

# Progressive GROCER

# 2025 MEDIA KIT

BRAND BUILDING & MARKET ENGAGEMENT PLANNING GUIDE

### **Brand Overview**

OUR SERVICES: UNMATCHED STRATEGY, REACH, AND RESULTS

# Build Your Brand with Progressive Grocer

We don't just understand the grocery industry—we've been shaping it for over 100 years. Our expertise and deep industry knowledge connect you with the decision-makers who matter most. We deliver a results-driven strategy that positions your brand for success.

#### **Most Trusted Voice for Over 100 Years**

We deliver the most comprehensive coverage across the entire retail landscape. Our award-winning editorial team produces high-quality insights and analysis that keep industry professionals informed and inspired. When you partner with us, you're not just advertising—you're aligning your brand with the most trusted voice in grocery retail.

#### **Largest Grocery Audience and Unmatched Engagement**

Reach the industry's largest and most engaged audience. With over 3 million annual site visitors, we delivers your message to the top decision-makers and buyers in grocery retail.

#### **Best-in-Class Performance and Results**

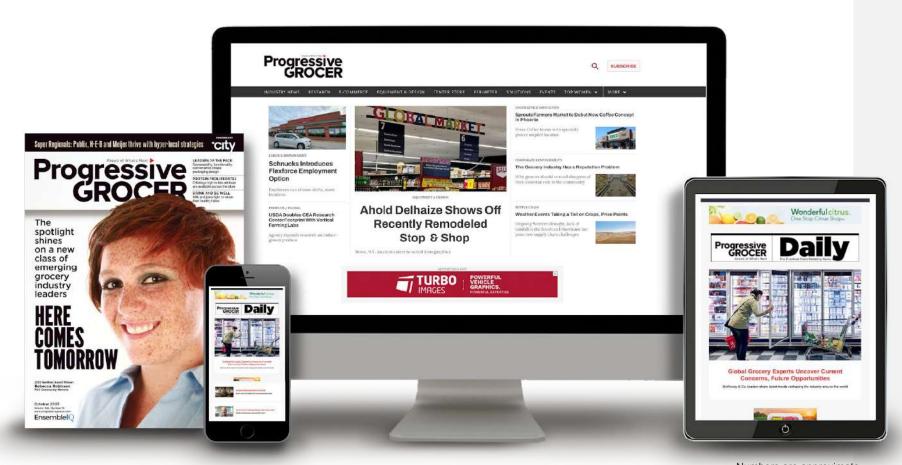
As the leading source for demand generation, thought leadership, and brand awareness in grocery retail, we help you achieve measurable success. Our strategies are designed to maximize your ROI, ensuring your marketing efforts drive real business outcomes.



## **Brand Overview**

**OUR AUDIENCE** 

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



428,600

**Average Monthly Website Pageviews** 

66,000

**Total Distinct Newsletter Subscribers** 

41,700

**Total Magazine Subscribers** 

48,600

**LinkedIn Followers** 

**17,500** 

**X Followers** 

Numbers are approximate as of September 2024

# **Brand Overview**

WHO WE REACH

#### Reach More Buyers, Drive More Impact

We connect you with a broader network of buyers than anyone else in the industry. By tapping into our extensive network, you'll engage decision-makers from top brands who are actively seeking solutions to their most pressing challenges.

Together, we'll craft strategies that drive growth, increase visibility, and maximize ROI—amplifying your impact across the entire buyer journey.









































Stop8Shop







save alOt



















FRESH



























**DOLLAR GENERAL** 



















# **Brand Overview**

WHO PARTNERS WITH US

Progressive Grocer maintains strong partnerships with the industry's leading food brands, service providers, and solution experts. Every week, more companies join the PG network to leverage our comprehensive suite of print, digital, and event platforms, enabling them to engage with their target audiences more effectively.

