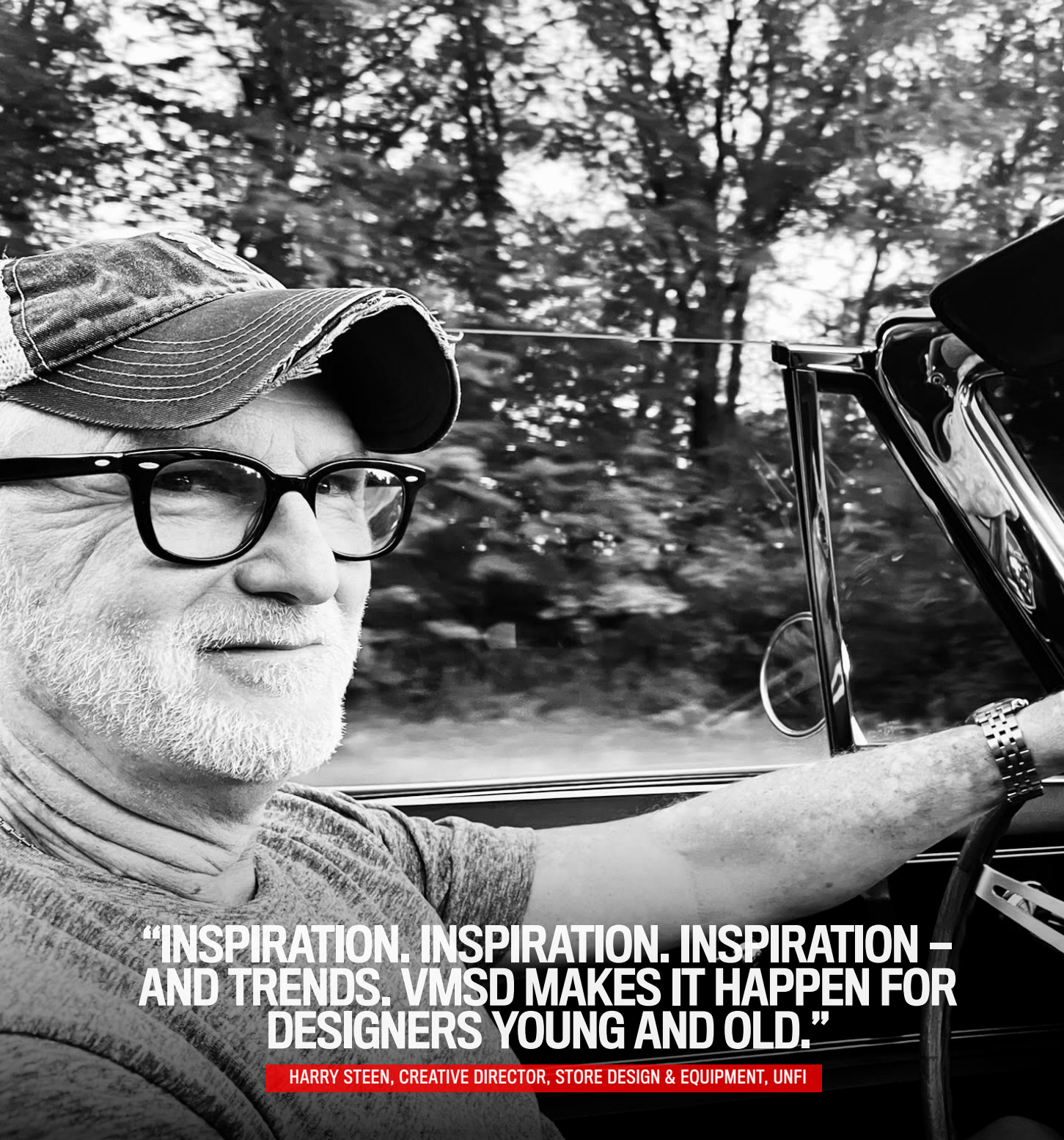


# REQUIRED READING.

VMSD IS THE MUST-  
READ MEDIA FOR RETAIL  
PROFESSIONALS,  
DRAWING ON MORE THAN  
125 YEARS OF HISTORY  
SERVING THE MARKET.





