



# STOREBRANDS

# 2023

# MEDIA KIT

BRAND BUILDING & MARKET  
ENGAGEMENT PLANNING GUIDE

## STORE BRANDS OVERVIEW

# The Pulse of Private Label

Real industry coverage in print, online and through virtual educational events, Store Brands gathers news and provides editorial insights that get the most valuable information to retail executives to help them develop and support store brand programs.

It's content with integrity that makes it the most trusted source of private brand news in the industry that can help connect influential, forward-thinking suppliers with active retailers. Through its many vehicles, highly targeted and integrated marketing solutions across print, digital and custom content, Store Brands can work with your company to create unique programs that address your needs and reach engaged, thought leaders and decision makers.



## MARKET VIABILITY

# \$202.4 BILLION

in private brand sales in 2021, across mass, club, dollar, grocery and drug stores.

\*SOURCE: PLMA/IRI

# 91%

of retailer and manufacturer respondents surveyed expect to “increase overall investment” in private brands over the next two years.

\*SOURCE: FMI, “The Power of Private Brands” 2021

## THE STORE BRANDS OPPORTUNITY

# 15,897

print subscribers  
(including digital editions)

# 24,898

daily newsletter  
subscribers

Over  

# 70,000

monthly page views  
(average)

# MEDIA KIT 2023

## STORE BRANDS OVERVIEW

### Unrivaled Audience Reach

Maximize Your Reach to Everyone Involved in Buying Your Product

65%

of our audience are top executive decision makers.

Your wholesaler/distributor network and your salesforce might be missing a large segment of purchase decision makers. Store Brands lets you easily reach everyone in the retailer's purchasing process, from brand managers to C-suite executives.

- CEO
- COO
- CFO
- CIO
- CMO
- Chairperson
- President
- Partner
- Owner
- Vice President
- Director
- General Manager

- Store Manager
- Manager
- Buyer
- Category Manager
- Department Manager
- Merchandiser
- Marketer
- Sales Representative
- Retail Dietician

10,372

5,525

## BUSINESS BREAKDOWN

- Supermarket Chain 7,431
- Drug Store Chain 504
- Mass Merchandiser/ Club Store/Dollar Store 1,291
- Wholesaler 486
- Manufacturer 613
- Distributor 371
- Convenience Store 3,380
- Mass Specialty Retailers 202
- Vendor, Solution & Service Provider 70
- Media/Agency 39
- Consultant 168
- Other 295
- Other Retailer 831
- Broker 181
- Import/Export 44

Total: 15,897

www.storebrands.com

81%

of our audience are major chains and retailers.



## STORE BRANDS PRINT

# World-Class Editorial

## Content That's Critical to Retailers

Beautifully designed and packaged content, Store Brands' features and thought pieces are critical for retailers and private brand suppliers looking to stay on the pulse of private label.

## Signature Articles

- Retailer profiles and interviews
- Retailer of the Year
- Editors' Picks Awards
- Top Women in Store Brands Awards
- Rising Stars in Private Label
- Buyers' Guide
- Contract Manufacturing Directory
- Complete PLMA Show coverage

## Store Brands Sponsored Content

Sponsored content like Q&As and guest columns that help spotlight key executives and offer companies a way to tell their story how they want it to be told.

**COVER STORY**

# BEST OF THE BEST

The 2022 Top Women in Store Brands Honorees Continue Driving Growth In The Private Label Industry

BY DEB ELSTER AND ZACHARY MURRELL

For 10 years, Store Brands and Women Impacting StoreBrand Excellence (WISE) have joined forces to highlight key women across the private label industry. Honoring leaders who have a major impact across many facets of the business.

From supply chain, to sales, marketing, finance and more, the Class of 2022 selections play a vital role in moving store brands forward amid new and on-going challenges including rising prices and ever-changing demand from consumers. Additionally, the Lifetime Achievement Award recognizes the long-term commitment and effort of a woman who has been the driving force behind many of her company's significant marketing and merchandising initiatives, including the creation of approximately 75 store brands.

This year's Top Women In Store Brands includes a 10th award, the DEI Company of the Year, designed to honor the work of an organization for excelling in advancing Diversity, Equity and Inclusion across the company.

The winners will be recognized during the WISE annual meeting on Wednesday, Nov. 9, and will again be presented virtually this year.

Meet the 2022 winners.

Store Brands • Sept/Oct 2022 • [www.storebrands.com](http://www.storebrands.com)



**MARKETING/MERCHANDISING**

Jill Sando  
Executive Vice President & Chief Merchandising Officer  
Target

THE PULSE OF PRIVATE LABEL

# STOREBRANDS

MARCH/APRIL 2022  
[www.storebrands.com](http://www.storebrands.com)

HOW INFLATION AND SUPPLY CHAIN CHALLENGES ARE TESTING PRIVATE LABEL

P. 22

SPECIAL REPORT

## 2022 GAME CHANGERS

For the second time, Store Brands is honoring the people, brands and products that are changing the private label landscape

EnsembleQ

THE PULSE OF PRIVATE LABEL

# STOREBRANDS

MAY/JUNE 2022  
[www.storebrands.com](http://www.storebrands.com)

DESIGN HAS ALWAYS BEEN IN OUR DNA AND IT'S HIGHLY VALUED THROUGHOUT THE ORGANIZATION. YOU SEE THIS INFLUENCE IN OUR WORK WITH OUR OWNED BRANDS AND IN HOW WE WORK WITH NATIONAL BRANDS AND OUR TALENTED DESIGN PARTNERS.

