



Progressive GROCER

Ahead of What's Next for Over 100 Years

2024 MEDIA KIT

BRAND BUILDING & MARKET
ENGAGEMENT PLANNING GUIDE

WWW.PROGRESSIVEGROCER.COM

EnsembleIQ

Brand Overview

SERVICES

The Partner You Need in Grocery

A partnership with Progressive Grocer enables you to build your brand through a strategy that drives results and performance. We can help you identify and understand the nuances of our audience and reach and engage those professionals in grocery retail with messages and products that resonate.

We have been helping customers for more than 100 years. We can help you!

Partnering with Progressive Grocer Gives You

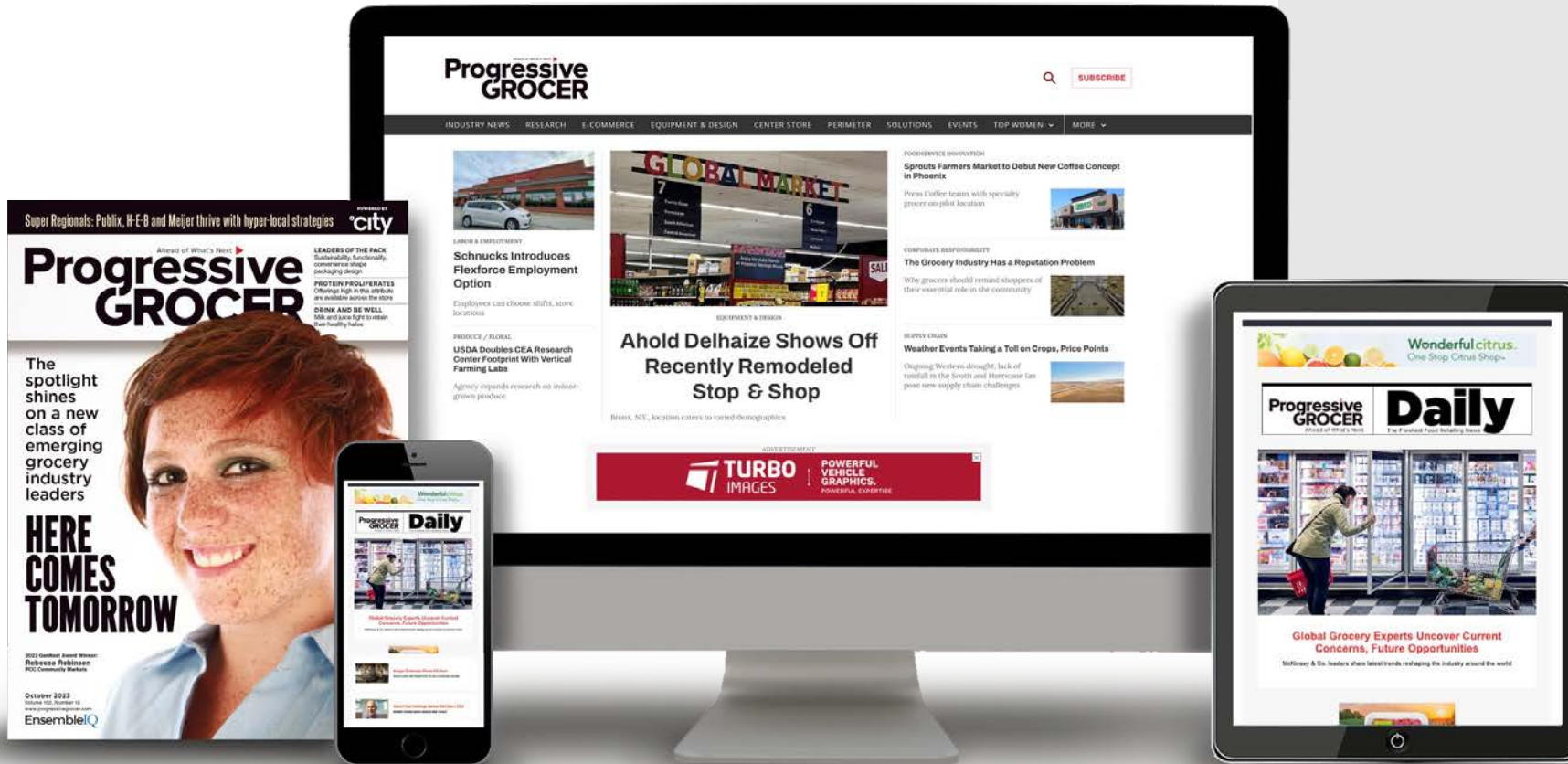
- ▶ An expert team of content specialists that engage your customer base with stories and data that have led the industry for a century
- ▶ An expert team of product specialists that can help you build a successful marketing campaign that engages and delivers consistent and industry leading performance on multiple levels
- ▶ A presence at the table with Industry leading events and educational sessions to take your organization and your career to the next level
- ▶ Best in class product options designed to perform and deliver thought leadership, brand awareness and lead generation



Brand Overview

HELPING YOU STAY AHEAD OF WHAT'S NEXT

Progressive Grocer is the **#1 media brand** in the grocery industry, guaranteed to connect you with the market's most important retailers.