**"INSPIRATION. INSPIRATION. INSPIRATION –  
AND TRENDS. VMSD MAKES IT HAPPEN FOR  
DESIGNERS YOUNG AND OLD."**

**HARRY STEEN, CREATIVE DIRECTOR, STORE DESIGN & EQUIPMENT, UNFI**



## **DEDICATED TO THE SUCCESS OF THE RETAIL DESIGN INDUSTRY**

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 125 years of history serving this market, delivering information and inspiration straight from the high-level executives who drive this industry.

DOZENS OF ADDITIONAL  
READER RAVES ONLINE AT:

**[smartworkmedia.com/VMSD-raves](http://smartworkmedia.com/VMSD-raves)**





## UNMATCHED DESIGN AND CONTENT THAT GRABS READER ATTENTION

With a 125-year legacy of publishing, VMSD strives to always stay fresh and current. Bright, exciting and designed to attract maximum attention, our publication — both in print and online — is being recognized for excellence in journalism and design by top publishing contests. SmartWork Media, the parent company of VMSD, has won a total of 187 international honors (and counting) — more than any other comparably-sized company in B2B publishing.

SEE OUR FULL LIST OF AWARDS AT:

[smartworkmedia.com/awards](https://smartworkmedia.com/awards)

MAGAZINE

**GOLD WINNER  
TABPI AWARDS  
2022**

**BEST SINGLE ISSUE**  
(April 2021 edition)

MORE HONORS

**BEST FEATURE  
DESIGN**

Victor Cantal "Future  
Proofing/Designer Dozen"  
(April 2021)



**WHO CREATES  
THE BEST  
PUBLICATIONS  
IN B2B MEDIA?  
WE DO.**

*In August 2022, VMSD won its biggest honor yet — taking home the top award for Best Single Issue at the annual TABPI Awards. Judges selected the April 2021 issue of our publication as the winner.*

**READER  
RAVES**



*Lauren Jonson, Director,  
Environmental & Fixture Design,  
Walgreens, says:*

**“WAYS OF WORKING HAVE EVOLVED GREATLY IN A SHORT TIME, AND HAVING  
A RELIABLE SOURCE LIKE VMSD ENSURES I CAN STAY UP TO DATE.”**



## KEY NUMBERS

VMSD MAGAZINE

**26,488\***

PRINT AND DIGITAL COPIES

**30,700+**

NEWS BULLETIN LIST

\* September 2022 edition, VMSD

VMSD.COM

**23,553**

AVG USERS PER MONTH\*\*

**31,575**

AVG SESSIONS PER MONTH\*\*

**54,105**

AVG PAGEVIEWS PER MONTH\*\*

\*\* Source: Google Analytics,  
January 1 - June 30, 2023

SOCIAL MEDIA

**5,200+**Facebook  
followers**14,100+**LinkedIn  
followers**5,200+**Instagram  
followers**5,800+**Twitter  
followers

## OFFERING A HIGH-IMPACT PRESENCE IN ALL MEDIA CHANNELS

VMSD takes an integrated approach to maximizing your marketing efforts and budget. Whether it's an ad campaign for print or online, sponsored content, a webinar, podcast or e-mail campaign, the VMSD Sales & Marketing Team will partner with you to design a program that's unique to your needs.

SEE MORE DETAILS AT:

[smartworkmedia.com/vmsd-home](https://smartworkmedia.com/vmsd-home)
**READER  
RAVES**


*Amber Bazdar, Visual Merchandising, North America, New Balance, says:*

**"VMSD MAGAZINE ILLUMINATES THE PATH TO DESIGN EXCELLENCE. IT'S NOT JUST A PUBLICATION; IT'S A JOURNEY TO SUCCESS."**



## VMSD IS CAPTURING YOUR CUSTOMERS' ATTENTION ONLINE

With a state-of-the-art website that rivals top consumer sites for function and beauty, VMSD.COM continues its rapid growth with visual merchandising pros. Extra-large banner sizes make it easier for advertisers to attract the attention of site visitors reading our engaging content.

