



vmsd

2021 **MARKETING PLANNER**

www.vmsd.com

OUR MISSION



Visual Merchandising Store Design (VMSD) provides retail professionals with the most up-to-date, innovative retail design ideas and industry news—and does so in a way that inspires, challenges and motivates. *VMSD* celebrates the art and science of retail design, drawing on more than 120 years of history serving this market, delivering information and inspiration straight from the high-level executives who drive this industry.

VMSD Magazine has Been Proudly Serving the Retail Design Industry Since 1897



PREMIERE COVERAGE

From the Editor-in-Chief/Associate Publisher

At *VMSD*, we're committed to delivering the most compelling, relevant and innovative retail design trends, strategies and case studies to our targeted audience of retail professionals worldwide. These high-level executives are hungry for focused editorial content to guide them as they create and rethink innovative retail environments of every size and format.

VMSD magazine has served this industry for more than 120 years, delivering exclusive content that inspires, challenges and motivates. We've seen the industry through good times and bad. But you won't find us complacent in our legacy of leadership. We continuously review and refresh our offerings across each of our print, digital and events brand platforms. Exclusive features give the reader an inside look at the latest, most innovative new concepts and renovations in the market. We also regularly feature in-depth reports on emerging trends and sector spotlights. *VMSD* Showroom is our beautifully designed products section, which features the best new products targeting all categories of retail.

Be sure to check out VMSD.com, where you'll find daily industry news, eye-catching new products, thought-provoking blogs and cutting-edge design projects accompanied by visually stunning images in an easy-to browse gallery format. And follow us on social media for additional depth and breaking news.

VMSD's accomplished editorial team and expert contributing writers and advisors have their fingers firmly on the pulse of industry trends and developments, drawing inspiration from the creative, dynamic and evolving design community.

And, speaking of community, be sure to check out our annual conference, IRDC (International Retail Design Conference), where the industry's most influential gather to inspire and be inspired.

We hope to see you there!



Jennifer Acevedo

Editor-in-Chief/Associate Publisher
Jennifer.acevedo@smartworkmedia.com
www.linkedin.com/in/jennifersacevedo/



ACKNOWLEDGING EXCELLENCE



VMSD DESIGNER DOZEN AWARDS
 The 9TH annual awards program will highlight the best and brightest up-and-coming designers in retail design (age 35 or under) who have the talent, drive and innovation to move this industry forward.



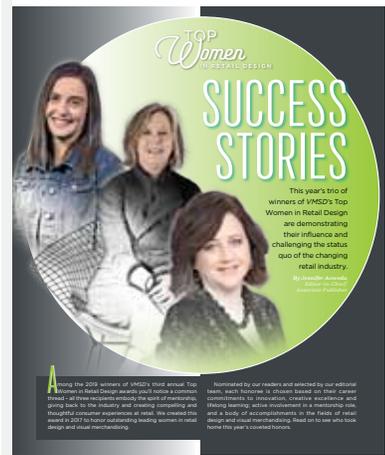
VMSD INTERNATIONAL VISUAL COMPETITION
 Enter VMSD's 26TH annual competition celebrating exceptional achievements in visual merchandising, storewide promotions and window displays.



VMSD RETAIL RENOVATION COMPETITION
 All design firms, construction companies, retailers and suppliers are invited to submit store conversion and renovation projects for consideration in this unique competition.



VMSD TOP WOMEN IN RETAIL DESIGN
 We'll honor leading women in retail design who demonstrate a commitment to innovation, excellence, creativity and lifelong learning.



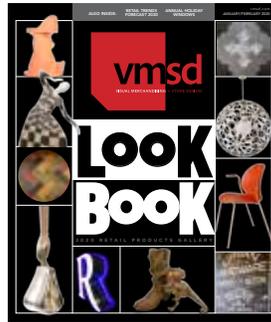
For more information: www.vmsd.com/competitions

SPECIAL ISSUES

JANUARY/FEBRUARY

VMSD Look Book

VMSD's annual edition explores the coolest and most exciting products available for retail environments, from fixtures and mannequins to everything in between. This must-have resource includes product trend reports and interviews with the creative minds behind these amazing designs. Suppliers looking to get their latest wares in front of retailers and design firms won't want to miss this impressive source of inspiration and ideas.



MARCH

The Technology Issue: Experiential Retail Design

The growing influence of technology in retail environments demands increased editorial coverage and analysis. VMSD's March issue does just that, with case studies dedicated to digital signage and other in-store technology applications, trend reports and a special showroom section.

MAY

The Design Firm Issue

VMSD takes a look at the issues, opportunities and challenges affecting the design community at large. The May issue features our annual Retail Design Firm Resource Guide.



JUNE

The GlobalShop and Store Fixture Issue

The June issue includes our annual industry report along with a special showroom section devoted to the latest fixture products that are unique to the retail industry.

JULY/AUGUST

The Visual Issue

This issue features showroom sections dedicated to mannequins, props and decorations, as well as coverage of our International Visual Competition winners.

SEPTEMBER

Special Report: Retail Lighting

This comprehensive editorial report brings to life trends, case studies, solutions and technologies surrounding the lighting fixture needs of today's retailer and retail design firms.

ESTABLISHED LEADERS

The VMSD Editorial Advisory Board is a dynamic group of corporate-level thought leaders actively consulted with and involved in the content and direction of VMSD and all its brand extensions.