4,317,247

Total Yearly Unique Page Views

359,771

Monthly Unique Pageviews on progressivegrocer.com

83,000

Browser Notification Subscribers

46,200

Daily Newsletter Subscribers

36,000+

LinkedIn Followers

32,901

Magazine Subscribers

17,673

Number of X Followers on @pgrocer

Brand Overview

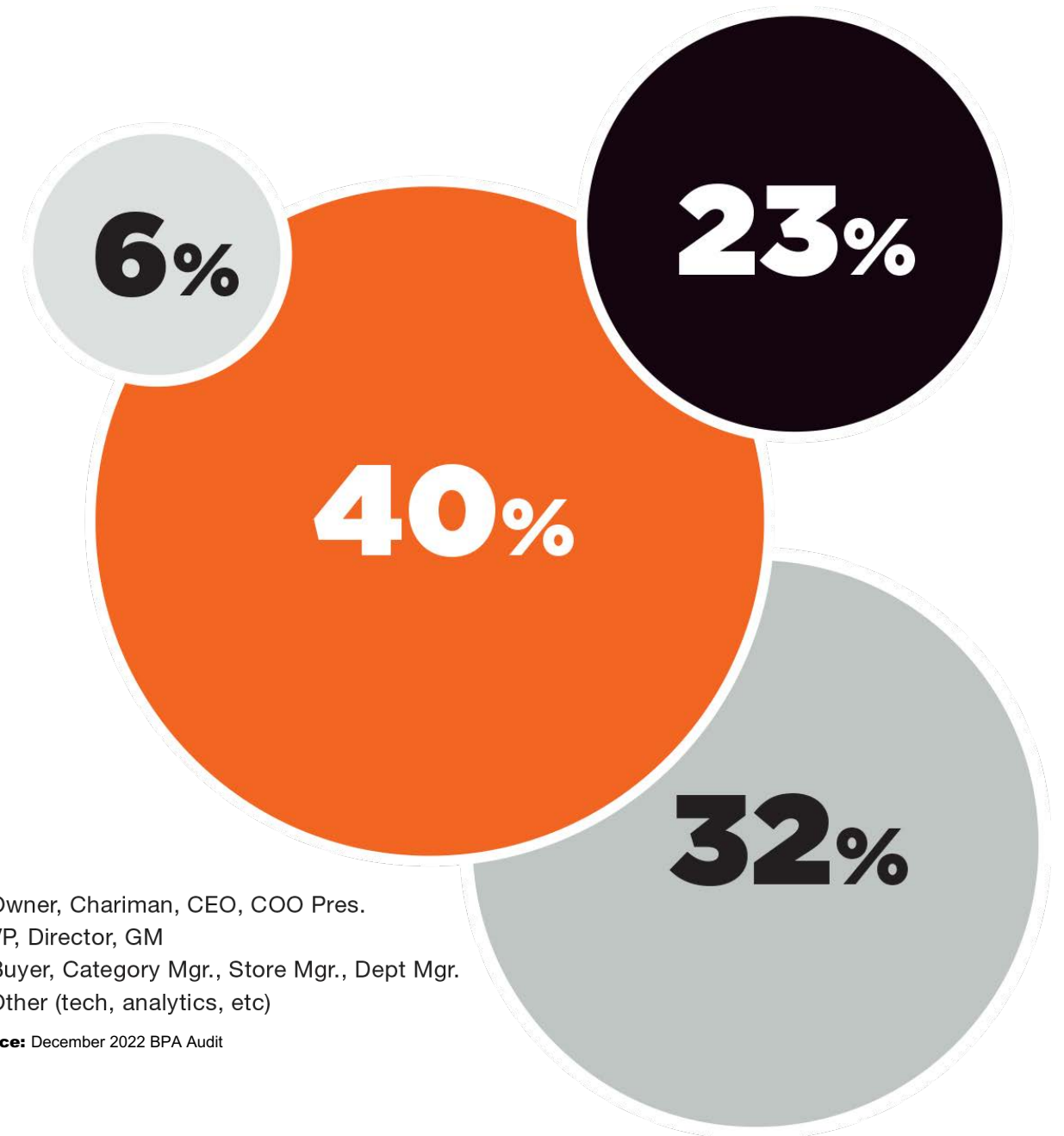
AUDIENCE & READERSHIP

Reaching The Decision Makers

We directly reach the most complete profile of grocery retailers. With the most senior-level subscribers and most grocery chains, you're guaranteed to connect with decision makers that will boost your sales.

Through our leading industry reporting, digital platforms, research, relevant and focused events and our sophisticated industry database, we've developed a loyal audience that turns to us for guidance in navigating this fast-paced, ever-changing industry.

We provide access to **more top-level buyers than any other media brand**. With highly targeted and integrated marketing solutions across print, digital, events, and custom content, we work with your company to create unique programs that address your needs and reach these top decision makers.



- Owner, Chariman, CEO, COO Pres.
- VP, Director, GM
- Buyer, Category Mgr., Store Mgr., Dept Mgr.
- Other (tech, analytics, etc)

Source: December 2022 BPA Audit

Brand Overview

AUDIENCE & READERSHIP

2.275 Trillion

Total Annual Sales of the Grocery Industry*

Source: PG Annual Report of the Grocery Industry May 2022

4,317,247

PG's Total Yearly Unique Pageviews

Source: Google Analytics

414

Average number of Progressive Grocer webinar registrants in 2022**

Source: Google Analytics January - October

161k+

Progressive Grocer has more than 161k social sessions on average in 2022

Source: Google Analytics



Brand Overview

CPG PARTNERS

Progressive Grocer enjoys tremendous relationships with some of the biggest names in food retailing products, services and solutions.

Each week we welcome new consumer packaged goods members into the PG family of print, digital and event products by helping them connect with their customers.

They have come to realize that Progressive Grocer is a great partner in helping them grow their business and engaging them with the highest level of decision maker and influencer in grocery.

Become part of the PG family today. We have programs and platforms at every level to help you as we have helped all of the companies you see here.



Brand Overview

AUDIENCE & READERSHIP

Why Advertise in Progressive Grocer?

2x the Content

Progressive Grocer delivers more grocery industry content than any other trade platform. We cover it all...and have been doing it for over 100 years. Associate your brand/products with our world class, award winning content.

Largest Grocery Audience and Engagement

Progressive Grocer reaches more retail decision makers and buyers. Over 4 million unique users visit our site annually. Expand your reach beyond your current customers and prospects.

Best Performance and Results

Progressive Grocer is the leading source of lead generation, thought leadership and brand awareness.



Brand Overview

THE EDITORIAL CONTENT TEAM

Experience matters. No other industry media can match the expertise, industry knowledge, reporting and experience of the **PG** editorial team.



GINA ACOSTA
Editor-In-Chief
gacosta@ensembleiq.com
17 years



BRIDGET GOLDSCHMIDT
Managing Editor
bgoldschmidt@ensembleiq.com
19 Years



LYNN PETRAK
Senior Editor
lpetrak@ensembleiq.com
22 years



MARIAN ZBORAJ
Digital Editor
mzboraj@ensembleiq.com
21 years



EMILY CROWE
Multimedia Editor
ecrowe@ensembleiq.com
11 years

Progressive GROCER 2024 MEDIA KIT

Print Brand

THE #1 GROCERY MAGAZINE SINCE 1922

SIGNATURE FEATURES

- ▶ Outstanding Independents
- ▶ Annual Report of the Grocery Industry
- ▶ The PG100: Annual Ranking of Top Retailers
- ▶ Top Women in Grocery
- ▶ Editors' Picks
- ▶ Retailer of the Year
- ▶ Category Captains
- ▶ Impact Awards
- ▶ Most Sustainable Grocers In North America
- ▶ Innovation Outlook for 2024
- ▶ GenNext, The Rising Stars of Grocery

EXCLUSIVE RESEARCH REPORTS

- ▶ Bakery Innovations
- ▶ Proteins
- ▶ Seafood
- ▶ Deli Growth Strategies
- ▶ Tech Trends Report
- ▶ Fresh Produce

42,631

UNIQUE TOTAL SUBSCRIBERS

	PRINT	33,528
	DIGITAL	15,576



Digital Brand

WEBSITE & NEWSLETTERS

Embrace and Leverage the Power of Digital

For a richer and deeper engagement with your existing customer and prospect base, for stronger brand awareness and increased sales of your product or solutions, turn to Progressive Grocer to deliver performance that counts and delivers the customers necessary to grow your business.

- ▶ Experiential products that increase exposure and messaging impact
- ▶ Maintain and grow your share of existing customers
- ▶ Message to a growing audience that leads the industry
- ▶ Flexibility to activate messaging on multiple levels across multiple brands and products
- ▶ Products that can help you in any or all the following areas:

Branding
Lead Gen/Nurturing
Traffic Driving
Thought Leadership



Digital Brand

WEBSITE & NEWSLETTERS

WEBSITE

progressivegrocer.com is where retailers go to stay up to speed on the latest industry news, category coverage, along with online-only original content.

359,771

Monthly Unique Pageviews*

212,000

Monthly Unique Users*

62.2%

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

*Source: Google Analytics (12 months ending 8/30/23)

**Source: Omeda

NEWSLETTERS

Reach a dedicated and engaged audience of opt-in subscribers with **Newsletter Display Ads**. **Progressive Grocer's** suite of industry- and category-focused newsletters covers the market in up-to-date information and news.

