



2009 MEDIA KIT



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2009 Editorial Calendar

DAVID KEENE, EXECUTIVE EDITOR | Phone: (512).480.9473 | Email: scneditor@aol.com



| Cover Date | At Retail | Research / Metrics | Shopper Engagement | Digital Signage in the Retail Space | Deadlines |
|---------------------------------|--|---|---|---|--|
| JAN/FEB 09 | Interactive Displays | Sales Lift vs. Brand Building | Involving the Shopper in the Retail Experience | Loyalty Shoppers and the Retail Space | Ad Reservations: 1.10.09 Ad Materials: 1.17.09 |
| MAR/APR 09 | Temporary POP Displays | Reach and Frequency Measurement at Retail | Integrating All Consumer Touchpoints | Transcoding of Content | Ad Reservations: 2.7.09 Ad Materials: 2.14.09 |
| OMA AWARDS SPECIAL ISSUE MAY 09 | OMA Award Winners Special Issue | May 09 Mailing and Distribution to 25,000 Retail, Agency, | | | Ad Reservations: 4.20.09 Ad Materials: 4.27.09 |
| JUNE 09 | POP Displays for Large Retailers | Metrics for Media Buyers | Pulling the Brand in to the Store | Digital Signage: Display Technology Trends | Ad Reservations: 5.18.09 Ad Materials: 5.25.09 |
| JULY/AUG 09 | Digital Signage for Retail | Digital Signage Metrics | Global Rollout and Localization | National Messages, Localized Mix | Ad Reservations: 7.1.09 Ad Materials: 7.10.09 |
| ANNUAL RESOURCE GUIDE SEPT09 | Marketing At-Retail Annual Guide to Vendors and Partners Worldwide | | | | Ad Reservations: 8.15.09 Ad Materials: 8.25.09 |
| OCT 09 | Convenience Store Displays | ROI | Audio, Lighting, and other Media in Retail Messaging/Branding | At-Retail Ad Network Buys | Ad Reservations: 9.7.09 Ad Materials: 9.14.09 |
| NOV/DEC 09 | Sustainable POP Displays | Automated Shopper Tracking | Whole Store Marketing | The Mobile Phone as the Remote in Digital Signage | Ad Reservations: 11.7.09 Ad Materials: 11.14.09 |

BONUS DISTRIBUTION

JAN/FEB 09 EUROSHP, February 24-26, Dusseldorf, Germany; Digital Signage Expo, February 25-26, Las Vegas, NV; MAR/APR 09 Globalshop, March 23-25, Chicago, Illinois; The Digital Signage Show & KioskCom May 6-7th Las Vegas, NV; OMA AWARDS SPECIAL ISSUE MAY 09 Bonus Distribution at all Trade Events through end of '09; JUNE 09 POPAI 2009 Industry Leadership Conference, June; InfoComm International, Orlando, June 17-19; JULY/AUG 09 3rd Annual Brand Activation using Digital OOH Media Summit, September 2009, New York; Advertising Week, New York; 2009 POP Show, San Francisco; ANNUAL RESOURCE GUIDE SEPTEMBER 09 Bonus Distribution at all Trade Events, September 09 through May 2010; OCT 09 The Digital Signage Show/KioskCom SelfService Expo, October, New York; A.R.E. Convention, Nov. 12-14, Palm Beach, FL; NOV/DEC 09 2010 Consumer Electronics Show, Las Vegas, Jan. 2010; NRF Annual Convention & Expo, January 2010, New York, NY.

2009 Advertising Rates & Information



Rate Card #25

Effective January 2009. All rates are in U.S. dollars and are per insertion.