— Jill Sando, Target

In recent years, Target has continued to build on its long-standing reputation with the launch of several high-profile private label brands, including the Kindfall line of dog and cat food in 2021. Additionally, she has also fostered relationships with designers and brands including Christian Roberson, LEGO and Tishia Brown as part of an effort to bring exclusive products to her shoppers.

Among the private label brands that stand out to Sando are Cat & Jack and Health & Hand with Magnolia.

"Cat & Jack is one of our first owned brands when we set out to reimagine our assortment several years ago, and it's been incredibly successful. It was built on core values and created with a distinct personality."

She continued, "The second one that stands out is Health & Hand with Magnolia. We saw an opportunity in the modern

RISING STARS: THE FUTURE OF PRIVATE LABEL

P. 32

SPECIAL REPORT

## EarthWISE

SUSTAINABILITY & STORE BRANDS

Top retailers implement plans with a focus on protecting the environment

EnsembleQ

## STORE BRANDS WEBSITE

# The Store Brand Market's #1 Website

**STOREBRANDS.COM** is a content-rich resource for the ever-changing store brand market.

Reach a concentrated group of store brand buyers and influencers 24/7 with our Digital Display Ads and full suite of digital awareness products.

# 77%

of all sessions are direct or through organic search – showing a highly engaged audience!

SOURCE: GOOGLE ANALYTICS, JAN - SEPT 2018



## TOTAL PAGEVIEWS\*

# 665,603

## TOTAL UNIQUE VISITORS\*

# 406,660

\*Jan-Oct 2022

## STORE BRANDS NEWSLETTER

# Opt-in Newsletter

Reach a dedicated and engaged audience of opt-in subscribers.

## Store Brands Today



**Store Brands Today** is delivered five days a week and consists of the latest topics and trends in the private label industry.

**18,000**

delivered Sept. 2022

SOURCE: PUBLISHER'S OWN DATA

## Product Spotlight

Shine a light on your new products!

Delivered on the last Friday of every month, Store Brands' Product Spotlight is a vital resource for a dedicated audience of opt-in subscribers who want to keep up on the latest new products.

**22,800**

delivered Nov. 2022

SOURCE: PUBLISHER'S OWN DATA

## TOP STORIES



[5 questions with Jason Hart, Aldi U.S. CEO](#)

[Kroger shows plant-based meats like hot dogs, bacon sell better in meat section](#)

[TreeHouse picks up popular pasta brands](#)

[FMI sizes up pandemic's impact on private brands](#)

[Bed Bath & Beyond to launch 10 store brands](#)

## STORE BRANDS DIGITAL

# High-impact Digital Products

We go beyond standard display advertising to offer unique digital products that can be customized to your goals and help tell your story to buyers.

## Remarketing

Deliver multiple ad messages specifically targeted to our visitors as they explore the web.



1

Store brand executive visits Storebrands.com



2

Once identified the executive sees your relevant ad across the web



3

Your ad drives increased awareness and action

## Sponsored Polls

Engage users by letting them test their knowledge and see how they compare to their peers in a quick one question poll branded with your logo and embedded in related editorial content.



## Email Marketing

Drive demand and market growth faster with Direct & Engaged E-marketing Programs (DEEP)! We will help focus your efforts on high-quality leads and will help you create a targeted email marketing program.



DIRECT & ENGAGED E-MARKETING PROGRAMS

## STORE BRANDS DIGITAL

# Remarketing

Store Brands Remarketing allows your company to connect with the Private Brand retail executives that visit the **Store Brands** website by displaying your ads to them as they browse the web or even search on Google.

## RANGE FOR CAMPAIGNS WE'VE RUN

**150,000**  
to **250,000**  
Impressions



**125 to 200**  
Clicks in a  
7 day period

## WHAT YOU'LL GET

### Text Ad

- Title: two lines each max 30 characters
- Description: max 80 characters.
- Visible URL

### Banner Ad

- 300 x 250 banner ad
- 728 x 90 banner ad
- 320 x 50 banner ad

**Investment:** \$4,000/week OR \$4,000 for each 250,000 impress CTR of 0.35% in 7-day period ions over a flexible time periods.