DAILY

Progressive Grocer Daily 46,200**

WEEKLY

TechTalk Tuesday 46,267**

IndependentIQ 46,157**

Weekender

46,593**

MONTHLY

Fresh Trends 47,267**

Center Store 46,639**

People 46,503**

Breaking News 47,808**

PG Specialty 47,356**

Sustainability 44,353**



Digital Brand

EFFECTIVE DIGITAL PRODUCTS

Help tell *your* story to your customers and prospects and build brand awareness!

REMARKETING

Deliver multiple ad sizes (728x90, 300x250, 320x50) specifically targeted to our visitors as they consume digital content online.



▶ 1

Grocery retailer executive visits ProgressiveGrocer.com



▶ 2

Once identified the executive sees your relevant ads online



▶ 3

Your ad drives increased awareness and action

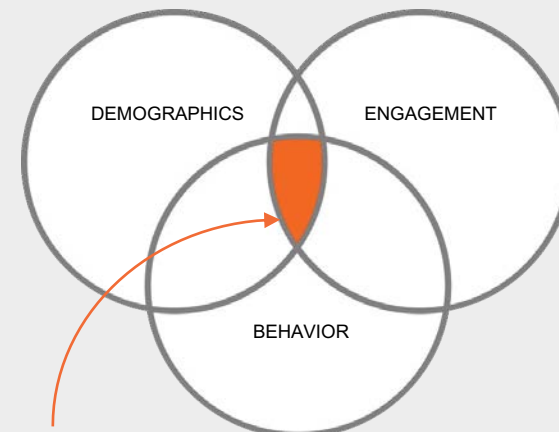
SOCIAL MEDIA IMPACT

Pairs a sponsored piece of content page with the power of LinkedIn and Facebook social ads.



CUSTOMIZED EMAIL MARKETING

Drive demand and market growth faster with **Direct & Engaged E-marketing Programs!** We will help you reach your desired target audience and will help you create a targeted email.



Right Demographic Engaged & Interested Areas of Interest Responsive to Digital

Digital Brand

EFFECTIVE DIGITAL PRODUCTS

Lead Generation

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 Progressive Grocer 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.

SPONSORED ARTICLES

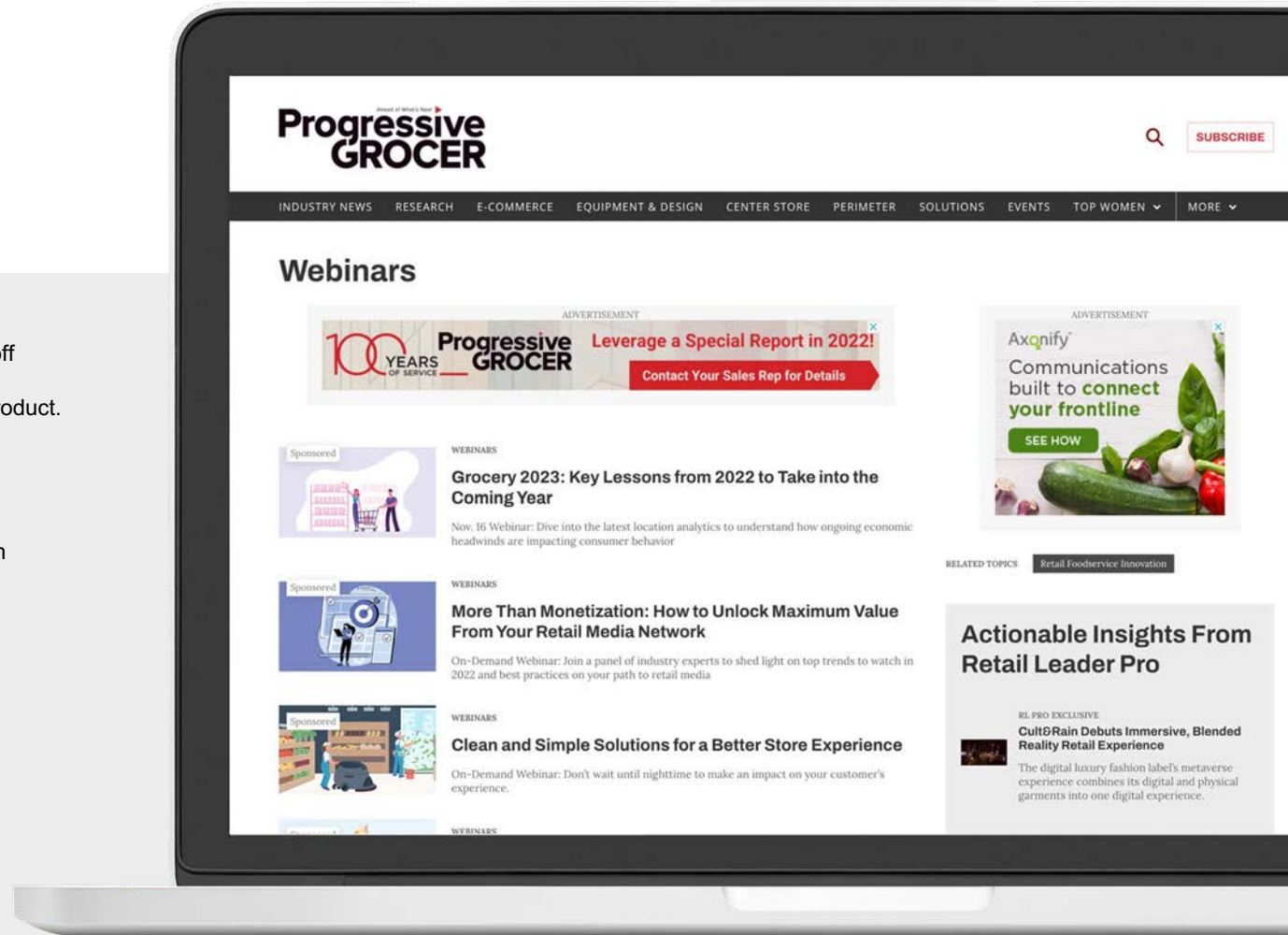
Increase your exposure as a topic/trend/product leader by branding an article. Directly position your brand top-of-mind for our decision making readers.

STATIC INFOGRAPHICS

A user-friendly and highly visual way to show off interesting facts to busy retail executives. Can also be used as a highly-engaging print product.

TARGETED HTML DEPLOYMENTS

- ▶ Your content will be directed and deployed to your specific target audience for maximum engagement
- ▶ The deployed content will drive qualified traffic to your site
- ▶ You get high-quality leads that are ready to engage with your company



See something missing here? Contact us to discover how we can help you with Custom Programs designed to fit your objectives.

Why Choose a Webinar?

Show your expertise in a product or solution that helps grocery retailers solve a challenge and grow revenue.