Display Advertising Rates

| 4-Color | 1x | 3x | 6x | 12x |
|------------------|---------|---------|---------|---------|
| Full Page | \$5,280 | \$5,150 | \$4,950 | \$4,800 |
| Full Page Spread | 9,880 | 9,620 | 9,100 | 8,788 |
| 1/2 Page | 3,120 | 2,964 | 2,808 | 2,652 |
| 1/3 Page | 2,080 | 1,976 | 1,898 | 1,820 |
| 1/4 Page | 1,560 | 1,482 | 1,430 | 1,378 |
| 1/6 Page | 1,040 | 988 | 942 | 936 |
| Cover II | 6,500 | 6,268 | 6,142 | 5,831 |
| Cover III | 6,017 | 5,980 | 5,891 | 5,592 |
| Cover IV | 6,760 | 6,268 | 6,050 | 5,952 |

Add to 4-Color Rates

| 2/Color Process | Page |
|---|-------|
| 5th Color (PMS) | \$785 |
| Metallic Ink | \$850 |
| Electronically Provided Ads: Film Output: | |
| 4-Color | \$150 |

Custom Marketing Solutions

Reprints

Ordering reprints of articles which appear in **Marketing At Retail** is an inexpensive and effective way to maximize your exposure in the market. PDFs are also available for website posting. Contact your sales rep today to order reprints!

List Rental

Reach over 20,000 highly responsive top branding professionals, retailers, advertising agencies, and other professionals in the retail environment with our list rental. Demographic and purchasing authority selects are available. For more details, contact your sales rep today!

Custom Publishing

Our design team provides a full range of custom publishing services, including print and electronic newsletters, catalogs and advertorials.

For more information, or to reserve advertising space, contact your regional sales representative:

Sales Contact

GENE KINSELLA, MID WEST SALES
Phone: (773) 857.5944 | Email: g.kinsella@comcast.net

DEBBIE ROSENTHAL, NATIONAL SALES MANAGER,
EAST & WEST COAST SALES
Phone: (212) 378.0473 | Fax: (212) 378.0466 | Email: drosenthal@nbmedia.com

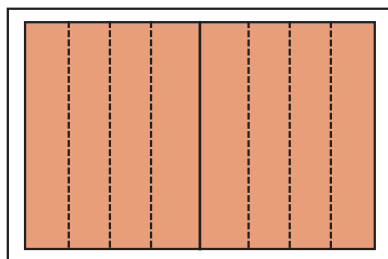
Editorial Contact

DAVID KEENE, EXECUTIVE EDITOR
Phone: (512) 480.9473 | Fax: (512) 480.9255 | Email: scneditor@aol.com

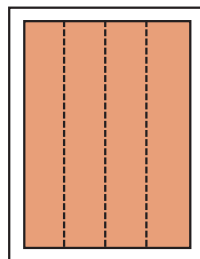
Send Materials To: Marketing At Retail, Production Department,
810 Seventh Avenue, 27th Floor, New York, NY 10019

2009 Advertising Dimensions

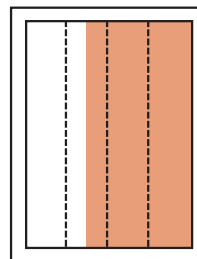
(information in this document is subject to change without notice)



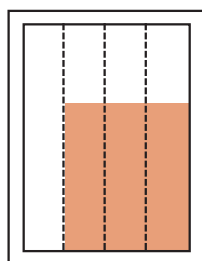
SPREAD
Bleed: 16 3/4" x 11"



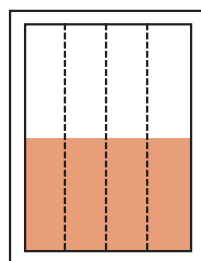
FULL PAGE
Bleed: 8 3/8" x 11"
Non-Bleed: 7 1/2" x 10 1/4"



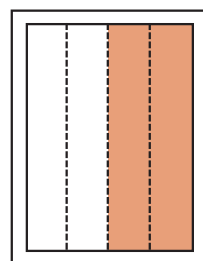
2/3 PAGE
4 9/16" x 10"



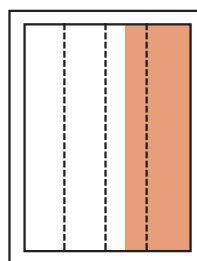
1/2 ISLAND
4 9/16" x 7"