Join the PG community today and experience the same growth and success as the trusted brands featured here. With tailored programs and platforms at every level, we're ready to support your business objectives and drive meaningful connections with your customers.





































































# **Brand Overview**

**OUR FDITORIAL 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
18 years



BRIDGET GOLDSCHMIDT
Managing Editor
bgoldschmidt@ensembleiq.com
20 Years



LYNN PETRAK
Senior Editor
Ipetrak@ensembleiq.com
23 years



MARIAN ZBORAJ Digital Editor mzboraj@ensembleiq.com 22 years



EMILY CROWE

Multimeda Editor
ecrowe@ensembleiq.com
12 years

# **Editorial Planner**

EXCLUSIVE FEATURES	C-SUITE INSIDER (interviews with senior leaders)	CATEGORY REVIEWS	(multiplatform special reports on the hottest topics transforming the industry)	OPERATIONAL SPOTLIGHT	WEBINARS
The Al Revolution in Grocery	Value Leaders (ALDI, LIDL, Grocery Outlet, Dollar General, Dollar Tree)	All About Pork, Meal Kits, Water Forecast, Deli Prepared, Breakfast Trends	Next-Gen Customer Experience	Pricing Optimization; Store Formats	Next-Gen Customer Experience
ntry opens Jan. 13					
idwinter					
14th Outstanding Independents Awards	Publix	Beef Report, Functional Beverages, Special Diets, Grilling Forecast, Bread Insights	Next-Level Shelf Technologies	Data Monetization Strategies	Grocery Retail Trends for 2025
ry opens Feb. 10					
76th Consumer Expenditures Report; Game Changers in Retail Tech	Walmart	Seafood Forecast, Holiday Entertaining Guide, Charcuterie Trends, Back-to-School, All About Bacon	Future of Retail Media	Safety Solutions; The Connected Grocery Store	Mastering Personalization
s. entry opens March 24					
al Meat Conference/Seafood Expo					
The 10 Most Sustainable Grocers; Editors' Picks	Amazon	Value-Added Protein, Desserts, Frozen Foods, Natural/Organic	Biggest Breakthroughs in Sustainability and Food Waste/Recycling	Grocer's Guide to Remodeling	Food Waste Technology
S Annual Meeting					
92nd Annual Report, Featuring The PG 100: List of Retailers of Food and Consumables	Whole Foods Market	Premium Meats, Coffee and Tea, Cheese Review, Wine and Beer, Snacks and Candy, All About Water	Foodservice Innovation	Social Commerce Strategies	Front End of the Future
r	The Al Revolution in Grocery  Intry opens Jan. 13  Idwinter  14th Outstanding Independents Awards  Independent Awards  Independent Awards  Independents Awards  Independent Award	The Al Revolution in Grocery  The Al Revolution in Grocery  Value Leaders (ALDI, LIDL, Grocery Outlet, Dollar General, Dollar Tree)  Intry opens Jan. 13  Indiwinter  14th Outstanding Independents Awards  Publix  Publix  Ty opens Feb. 10  76th Consumer Expenditures Report; Game Changers in Retail Tech  Seentry opens March 24  Interviews with senior leaders)  Value Leaders (ALDI, LIDL, Grocery Outlet, Dollar General, Dollar Tree)  Publix  Walmart  Walmart  Amazon  The 10 Most Sustainable Grocers; Editors' Picks  DS Annual Meeting  92nd Annual Report, Featuring The PG 100: List of Retailers of Food and	The AI Revolution in Grocery  Value Leaders (ALDI, LIDL, Grocery Outlet, Dollar General, Dollar General, Dollar Tree)  All About Pork, Meal Kits, Water Forecast, Deli Prepared, Breakfast Trends  All About Pork, Meal Kits, Water Forecast, Deli Prepared, Breakfast Trends  All About Pork, Meal Kits, Water Forecast, Deli Prepared, Breakfast Trends  All About Pork, Meal Kits, Water Forecast, Deli Prepared, Breakfast Trends  All About Pork, Meal Kits, Water Forecast, Deli Prepared, Breakfast Trends  Beef Report, Functional Beverages, Special Diets, Grilling Forecast, Bread Insights  Property opens Feb. 10  76th Consumer Expenditures Report; Game Changers in Retail Tech  Walmart  Seafood Forecast, Holiday Entertaining Guide, Charcuterie Trends, Back-to-School, All About Bacon  Seafood Forecast, Holiday Entertaining Guide, Charcuterie