CHECK OUT THE WEBSITE AT:

[vmsd.com](https://vmsd.com)

### KEY DIGITAL METRICS

**30,700+**

Average emails sent  
VMSD Daily Bulletin (Monday-Saturday)

**37.1% / 4.2%**

Average open rate / click through rate\*  
Beats publishing industry averages

### ON SOCIAL MEDIA

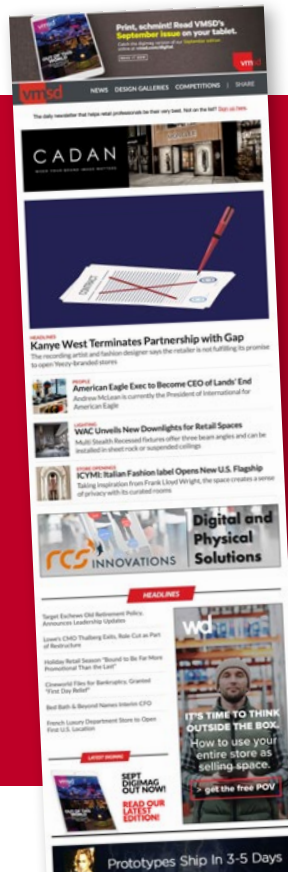
**Facebook**

5,200+ followers

**Instagram**

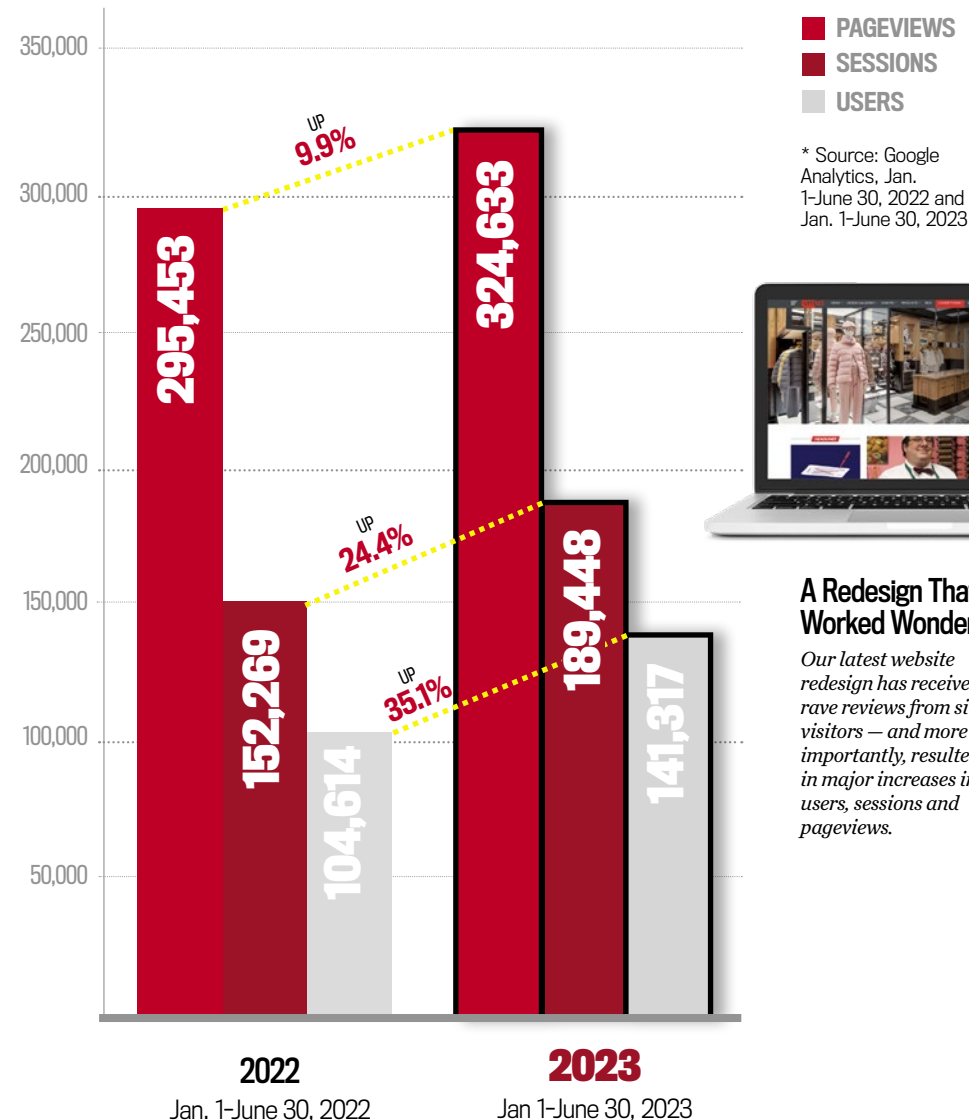
5,000+ followers

\* Source: Omeda Audience Data, Jan. 1-Aug. 31, 2022



## VMSD.COM TRAFFIC 2022 VS. 2023

Users, sessions and pageviews\* all saw strong gains in 2023.



### A Redesign That Worked Wonders

Our latest website redesign has received rave reviews from site visitors — and more importantly, resulted in major increases in users, sessions and pageviews.

READER  
RAVES



**Tom Beebe**, Window Wizard,  
Creative Consultant, says:

**"AS WE CRAVE INFORMATION IN THIS ERA WE LIVE, VMSD IS THE PERFECT FIT AND FOCUS TO OUR VISUAL WORLDS AND INSPIRATION."**

## JANUARY-FEBRUARY

### THE LOOK BOOK ISSUE



#### FEATURES

##### LOOK BOOK

- Annual Holiday Windows
- Annual Trends Forecast

#### PRODUCT SHOWROOM

- Dedicated Product Categories

Props and decoratives, lighting, signage and graphics, mannequins, materials and wallcoverings, furniture, fixtures and flooring.