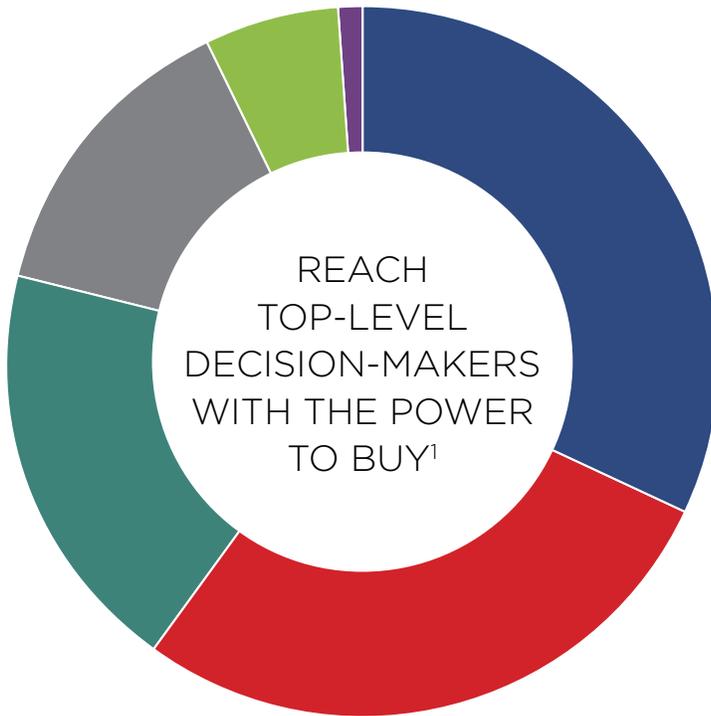
RETAILERS

- HELENE ALLAND**
Store Design Manager
The TJX Companies Inc.
- DIANE ARCHIBALD**
VP Store Design & Development
Reitmans
- BEVAN BLOEMENDAAL**
VP Global Environments and Creative Services
Timberland
- DANNY BODDY**
Senior VP - Retail
Soft Surroundings
- TIM COX**
Director, Creative Services
Publix Super Markets
- MATT DAVISON**
SVP Store Planning and Design
Saks Fifth Avenue
- STEVEN DERWOED**
VP, Global Design
The Wendy's Co.
- LINDA FARGO**
Senior VP, Fashion Director and Store Presentation
Bergdorf Goodman
- TRACEY FINGER**
Senior Manager Retail Creative
Apple
- JASON FLOYD**
Sr. Director, Retail Experience
Adidas
- MURF HALL**
Director of Design Planning, Store Design
Nordstrom Inc.
- BETH HARLOR**
Regional Design Director
Bayer
- JACK HRUSKA**
Executive VP, Creative Services
Bloomingdale's
- JEFFREY KEY**
Fixture Design Manager - Store Planning and Design
Lowe's Companies Inc.
- HAK KIM**
Director of Construction and Store Management
The Estée Lauder Cos. Inc.
- SHARON LESSARD**
Senior Director, Global Store Design & Development
Under Armour
- PAUL LOUX**
VP Store Design and Experience
Ulta Beauty
- KEVIN MANION**
VP Branded Environments Leader
Wells Fargo
- DAVID MEYER**
Lead Designer
Target
- DAVID MILNE**
Director of Global Shop Design
Krispy Kreme
- JOHN MILOGOS**
Sr. Director, Store Development
Walgreens
- PEDRO MOTTA**
Senior Manager, Creative Visual Experience
Kate Spade
- JOSE PADRON**
Design Lead - The Hershey Experience
The Hershey Co.
- MARTIN PEREZ MIRANDA**
Construction and Planning Director
Liverpool Department Stores
- GABRIELLE ROSI**
Senior Design Coordinator
Whole Foods Market
- KEVIN RUEHLE**
Sr. Director, Architecture, Engineering & Prototype Design
Walmart
- AMANDA SARVER**
Senior Interior Designer
The Kroger Co.
- HARRY STEEN**
Creative Director
UNFI
- JULIANA STRIEFF**
VP, Design & Construction
Blaze Pizza
- SAMAR YOUNES**
VP, Creative Director
Showfields

DESIGN / INDUSTRY CONSULTANTS

- JOE BAER**
CEO, Co-Founder, Creative Director
ZenGenius
- TOM BEEBE**
Creative Consultant, Stylist, Window Wizard
Tom Beebe
- RYAN BRAZELTON**
Executive Creative Director
ChangeUp Inc.
- CLAUDIA CERCHIARA**
Client Leader
BHDP Architecture
- PETER DIXON**
Senior Partner, Creative Director
Prophet
- BRIAN DYCHES**
Director
Corbis
- ERIC FEIGENBAUM**
President
Embrace Design
- JOANNE HEALY**
EVP & Chief Strategy Officer
JGA
- JAY HIGHLAND**
Chief Creative Officer
Chute Gerdeman
- JOAN INSEL**
Vice President
CallisonRTKL
- KATHLEEN JORDAN**
Principal
Gensler
- DAVID KEPRON**
Owner
NXTLVL Experience Design
- KRAIG KESSEL**
Co-Founder
Kraido
- ERIC KUHN**
Design Practice Leader, Associate
Bergmeyer
- BESS LISCIO**
Director, Retail Strategy
GH+A
- MATT MICHALUK**
Creative Director
Fitch
- DANIEL MONTAÑO**
Partner & Design Principal
Little
- MJ MUNSELL**
Principal, Retail Market Leader
MG2
- JOE NEVIN**
Senior VP, Development
Big Red Rooster
- ROBYN NOVAK**
VP, Creative Managing Director
FRCH NELSON
- KEVIN O'DONNELL**
Founder
Thread Collaborative
- LEE PETERSON**
EVP
Thought Leadership and Marketing
WD Partners
- JIM SCARPONE**
Director - Retail
Shawmut Design and Construction
- BRIAN SHAFLEY**
Consumer Experience Consultant
- RANDALL STONE**
Founder
σ'māz llc
- TODD TAYLOR**
VP of Client Services
Darden Restaurants Inc.
- ADRIAN WILSON**
Owner, Photographer
Adrian Wilson Photography

INFLUENTIAL AUDIENCE



32% VISUAL MERCHANDISING/ ENVIRONMENT/DISPLAY

28% STORE PLANNING/ CONSTRUCTION/ OPERATIONS

19% CORPORATE MANAGEMENT*

14% BRAND MANAGEMENT/ MARKETING

6% PROCUREMENT

1% OTHER

** Sampling of corporate management titles: Chief Merchandising Officer; Director of Visual Merchandising; Director of Retail Experience; SVP Store Planning; VP of Creative Strategy; VP Store Planning Design*

AREAS OF PURCHASING INFLUENCE²

82% RETAIL TECHNOLOGY / IN-STORE DIGITAL MEDIA (FLATSCREENS, ETC.) / AUDIO-VIDEO SYSTEMS /CONTENT

79% DECORATIVES & PROPS / HOLIDAY DÉCOR

74% FIXTURES

71% WALLCOVERINGS / FABRIC ENVIRONMENTS

63% SIGNAGE AND GRAPHICS

59% LIGHTING FIXTURES / SYSTEMS

59% FLOORING MATERIALS (HARD AND SOFT)

56% FURNITURE / SEATING

52% ARCHITECTURAL MATERIALS

52% FIXTURE COMPONENTS

49% LAMINATES / SURFACING MATERIALS (FOR COUNTERTOPS, CASH WRAPS, FIXTURES, ETC.)

42% LIGHTBOXES / FRAMES

41% POINT-OF-PURCHASE DISPLAYS

34% CONSTRUCTION / INSTALLATION SERVICES

33% MANNEQUINS & FORMS

33% STORE DESIGN SERVICES

29% SHOPPING BAGS / BOXES / PRINT COLLATERAL

27% CAD / STORE DESIGN / PLANNING SOFTWARE



OUR 25,644+ SUBSCRIBERS INCLUDE¹
 MORE THAN **5,165** CONTRACT DESIGN FIRM PROFESSIONALS
 AND **19,325** RETAILERS

RETAILERS

- 6,355** SPECIALTY NON-APPAREL
- 4,582** SUPERMARKETS/SPECIALTY FOODS
- 1,862** GENERAL MERCHANDISE/DISCOUNT
- 3,327** SPECIALTY APPAREL
- 1,342** DEPARTMENT STORES
- 1,345** CONSUMER PRODUCTS MANUFACTURERS
- 512** OTHER RETAIL (INCLUDES SHOPPING CENTER, MALL MANAGEMENT)

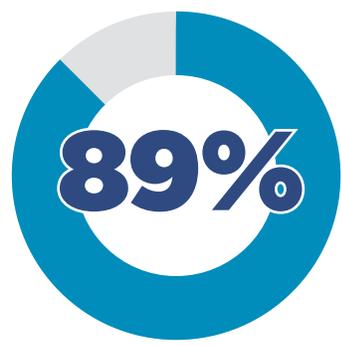
FREQUENCY OF RETAIL SPACE RENOVATIONS?