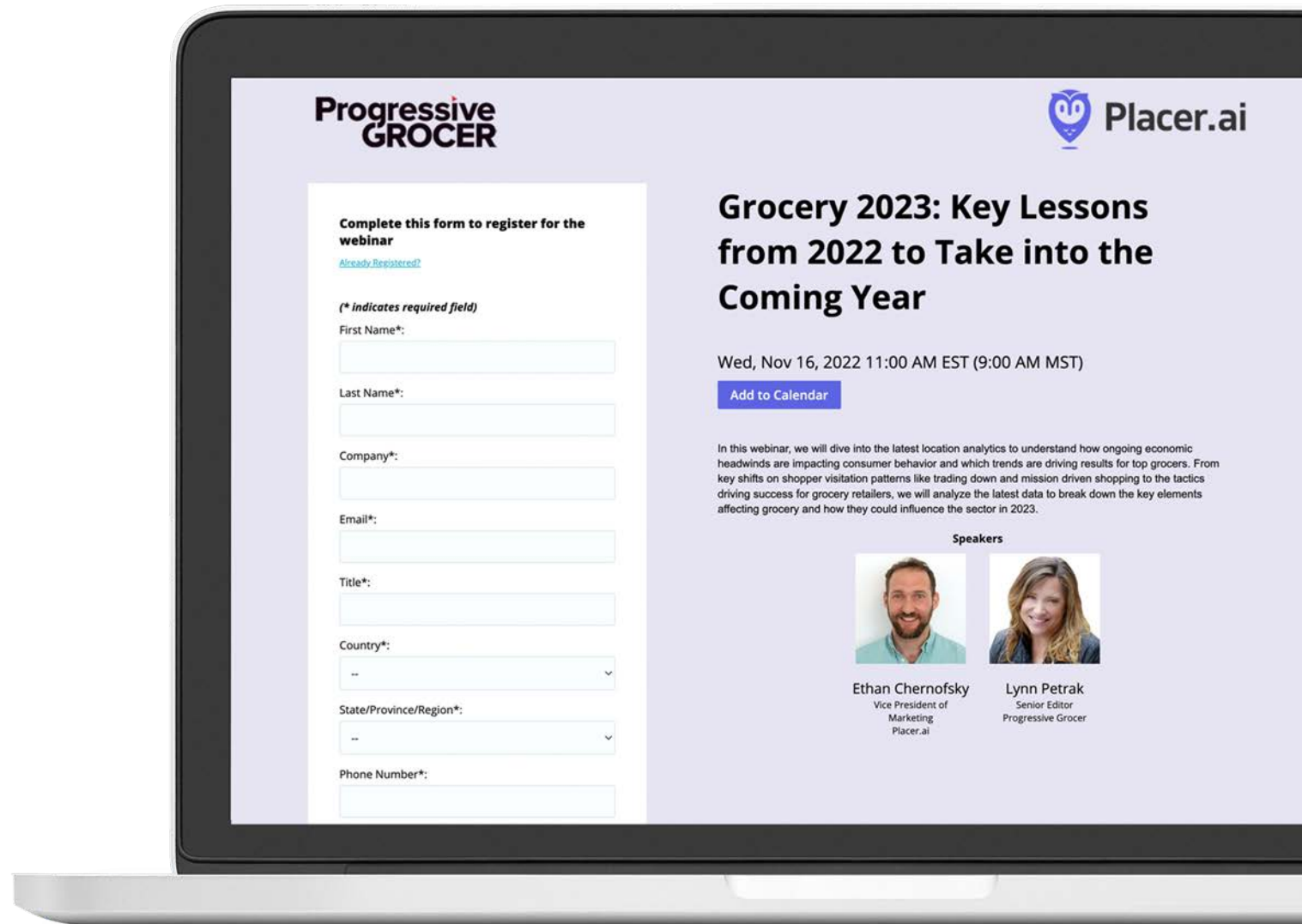
A webinar in Progressive Grocer is a powerful marketing tactic that can position you as an expert in your field and allow us to help you reach your targeted prospects.

Producing a webinar with Progressive Grocer offers the following benefits:

- ▶ Great engagement with the audience that helps build or solidify relationships.
- ▶ Allows the audience to ask questions and take part in polls which also serves to keep the audience engaged.
- ▶ Your webinar can be recorded and repurposed as a digital product for workshops and additional training or educational sources.

A webinar with Progressive Grocer will get your company in front of the right people, in the right format, with the right content at the right time.

Call your representative to learn more about a webinar in Progressive Grocer and how it can help you grow your business and strengthen your expertise in the industry.



Digital Brand

CORAL EXPERIENCE

WHAT IS CORAL? 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.](#)

STORYSCAPE (Level I)

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

[Click here for an example](#)

STORYSCAPE (Level II)

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

ANIMATED INFOGRAPHIC

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

[Click here for an example](#)

PRODUCT SPOTLIGHT

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

[Click here for an example](#)

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.

[Click here for an example](#)

WORLDSCAPE

Illustrated micro-world with interactive map and scene depictions featuring multiple products, solutions, topics or brands in a unified immersive environment.

[Click here for an example](#)

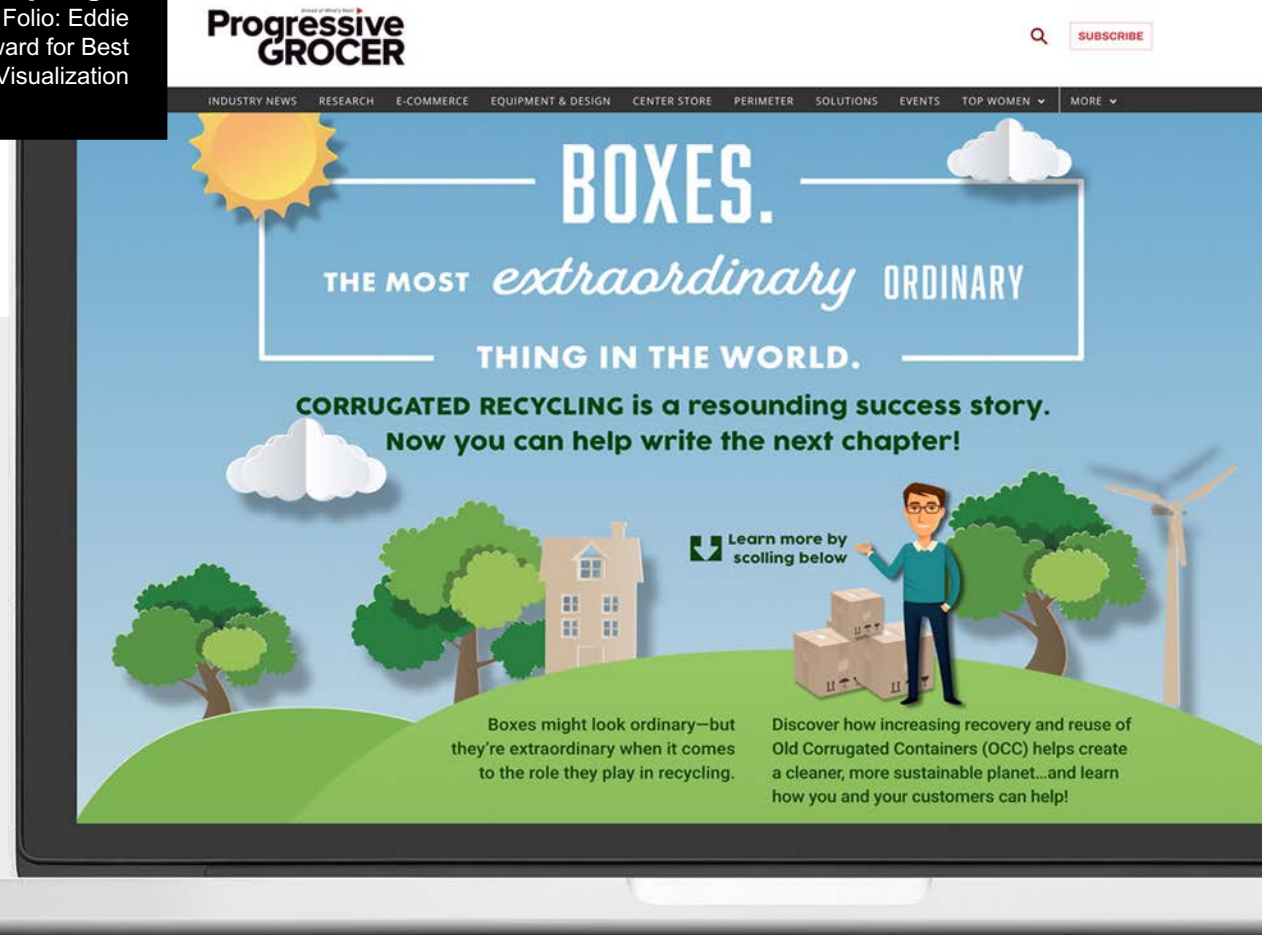
This **Animated Product Spotlight** Won 2021 Folio: Eddie & Ozzie Award for Best Data Visualization