**STORE BRANDS DIGITAL**

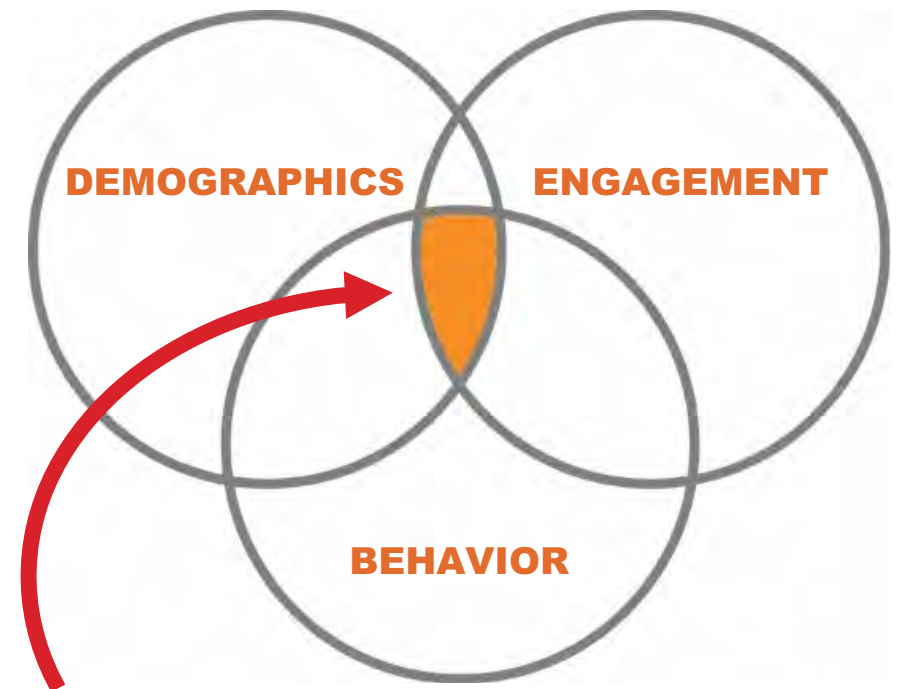
## Email Marketing

Drive demand and market growth faster with Direct & Engaged E-marketing Programs (DEEP)!

We will help focus your efforts on high-quality leads and help you create a targeted email marketing program.



DIRECT &  
ENGAGED  
E-MARKETING  
PROGRAMS



**The optimal combination  
of demographics, engagement,  
and digital behaviors.**

## STORE BRANDS DIGITAL

# CORAL Interactive Content

Coral leverages cutting-edge graphic display, animation and embedded media to create vibrant visual stories. The platform enables readers to deeply engage with digital content through self-guided exploration, creating memorable connections with your brand. [Explore Coral.](#)

EIQ BrandLab works with you to create custom digital experiences, specifically tailored to your unique audience.

### STORYSCAPE (Level I)

Native digital article brought to life with video, animation and interactive hotspots.

### STORYSCAPE (Level II)

Master class level experiential content designed for maximum engagement with multi-layered interactive content panels, micro infographics, animated charts, and more.

### ANIMATED INFOGRAPHIC

Highly visual, data-driven, quick-scan content with full animation and interactive elements.

### PRODUCT SPOTLIGHT

Animated page illuminating features and product benefits, with call to action to learn more.

### CONTENT HUB

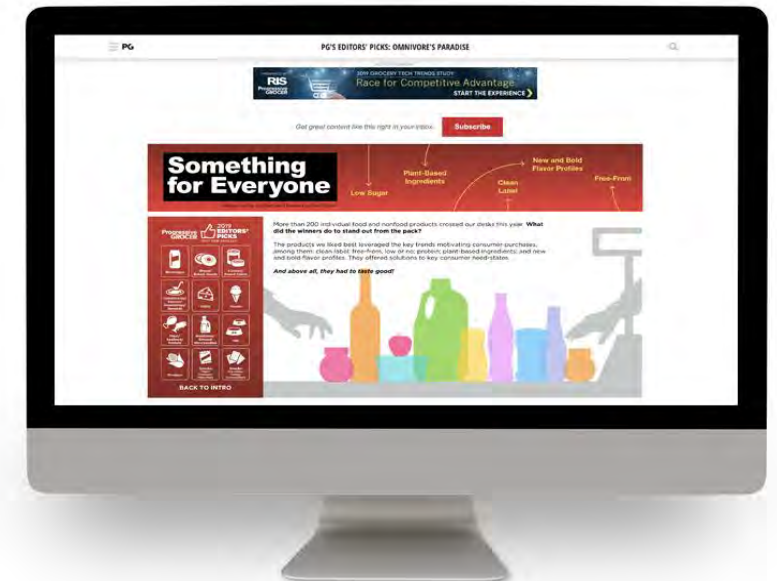
Branded, experiential microsite featuring multiple independent content pages and interactive menu. Content can be serialized with new chapters or episodes added throughout the engagement.

## INTERACTIVE CONTENT LEADS TO

**22%** increase in conversions

**80%** increase in dwell times

**10x** increase in click throughs



# MEDIA KIT 2023

## STORE BRANDS DIGITAL

# Animated and Static Infographics

## Animated Infographic



Click to view full [Animated Infographic](#)

Take your content from educational, to experiential! Boost engagement, repeat views and shares with unique digital animation.

- Turnkey asset development including narrative,, datadesign and promotion.
- Highly visual-supported content that captures the attention of busy executives.
- Leverages *Store Brands* data and other citable sources.
- Posted as Sponsored Content on *storebrands.com*
- Promoted via multi-touch campaign that includes email marketing, native advertising, exit intent ads and browser alerts.
- Option to gate content to capture lead information.