REACH AN AUDIENCE WITH INFLUENCE²

- 92%** OF SUBSCRIBERS HAVE INFLUENCE IN PURCHASING DECISIONS
- 81%** OF SUBSCRIBERS RELY ON *VMSD* FOR RESEARCHING NEW PRODUCTS & SERVICES
- 51%** OF SUBSCRIBERS HAVE AN ANNUAL STORE DESIGN BUDGET OF \$1 MILLION OR MORE
- 93%** OF SUBSCRIBERS VALUE *VMSD* AND THEIR AUTHORITY IN THE INDUSTRY
- 69%** OF SUBSCRIBERS PLAN TO COMPLETE 5 OR MORE PROJECTS IN THE NEXT 18 MONTHS

BUDGET SPENDING



OF SUBSCRIBERS NOTED THAT THEIR VISUAL **MERCHANDISING AND STORE DESIGN BUDGET** WILL INCREASE OR STAY THE SAME FOR THE UPCOMING YEAR.

TODAY'S DECISION-MAKERS

Our audience includes brand designers from the Top 100 Retailers representing an annual sales volume of more than \$2.4 trillion. This powerful group is responsible for the design, fixturing, lighting and visual merchandising of more than 269,000 retail locations.

- Wal-Mart
- The Kroger Co.
- Amazon
- Costco
- The Home Depot
- Walgreens
- Boots
- Alliance
- CVS Health Corporation
- Target
- Lowe's Companies
- Albertsons Companies
- Royal Ahold Delhaize
- USA
- Apple Stores / iTunes
- Best Buy
- McDonald's
- Publix Super Markets
- TJX Companies
- Aldi
- Macy's
- Dollar General
- H-E-B Grocery
- Dollar Tree
- Rite Aid
- Kohl's
- Verizon Wireless
- YUM! Brands
- Meijer
- Ace Hardware
- Starbucks
- Wakefern / ShopRite
- Nordstrom
- Sears Holdings
- 7-Eleven
- Ross Stores
- Subway
- AT&T Wireless
- Gap
- BJ's Wholesale Club
- J.C. Penney Co.
- Bed Bath & Beyond
- Qurate Retail Group (formerly QVC)
- L Brands
- Menard
- Southeastern Grocers
- Health Mart Systems
- Good Neighbor Pharmacy
- Hy-Vee
- AutoZone
- Alimentation Couche-Tard
- Wendy's
- Chick-fil-A
- Dunkin' Brands Group
- Giant Eagle
- O'Reilly Auto Parts
- Wegmans Food Market
- Burger King Worldwide
- Dick's Sporting Goods
- Darden Restaurants
- PetSmart
- Sherwin-Williams
- Staples
- Army & Air Force Exchange
- Bass Pro
- Tractor Supply Co.
- WinCo Foods
- Save-A-Lot
- Ascena Retail Group
- Dine Brands Global
- Office Depot
- GameStop
- Dillard's
- Burlington Coat Factory
- Toys "R" Us
- Ulta Salon, Cosmetics & Fragrance
- Sephora (LVMH)
- Foot Locker
- Ikea
- North American Svcs.
- Domino's Pizza
- Academy
- Panera Bread Company
- AVB Brandsource
- Signet Jewelers
- Big Lots
- Williams-Sonoma
- Saks Fifth Avenue / Lord & Taylor
- Defense Commissary Agency
- Hobby Lobby Stores
- Speedway
- Michaels Stores
- True Value Co.
- Discount Tire
- Sprouts Farmers Market
- Exxon Mobil Corporation
- Neiman Marcus
- Jack in the Box
- Shell Oil Company
- Sonic
- Chipotle
- Mexican Grill
- SUPERVALU
- Belk
- Petco Animal Supplies

¹Readership Study, conducted by Litchfield Research
²Compiled by the National Retail Federation.
³ST Media Group International Design Group Content Consumption Study



WHAT VMSD READERS ARE SAYING ABOUT THE MAGAZINE²:

“VMSD has been an excellent resource for sourcing new products, staying up to date on all the newest and coolest retail design projects around the globe and, of course, hosting IRDC each year!”

-Maxam Design International, Vancouver BC

“It is very important to stay up to date with design trends and industry news in this fast-paced retail environment. In addition to visiting design shows, I often turn to VMSD for up-to-date info on what is happening in the retail world.”

- TUMI Inc.

“WE SEE VMSD AS A PARTNER. WE SHARE INDUSTRY INFORMATION AND LEARN FROM EACH OTHER.” *-CALLISON RTKL*

“Keeps our team current on new happenings in the retail industry from consumer insights, retailer strategies, materials, and potential partners to make the magic happen!” *- Knock Inc.*

“I’ve been reading VMSD for 30 years and have received a broad education in the visual merchandising and store design industry. I have a better understanding of the retail market and can provide practical design solutions and application.” *-Nuwform*

REACH READERS WHEN THEY’RE ENGAGED WITH A VARIETY OF CONTENT SOURCES

VMSD subscribers noted on average they go to **7.8 DIFFERENT CONTENT SOURCES³** to get their professional information.

WHERE READERS LOOK FOR INFORMATION³

- 80%** PRINTED MAGAZINES
- 75%** EVENTS/CONFERENCES
- 50%** SEARCH ENGINES
- 68%** INDUSTRY WEBSITES
- 46%** ELECTRONIC MAGAZINES
- 41%** E-NEWSLETTERS
- 35%** WEBINARS
- 43%** SOCIAL MEDIA
- 25%** BLOGS
- 10%** PODCASTS



“VMSD helps to keep us up to date on changing retail trends sparking new ideas that apply to our product niche. With the tightening of travel budgets, it is that much more important to have on trend information.”