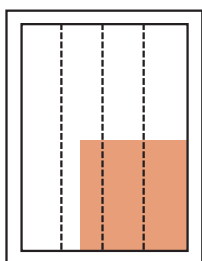
1/2 PAGE HORIZONTAL
7" x 4 7/8"



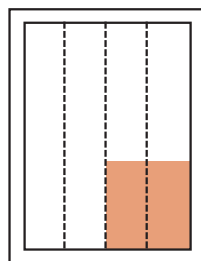
1/2 PAGE VERTICAL
3 3/8" x 10"



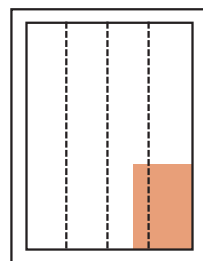
1/3 PAGE VERTICAL
2 3/16" x 10"



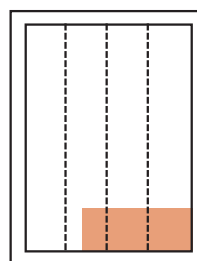
1/3 PAGE SQUARE
4 9/16" x 4 7/8"



1/4 PAGE
3 3/8" x 4 7/8"



1/6 PAGE VERTICAL
2 3/16" x 4 7/8"



1/6 PAGE HORIZONTAL
4 7/8" x 2 3/16"

Keep all essential live matter 1/4" inside trim all around.

Sales Contact

GENE KINSELLA, MID WEST SALES
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Editorial Contact

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Email: scneditor@aol.com

Material Instructions

Method and Paper: Web offset, coated text and cover, perfect bound.

Trim: 8" x 10 3/4"

Bleed: No additional charge. Minimum size 1/2-page horizontal.

Electronically Provided Ads

Only high-resolution Adobe PDF files are accepted.

All electronic files must be accompanied by a laser proof. If a laser is not supplied, we cannot be responsible for reproduction quality. If a color proof is not supplied, we cannot be responsible for color reproduction quality.

Submission Instructions

Send Materials To: Marketing @ Retail, Production Dept., 810 Seventh Avenue, 27th Floor, New York, NY 10019

FTP site: From any web browser, log onto: www.ourftpsite.com

1. Under the GUEST log in choose your magazine
2. Domain: nbmedia
Password: guest (in lower case)
3. Choose the "ADD" button and search for your document
4. Upload

Please make sure the advertiser's name is included in the file name. When uploading ads to the ftp site, please notify your sales representative and provide a color proof.

Additional Artwork: Any work done by publisher will be billed to advertiser or its agency.

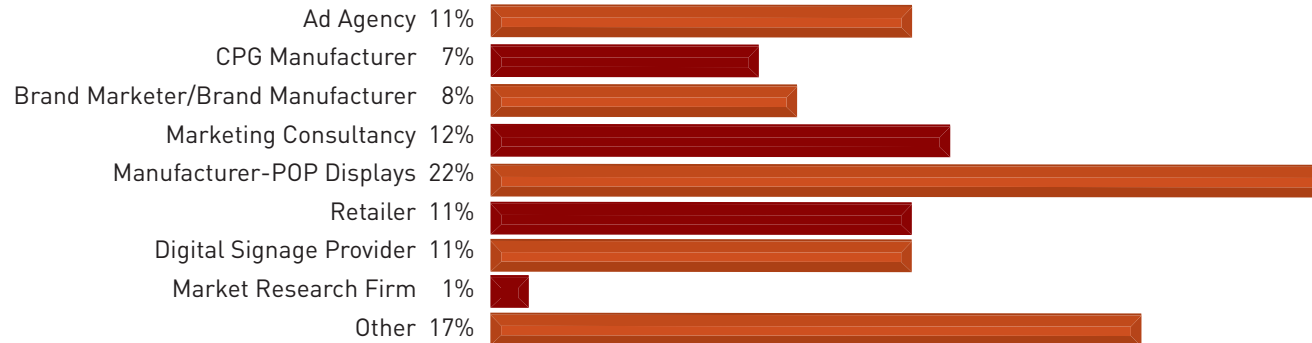
Web Mechanical Specifications

Supplied materials should be no more than 530 pixels wide by no more than 72 pixels deep. GIF or JPEG formats are accepted, as are animated GIFS (which must be less than 24 kilobytes in size). A URL for hot link must be specified. Our production department will be happy to produce your Web advertising FREE of charge.