**Investment: \$17,500**

## Static Infographic



Tell a story through graphically engaging content. Leverage *Store Brands* research and add your own.

- Displays interesting facts based on EIQ research and other citable sources
- Visual storytelling format captures attention of busy executives
- Print and Digital versions available
- Digital version can be gated for lead generation.
- Promoted via 90-day multi-touch campaign

**\$12,500 Print & Digital**  
**\$8,500 Digital Only**

Click to view full [Static Infographic](#)

## STORE BRANDS DIGITAL

# Animated Product Spotlight

Showcase your brand story, engage your customers and prospects with interaction, create a powerful experience.

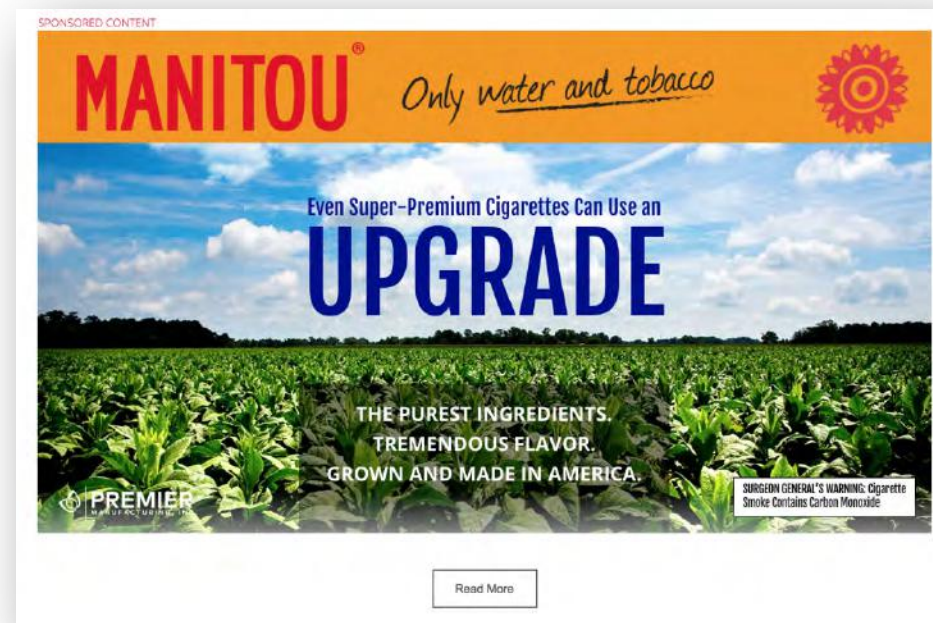
## Client Provides

- Marketing collateral
- Photos and embedded videos
- Branding and merchandising guidelines
- Testimonials & case studies
- Whitepapers

## Features

- *Store Brands* will collaborate with you to create a unique Animated Product Spotlight.
- Hosted on *storebrands.com* with a dedicated URL for one year
- Promoted to a targeted email list of up to 15,000 c-store decision makers
- Promoted via one *Store Brands* browser alerts
- Monthly engagement report highlighting pageviews and other key analytics.
- Option to embed link to Animated Product Spotlight on your company website, Facebook page and other sales collateral
- 6-8 week turnaround from kick-off call to deployment.

**Investment: \$8,995**



**Click to view the full  
[Animated Product Spotlight](#)**

## STORE BRANDS DIGITAL

# Storyscape

Collaborate with ElQ's BrandLab to create master-class level experiential content designed for maximum engagement.

Using our proprietary Coral digital platform, we will produce native digital articles brought to life with video, animation and interactive hot spots.

Perfect for a strong, single marketing message or an impactful narrative series, Storyscapes engage the reader through a self-guided exploration that creates memorable connections with your brand.

**Investment: \$22,500 and up**

**Speak to your *Store Brands* sales representative for a custom sponsorship program**

**Click to view the full [Storyscape](#)**

SPONSORED CONTENT

**VISION & VITALITY**  
TRANSFORMING THE C-STORE EXPERIENCE FOR THE NEW GENERATION

presented by **P&G**

**All of retail has its eye on "convenience."**

**Convenience in all things.**

From endless aisles to same-day delivery to frictionless checkout, what were once leading-edge trends have become the new standard, a driving focus to meet customer expectations without barriers.

Amid this shift, perhaps convenience stores have the most at stake, with opportunity to become more vital than ever. The key to fulfilling this promise is a deep understanding of what motivates c-store shoppers and how to best align the store format to their evolving needs. The daily routines and essentials for today's Millennials, moms and working professionals are more diverse and selective – and the shopping experiences they are accustomed to are more refined. True convenience needs to be not just fast and easy but more holistic and representative of modern lifestyles.

A series of consumer surveys\* completed in the past year offers some clues for the c-store owner who wants to ensure a steady flow of traffic and profits.

## STORE BRANDS DIGITAL

# High-impact Digital Products

Strengthen your brand, garner leads, and establish your business as a thought leader.