-HELZBERG DIAMONDS

“VMSD has provided a wealth of information on retail trends and has been a great resource for products and inspiration.” *-RGLA Solutions*

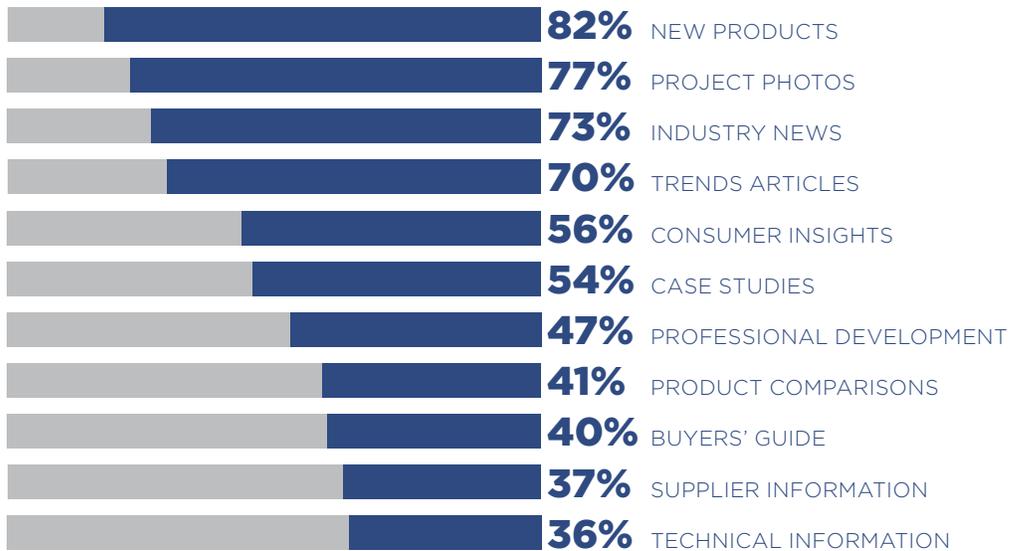
“VMSD PROVIDES ME WITH A GREAT OVERVIEW OF THE RETAIL DESIGN SECTOR. I AM ABLE TO ANALYZE GAME CHANGERS IN THE INDUSTRY AND BE BETTER INFORMED ON WHAT THE COMPETITION OR OTHER RETAILERS ARE DOING IN AN EVER-EVOLVING INDUSTRY.” *-IKEA*

“The innovative products and designs have been inspiring!”

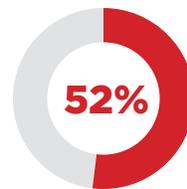
-Geoff Howell Studio, LLC

QUALITY INFORMATION IS KEY³
ALWAYS PROVIDING READERS THE CONTENT THEY
NEED TO SUCCEED AND TO LEAD

READERS' CONTENT PREFERENCES



TOP 3 FACTORS THAT MOTIVATE RESPONSE TO ADVERTISING³



VMSD MAGAZINE WAS VOTED #1 BY SUBSCRIBERS FOR HAVING THE BEST OVERALL COVERAGE OF THE VISUAL MERCHANDISING INDUSTRY!²

VMSD PROVIDES AWARD-WINNING CONTENT



TABPI/Tabbie Awards: Silver for Restaurant Trends feature and Honorable Mention for Front Cover Photograph



Ohio SPJ Awards: Winner of Best Trade Report and Second Place for Personality Profile



Cincinnati SPJ "Excellence in Journalism" Awards: Finalist in "Written Communication: Best Magazine Design" Category



Eddie's/Ozzie's: Winner for Typography, Restaurant Trends feature; Honorable Mentions in Graphic Art Category and Overall Design for a Single Magazine

² Readership Study, conducted by Litchfield Research
³ Compiled by the National Retail Federation
⁴ ST Media Group International Design Group Content Consumption Study

PLANNING CALENDAR

INTERESTED IN ADVERTISING?

Contact your Market Strategist listed on back cover to create a customized program.

			FOCUS	PRODUCT SHOWROOM	BONUS DISTRIBUTION
JANUARY/FEBRUARY LOOK BOOK	AD CLOSE: 01.04.21	MATERIALS DUE: 01.11.21	VMSD's annual comprehensive style guide on the latest products for retail spaces, including interviews with the designers crafting them. SPECIAL REPORT: Annual Trends Forecast The Season's Best Holiday Windows	Dedicated product categories include props and decoratives, lighting, signage and graphics, mannequins, materials and wallcoverings, furniture, fixtures and flooring.	RETAIL X 2021 SHOP! X ANNUAL MEETING IRDC 2021: DENVER
MARCH TECHNOLOGY ISSUE	AD CLOSE: 02.04.21	MATERIALS DUE: 02.08.21	Special Report: Experiential and Interactive Retail Experiential Design Firm Resource Guide Next Store: Technology Trends	In-Store Technology Signage and Graphics	INFOCOMM 2021
APRIL RETAIL X ISSUE	AD CLOSE: 02.25.21	MATERIALS DUE: 03.08.21	2021 VMSD Designer Dozen Preview: Retail X 2021 and Lightfair 2021 Trends Report: Touchless retail experiences Design Detail	Retail X Exhibitors: Fixtures, lighting, flooring, digital media, signage and graphics, mannequins and forms.	RETAIL X 2021 LIGHTFAIR 2021
MAY DESIGN FIRM ISSUE	AD CLOSE: 04.01.21	MATERIALS DUE: 04.12.21	VMSD Retail Design Firm Resource Guide Preview: NRF's Big Show and InfoComm 2021 Sector Spotlight: Grocery & Specialty Next Store: Technology Trends	Lighting Furniture	RETAIL X 2021 NRF'S BIG SHOW 2021 LIGHTFAIR 2021
JUNE STORE FIXTURE ISSUE IRDC PRE-SHOW ISSUE	AD CLOSE: 05.10.21	MATERIALS DUE: 05.20.21	State of the Industry Report 2021 Trends Report: Fixtures Preview: IRDC 2021 and NeoCon 2021 Review: Retail X Design Detail	Fixtures Architectural Materials/ Fabrics & Wallcoverings	NEOCON 2021 IRDC 2021: DENVER INFOCOMM 2021
JULY/AUGUST IRDC ISSUE VISUAL ISSUE	AD CLOSE: 07.01.21	MATERIALS DUE: 07.12.21	VMSD International Visual Competition Visual Merchandising Trends Next Store: Technology Trends Review: NRF's Big Show and Retail X 2021	Mannequins Props and decoratives	IRDC 2021: DENVER
SEPTEMBER RETAIL RENOVATION ISSUE	AD CLOSE: 07.29.21	MATERIALS DUE: 08.09.21	VMSD Retail Renovation Competition Special Report: Lighting Sector Spotlight: Convenience Stores Design Detail	Flooring/Surfaces Lighting	
OCTOBER RETAILER OF THE YEAR ISSUE	AD CLOSE: 09.01.21	MATERIALS DUE: 09.13.21	VMSD/Peter Glen Retailer of the Year Sector Spotlight: Restaurants IRDC 2021 Review Next Store: Technology Trends	Mannequins and Forms Signage and Graphics	
NOVEMBER/ DECEMBER	AD CLOSE: 10.28.21	MATERIALS DUE: 11.08.21	The Best of New York Retail Year in Review: 2021 Excellence in Visual Merchandising and Design awards Design Detail	Award-winning products for 2021: Mannequins, fixtures, lighting, signage and graphics, Props and Decoratives, In-Store Technology, Surfacing and Materials.	SHOP! X ANNUAL MEETING

EXCELLENT VALUE

FOUR-COLOR RATES (9 issues)

RATE CARD 63 — effective with the January/February 2021 issue

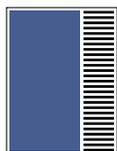
FULL PAGE



9" x 10.875"
(0.125" on all sides for bleed)
SPREAD SIZE: 18" x 10.875"

1X	\$7,230
3X	\$6,771
6X	\$6,581
9X	\$6,302

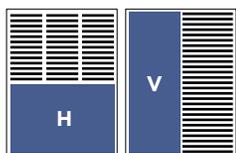
2/3 PAGE



5.1875" x 10"

1X	\$5,456
3X	\$5,110
6X	\$4,966
9X	\$4,756

1/2 PAGE



H: 8" x 4.875"
V: 3.75" x 10"

1X	\$4,338
3X	\$4,063
6X	\$3,949
9X	\$3,781

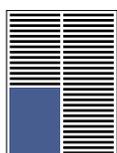
1/3 PAGE



H: 5.1875" x 4.875"
V: 2.5" x 10"

1X	\$3,618
3X	\$3,389
6X	\$3,294
9X	\$3,154

1/4 PAGE



3.75" x 4.875"

1X	\$3,253
3X	\$3,047
6X	\$2,962
9X	\$2,836

ADDITIONAL INFORMATION

Corporate/Combination Discounts

Advertisements placed in other SmartWork Media products (print and electronic) apply toward frequency rates in VMSSD.