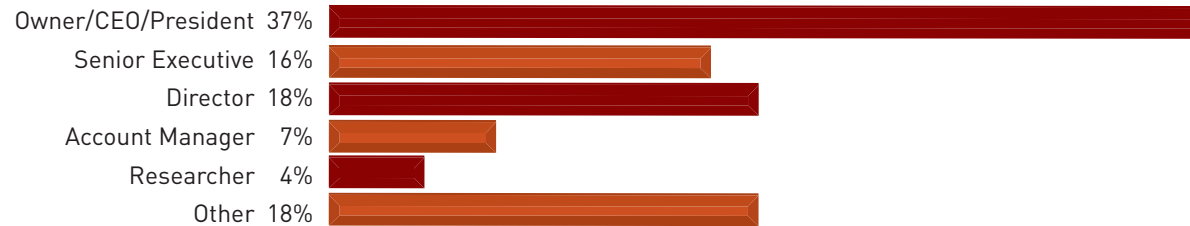
Who's Reading Marketing @ Retail?



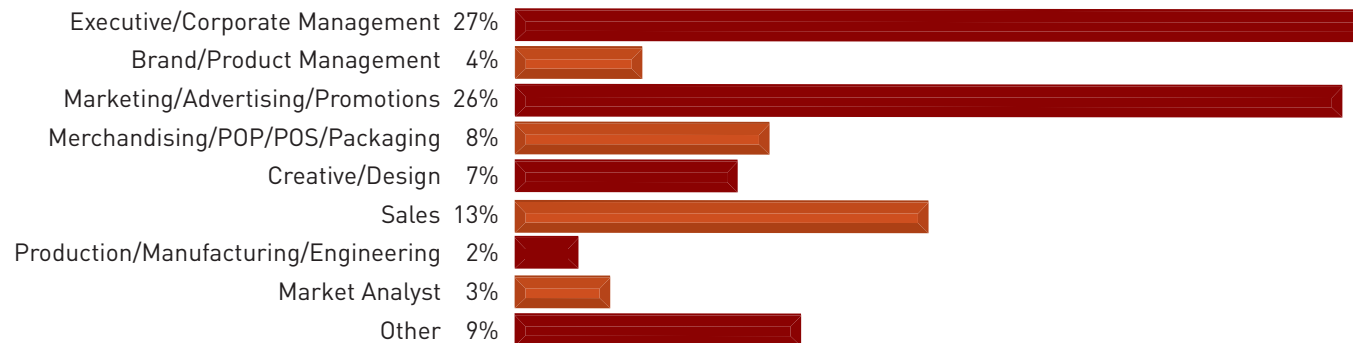
WHAT TYPE OF COMPANY DO YOU WORK FOR?



WHAT IS YOUR JOB TITLE?



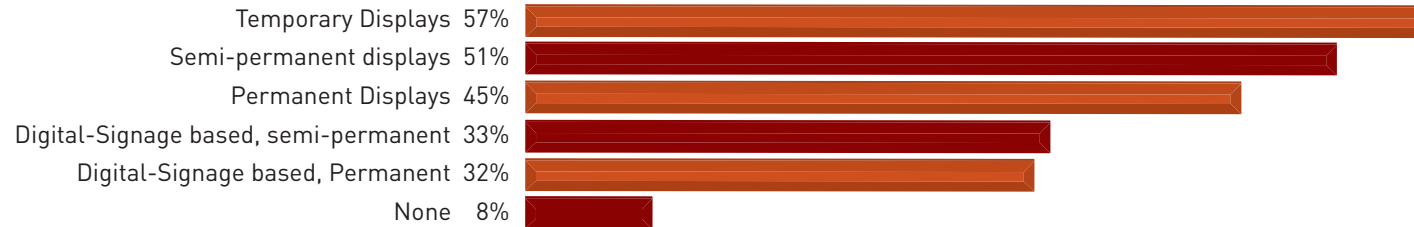
WHAT IS YOUR JOB FUNCTION?