#### BONUS DISTRIBUTION

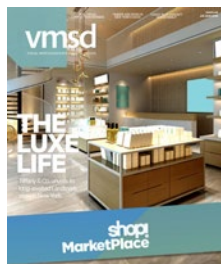
NRF's Big Show  
IRDC 2024

#### DEADLINES

AD MATERIAL: 12/26/23

## SPECIAL ISSUE

### THE SHOP! MARKETPLACE ISSUE



#### FEATURES

##### SHOP! MARKETPLACE 2024 PREVIEW

##### SHOP! MARKETPLACE 2024 SHOW & EXHIBITOR GUIDE

#### SECTOR SPOTLIGHT

- P-O-P Displays

#### PRODUCT SHOWROOM

- MarketPlace 2024 Exhibitors

#### BONUS DISTRIBUTION

Shop MarketPlace 2024

#### DEADLINES

AD MATERIAL: 3/6/24

## MARCH-APRIL

### THE DESIGNER DOZEN ISSUE



#### FEATURES

##### 2024 VMSD DESIGNER DOZEN

- Trends Report: Lighting
- Shop Marketplace Preview

#### SECTOR SPOTLIGHT

- Malls and Mixed-Use Shopping Centers

#### PRODUCT SHOWROOM

- Lighting, Materials and Wallcoverings

#### BONUS DISTRIBUTION

Shop MarketPlace

#### DEADLINES

AD MATERIAL: 2/28/24

## MAY-JUNE

### THE FIXTURES ISSUE



#### FEATURES

##### TOP DESIGN FIRM RANKING SHOP! MARKET- PLACE 2024 RECAP

- Trends Report: Fixtures
- Shop! OMA Awards

#### SECTOR SPOTLIGHT

- Grocery and Supermarket

#### PRODUCT SHOWROOM

- Fixtures, Flooring & Surfaces

#### BONUS DISTRIBUTION

NeoCon  
Shop! Ideation Conference & Retail Challenge

#### DEADLINES

AD MATERIAL: 4/29/24

## JULY-AUGUST

### THE VISUAL ISSUE



#### FEATURES

##### VMSD INTERNATIONAL VISUAL COMPETITION

- Trends Report: Visual Merchandising
- Shop! Design Awards

#### SECTOR SPOTLIGHT

- Cannabis

#### PRODUCT SHOWROOM

- Mannequins and Forms/ Props and Decoratives

#### BONUS DISTRIBUTION

IRDC 2024  
Shop! Ideation Conference & Retail Challenge

#### DEADLINES

AD MATERIAL: 7/10/24

## SEPTEMBER-OCTOBER

### IRDC SHOW ISSUE



#### FEATURES

##### IRDC PREVIEW SHOP! IDEATION PREVIEW

- VMSD Retail Renovation Competition
- 2024 Peter Glen/VMSD Retailer of the Year

#### SECTOR SPOTLIGHT

- Restaurants

#### PRODUCT SHOWROOM

- In-Store Tech, Signage and Graphics

#### BONUS DISTRIBUTION

IRDC 2024  
Shop! Ideation Conference & Retail Challenge

#### DEADLINES

AD MATERIAL: 8/28/24