Commission

15% discount to recognized advertising agencies with satisfactory credit rating, and if paid within 30 days.

Inserts

Furnished by advertiser; subject to prior approval by publisher. Contact your Market Strategist three months in advance of issue for specs, quantities and cost.

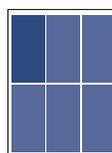
Ad Specs

www.SmartWorkMedia.com/specs

Deadlines

If ad copy is not furnished by the "materials due" deadline (see editorial planning calendar), the last approved advertisement will be inserted, regardless of size. If we do not have previous material, we will then fill the space. Cancellations are not accepted after the space close date.

PRODUCT/SERVICE SHOWCASE



NOTE: Product/Service Showcase ads are non-commissionable and do not earn frequency discounts for display advertising.

1X	\$995
3X	\$895
6X	\$795
9X	\$695

PROVIDED MATERIAL

Finished ad size is 2.5" x 4.875". Ad materials need to be provided as a digital file.

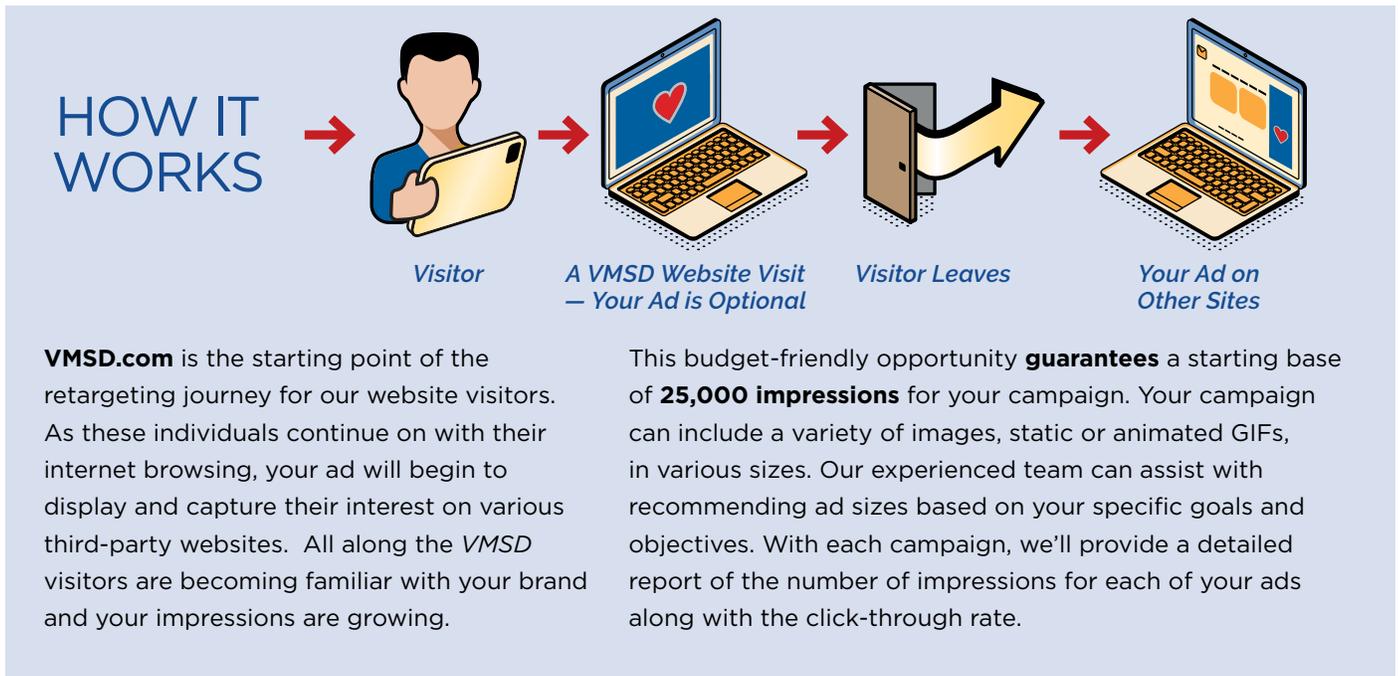
WE DESIGN YOUR AD

Provide us with one product shot as a digital file (300 dpi, CMYK color). We also need up to 75 words of ad copy, which includes your contact information.

IMPRESSIONS PLUS AD RETARGETING PROGRAM

BOOST BRAND AWARENESS THROUGH INCREASED IMPRESSIONS

At a time when it's so vital to stay engaged in the marketplace, keeping your brand in front of your prospects and customers is critical. Retargeting – also known as remarketing – is designed to help build the visibility of your brand by dramatically increasing ad impressions. The increase in impressions keeps your brand top-of-mind and relevant until your buyers are ready to take action.



CAMPAIGN SPECIFICATIONS

Provide artwork for two of the following ad sizes:
300x250, 300x600, 160x600, 970x250, 728x90, 320x50.

Artwork file size should be under 150KB

Artwork must have visible branding/logo for the site it's linked to.

Provide one or two URLs to link to your ads. *NOTE: The landing page should have a clear and visible link to the site's Privacy Policy.*

* If you are currently advertising on VMSD.com, your program can be rolled into an Impressions Plus Ad Retargeting campaign using your existing materials IF you are running an ad unit that matches the specs listed above.

Campaign space is limited! Contact your Senior Market Strategist today to learn more about the new **Impressions Plus Ad Retargeting Program!**

SOCIAL MEDIA

WELCOME TO OUR COMMUNITY OF OVER 30,000 RETAIL PROFESSIONALS

Reach leading retail professionals anywhere, anytime. Your content will be posted by our editorial team and will appear side-by-side with our content.

Engage prospects with your content and drive more traffic to your site. Use visually-rich Instagram to showcase a new product or installation; use fast-paced Twitter to post time-sensitive updates; or feature your leadership team and their expertise in our LinkedIn profile. There are a number of other ways to use our social media communities to reach decision makers and influencers!