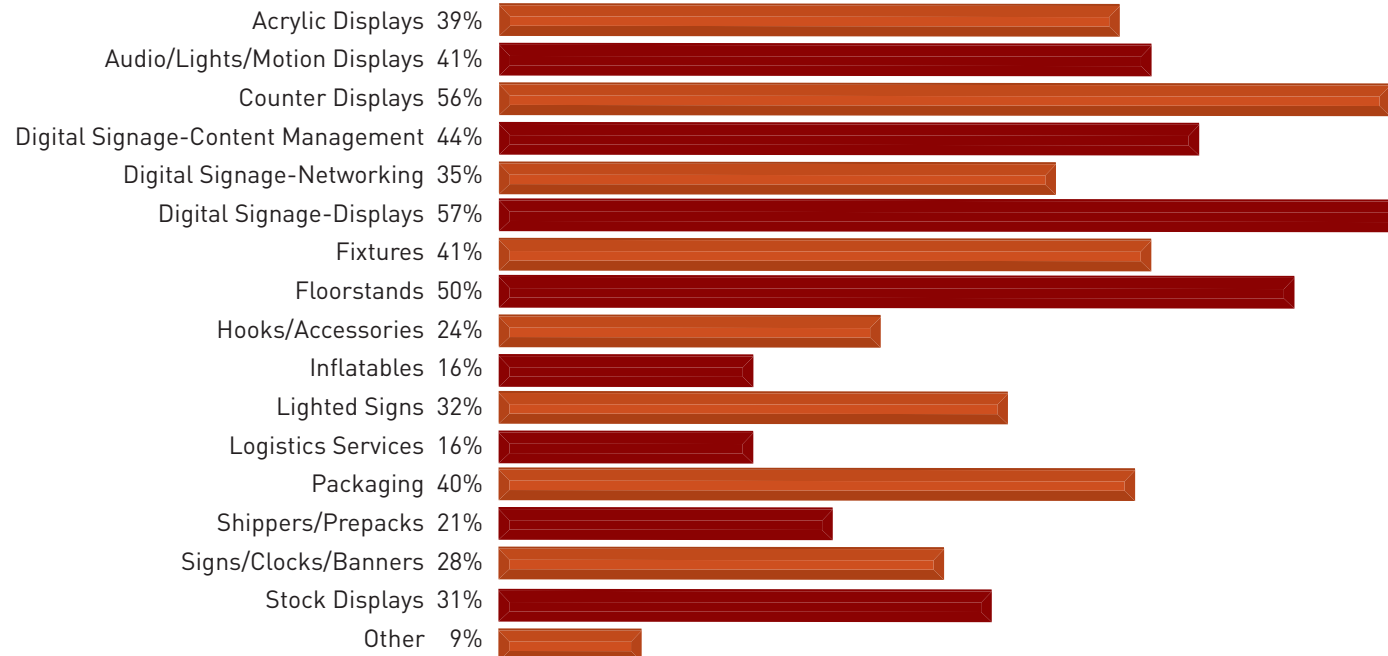
Who's Reading Marketing @ Retail?