## NOVEMBER-DECEMBER

### THE BEST OF NEW YORK RETAIL ISSUE



#### FEATURES

##### YEAR IN REVIEW

- Sidewalks of New York
- IRDC Recap
- Shop! Ideation Recap

#### PRODUCT SHOWROOM

- Noteworthy Products of 2024

Mannequins, fixtures, lighting, signage and graphics, props and decoratives, in-store technology, surfaces and materials.

#### BONUS DISTRIBUTION

NRF's "Big Show" 2025

#### DEADLINES

AD MATERIAL: 11/4/24

## \* NOTE:

Additional distribution throughout the year at various Shop! Association and Retail Design Institute events.

## POPULAR REGULAR DEPARTMENTS IN VMSD

### DESIGN DETAIL

One gorgeous photo, five design elements and a concept.

### CHECKING OUT

A conversation with retail's most engaging creatives.

### NEXT UX

The future of in-store tech.

### ON OUR RADAR

New stores, new formats, new concepts.

### TWO-MINUTE TOUR

Explore a new city.

### SHOWROOM

Products you need, in every category.

### THE GOODS

Our curated front-of-book news and trends section.

### PORTFOLIO

Bite-size case studies of innovative projects.

### ... AND MORE!

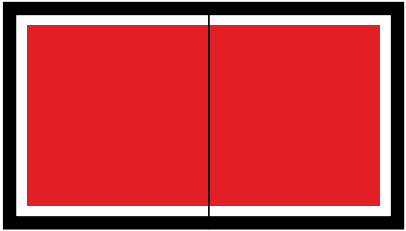


RATES

PICK YOUR SIZE	2-PAGE SPREAD GET MAX IMPACT!	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL! (OR GO WIDE!)	1/4 PAGE SMART VALUES
12x	\$11,710	\$6,610	\$4,990	\$3,970	\$3,300	\$2,970
6x	\$12,290	\$6,910	\$5,210	\$4,140	\$3,450	\$3,110
3x	\$12,720	\$7,100	\$5,360	\$4,260	\$3,550	\$3,190
1x	\$13,660	\$7,590	\$5,720	\$4,550	\$3,790	\$3,410
TRIM SIZE	18 x 10 7⁄8	9 x 10 7⁄8	5 3⁄4 x 10 7⁄8 (VERT.) 9 x 7 (HOR.)	4 1⁄4 x 10 7⁄8 (VERT.) 9 x 5 1⁄4 (HOR.)	2 3⁄4 x 10 7⁄8 (VERT.) 9 x 3 3⁄4 (HOR.)	3 7⁄8 x 4 3⁄4 (VERT.) 8 x 2 3⁄8 (HOR.)
BLEED	18 1⁄4 x 11 1⁄8	9 1⁄4 x 11 1⁄8	6 x 11 1⁄8 (VERT.) 9 1⁄4 x 7 1⁄4 (HOR.)	4 1⁄2 x 11 1⁄8 (VERT.) 9 1⁄4 x 5 1⁄2 (HOR.)	3 x 11 1⁄8 (VERT.) 9 1⁄4 x 4 (HOR.)	—
NON BLEED	17 x 9 7⁄8	8 x 9 7⁄8	5 1⁄2 x 9 7⁄8 (VERT.) 8 x 6 5⁄8 (HOR.)	3 7⁄8 x 9 7⁄8 (VERT.) 8 x 4 3⁄4 (HOR.)	2 1⁄2 x 9 7⁄8 (VERT.) 8 x 3 1⁄8 (HOR.)	—