### Content Syndication

Have a great white paper and need interested and engaged audience? We ensure that your content reaches your maximized, targeted group of industry influencers.



### Webinars

Show your expertise and provide a content-rich experience to the Store Brands audience. We will help you reach your targeted prospects and work with your company to get the right content, to the right people, in the right format, at the right time.



### Infographics/Trendgrams

A user-friendly and highly visual—in print or online—way to show off interesting facts a to busy retail executives.

## STORE BRANDS AWARDS

# Store Brands Recognition Issues

Align Your Brand with the Best in Our Market

**JAN/FEB 2023**

### Outlook/State of the Industry

A look at the big retail trends, consumer trends and hot categories to start 2023

**MAR/APR 2023**

### Sustainability

An in-depth look at the important issues facing retailers and suppliers as they adapt to meet consumer demands and stay ahead of legislation.



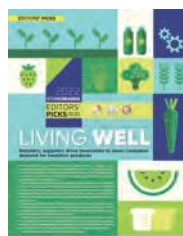
### Game Changers

People, private brands and solution providers innovating, elevating and changing the game in private label.

**MAY/JUNE 2023**

### The Independents

Who are the regional and local retailers that are thriving and how is private label allowing them to differentiate from national chains



**JULY/AUG 2023**

### Editor's Picks

The trendiest products of the year across dozens of food, beverage and nonfood categories, as chosen by Store Brands' editors.

### Made In America

Opportunities for US based companies to enhance connections with retailers and the advantages of sourcing products locally.

**SEPT/OCT 2023**

### Rising Stars

A shout out to young leaders at retailers, suppliers, agencies and more, who are making a mark in private label today, as they grow to become future leaders tomorrow.



### PLMA Hall of Fame

Exclusive interviews with inductees of the annual Private Label Hall of Fame from Store Brands and PLMA.

### Top Women in Store Brands

In participation with Women Impacting Store Brands Excellence (WISE), a recognition of women achieving excellence and pushing the industry forward across a range of disciplines in retail.



**NOVEMBER 2023**

### PLMA Show Special Issue

### SB Awards

**DECEMBER 2023**

### Retailer of the Year

A profile and recognition of a retailer who truly achieved greatness through its store brand portfolio throughout the year.

### Store Brands Impact Awards

# 2023 Content Calendar

www.storebrands.com

ISSUE DATE	SPECIAL REPORT & SPECIAL FEATURES	RETAILER SPOTLIGHT	CENTER STORE FOOD & BEVERAGE	PERIMETER STORE FOOD & BEVERAGE	NONFOOD/ GENERAL MERCHANDISE	SUSTAINABILITY	TECHNOLOGY/ INNOVATION	MARKETING/ MERCHANDISING	ASSOCIATED EVENTS
<b>Jan/Feb</b> <b>Close date:</b> Jan 20, 2023 <b>Materials due:</b> Jan 30, 2023	<b>SPECIAL REPORT: Outlook/State of the Industry:</b> A look at the big retail trends, consumer trends and hot categories to start 2023.	Williams Sonoma	Frozen Foods	Meat	Pet Product	Reducing Food Waste	Improving Retailer, Supplier Communication	In-Store Merchandising	<ul style="list-style-type: none"> <li>PLMA Executive Conference</li> <li>Bonus Distribution: PLMA Executive Conference</li> <li>Webinar: Pet Trends</li> <li>State of the Industry Report</li> </ul>
<b>March/ April</b> <b>Close date:</b> March 23, 2023 <b>Materials due:</b> March 31, 2023	<b>SPECIAL REPORT: Sustainability:</b> An in-depth look at the important issues facing retailers and suppliers as they adapt to meet consumer demand and stay ahead of legislation.  <b>Special feature:</b> Game changers	Kroger	Breakfast Foods	Meal Kits	Health, Wellness & Beauty	See Special Report: Sustainability	Consumer Engagement	Digital Campaigns	<ul style="list-style-type: none"> <li>Store Brands Forum: Consumer Trends</li> <li>Webinar: Health &amp; Wellness</li> <li>State of the Industry Report</li> </ul>
<b>SPECIAL ISSUE: PLMA AMSTERDAM PREVIEW</b> <b>Special Report:</b> A look at the private label opportunities in the United States for European suppliers <b>Product Categories:</b> Beverages, Snacks, Ethnic Foods, Frozen Foods, Organic, Shelf Stable, Pet Products, Deli/Dairy/Bakery, Produce and more!									
<b>May/June</b> <b>Close date:</b> May 19, 2023 <b>Materials due:</b> May 30, 2023	<b>SPECIAL REPORT: The Independents:</b> Who are the regional and local retailers that are thriving and how is private label allowing them to differentiate from national chains.  <b>Buyer's Guide</b>	Dollar Stores	Snacks	Dairy	Paper Products	Reviewing, Updating ESG Goals	In-Store Promotions	Social Media Trends	Webinar: Dairy Trends