Trends, Back-to-School, All About Bacon  The 10 Most Sustainable Grocers; Amazon  The 10 Most Sustainable Grocers; Amazon  Value-Added Protein, Desserts, Frozen Foods, Natural/Organic  Premium Meats, Coffee and Tea, Cheese Review, Wine and Beer,	EXCLUSIVE FEATURES  (Interviews with senior leaders)  The AI Revolution in Grocery  Value Leaders (ALDI, LIDL, Grocery Outlet, Dollar General, Dollar Tree)  All About Pork, Meal Kits, Water Forecast, Deli Prepared, Breakfast Trends  Next-Gen Customer Experience  Next-Gen Customer Experience  Next-Gen Customer Experience  Next-Gen Customer Experience  Report, Functional Beverages, Special Diets, Grilling Forecast, Bread Insights  Publix  Beef Report, Functional Beverages, Special Diets, Grilling Forecast, Bread Insights  Propens Feb. 10  Total Consumer Expenditures Report; Game Changers in Retail Tech  Walmart  Seafood Forecast, Holiday Entertaining Guide, Charcuterie Trends, Back-to-School, All About Bacon  The 10 Most Sustainable Grocers; Editors' Picks  Amazon  Value-Added Protein, Desserts, Frozen Foods, Natural/Organic  Seafood Forecast, Holiday Entertaining Guide, Charcuterie Trends, Back-to-School, All About Bacon  Value-Added Protein, Desserts, Frozen Foods, Natural/Organic  Seafood Forecast, Holiday Entertaining Guide, Charcuterie Trends, Back-to-School, All About Bacon  Frozen Foods, Natural/Organic  Seafood Forecast, Holiday Entertaining Guide, Charcuterie Trends, Back-to-School, All About Bacon  Frozen Foods, Natural/Organic  Seafood Forecast, Holiday Entertaining Guide, Charcuterie Trends, Back-to-School, All About Bacon  Frozen Foods, Natural/Organic  Seafood Forecast, Holiday Entertaining Guide, Charcuterie Trends, Back-to-School, All About Bacon  Frozen Foods, Natural/Organic  Seafood Forecast, Holiday Entertaining Guide, Charcuterie Trends, Back-to-School, All About Bacon  Frozen Foods, Natural/Organic  Seafood Forecast, Holiday Entertaining Guide, Charcuterie Trends, Back-to-School, All About Bacon  Frozen Foods, Natural/Organic  Seafood Forecast, Holiday Entertaining Guide, Charcuterie Trends, Back-to-School, All About Bacon  Frozen Foods, Natural/Organic  Seafood Forecast, Holiday Entertaining Guide, Charcuterie Trends  Frozen Foods, Natural/Organic  Seafood Forecast, Holiday Entertaining Gui	The AI Revolution in Grocery  Value Leaders (ALDI, LIDL, Grocery Outlet, Dollar General, Dollar Tree)  All About Pork, Meal Kits, Water Forecast, Deli Prepared, Breakfast Trends  Beef Report, Functional Beverages, Special Diets, Grilling Forecast, Bread Insights  Publix  Beef Report, Functional Beverages, Special Diets, Grilling Forecast, Bread Insights  Propers Feb. 10  76h Consumer Expenditures Report, Game Changers in Retail Tech  Walmart  Seefood Forecast, Holiday Entertaining Guide, Chaructieria Trends, Back-to-School, All About Bacon  Walmart  Value-Added Protein, Desserts, Frozen Foods, Natural/Organic  Waster Revocation Strategies  Pricing Optimization; Store Formats  Next-Level Shelf Technologies  Data Monetization Strategies  Data Monetization Strategies  Pricing Optimization; Strategies  Pricing Optimization; Strategies  Next-Level Shelf Technologies  Data Monetization Strategies  Pricing Optimization; Strategies  Data Monetization Strategies  Pricing Optimization; Strategies  Pricing Optimization; Strategies  Pricing Optimization; Strategies  Next-Level Shelf Technologies  Data Monetization Strategies  Pricing Optimization; Strategies  Pricing Optimization; Strategies  Pricing Optimization; Strategies  Pricing Optimization; Strategies  Next-Level Shelf Technologies  Next-Level Shelf Technologies  Pricing Optimization; Strategies  Next-Level Shelf Technologies  Next-Level Shelf Technologies  Pricing Optimization; Strategies  Next-Level Shelf Technologies  Pricing Optimization; Strategies  Next-Level Shelf Technologies  Next-Level Shelf Technologies  Pricing Optimization; Strategies  Next-Level Shelf Technologies  Next-Level

