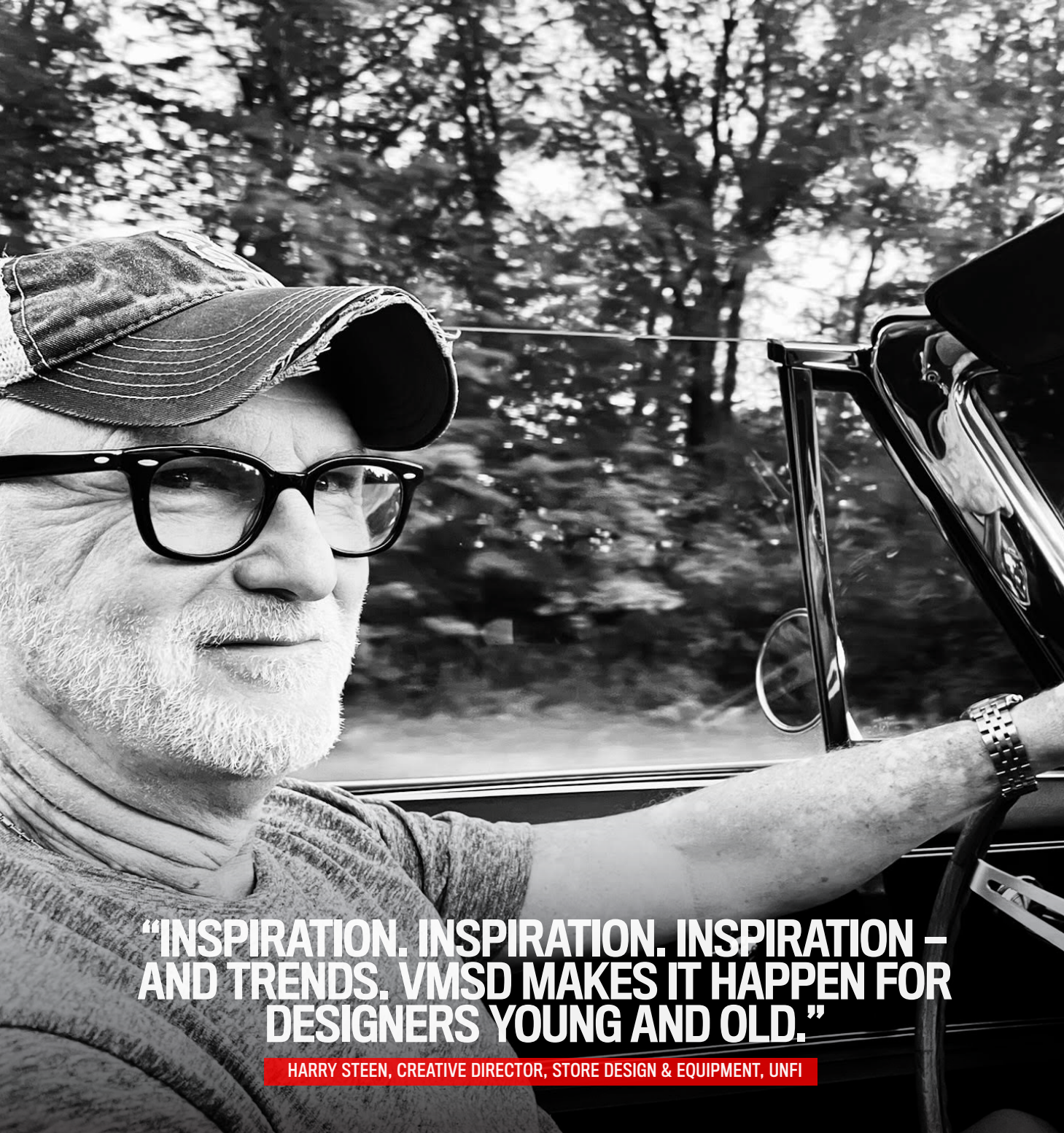


REQUIRED READING.

**VMSD IS THE MUST-
READ MEDIA FOR RETAIL
PROFESSIONALS,
DRAWING ON MORE THAN
127 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 127 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



UNMATCHED DESIGN AND CONTENT THAT GRABS READER ATTENTION

With a 127+ 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

MAGAZINE

**GOLD WINNER
TABPI AWARDS
2022**

BEST SINGLE ISSUE
(April 2021 edition)



THE BRAND

127+
YEARS OF
CONTINUOUS
PUBLICATION

MORE HONORS

**BEST FEATURE
DESIGN**

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



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

VMSD magazine was named a finalist in the Top 25 Best Single Issue category in the 2024 Tabbie Awards for its 2023 July/August issue, featuring Tiffany & Co.'s "Landmark" flagship.



INTEGRATED MARKETING WITH VMSD

KEY NUMBERS

VMSD MAGAZINE

26,488*

PRINT AND DIGITAL COPIES

*84,000 Distribution Digital and Print combined per issue.