# 2023 Content Calendar

www.storebrands.com

ISSUE DATE	SPECIAL FEATURES	RETAILER SPOTLIGHT	CENTER STORE FOOD & BEVERAGE	PERIMETER STORE FOOD & BEVERAGE	NONFOOD/ GENERAL MERCHANDISE	SUSTAINABILITY	TECHNOLOGY/ INNOVATION	MARKETING/ MERCHANDISING	ASSOCIATED EVENTS
<b>July/ August</b> <b>Close date:</b> July 24, 2023 <b>Materials due:</b> Aug 1, 2023	<b>SPECIAL REPORT:</b> <b>Made In America:</b> Issues with supply chain, geo-political uncertainty and sustainability are all having an impact on how retailers buy products. <i>Store Brands</i> will take a look at the opportunities for U.S.-based companies to enhance connections with retailers and the advantages of sourcing products locally.  <b>Special Feature: Editor's Picks</b>	Walmart	Sauces, Dips & Condiments	Baked Goods	Food Storage	Packaging	Use of AI	Augmented/ Virtual Reality	<ul style="list-style-type: none"> <li>• Store Brands Forum: Sustainability</li> <li>• State of the Industry Report</li> </ul>
<b>Sept/Oct</b> <b>Close date:</b> Sept 18, 2023 <b>Materials due:</b> Sept 26, 2023	<b>The People Issue:</b> <ul style="list-style-type: none"> <li>• Store Brands Rising Stars (35 and under)</li> <li>• PLMA Hall of Fame</li> <li>• Top Women In Store Brands</li> </ul> <b>Special Report: Coffee &amp; Tea</b>  <b>Contract Manufacturing Guide</b>	Albertsons	Ethnic Foods	Foodservice	Housewares	Ethical Sourcing	Optimizing the Supply Chain	Sampling	<ul style="list-style-type: none"> <li>• Webinar: Coffee Trends</li> <li>• State of the Industry Report</li> </ul>
<b>Nov</b> <b>Close date:</b> Oct 9, 2023 <b>Materials due:</b> Oct 17, 2023	<b>SPECIAL ISSUE: PLMA CHICAGO PREVIEW</b> <b>Special Report:</b> State of the Association: Interview with PLMA President Peggy Davies. <b>Product Categories:</b> Beverages, Snacks, Ethnic Foods, Frozen Foods, Organic, Shelf Stable, Pet Products, Deli/Dairy/Bakery, Produce and more!  <b>Store Brands SBies Awards</b>								
<b>Dec</b> <b>Close date:</b> Nov 16, 2023 <b>Materials due:</b> Nov 28, 2023	<ul style="list-style-type: none"> <li>• Special Feature: Retailer of the Year</li> <li>• 10 Retailers To Watch in 2024</li> <li>• Store Brands Impact Awards</li> <li>• PLMA coverage and roundup</li> <li>• The Year in Review - The top-20 stores of 2023</li> </ul>								Forum: State of the Industry

## **STOREBRANDS** INDUSTRY FORUMS



# **SUPERCHARGE**

YOUR PRIVATE LABEL PROGRAM

**MARCH 29TH**

Store Brands Industry Forum  
on Consumer Trends

**JULY 26TH**

Store Brands Industry Forum  
on Sustainability

**DECEMBER 6th**

Store Brands State of the  
Industry Summit

# MEDIA KIT 2023

## PRINT ADVERTISING RATES

4-COLOR RATES	1X	3X	6X	12X
FULL-PAGE	\$6,320	\$6,110	\$5,750	\$5,320
2/3-PAGE	4,765	4,525	4,345	3,995
1/2-PAGE	4,175	4,015	3,795	3,585
1/3-PAGE	3,315	3,185	3,055	2,795
1/4-PAGE	2,880	2,800	2,670	2,480
FULL-PAGE SPREAD	10,740	10,200	9,600	8,900
1/2-PAGE SPREAD	6,800	6,400	6,000	5,600

## SPECIAL POSITIONS

INSIDE FRONT COVER	\$8,240	\$8,160	\$7,720	\$7,180
INSIDE BACK COVER	7,930	7,850	7,490	6,960
BACK COVER	8,360	8,280	7,930	7,390

COVER TIP \*Call for pricing and specifications

**B&W Rates:** Deduct 10% from 4-color rates above.

## INSERTS

Contact Publisher or sales representative.

## PRODUCTION CHARGES

Net noncommisionable

BIND-IN REPLY CARD	\$1,750*
2-6 PAGE TIPPED INSERT	2,400*
8-12 PAGE TIPPED INSERT	2,900*

Call Production Manager for specific instructions on delivery of inserts.

\*Certain restrictions and/or additional charges may apply.