▶
**INTERACTIVE
CONTENT
LEADS TO:**

22%
Increase in
Conversions

80%
Increase in
Dwell Times

10x
Increase in
Click-Thrus



Speak to your **Progressive Grocer** sales representative for customized pricing.

Progressive
GROCER 2024 MEDIA KIT

Research

Explore Progressive Grocer's new Research Sponsored Reports and Market Activation opportunities.

Need to know more about your product perception or what your current share of voice is or can be in the market? Work with **Progressive Grocer** and the EIQ Research division to craft a research approach that can lead you to new and exciting market opportunities. There are 3 easy to follow tiers where you can build, launch and market a specialized research program to help you grow sales.

Research findings will be presented to the client. Research can be paired with other products, including webinars, content syndication programs, Coral and blog series.



Speak to your **Progressive Grocer** Sales Representative for a full customized program and pricing structure to suit any budget.

Tiers	Description
1	<ul style="list-style-type: none">▶ 10-minute survey of up to 15 questions plus ~5 classification questions, n=500 consumer responses▶ EIQ will design survey questionnaire with one round of revisions from client▶ Final reporting includes topline report with up to 10 Power Point slides and data tables
2	<ul style="list-style-type: none">▶ 15-minute survey of up to 20 questions plus ~5 classification questions, n=1,000 consumer responses▶ EIQ will design survey questionnaire with two rounds of revisions from client▶ Final reporting includes topline report with up to 15 Power Point slides and data tables
3	<ul style="list-style-type: none">▶ 15-minute survey of up to 20 questions plus ~5 classification questions, n=1,000 consumer responses▶ EIQ will design survey questionnaire with two rounds of revisions from client▶ Final reporting includes full report with approximately 25-30 Power Point slides and data tables

WWW.
test
customer

Exclusive

PROGRESSIVE GROCER EDITORIAL AWARDS

Honoring the industry and connecting you to top retailers.



TOP WOMEN IN GROCERY topwomeningrocery.com

JUNE 2024

Progressive Grocer's Top Women in Grocery award is the most prestigious honor for female leaders in the grocery industry.

Award winners represent all levels in the industry within both the retailer and supplier communities. Candidates are nominated by colleagues and peers for one of three categories: **Senior-Level Executives, Rising Stars, and Store Managers.**



EDITORS' PICKS

SEPTEMBER 2024

Progressive Grocer's editorial team chooses the best consumer products of the year based on innovation, superior quality and the value to retailers and consumers.



GENNEXT AWARDS

SEPTEMBER 2024

The GenNext Awards addresses crucial issues shaping the future of the grocery industry like labor & retention, technology, diversity & inclusion, and the changing habits of shoppers.

Exclusive

PROGRESSIVE GROCER EDITORIAL AWARDS

Honoring the industry and connecting you to top retailers.

2024 RETAILER OF THE YEAR

RETAILER OF THE YEAR

OCTOBER 2024

Goes to an outstanding chain retailer that is the benchmark by which the industry's most successful and innovative food retailers are measured.

IMPACT AWARDS

HONORING EXCELLENCE

IMPACT AWARDS

OCTOBER 2024

This first-of-its-kind initiative will showcase the positive impact retailers, suppliers and solution providers are having with environmental, social and governance efforts. *Progressive Grocer's* aim is to amplify the accomplishments of retail industry leaders, highlight innovative approaches and inspire the industry to further to greatness by "honoring exceptionalism" across 9 categories.



CATEGORY CAPTAINS

DECEMBER 2024

Progressive Grocer honors the leading consumer goods suppliers whose category management performance sets the standard for the retail industry.

Exclusive

PROGRESSIVE GROCER EVENTS



2023 OUTSTANDING INDEPENDENTS

FEBRUARY 2024

Progressive Grocer is asking the independent grocer heroes of the industry to stand up and be recognized.

Independent grocers distinguished themselves throughout the pandemic by working hard, making a difference in their communities, and taking care of customers in new and unique ways.

Retailers honored as Outstanding Independents will be included in our February 2024 issue and featured online at progressivegrocer.com.



GROCERY TECHNOLOGY SUMMIT

grocerytechevent.com

JUNE 5-7, 2024

The inaugural **GroceryTech** event, produced by Progressive Grocer and RIS News, brings together the combined community of business & technology grocery executives on the journey to modernize their technology infrastructure to support innovation — to help grocers replicate the “small neighborhood grocery store on the corner” concept, while still operating profitably at scale.



GROCERY IMPACT

GroceryImpact.com

NOVEMBER 6-8, 2024

The **Grocery Impact Conference** will bring together The Disruptors, The Innovators, The Pacesetters and The Leaders in grocery -- present and future – for three days of education, collaboration, networking and celebration. Every session, special event and activity will encourage education, collaboration, networking and celebration.

Top Women in Grocery and **GenNext** honorees are celebrated onsite during this conference!

Editorial Planner



Includes an online interactive version of the report in Progressive Grocers' proprietary digital experience.