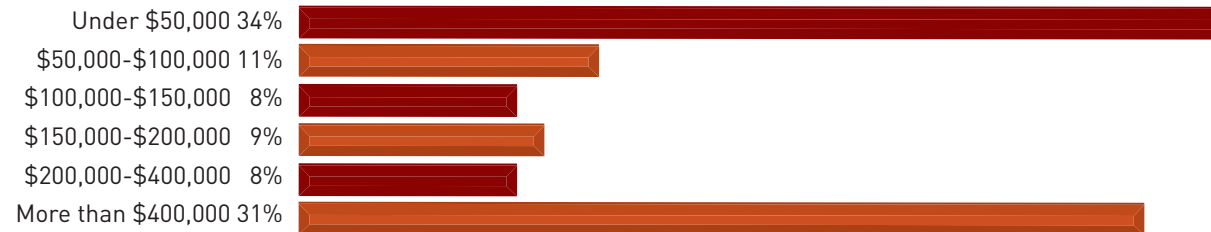
WHAT TYPES OF AT RETAIL PROJECTS OR SYSTEMS ARE YOU PLANNING TO IMPLEMENT WITHIN THE NEXT YEAR?



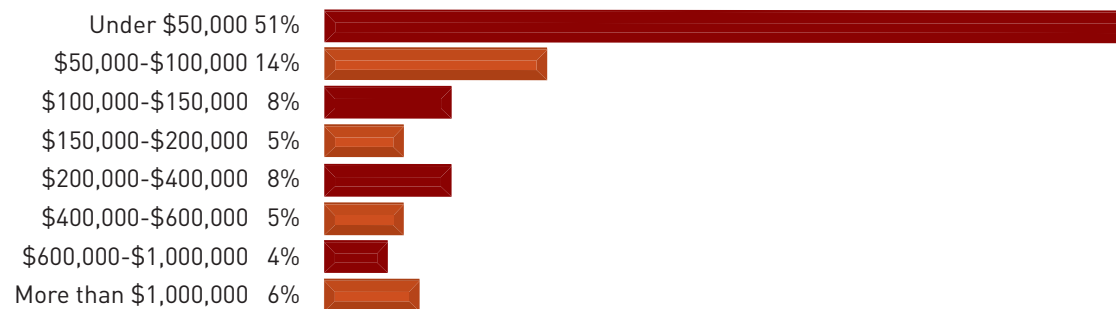
WHAT PRODUCTS ARE YOU MOST INTERESTED IN READING ABOUT?



HOW MUCH DO YOU PLAN ON SPENDING ON POP-RELATED PRODUCTS IN THE NEXT YEAR?



HOW MUCH DO YOU PLAN ON SPENDING ON DIGITAL SIGNAGE RELATED PRODUCT OR COMPLETE SYSTEM IN THE NEXT YEAR?



The Marketing Landscape for the Retail Environment is changing.



NewBay Media L.L.C. and POPAI, the Global Association for Marketing At-Retail, are publishers of Marketing At Retail, addressed to top branding professionals, retailers, advertising agencies, and other professionals who need up-to-date market research, metrics, case studies, industry news, and educational resources to help them succeed in the retail environment. The retail space as a marketing platform is being transformed at an unprecedented pace. As marketing metrics become more sophisticated, as advertising dollars are being shifted to at-retail advertising, and as digital signage and narrowcasting are opening new pathways from the advertiser and branding professional to the shopper, Marketing At Retail is the authoritative publication that brings all these elements together. Marketing At Retail magazine brings to market the tools that help branding professionals, marketers, agencies, and retail professionals successfully capture the attention of a more demanding retail customer.

MARKETING AT RETAIL HAS SPECIAL EMPHASIS AND EDITORIAL COVERAGE, IN EACH ISSUE, OF:

- Metrics, and Market Research: update on the latest tools and research that quantify trends in retail and measure the effectiveness of in-store marketing
- Shopper Engagement trends, case studies, expert columns, and resources
- Case Studies of successful marketing campaigns that target shoppers where they shop
- Inside Profiles of the industry's movers and shakers, with exclusive interviews and details of recent successful campaigns
- Digital Signage in the Retail Space: new messaging/advertising technology trends and how they are changing both the retail environment and the corporate advertising landscape
- Inside Washington: Update on legislative, regulatory, standards, and other issues affecting how marketing will be done as the industry moves into a new era
- Fast-breaking News in each issue, covering the latest developments in every corner of the retail space