## ADVERTISING CONDITIONS

1. Publisher will pay 15% commission to recognized agencies for display and electronic advertisements. No commission allowed on tip-in charges, split-run charges or other production or mechanical charges. No cash discounts. Agency commission forfeited after 75 days from invoice date. Frequency rate must be earned within one year from first insertion. Advertisers will be short rated and rebilled at the earned frequency rate immediately following cancellation or curtailment of space frequency contracted.
2. Payment terms are net 30 days of invoice. Publisher may apply payments from Advertiser or its affiliates to any other debt owed to Publisher or its affiliates. Advertiser and its affiliates shall remain liable for all outstanding sums owed to Publisher and its affiliates. Advertiser will be charged interest on all past due payments at the rate of 18% per year or the highest legal rate, whichever is lower. Advertiser, its affiliates and any applicable agency are jointly and severally liable for all payments to Publisher and its affiliates. Publisher is not bound by any terms or conditions that are unwritten or that appear on order forms, contracts, insertion orders, or copy instructions when those terms or conditions conflict with or alter any provision contained in these conditions or Publisher's rate card.
3. The right to reject any advertising material remains the sole discretion of the Publisher. Rates, conditions and space units are subject to change without notice. Positioning requests that are not paid for are not guaranteed. Publisher may reject advertisements without liability, for any reason or no reason, including those that Publisher deems inappropriate or incompatible with its standards and those that have been previously acknowledged or accepted. Publisher may place the word "advertisement" or otherwise add or delete text to or from ads, which, in Publisher's opinion, resemble editorial matter. Published monthly. Mail date is the last day of the maccept onth. Advertising reservations close the 1<sup>st</sup> of the month preceding the issue date. Publisher does not cancellations after the publication closing date. Publisher may print any advertisement received before then and collect the full amount shown on the insertion order.
4. Advertiser and any applicable agency jointly and severally represent that they are fully authorized and licensed to use and publish (i) the names, portraits and pictures of living and dead persons, (ii) all intellectual, private and proprietary property, and (iii) all testimonials and other matter contained in any advertisement submitted by or on behalf of Advertiser, and that the advertisement is not libelous, an invasion of privacy or otherwise unlawful.
5. As part of the consideration to induce Publisher to publish advertisements, Advertiser, any applicable agency and their affiliates agree to and shall indemnify, defend and hold harmless Publisher and its affiliates from and against all losses, damages (including consequential, incidental, special and punitive damages), liabilities, costs, fees and expenses (including court, collection and legal fees and expenses) incurred, arising out of or related to (i) the content and publication of the advertisements in print and online and (ii) the failure of any contest related to the advertisements to comply and conform to all applicable laws, ordinances, statutes and rules.
6. Publisher's aggregate liability to Advertiser and any third parties for any and all reasons shall not exceed the amount paid by Advertiser to Publisher for the applicable advertisement. Publisher shall have no liability in all cases resulting from events that are beyond its reasonable control, including delays in delivery and/or non delivery in the event of an Act of God, action by any government or quasigovernment entity, fire, flood, insurrection riot, explosion, embargo, strikes, whether legal or illegal, labor or materials shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of the Publisher affecting production or delivery in any matter. In no event shall Publisher be liable to Advertiser or any other party for consequential, incidental, special or punitive damages. Publisher is not liable for errors in pubset advertising copy, booth lines or ad indexes.

# MEDIA KIT 2023

[www.storebrands.com](http://www.storebrands.com)

## DIGITAL ADVERTISING RATES & SPECS

### WEBSITE RATES – ALL RATES NET

Additional charges apply if complete files are not provided by the advertiser.

#### MONTHLY RATES

Leaderboard-Upper - ROS 728x90 (4 slots)	\$3,000
Medium Rectangle - ROS 300x250 (4 slots)	\$3,500
Leaderboard-Upper - Topical 728x90 (1 slot)	\$3,000
Medium Rectangle – Middle -Topical 300x250 (1 slots)	\$3,500
Remarketing - Impressions Campaign (250,000 impressions)	\$4,000
Remarketing - Weekly Campaign (1 week, no impression limit)	\$2,500
Basic White Paper Package	\$7,500
Sponsored Quiz	\$10,000
Straight Talk	\$4,500
Sponsored Blog (5 slots available)	\$5,000
Infographic/Trendagram	\$8,500
Content Syndication Package	\$15,000

### NEWSLETTER RATES – STORE BRANDS TODAY

#### WEEKLY RATES

Leaderboard 728x90 (1 slot)	\$3,500
Medium Rectangle 300x250 (3 slots)	\$2,500
Sponsored Content (3 slots)	\$3,500

#### PRODUCT SPOTLIGHT

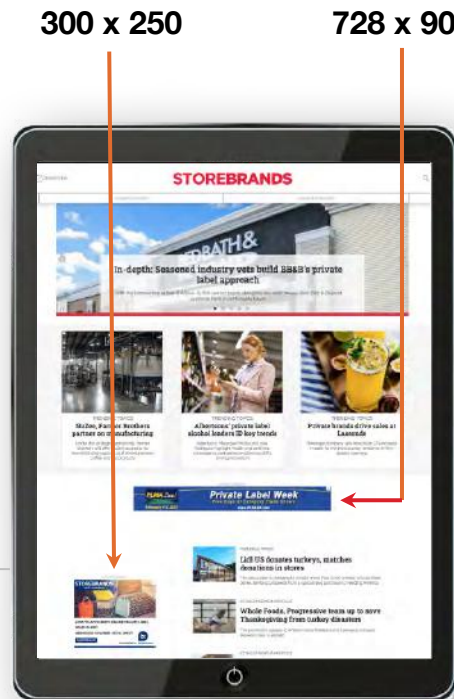
Product Spotlight PR	\$1,800
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#### WEBINAR RATES