SIZES LISTED IN INCHES

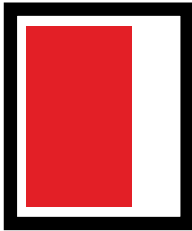
FORMATS



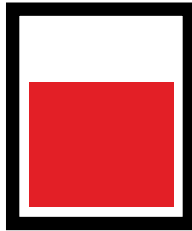
2-PAGE SPREAD



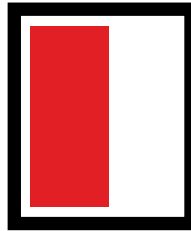
FULL PAGE



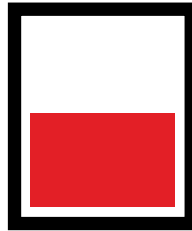
2/3 VERTICAL



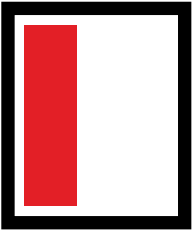
2/3 HORIZONTAL



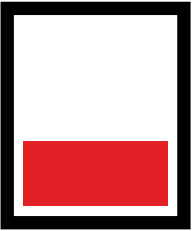
1/2 VERTICAL



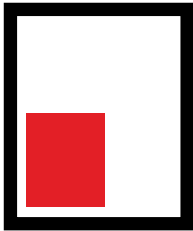
1/2 HORIZONTAL



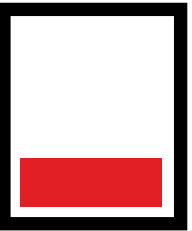
1/3 VERTICAL



1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL

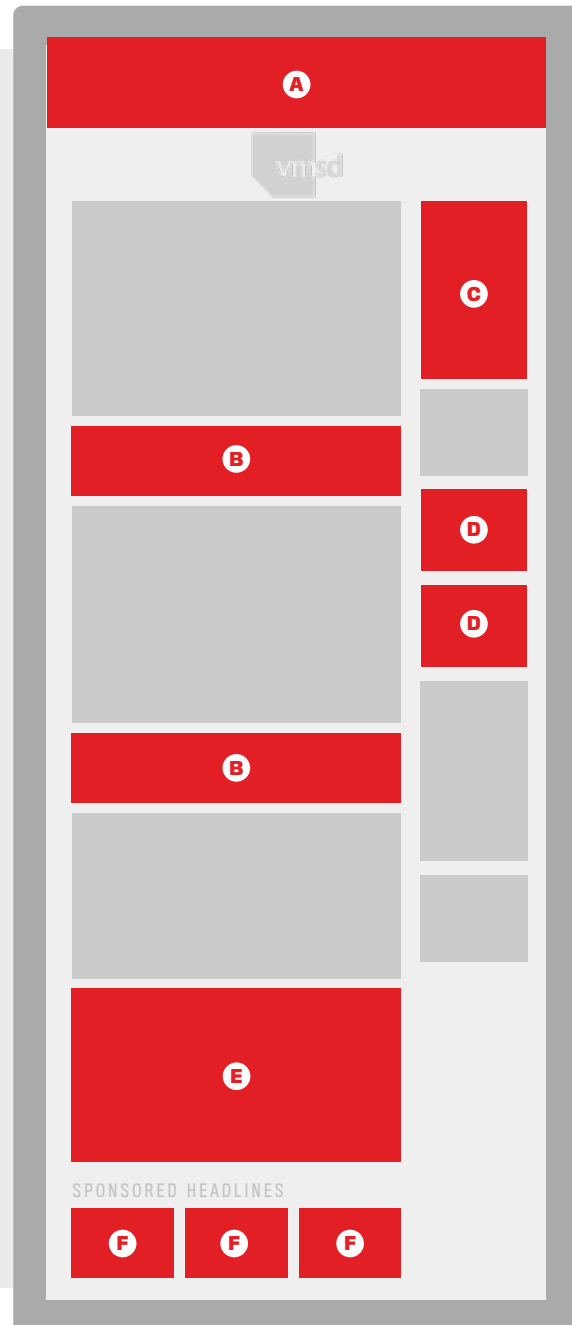
## WEBSITE BANNERS

Our redesigned, state-of-the-art website provides best-in-class ad visibility and improved exposure on mobile devices.

### STANDARD PAGE LAYOUT

This wireframe represents what an average run-of-site page on VMUSD.COM looks like.