TWITTER



INSTAGRAM



LINKEDIN



PINTEREST



FACEBOOK



LIST RENTAL

SUPPORTING YOUR MULTI-CHANNEL APPROACH

Our direct-response subscriber list is regularly updated and offers a variety of demographic selections to help you pinpoint your audience. Responsive email and postal contacts help you connect with decision-makers in various segments of the industry—they're great ways to reinforce your overall marketing message. Contact your market strategist for more information on quantities and available selections.

EMAIL		POSTAL	
Minimum Order	3,000	Minimum Order	5,000
Base Rate	\$360/M	Base Rate	\$175/M
Selections	+\$15/M (Geo, ZIP, SCF, Demos)	Selections	+\$15/M (Geo, ZIP, SCF, Demos)
Deployment Fee	+\$175/flat	Sent directly to your bonded mailhouse.	
Deployed by SmartWork Media.			

WEBSITE PORTFOLIO

Maximize your brand's reach in the marketplace by building a multi-channel approach. A portfolio of web-based products at various price points can be combined with your print and email marketing for discounts.

RUN-OF-SITE

Your ad rotates through all available pages including the homepage, Design Galleries, Hot Topics pages and other prominent, high-traffic pages.

WELCOME AD

Your ad is front and center at the top of the homepage and dissolves as the visitor scrolls down the page.
640 x 480 pixels and 336 x 280 for mobile.

VIDEO SPOTLIGHT

Tell your story with your brand's video displayed on the home page of www.VMSD.com.

EMBEDDED VIDEO

Add interactivity and detail to your ROS ads by including a video.

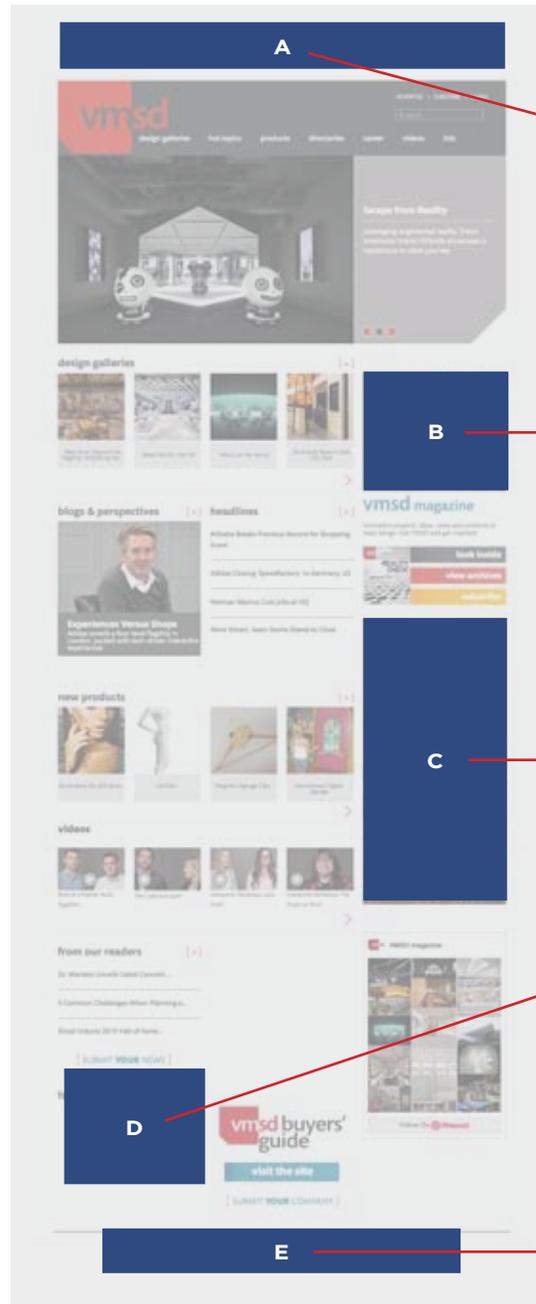
300 x 25 ROS Video Banner
\$1,650 / month

300 x 600 Embedded Video
\$1,800 / month

AD TYPE	RATE
A Super Leaderboard	\$1,375 / month
B Medium Rectangle	\$1,285 / month
C Half Page	\$1,285 / month
D Video Spotlight (Homepage only)	\$850 / month
E Bottom Leaderboard	\$795 / month
Welcome Ad (minimum requirements apply)	\$850 / week
Footer Links	\$1,400 / 6 months \$2,400 / 12 months

SPECIFICATIONS

www.SmartWorkMedia.com/specs



SUPER LEADERBOARD

970 x 90 pixels

MEDIUM RECTANGLE

300 x 250 pixels

HALF PAGE

300 x 600 pixels

VIDEO SPOTLIGHT

(Homepage only)
300 x 250 pixels

BOTTOM LEADERBOARD

728 x 90 pixels

CHANNEL SPONSORSHIP

*Limited opportunities available

CONTEXTUAL ADVERTISING

With this opportunity your ads take over a topic-specific content channel of your choice and relative to your brand. Your ads will be present as visitors immerse themselves in a topic for research or inspiration—whether it's products or projects. As a bonus, channel sponsorships include a run-of-site banner to deliver site-wide exposure. Sponsored channels are also highlighted in the *VMSD* newsletter.

PRODUCTS:

A Collection of Resources

- Architecture & Facades
- Decoratives & Props
- Digital Media & Technology
- Fixtures
- Flooring
- Furniture
- Lighting
- Mannequins & Forms
- Materials
- Signage & Graphics

DESIGN GALLERIES:

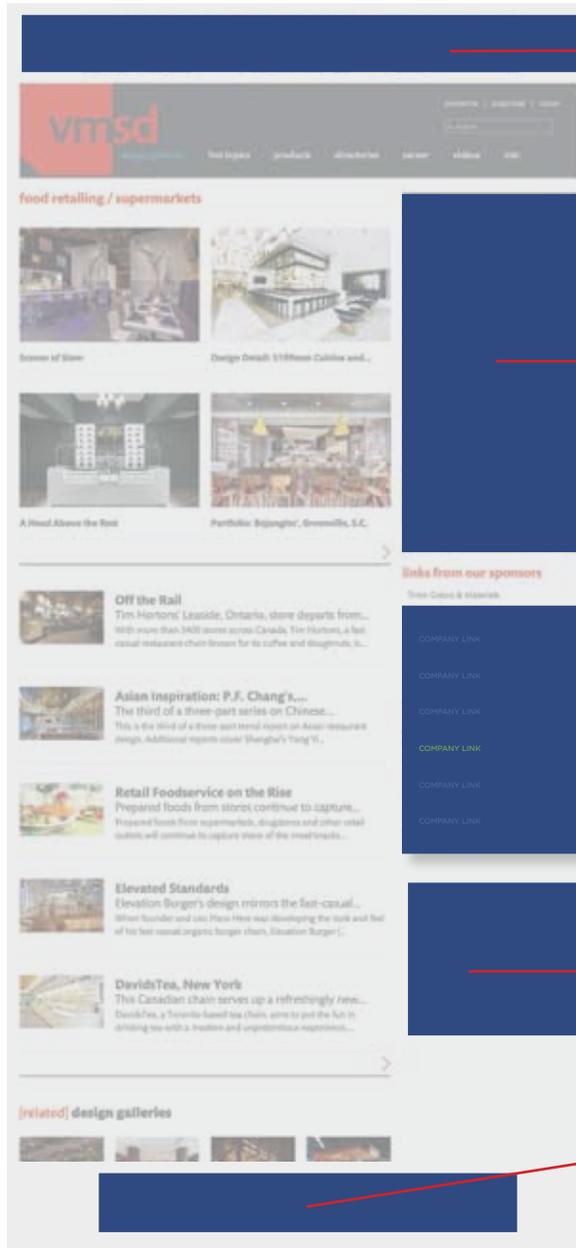
Photo-Rich Projects that Inspire

- Department Stores
- Electronics
- Food Retailing/Supermarkets
- Hospitality
- Mass Merchants
- Service Retailers
- Specialty Apparel
- Specialty Non-apparel
- Window Displays