# **Editorial Planner**

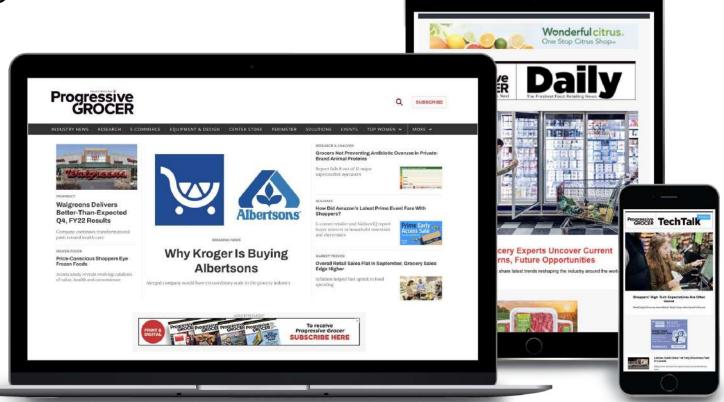
AD CLOSE: 9/14/25 MATERIALS DUE: 8/21/25  Comichannel, Sustainability, Tech and More  Comichannel Pricing  Comichann		EXCLUSIVE FEATURES	RETAILER DEEP DIVES	CATEGORY REVIEWS	TREND TRACKER (multiplatform special reports on the hottest topics transforming the industry)	OPERATIONAL SPOTLIGHT	WEBINARS
AD CLOSE: 7/16/25 MATERIALS DUE: 7/21/25  Multicultural Grocers Report  Multicultural Grocers Report  Spreads, Pet Trends; Grab and Go, Hard Beverages, Baby, Soups and Sauces  Store of the Future: Supply Chain, Omnichannel, Sustainability, Tech and More  Ahold Delhaize  Household Essentials, Functional Drinks, All About Premium Produce, Desserts  What's New in Refrigeration  Inventory Accuracy  What's New in Refrigeration  Inventory Accuracy  What's New in Refrigeration  Inventory Accuracy  What's New in Refrigeration  Shoppers Loyal  What's New in Refrigeration  Shoppers Loyal  What's New in Refrigeration  Shoppers Loyal  What's New in Refrigeration  Inventory Accuracy  What's New in Refrigeration  Inventory Accuracy  Omnichannel Pricing  Generative Al Across the Enterprise  Al-Powered Loyalty  Omnichannel Pricing  Generative Al Across the Enterprise  What's New in Refrigeration  Inventory Accuracy  Al-Powered Loyalty  Omnichannel Pricing  Generative Al Across the Enterprise  He-E, Raley's, Giant Eagle)  NOVEMBER/ DECEMBER  AD CLOSE: 1/11/325  AD CLOSE: 1/11/325  Multicultural Grocers Report  Household Essentials, Functional Drinks, All About Premium Produce, Desserts  Household Essentials, Functional Drinks, All About Premium Produce, Desserts  Al-Powered Loyalty  Omnichannel Pricing  Generative Al Across the Enterprise  Generative Al Across the Enterprise  Generative Al Across the Enterprise  Future of Automation  Front End Solutions; Regulatory Outlook for 2026  Unlook for 2026  In-Store Retail Media Tri December Coulton Retail Report Coulton Retail Report Coulton Retail Media Tri December Coulton Retail Report Coulton Retail Report Coulton Retail Report Coulton Retail Repo	AD CLOSE: 5/15/25	Senior Execs, Rising Stars,	Target	Ciders, Seltzers and Champagne;	Future of Work Trends	The state of the s	Retail Theft Trends
SEPTEMBER AD CLOSE: 8/14/25 MATERIALS DUE: 8/21/25  BONUS DISTRIBUTION: PLMA; Grocery Impact  NOVEMBER/ DECEMBER AD CLOSE: 1/14/325  Store of the Future: Supply Chain, Omnichannel, Sustainability, Tech and More  Ahold Delhaize  Household Essentials, Functional Drinks, All About Premium Produce, Desserts  Store Safety Solutions  What's New in Refrigeration  Inventory Accuracy  What	AD CLOSE: 7/16/25	2025 Tech Trends in Grocery Study		Spreads, Pet Trends; Grab and Go, Hard Beverages, Baby,	Robotics Guide for Grocers		