	EXCLUSIVE FEATURES	RETAILER DEEP DIVES	CENTER STORE/PERIMETER	TECHNOLOGY AND OPERATIONS	SUSTAINABILITY	CONTESTS
JANUARY AD CLOSE: 12.11.23 MATERIALS DUE: 12.20.23	2024 Retail Innovation Outlook	Super Regionals Report (Publix, Hy-Vee, Meijer, Wegmans, H-E-B, Raley's, Giant Eagle)	Transparency in Protein; Meal Kits; Water Forecast; Sustainability in Fresh	Next-Gen Grocery Formats; Gen AI Advances; Self-Service Redefined	Next-Gen Food Waste Reduction, Sustainable Refrigeration Solutions	2024 Editors' Picks call for entries opens 01.02.24
BONUS DISTRIBUTION: NRF/FMI Midwinter						
FEBRUARY AD CLOSE: 01.17.24 MATERIALS DUE: 01.23.24	Outstanding Independents	ALDI, Trader Joe's	Beef Report; Functional Beverages, Special Diet; Grilling Forecast	Grocery Delivery/Pickup Disruptors; IOT and Connected Store Solutions; Hiring and Retention Success Strategies	Energy Efficient Equipment; ROI of Sustainability	GenNext Awards call for entries opens 02.19.24
MARCH AD CLOSE: 02.13.24 MATERIALS DUE: 02.22.24	2024 Consumer Expenditures Report	Walmart	Seafood Forecast; Holiday Entertaining Guide; Natural/Organic Trends; Back-to-School	Retail Foodservice Report; Food Safety Solutions; Focus on Fixtures; Maximizing E-Commerce ROI	Trends in Diversity Initiatives; Bright Side of Solar	Impact Awards call for entries opens 03.11.24
BONUS DISTRIBUTION: NGA Show; Natural Foods Expo West/Annual Meat Conference/Seafood Expo						
APRIL AD CLOSE: 03.12.24 MATERIALS DUE: 03.22.24	The 10 Most Sustainable Grocers	Wakefern Food Corp.	Value-Added Protein; Desserts; Frozen Foods; Sustainable Food Trends	Store Cleaning Solutions; Next-Gen Loss Prevention; Signage Trends	Water Efficient Strategies; Sustainable Sourcing	
BONUS DISTRIBUTION: NACDS Annual Meeting						
MAY AD CLOSE: 04.10.24 MATERIALS DUE: 04.23.24	91st Annual Report, Featuring The PG 100 2024 Tech Trends in Grocery Study	Amazon/Whole Foods Market	Premium Meats; Coffee and Tea; Cheese Review	Future of Retail Media; Digital Shelf Optimization	Green Packaging Innovations; Indoor Farming	
BONUS DISTRIBUTION: Sweets & Snacks Expo						
JUNE AD CLOSE: 05.10.24 MATERIALS DUE: 05.22.24	Top Women in Grocery	Target	All About Pork; Supplements; Deli and Bakery; Juices and Smoothies	New Foodservice Solutions; Future of Payments; Grocer's Guide to Remodeling	Green Supply Chain; Sustainable Microfulfillment	
BONUS DISTRIBUTION: IDDBA Show						

Editorial Planner



Includes an online interactive version of the report in Progressive Grocers' proprietary digital experience.

	EXCLUSIVE FEATURES	RETAILER DEEP DIVES	CENTER STORE/PERIMETER	TECHNOLOGY AND OPERATIONS	SUSTAINABILITY	CONTESTS
JULY AD CLOSE: 06.11.24 MATERIALS DUE: 06.21.24	Store of the Future (experience, technology, sustainability)	Kroger/Albertsons	Poultry Report; Deli; Energy Drinks	Shelf Edge Technologies; New Refrigeration Tools; Weapons Against Shrink	Eco-Friendly Bag Alternatives; Winning the Food Waste Battle	2024 Category Captains call for entries opens 07.08.24
AUGUST AD CLOSE: 07.16.24 MATERIALS DUE: 07.24.24	 Grocery E-Commerce Report	Multicultural Grocer Report (H-Mart, Vallarta, 99 Ranch)	Grab and Go Protein; Hard Beverages; Breakfast Trends; Tech-Enabled Sustainability	Next Horizon of Grocery E-Commerce; Experiential Strategies In-Store; Store Design Trends	What's New in Packaging; Electric Vehicle Opportunities	
SEPTEMBER AD CLOSE: 08.13.24 MATERIALS DUE: 08.21.24	2024 Editors' Picks  Future of Food Report	Ahold Delhaize	Fall Beer and Wine Forecast, Household Essentials; Functional Drinks	Crisis Management for Grocers; Pricing and Promotion Optimization; Online Grocery Profitability	Sustainability in Logistics; The Green Consumer	2025 Outstanding Independent Awards call for entries opens 09.09.24
OCTOBER AD CLOSE: 09.13.24 MATERIALS DUE: 09.20.24	GenNext	Value Leaders (Grocery Outlet, Dollar General, Dollar Tree, Save-A-Lot, 99 Cents Only)	Spring Protein Forecast; Sauces; Spreads, and Dips; Tobacco Report	Customer Retention/ Acquisition; Display Solutions; New Merchandising Strategies	Recycling Innovations; Food Safety Best Practices	
NOVEMBER AD CLOSE: 10.15.24 MATERIALS DUE: 10.24.24	 Retailer of the Year Impact Awards	Warehouse Club Report (Costco, Sam's, BJ's)	Seafood Success Strategies; Foodservice Innovations; Condiment Trends	Future-Forward Automation; Loyalty Innovations; Demand Forecasting and Planning	Sustainability Certifications; ESG Innovators	
DECEMBER AD CLOSE: 11.12.24 MATERIALS DUE: 11.22.24	Category Captains	Hot Retailers to Watch in 2025	Protein Outlook; Refrigerated Trends; Alcoholic Beverages	2024 Supply Chain Outlook; Fixturing Forecast; Future of the Front End	Guide to Green E-Commerce; Sustainable Models for Distribution	Top Women in Grocery Awards call for entries opens 12.09.24 GroceryTech Innovation Awards call for entries opens 12.16.24

Digital Advertising

WEBSITE

WEBSITE UNITS

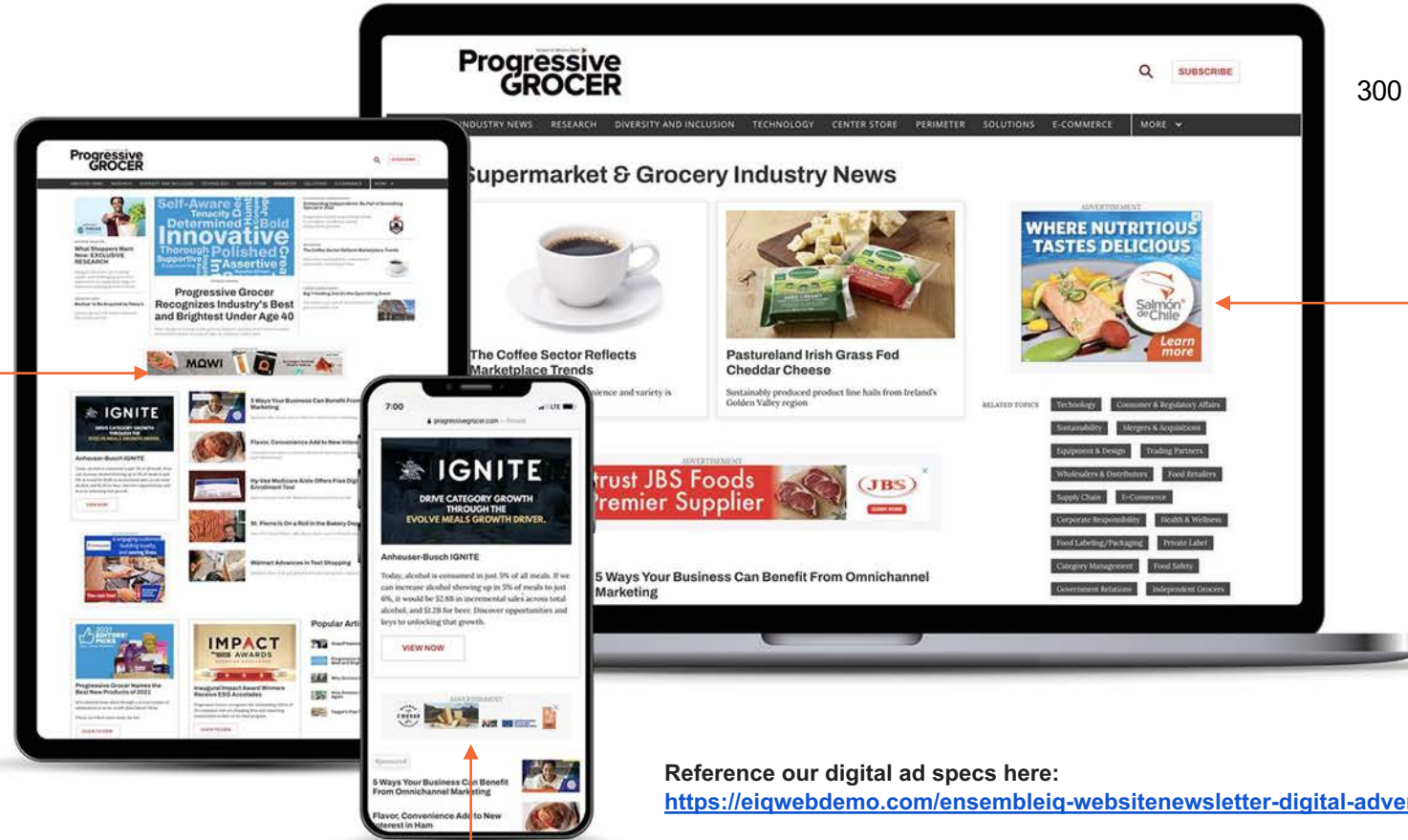
- Leaderboard – ROS
728x90 (320x50 on mobile)
- Medium Rectangle – ROS
300x250 (320x50 on mobile)
- Expandable Leaderboard – ROS
728x90, 728x360 expanded
- Expandable Medium Rectangle – ROS
300x250, 300x500 expanded
- Prestitial (600x450)
- Remarketing
(728x90, 300x250 and 320x50px ad size)
- Sponsored Quiz
- Sponsored Blog
- Static Infographic
- Content Syndication Package