RATES

\$16,800 / year \$1,400 / month

Prices include an exclusive takeover of the page which includes all ad positions (Top Leaderboard, Half Page, Medium Rectangle, Bottom Leaderboard, up to 5 Channel Sponsor Links).



SUPER LEADERBOARD

970 x 90 pixels

HALF PAGE

300 x 600 pixels

MEDIUM RECTANGLE

300 x 250 pixels

BOTTOM LEADERBOARD

728 x 90 pixels



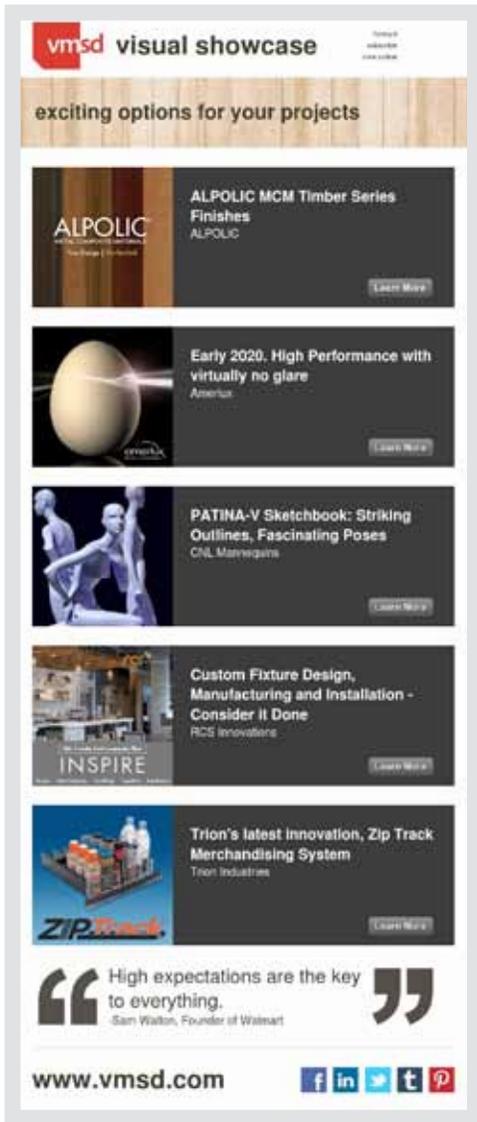
INTERESTED IN ADVERTISING?

Contact Murray Kasmenn,
VP, Group Brand Director - Publisher
murray.kasmenn@smartworkmedia.com

E-MAIL PORTFOLIO

PRODUCT SHOWCASE

Impress thousands of retail designers and influencers by including a beauty shot of your product in this visually-rich email. Readers look forward to seeing what's new and exciting for them to include in an upcoming project and to add a new "pin" to their inspiration board. It's the perfect media choice for your product launches or to renew your brand's awareness.



AD TYPE	1X	6X	9X
Headline, company name, photo & link	\$700	\$660	\$620

Other frequency rates available. Talk to your Account Manager for details.

RETAIL PULSE NEWSLETTER

Reach nearly 40,000 retail professionals weekly with your ad that is surrounded by high-quality editorial content. This informative, quick read newsletter is anticipated by readers and welcomed into their inboxes every week. It's great for a multi-pronged campaign when you run a complimentary ad on our website to make a second impression on click throughs.

PRIMARY WIDE RECTANGLE

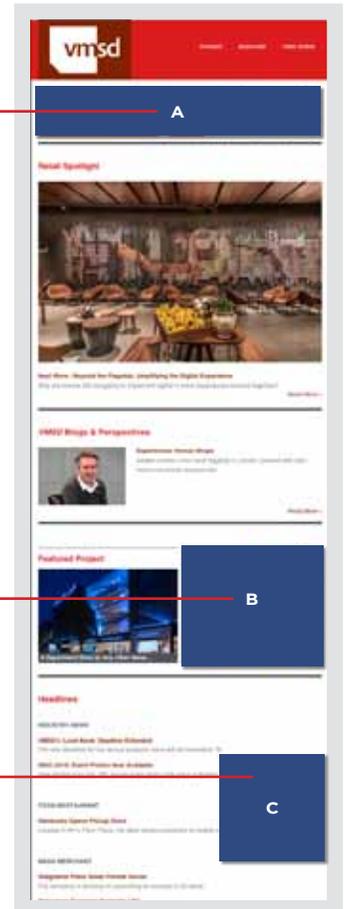
600 x 100 pixels
Wide Rectangle
appears lower on page.

PRIMARY MEDIUM RECTANGLE

300 x 250 pixels
Medium Rectangle
appears lower on page.

PRODUCT AD

220 x 220 pixels
Secondary Wide and
Medium Rectangle appear
lower on page.



AD TYPE	1X	6X	9X
A Primary Wide Rectangle	\$695	\$630	\$595
B Primary Medium Rectangle	\$695	\$630	\$595
C Product Ad Photo + 50-word description	\$495	\$455	\$395
Add video spotlight to any position in newsletter	\$695	\$630	\$595
Secondary Wide Rectangle	\$540	\$475	\$410
Secondary Medium Rectangle	\$540	\$475	\$410

Other frequency rates available. Talk to your Market Strategist for details.

NEWSLETTER TAKEOVER

This is a visually high-impact opportunity where your brand is the exclusive advertiser occupying every ad unit in our newsletter. Reserve every ad unit in a single newsletter to eliminate noise from competitors and maximize your visual impressions on thousands of readers.

FOCUS ON: A curated newsletter unique to your brand

Let our editorial team prepare a custom newsletter for you that wraps your marketing message with our content. Focus On newsletters give targeted readers a deep dive on a single topic. Our editorial experts do the heavy lifting by providing *VMSD* content while incorporating your custom message.



This is a great option to build on and deliver your existing thought leadership content such as videos and whitepapers. Contact your Market Strategist for all the details.

1X	3X	6X	9X
\$3,200	\$2,500	\$2,200	\$1,800

CUSTOM EMAIL ANNOUNCEMENTS

Use your HTML message to tap into our email list of thousands of recipients who have asked to receive information on products and other items related to retail design. You provide the HTML and your subject line and then let *VMSD*'s brand recognition with recipients grab attention in inboxes.