AD CLOSE: 8/14/25 MATERIALS DUE: 8/21/25  Omnichannel, Sustainability, Tech and More  Omnichannel, Sustainability, Tech and More  Functional Drinks, All About Premium Produce, Desserts  Functional Drinks, All About Premium Produce, Desserts  OCTOBER AD CLOSE: 8/15/25 MATERIALS DUE: 9/22/25  Omnichannel, Sustainability, Tech and More  Super Regionals Special Report (Hy-Vee, Meijer, Wegmans, H-E-B, Raley's, Giant Eagle)  Protein Forecast; Tobacco Report, Beverage Trends, Fruit and Vegetable Insights  Omnichannel Pricing  Generative Al Across the Enterprise  Benus DISTRIBUTION: PLMA; Grocery Impact  NOVEMBER/ DECEMBER AD CLOSE: 1/1/3/25  AD CLOSE: 1/1/3/25  Dairy and Eggis; Alcoholic Beverage; Dairy and Eggis; Alcoholic Beverage; Dairy and Eggis; Alcoholic Beverages;	CONTESTS: Outstanding Indepe	endents entry opens July 21					
AD CLOSE: 9/15/25 MATERIALS DUE: 9/22/25  BONUS DISTRIBUTION: PLMA; Grocery Impact  NOVEMBER/ DECEMBER AD CLOSE: 11/13/25  Rising Stars of Grocery (Hy-Vee, Meijer, Wegmans, H-E-B, Raley's, Giant Eagle)  Reverage Trends, Fruit and Vegetable Insights  H-E-B, Raley's, Giant Eagle)  Seafood Success Strategies; Beef and Pork Trends; Supplements; Food & Beverage Trends for 2026; Dairy and Eggs; Alcoholic Beverages;  Future of Automation  Front End Solutions; Regulatory Outlook for 2026  Outlook for 2026	SEPTEMBER AD CLOSE: 8/14/25 MATERIALS DUE: 8/21/25	Omnichannel, Sustainability,	Ahold Delhaize	Functional Drinks, All About	Store Safety Solutions	What's New in Refrigeration	Inventory Accuracy
AD CLOSE: 9/15/25 MATERIALS DUE: 9/22/25  Rising Stars of Grocery  (Hy-Vee, Meijer, Wegmans, H-E-B, Raley's, Giant Eagle)  Reverage Trends, Fruit and Vegetable Insights  H-E-B, Raley's, Giant Eagle)  Beverage Trends, Fruit and Vegetable Insights  H-E-B, Raley's, Giant Eagle)  Beverage Trends, Fruit and Vegetable Insights  H-E-B, Raley's, Giant Eagle)  Front End Solutions; Regulatory Outlook for 2026  In-Store Retail Media Trends; Supplements; Food & Beverage Trends for 2026; Dairy and Eggs; Alcoholic Beverages;	BONUS DISTRIBUTION: Grocer	ryshop; NACS					
NOVEMBER/ DECEMBER  2026 Retail Innovation Outlook; 28th Category Captains Awards; Impact Awards  AD CLOSE: 11/13/25  Retailer of the Year  Seafood Success Strategies; Beef and Pork Trends; Supplements; Food & Beverage Trends for 2026; Dairy and Eggs; Alcoholic Beverages;  Future of Automation  Front End Solutions; Regulatory Outlook for 2026	AD CLOSE: 9/15/25		(Hy-Vee, Meijer, Wegmans,	Beverage Trends, Fruit and	Al-Powered Loyalty	Omnichannel Pricing	
DECEMBER  28th Category Captains Awards; and Pork Trends; Supplements; Outlook for 2026 Impact Awards  AD CLOSE: 11/13/25  28th Category Captains Awards; food & Beverage Trends for 2026; Dairy and Eggs; Alcoholic Beverages;	BONUS DISTRIBUTION: PLMA	Grocery Impact					
	DECEMBER AD CLOSE: 11/13/25	28th Category Captains Awards;	Retailer of the Year	and Pork Trends; Supplements; Food & Beverage Trends for 2026; Dairy and Eggs; Alcoholic Beverages;	Future of Automation		In-Store Retail Media Trends
CONTESTS: Top Women in Grocery Awards entry open Dec. 2; GroceryTech Innovation Awards entry open Dec. 9; Editors' Picks entry open Dec. 16	CONTESTS: Top Women in Gro	cery Awards entry open Dec. 2; GroceryTech Inno	ovation Awards entry open Dec. 9; Editors' Pick	s entry open Dec. 16			