Maximum file size for website banners is 150k. 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 (except expandable ads). Newsletter placements can accept third-party click trackers. Third party ad serving is required for all rich media. All images must be Web-ready, at a resolution of 72 dpi.

Scheduled digital products can only be cancelled 30 days prior to deployment date.

For a pricing program leveraging our digital products and positions, please contact your **Progressive Grocer** sales representative for a fully customized pricing program.

728 x 90



300 x 250

320 x 50

Reference our digital ad specs here:

<https://eiqwebdemo.com/ensembleiq-websiteneewsletter-digital-advertising-specs>

TO SUBMIT DIGITAL AD MATERIALS, CONTACT:

Emily Dubovec, Digital Ad Operations Manager, Customer Success

📞 404.552.8658 ✉ edubovec@ensembleIQ.com

Submit all artwork or other ad materials directly to edubovec@ensembleiq.com

Digital Advertising

NEWSLETTER

DAILY: PG DAILY

- Leaderboard 728x90 (1 position available)
- Medium Rectangle 300x250 (5 positions available)
- Sponsored Content (3 positions available)

WEEKLY: EDITOR'S PICKS

- New Product Content (4 positions available)

WEEKLY: TECH TALK TUESDAY, INDEPENDENTIQ AND WEEKENDER

- Leaderboard 728x90 (1 position available)
- Medium Rectangle 300x250 (2 positions available)
- Sponsored Content (2 positions available)

MONTHLY: FRESH, FOODSERVICE INNOVATION, CENTER STORE AND PEOPLE

- Leaderboard 728x90 (1 position available)
- Medium Rectangle 300x250 (3 positions available)
- Sponsored Content (2 positions available)

BREAKING: NEWS ALERT

- Medium Rectangle 300x250 (1 exclusive position available)

WEBINAR

- Standard Webinar Package

TARGETED EMAIL DEPLOYMENT

- Campaign Level 1: Brand Awareness Only
- Campaign Level 2: Brand Awareness Plus Leads

For a pricing program leveraging our digital products and positions, please contact your **Progressive Grocer** sales representative for a fully customized pricing program.

Trusted Insight™  Proven Results  HUSBMANN
Insight™ Merchandisers [LEARN MORE >](#)

728 x 90

Progressive GROCER Ahead of What's Next **Daily** The Freshest Food Retailing News



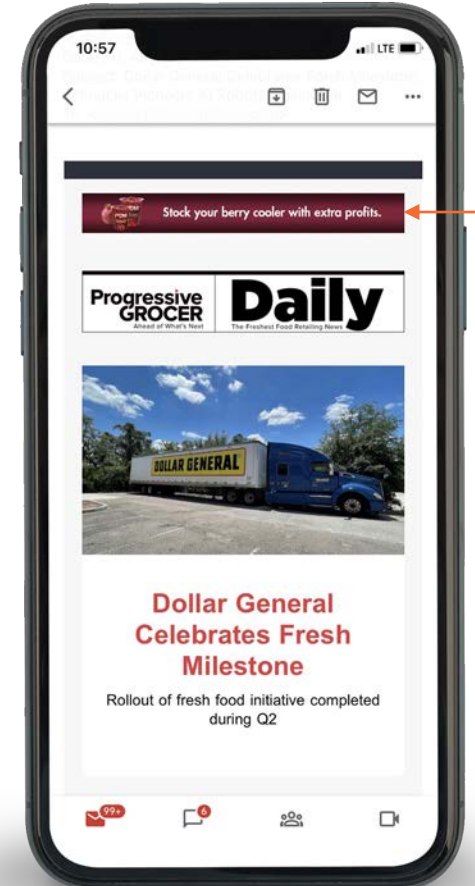
Amazon to Open Drive-Thru Grocery Store in Florida?

Amazon Fresh is under construction in Boca Raton

Stock your berry cooler with extra profits.

300 x 250

Save A Lot Sells 32 Company-Owned Stores in Midwest
Locations generate annual revenues of \$130M+, positioning Yellow Banana among company's largest retail partners nationwide



320 x 50 Mobile

Print Advertising

4-COLOR AD OPTIONS

- TWO PAGE SPREAD
- FULL PAGE
- HALF PAGE VERTICAL
- HALF PAGE ISLAND
- HALF PAGE HORIZONTAL
- HALF PAGE HORIZONTAL SPREAD
- THIRD PAGE SQUARE
- THIRD PAGE VERTICAL
- THIRD PAGE HORIZONTAL
- QUARTER PAGE SQUARE
- QUARTER PAGE HORIZONTAL

SPECIAL POSITIONS

- INSIDE FRONT COVER
- INSIDE FRONT COVER SPREAD
- INSIDE BACK COVER
- BACK COVER

SPECIAL PRODUCTS

- FALSE COVER
- HALF PAGE COVER TIP
- FRENCH DOOR
- GATE FOLD
- COVER STICKER or INSET
- BOOK ENDS

INSERTS

Contact Publisher or Sales Representative.

For a pricing program leveraging our print products and positions, please contact your **Progressive Grocer** sales representative for a fully customized pricing program.