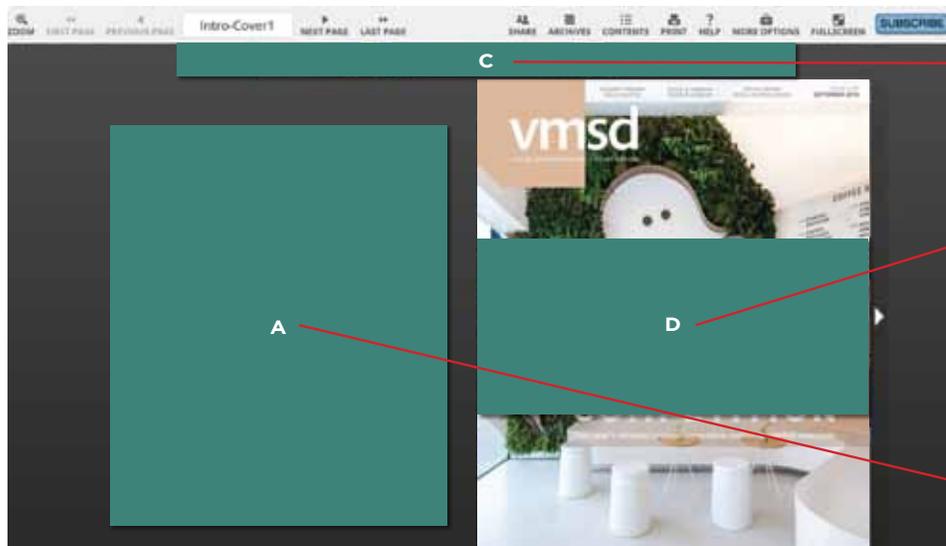
Want to be more targeted? Check out our list rental options where you can build an audience based on type of retailer and job function.



1X	3X	6X	9X
\$1,650	\$1,570	\$1,490	\$1,390

DIGITAL EDITION INTERACTIVE CONTENT

Your ad springs to life in the mobile-friendly digital edition of *VMSD*. Each digital edition is posted on *VMSD.com*, hosted indefinitely on the digital archive page, and is sent to 42,460 readers. (All ads appearing in the print edition will appear in the digital edition).



LEADERBOARD

728 x 90 pixels
\$400 / issue

BELLY BAND

9" x 5" or
1350 x 750 pixels
artwork at 150 dpi
\$750 / ad

AD LEFT OF FRONT COVER

6.4" x 8.7"
\$1,280 / issue

ADDITIONAL OPPORTUNITIES

Insert/Catalog
\$850 / ad

Video or Audio
Integration
\$360 / ad

Ad Animation
\$500 / ad

(Fractional ad expands on page when viewed)

1. Publisher's Own Data; Based on 6-month average

LEAD GENERATION

ADD TO YOUR CRM & FILL YOUR PIPELINE

Your partnership with *VM*SD goes far beyond the printed page. We're committed to providing marketing support that will produce a greater return on your investment. The lead generation tools and additional merchandising support are designed to meet your marketing needs and get you more bang for your buck.

CUSTOM WEBINARS

SHOWCASE YOUR EXPERTISE & BUILD BRAND REPUTATION

Webinars are a great way to highlight your firm's thought leadership and expertise on a trending industry topic. You and your team can speak directly to a qualified audience interested in learning; fulfill their need with useful information while building your brand's awareness and reputation. Plus enjoy the added benefit of collecting the contact information of your webinar registrants.



The Qualified Lead Program provides premium advertisers with pre-qualified sales opportunities from readers who have responded to our extensive tele-research survey. A third-party research firm will contact our subscribers twice a year to discuss their future purchasing plans in several product categories and these leads are passed on to our premium advertisers for follow up. Ask your Market Strategist for details on this unique sales-prospecting program.

MARKETING PARTNERS



TOGETHER, WE'LL HELP EXPAND YOUR BRAND

At *VM*SD, we value long-term relationships. To show our brand marketers how much we value them, we've created an exciting integrated marketing program called Marketing Partners. This exclusive program is custom designed to meet your brand's challenges and needs, helping increase the value of your long-term marketing investment by sending your message across multiple channels including print, digital editions, e-newsletters, websites, podcasts, webinars and list rentals.

EXCLUSIVE CONNECTIONS

ENGAGE WITH YOUR PROSPECTS IN A MORE POWERFUL WAY.



**EXPAND YOUR NETWORK.
DEVELOP RELATIONSHIPS.
GROW SALES.**

irdconline.com

SPONSORSHIP PRIVILEGES

At IRDC, your team will have multiple opportunities in intimate settings to network with not only our Editorial Advisory Board (many of the most influential buyers in the industry), but also with hundreds of other high-level buyers and influencers.

VALUE

Sponsorships provide excellent exposure, including hundreds of thousands of marketing impressions and face-to-face attendee access, without being tied to an expensive booth.

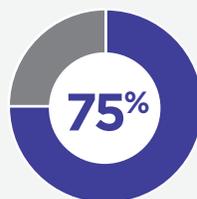
LUCRATIVE INVESTMENT

You'll spend three quality days with powerful buyers and specifiers who purchase for store locations around the world, as well as contract designers who specify millions of dollars of products annually. Build your CRM by receiving the complete database of registered attendees and their contact information.

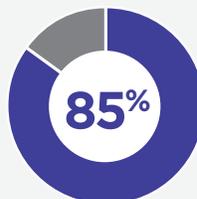
**AUGUST 24-26, 2021
SHERATON DENVER DOWNTOWN HOTEL
DENVER, COLORADO**

INTERNATIONAL RETAIL DESIGN CONFERENCE

IRDC draws retail design professionals from throughout the U.S. and abroad.



**75% OF IRDC ATTENDEES
ARE DECISION-MAKERS**
president, vp, owner,
principal, director, manager



**85% OF IRDC ATTENDEES
WORK IN CORPORATE
HEADQUARTERS**



THE CALIBER—AND BUYING POWER—OF IRDC ATTENDEES



47% RETAILERS

45% CONTRACT DESIGN SPECIFIERS

8% OTHER*

*consultants, marketing/
branding firms.

IRDC is my go-to place for industry trends and building relationships. Every time I attend, I walk away with new information that helps me look at my business differently, and sparks new ideas to evolve our business model. IRDC is a must for any retail related business.

- Daniel Boddy, SVP / CCO, Soft Surroundings

IRDC is one of the most relevant seminars to the work I do as a retail designer. The seminars and events are well designed and give me real world information that I can use at my job every day.

**- Ken McQuade, Lead Design
Project Architect, Target**

IRDC TAKES ON THE MILE HIGH CITY



LET'S WORK TOGETHER

We want to hear about your retail marketplace challenges and objectives so together we can work with you to build a plan that maximizes your budget and your goals. Our market strategists can also discuss frequency discounts when you run placements in multiple VMSD channels or across SmartWork Media brands.

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SmartWork Media leverages unparalleled, trusted information to deliver the highest quality audience to the vendors in our markets.

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FAMILY OF BRANDS