**Headline Banners (B)** generally appear every six paragraphs in editorial content. A story can have as few as one, or as many as six Headline Banners.



### A BILLBOARD

This dominating, full-width position makes your brand the star of our website.

#### CPM RATES

**JAN-DEC \$215**  
Desktop: 1800 x 460 pixels;  
Mobile: 400 x 300 pixels

### B HEADLINE BANNERS

In-story (every five paragraphs) banner slots ensure your message will be seen by readers.

#### CPM RATES

**JAN-DEC \$110**  
Desktop: 740 x 190 pixels;  
Mobile: 300 x 250 pixels;  
Homepage: 1800 x 460 pixels

### C SKYSCRAPER SIDE BANNER

A towering sidebar banner that gives you space to show off and makes a serious impression.

#### CPM RATES

**JAN-DEC \$90**  
Desktop: 300 x 600 pixels;  
Mobile: 300 x 300 pixels

### D STANDARD SIDE BANNER

Square but still hip. This classic value format is a banner advertising workhorse.

#### CPM RATES

**JAN-DEC \$80**  
Desktop: 300 x 300 pixels

### E VIDEO THEATER

This end-of-story position ensures high visibility for your video message or advertisement.

#### CPM RATES

**JAN-DEC \$160**  
Send 1080P video files in popular video formats via [smartworkmedia.com/sendvideo](https://smartworkmedia.com/sendvideo)

### F SPONSORED HEADLINES

Point readers to breaking news about your business with a click-worthy end-of-story headline and thumbnail art.

#### CPM RATES

**JAN-DEC \$60**  
Send 400 x 240 thumbnail image and URL for content



6X  
WEEKLY  
FREQUENCY  
IN 2024


## EMAIL BANNERS

Get your message across to 30,700+ passionate fans.

### A BILLBOARD

Make an impact with this full-width, large-format banner at the top of our daily emails.

RATES	
MONTHLY	\$3,250
WEEKLY	\$940

Size: 600 x 155 pixels

### B HEADLINE BANNER 1

This banner puts your message atop the day's top headlines.

RATES	
MONTHLY	\$2,880
WEEKLY	\$800

Size: 560 x 145 pixels

### C SKYSCRAPER

This towering banner is in a perfect position for high-impact brand recognition.

RATES	
MONTHLY	\$2,150
WEEKLY	\$680

Size: 250 x 500 pixels

### D HEADLINE BANNER 2

This banner catches reader attention as they move through our daily roundup.

RATES	
MONTHLY	\$1,720
WEEKLY	\$520

Size: 560 x 145 pixels

### E DAILY TIPS BANNER

You're the presenter of our daily tips, some of our fans' favorite content.

RATES	
MONTHLY	\$1,580
WEEKLY	\$480

Size: 560 x 145 pixels

### F BIG FOOT BANNER

Yes, it's at the bottom, but it's the biggest banner on the page – 2x deeper than our standard banners.

RATES	
MONTHLY	\$1,450
WEEKLY	\$435

Size: 560 x 300 pixels

### POPULAR PRODUCT!

## PRODUCT SHOWCASE BULLETINS

Reach thousands of retail designers and influencers with a beauty shot of your product in this popular 3x-monthly resource email containing 6-10 featured products. Perfect for product launches or ramping up brand awareness.

SHOWCASE LISTING	1X	5X	10X
	\$700	\$660	\$620

### LISTINGS INCLUDE:

- Your 560 x 300px product image
- Up to 50 words copy
- Up to 7-word headline
- Company name
- Your company URL

SENT 3X MONTHLY!



### MORE EMAIL OPTIONS

## CUSTOM E-BLASTS

We send your email to a targeted list curated from our first-party subscriber data. Selections include "type of business," "job function," and more!

PRICES START AT **\$465 CPM**

## MAKE YOURSELF A COVER STAR WITH A **VMSD DIGIMAG SPONSORSHIP**

Want a high-profile online placement that puts your business in the starring role opposite the cover of VMSD magazine? It's easy with a sponsorship of our monthly digital flipbook. With a can't-miss full-page ad leading to our cover (plus an email banner), it's a powerful way to associate your brand with the leading publication in retail visual merchandising and design.