# Digital Brand WEBSITE & NEWSLETTERS

# Leverage the Power of Digital

For a richer and deeper engagement with your existing customer and prospect base turn to Progressive Grocer to deliver performance that counts and 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.

428,600

Average Monthly Pageviews\*

341,000

**Average Monthly Sessions\*** 

**251,000** 

**Average Monthly Users\*** 

#### SOCIAL

Retailers follow **@Progressive Grocer** to be informed and inspired by expert analysis in a rapidly evolving market.

48,600

**LinkedIn Followers** 

17,500

**X Followers** 

#### **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

#### **DAILY**

Progressive Grocer Daily 58,000"

up-to-date information and news.

**WEEKLY** 

TechTalk Tuesday 47,500"

IndependentIQ 47,500"

Weekender 59,000"

**MONTHLY** 

Fresh Trends 46,500"

Center Store 47,000"

People 59,500"

Breaking News 60,000"

PG Specialty 42,000"

Sustainability 37,000"



Progressive TechTalk

# Digital Brand CUSTOMIZED 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.



**Grocery retailer** executive visits ProgressiveGrocer.co



Once identified the executive sees your relevant ads online



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.

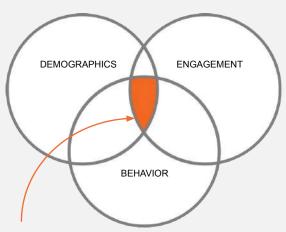






#### **CUSTOMIZED EMAIL MARKETING**

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**CUSTOMIZED 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**

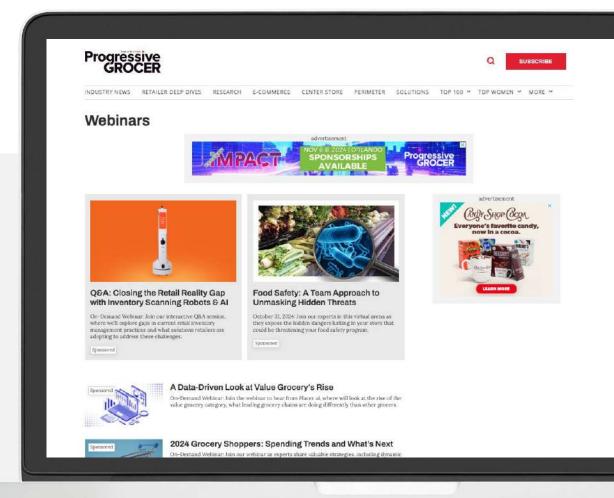
Show your expertise and provide a content rich experience to the Progressive Grocer audience. We will help you reach your targeted prospects and work with your company to get the right content, to the right people, in the right format, at the right time.