Standard Webinar Package	\$14,000
Full Service Webinar Package	\$20,000

#### DEEP RATES

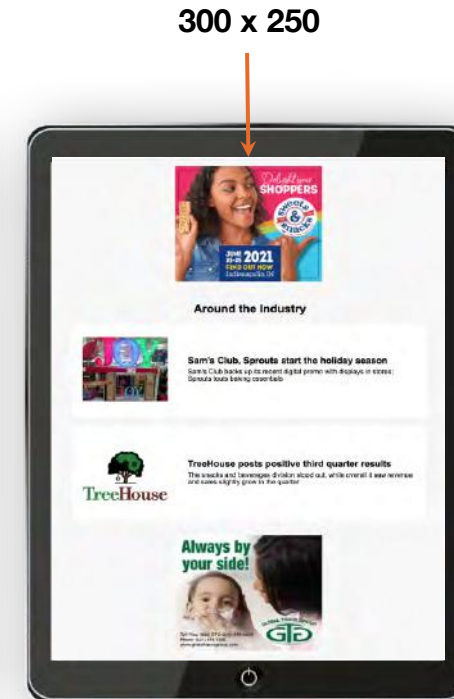
Campaign Level 1	\$575 CPM
Campaign Level 2	\$750 CPM



WEBSITE



NEWSLETTERS



Maximum file size for website banners is 75k. Maximum file size for newsletter banners is 45k. Acceptable file types are .gif, .jpg, and .png. Third-party ad tags are accepted for all website placements. Newsletter placements can accept third-party click trackers. Thirdparty ad serving is required for all flash and rich media. All images must be Web-ready, at a resolution of 72 dpi.

FOR ALL DIGITAL QUESTIONS, CONTACT:  
Darryl Lee, Digital Ad Operations Manager  
tel: 212.756.5015 • [tdombach@ensembleiq.com](mailto:tdombach@ensembleiq.com)

Submit all artwork or other ad materials to:  
<http://admat.ensembleiq.com/>

## PRINT ADVERTISING SPECS

# Print Advertising Specs

FULL PAGE BLEED AND SPECIAL SUPPLEMENT FULL PAGE: 8" x 10-3/4" trim**  NON-BLEED: 7-1/4" x 10"	FULL PAGE SPREAD BLEED: 16" x 10-3/4" trim**	1/2 HORIZONTAL BLEED: 8" x 5-1/8"  1/2 HORIZONTAL NON-BLEED: 7-1/4" x 4-7/8"	
2/3 PAGE BLEED: 5" x 10-3/4"  2/3 PAGE NON-BLEED: 4-3/4" x 10"	1/2 ISLAND: 4-3/4" x 7-3/8"	1/2 VERTICAL BLEED: 4" x 10-3/4"  1/2 VERTICAL NON-BLEED: 3-1/2" x 10"	1/3 VERTICAL: 2-1/4" x 10"  1/3 SQUARE: 4-3/4" x 4-7/8"
1/3 HORIZONTAL: 7-1/4" x 3-1/2"  1/4 HORIZONTAL: 7-1/4" x 2-5/8"	1/4 SQUARE: 3-1/2" x 4-7/8"	COVER TIP BLEED: 8" x 7-1/8"	

### PLEASE NOTE:

Bleed ads should contain a minimum of 1/8" bleed on all four sides beyond trim size. Bleed ad should be set up at 8-1/4" x 11". Live matter should be kept 3/8" from the trim size. Live area should be 7-1/4" x 10".

### AD MATERIALS

High Resolution PDF-X1a files with fonts and images embedded.

### CERTIFIED COLOR PRESS PROOF

All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only.

### PRODUCTION CHARGES

Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.

### MATERIAL STORAGE

Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.

### INSERTS

Please contact production manager for details and specs.

### TO UPLOAD YOUR AD FILE USING OUR PORTAL

This ad portal will provide an environment where you can:

- Post your advertisements that will appear in the magazines
- Pre-flight your ad immediately to determine if there are any problems which could cause issues on press
- Provide accurate naming of your ad so our Advertising Manager will know the correct ad to run in each issue.
- Create a job ticket and notify the Advertising Manager when your ad has been uploaded and approved.

The login for the ad portal is: <https://ensembleQ.sendmyad.com/>

When you log in, you will be prompted to create your account. You will then be provided with step-by-step instructions

**ALL COLORS MUST BE IN CMYK, RGB and SPOT COLORS are NOT PERMITTED. Images must be HIGH RESOLUTION SWOP Compliant with a minimum resolution of 300 dpi.**

### FOR PRINT AD QUESTIONS AND TO SHIP AD MATERIALS AND INSERTION ORDERS, CONTACT:

Pat Wisser, Ad Manager  
pwisser@ensembleIQ.com

## CONTACT INFORMATION

# We'd love to hear from you!

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