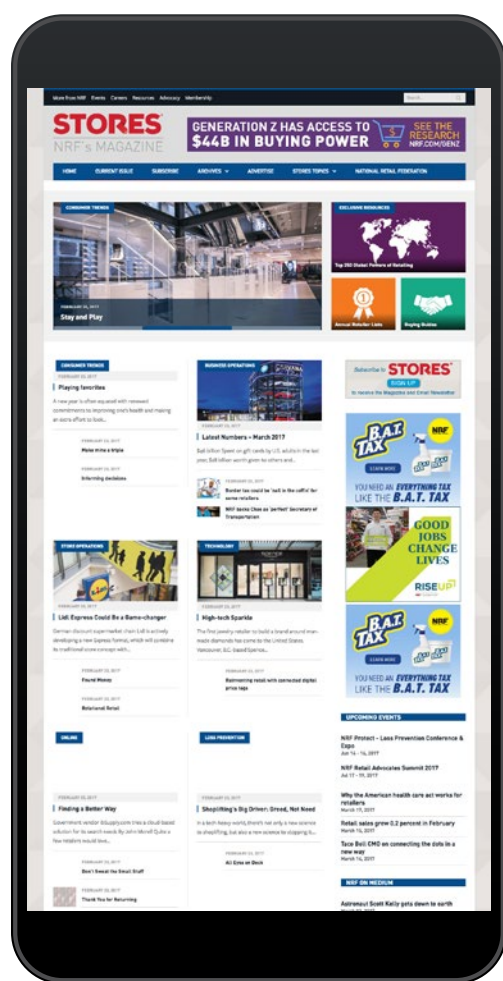
- 650- to 700-word opinion piece that will appear in a one-page format
- A high resolution color head shot of the author



# STORES<sup>®</sup>

## Digital Edition Sponsorship

When each print edition of STORES is distributed, an email is sent to all STORES readers making them aware that the digital edition is available for viewing.



### ENJOY THE BENEFITS OF A TARGETED EMAIL BLAST:

- Delivers your message directly to the inboxes of NRF members and STORES readers
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Frequently forwarded to others for additional exposure
- Exclusive ad space and an excellent opportunity to co-brand with NRF and STORES
- Archives are accessible for unlimited online viewing

### \$3,500 PER ISSUE:

- Only ONE spot available per issue
- Banner located at the top of the email blast
- 640 x 110, JPEG only

### PACKAGE OPTIONS:

- eBlast Sponsorship + Leaderboard + TOC Mobile Banner = \$7,000 (\$7,900 value)
- eBlast Sponsorship + Leaderboard = \$5,200 (\$5,800 value)
- eBlast Sponsorship + TOC Mobile Banner = \$5,000 (\$5,600 value)
- eBlast Sponsorship + Rectangle = \$4,900 (\$5,500 value)



## MEDIA Contact Information

**CALL OR EMAIL TO FIND OUT HOW WE CAN ASSIST  
IN CREATING A MULTIMEDIA CAMPAIGN TO DELIVER  
YOUR MESSAGE TO RETAIL DECISION MAKERS**

### **ADVERTISING INQUIRIES**

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### **EDITORIAL INQUIRIES**

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### **SUBSCRIPTION INQUIRIES**

800-633-4931

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