HALF PAGE COVER TIP



FALSE COVER



FRENCH DOOR GATEFOLD



Print Advertising

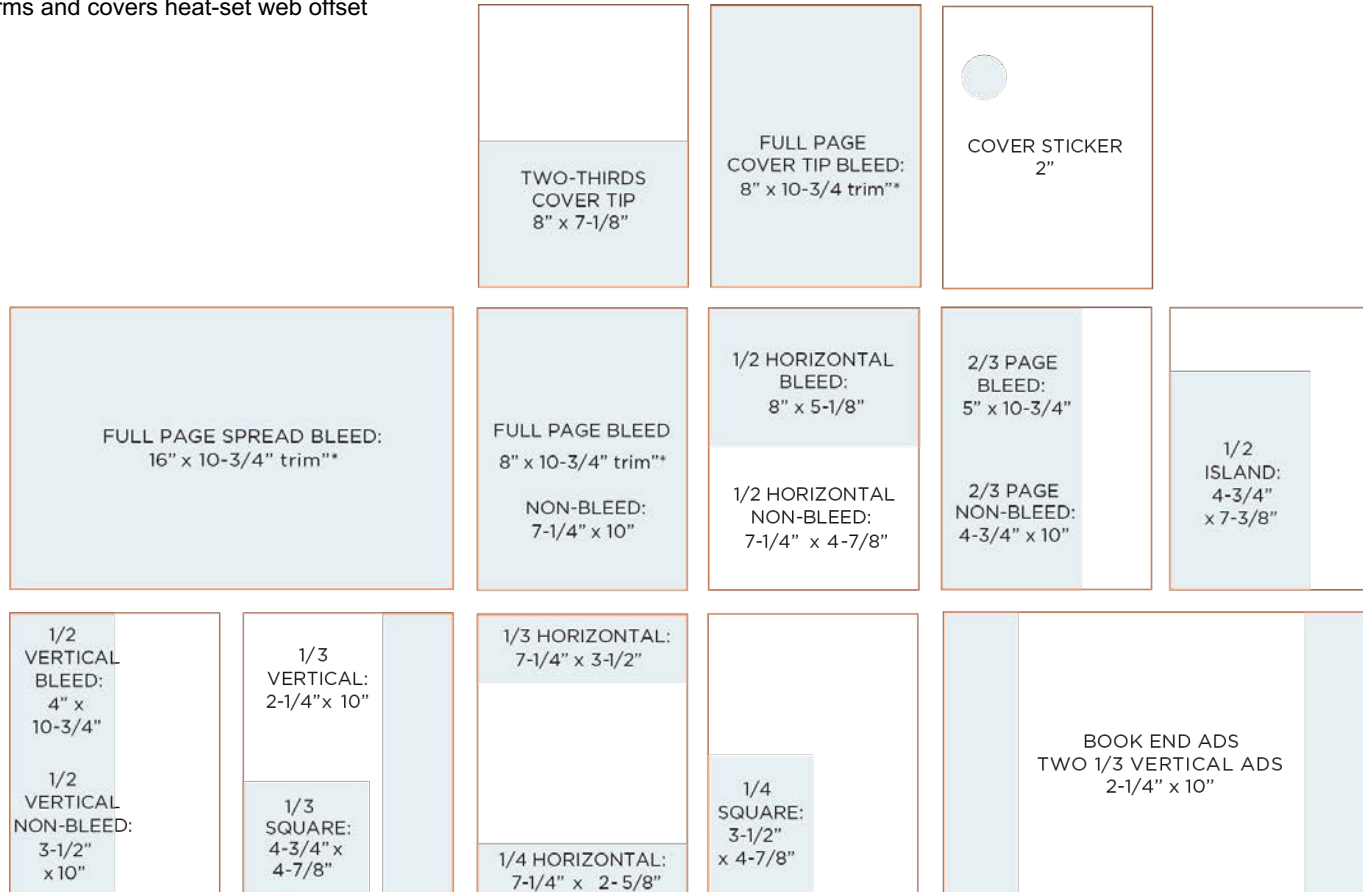
MECHANICAL INFORMATION

Trim Size: 8" x 10-3/4"

Printing: Body forms and covers heat-set web offset

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.

MATERIAL STORAGE

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

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

The login for the ad portal is:

<https://ensembleIQ.sendmyad.com/>

When you log in, you will be prompted to create your account. Then you will 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 PLEASE CONTACT:

Jackie Batson, Production Manager

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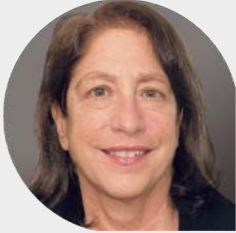
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2024 MEDIA KIT

Contact Us

Click [here](#) to visit our Interactive Sales Territory Map for more information.

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**COMBINING INDUSTRY EXPERTISE
AND THE VOICE OF THE CONSUMER
TO ANSWER BIG QUESTIONS AND
INSPIRE BOLD IDEAS**

Our research solutions team serves this mission through the power of actionable intelligence

Contact your sales representative for a customized program and pricing structure to suit your budget



IMAGINE THE POSSIBILITIES

We work closely with you to gain a deep understanding of the information needed to achieve your objectives and design a custom research program to gather essential input from targeted consumers, shoppers, and B2B professionals.



UNCOVER THE INSIGHTS

We leverage our extensive qualitative and quantitative skills to execute the research program, tap into existing data, and draw on our knowledge of the industry to procure the insights and interpret the learning.



TELL THE STORY

By combining proprietary intelligence and industry expertise with best-in-class creative services, we craft a data-driven and actionable narrative that we share with the right audience, in the right place, at the right time.

WITH A COMPREHENSIVE TOOLBOX OF QUALITATIVE AND QUANTITATIVE CAPABILITIES, WE CAN CHOOSE THE IDEAL METHODOLOGY FOR UNCOVERING NECESSARY INSIGHTS.

B2B Audience Research

Custom research programs designed to elicit actionable insights and learnings from qualified and vetted professionals within EnsembleIQ's proprietary audience database.

Investment starts at
\$15,000

Shopper/Consumer Research

Full-service custom research programs designed to deliver relevant and unique consumer and shopper insights & intelligence

Investment starts at
\$20,000

Collaborative Special Reports

Combining EIQ editorial, research and marketing expertise to deliver an integrated print and digital storyscape based on custom research learnings for maximum exposure.

Investment starts at
\$45,000

Custom Research Opportunities for Strategy Development



Shopper Journey Mapping

What does the path to purchase look like for my products and how can it be improved?



Brand Positioning & Health

How is our brand perceived? What are key opportunities to improve that perception?



Awareness & Usage

What levels of awareness and usage does our product have? What are the key barriers and opportunities?



Product Development

What are my customers' unmet needs? How can we improve our offering to better serve them?



Media & Communication Testing

How are ad/messaging concepts received? Which would be most impactful/should we go to market with?



Sales Strategy & Thought Leadership

Who is my ideal customer and what can we uncover to help better serve them and position ourselves as a thought leader?

EnsembleIQ

ACTIONABLE INSIGHTS & CONNECTIONS POWERING BUSINESS GROWTH

EnsembleIQ is the premier resource of actionable insights and connections powering business growth throughout the path to purchase. We help retail, technology, consumer goods, healthcare and hospitality professionals make informed decisions and gain a competitive advantage.

EnsembleIQ delivers the most trusted business intelligence from leading industry experts, creative marketing solutions and impactful event experiences that connect best-in-class suppliers and service providers with our vibrant business-building communities.

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join. share. thrive.

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