### AD OPPOSITE FRONT COVER

#### PACKAGE INCLUDES

- Full page ad opposite front cover of digital edition
- Sponsor logo (300 x 300 pixels) on 2x monthly bulletin
- Your company logo on all VMSD digital edition promotions for that month (i.e. banners, rotators)

**\$2,150** PER EDITION

### BELLY BAND

#### PACKAGE INCLUDES

- Lead-in belly band before front cover of digital edition
- Sponsor logo (300 x 300 pixels) on 2x monthly bulletin

**\$1,315** PER EDITION

### FULL PAGE DIGITAL AD

Your ad is placed in a special expanded advertising section inside our digital edition.

**\$495** PER EDITION

### AVAILABLE AD ENHANCEMENTS

Video or audio integration

**\$500 per ad**

Ad animation

**\$500 per ad**



SEE LATEST EDITION AT:

**[vmsd.com/digital](http://vmsd.com/digital)**



CONTENT  
MARKETING  
(PRINT AND  
ONLINE)

SOCIAL MEDIA  
MARKETING

WEBINARS

PODCASTS

FOCUS  
GROUPS

VIDEOS

BLOGS

EMAIL  
MARKETING

COLLATERAL  
& POP  
MATERIALS

PRINT &  
DIGITAL  
AD CAMPAIGNS

EVENT  
MANAGEMENT



## LET US TELL THE STORY OF YOUR BRAND

As if you didn't know, content is king. That's why SmartWork Media's Content Studio is ready and willing to help you to tell your story in the strongest, most impactful way possible.

From print to videos, webinars to podcasts, the SmartWork Media Content Studio works with you to create content that focuses your brands' strengths and delivers your story to our network of over 25,000 retail-design professionals.

The SWM Content Studio takes a tailored approach to each client's needs and will work with you to identify the best strategy for your brand.

*Smart*  
**WORK**  
CONTENT STUDIO







INVISION<sup>™</sup> pets+ INSTORE<sup>™</sup>

SCREENPRINTING SIGNS<sup>OF THE</sup> TIMES



OUR FAMILY  
OF BRANDS

## 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.

### ABOUT SMARTWORK MEDIA

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

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vmsd

# CONFERENCE SPONSORSHIP

## VMSD'S PREMIER EDUCATION AND NETWORKING EVENT IN RETAIL DESIGN



The annual **International Retail Design Conference (IRDC)** is a unique opportunity to build your brand. Join us in a new city each fall where powerful content and influential leaders join together in an intimate setting for an inspiring 2-day event. Guests will leave IRDC with a new energy, motivated and armed with contacts and ideas to take back to their teams.

## MORE THAN 2 MILLION MEDIA IMPRESSIONS

Sponsors receive maximum exposure during the months leading up to IRDC via a robust marketing plan that taps all of VMSD's channels.

Plus, two productive days surrounded by retail design's elite – without the need for an expensive booth.

### EXPOSURE IN EVERY ISSUE OF VMSD MAGAZINE

49,000+ readers

### EMAIL PROMOTIONS

34,000+ VMSD newsletter list

### VMSD eNEWS BULLETIN

32,000+ subscribers

### PRESS COVERAGE IN VMSD

### SOCIAL MEDIA

regular posts on



[irdconline.com](http://irdconline.com) | [vmsd.com](http://vmsd.com)

**JOIN US FOR  
IRDC 2024  
IN KANSAS  
CITY, MO!**



**Consistent brand exposure to a highly qualified group of top retailers, leading design firms and consumer products manufacturers.**

**ASK ABOUT EXCLUSIVE SPONSORSHIP OPPORTUNITIES FOR DESIGN FIRMS.**

### SPONSOR RAVES

"IRDC provides a unique platform for our industry to engage with one another, sharing insights and knowledge while developing genuine relationships through a healthy dose of competitiveness & industry camaraderie! Whether you're a retailer, vendor or consultant - you're guaranteed to walk away with new friends and contacts that can only help your network & business to grow." — **JAMES FARNELL, LITTLE**

"We look forward to IRDC every year, as a source for reconnecting with the industry, finding inspiration and making new connections. The IRDC event is the right balance of content, inspiration and connecting with the retail design community." — **NADINE GEERING, D/Fab**