#### **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.

#### **TARGETED EMAIL 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.

# **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 in dependent content pages and interactive menu. Co ntent can be serialized with new chapters or episode s 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



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

how you and your customers can help!

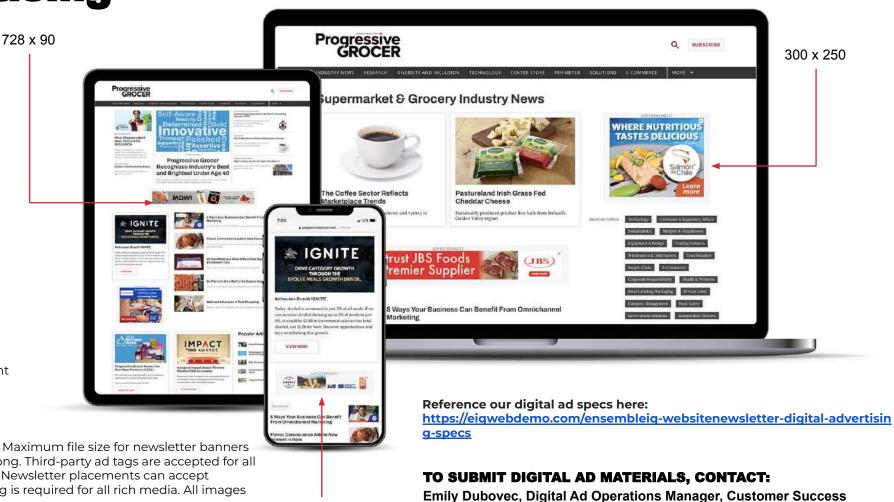
# **Digital Advertising**

WEBSITE AD 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
- Half Page (300x600)
- Billboard Ad (970x250)
- Interscroller
- Prestitial (600x450)
- **Browser Notification**
- Remarketing (728x90, 300x250 and 320x50px ad size)
- Sponsored Article, Blog, Video, or Content
- 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.



☐ 404.552.8658 ⋈ edubovec@ensemblelQ.com

Submit all artwork or other ad materials directly

to edubovec@ensembleig.com

320 x 50

300 x 250

# **Digital Advertising**

#### **EMAIL AD UNITS**

#### **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, SUSTAINABILITY, 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 Click Leads





HUSSMANN'

- 728 x 90







### Amazon to Open Drive-Thru Grocery Store in Florida?

Amazon Fresh is under construction in Boca Raton





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



### **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
- Tech Trends in Grocery Special Report
- Super Regionals Special Report
- Consumer Expenditures Report
- GenNext, The Rising Stars of Grocery

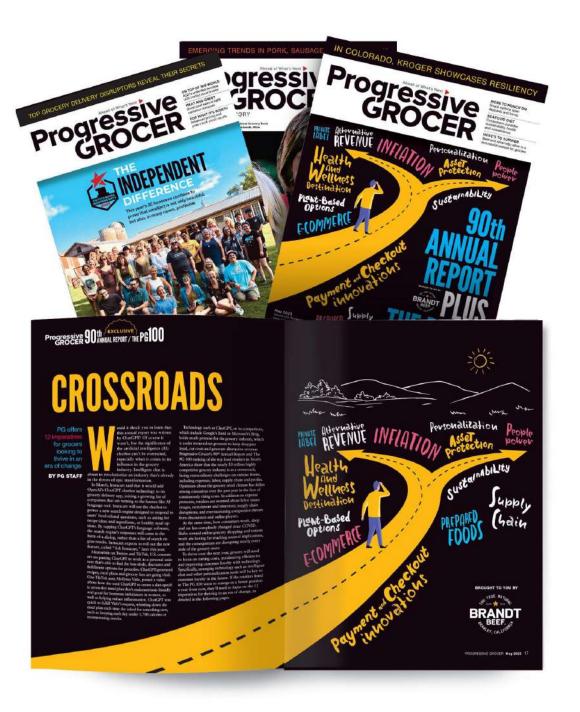
41,700

**UNIQUE TOTAL SUBSCRIBERS** 

PRINT

27,200

**DIGITAL** 16,100



# **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
FRENCH DOOR
GATE FOLD
COVER STICKER OF INSET
BOOK ENDS

#### **INSERTS**

Contact Publisher or Sales Representative.



#### FRENCH DOOR GATEFOLD







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

# **Print Advertising**

#### **MECHANICAL INFORMATION**

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

**Printing:** Body forms and covers heat-set web offset

1/2

4" x

1/2

3-1/2"

x 10"

VERTICAL

NON-BLEED:

FULL PAGE COVER TIP BLEED: 8" x 10-3/4 trim"\*



#### PLEASE NOTE:

Bleed ads should contain a minimum of 1/8" bleed on all four sides bevond 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  $7-1/4" \times 10"$ .

FULL PAGE SPREAD BLEED: 16" x 10-3/4" trim"\*

1/3 VERTICAL VERTICAL: BLEED: 2-1/4"x 10" 10-3/4"

1/3 SQUARE: 4-3/4" x 4-7/8"

FULL PAGE BLEED 8" x 10-3/4" trim"\* NON-BLEED: 7-1/4" x 10"

1/3 HORIZONTAL:

7-1/4" x 3-1/2"

1/4 HORIZONTAL:

7-1/4" x 2-5/8"

1/2 HORIZONTAL NON-BLEED: 7-1/4" x 4-7/8"

1/4

SQUARE:

3-1/2"

x 4-7/8"

1/2 HORIZONTAL

BLEED:

8" x 5-1/8"

2/3 PAGE NON-BLEED: 4-3/4" x 10"

2/3 PAGE

5" x 10-3/4"

BLEED:

1/2 ISLAND: 4-3/4" x 7-3/8"

BOOK END ADS 2-1/4" x 10"

TWO 1/3 VERTICAL ADS

#### **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 **224.632.8183** ibatson@ensemblelQ.com

# EIQ RESEARCH SOLUTIONS

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

#### Progressive 2025 MEDIA KIT

### **Custom Research**

#### TIER 1

- ▶ 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 Powerpoint slides and data tables

#### TIER 2

- 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 Powerpoint slides and data tables

#### TIER 3

- ▶ 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

## **Events**



JUNE 10-12, 2025 | 125+ ATTENDEES

INTIMATE, INNOVATION-FOCUSED EVENT WITH GROCERY LEADERS

**GroceryTech** brings together the 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.

PACT

**NOVEMBER 5-7, 2025 | 800+ ATTENDEES** 

**CELEBRATION & EDUCATION CONNECT THE TOP NAMES IN RETAIL** 

**Grocery Impact** brings together the disruptors, innovators, pacesetters, and 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!

Your prospects will be there









grocerytechevent.com

groceryimpact.com

# **Editorial Awards**



#### APRIL 2025 | NOMINATIONS OPEN DEC 16, 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.



#### NOVEMBER 2025 | NOMINATIONS OPEN DEC 16, 2024

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



#### JUNE 2025 | NOMINATIONS OPEN DEC 9, 2024

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



#### NOVEMBER 2025 | NOMINATIONS OPEN FEB 10, 2025

This first-of-its-kind initiative will showcase the positive impact retailers, suppliers and solution providers are having with environmental, social and governance efforts.



#### OCTOBER 2025 | NOMINATIONS OPEN JAN 13, 2025

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.



#### NOVEMBER 2025 | NOMINATIONS OPEN MAR 24, 2025

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

## **Contact Us**



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# 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.

To learn more about our brands, visit ensembleig.com



#### **CANADIAN GROCER**





























Progressive GROCER







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