30,700+

NEWS BULLETIN LIST

VMSD.COM

42,910

AVG USERS PER MONTH**

46,595

AVG SESSIONS PER MONTH**

67,495

AVG PAGEVIEWS PER MONTH**

** Source: Google Analytics, January 1 - June 30, 2024

SOCIAL MEDIA

5,400+

Facebook followers

14,100+

LinkedIn followers

5,200+

Instagram followers

5,800+

Twitter followers

vmsd BRAND STRENGTH

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

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

KEY DIGITAL METRICS

22,793+

Average emails sent
VMSD Daily Bulletin (Monday-Saturday)

44.7% | 5.48%

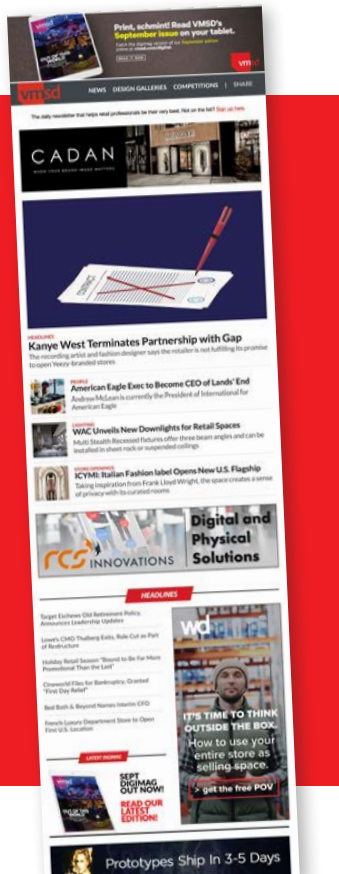
Average open rate / click through rate*
Beats publishing industry averages

ON SOCIAL MEDIA

Facebook
5,200+ followers

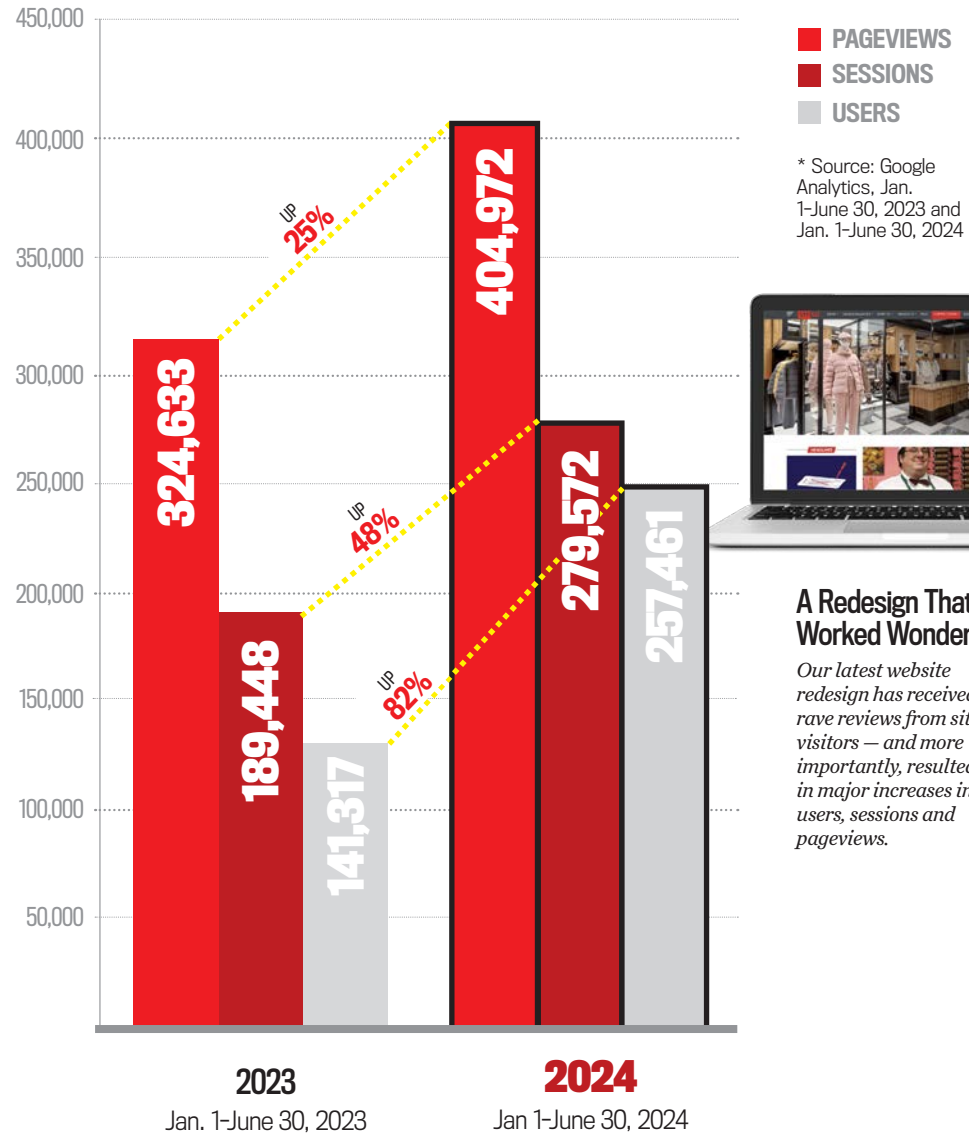
Instagram
5,000+ followers

* Source: Omeda Audience Data, Jan. 1-Aug. 31, 2024



VMSD.COM TRAFFIC 2023 VS. 2024

Users, sessions and pageviews* all saw strong gains in 2024.



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
- Gene Moore Window Award
- 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" 2025
IRDC 2025

DEADLINES

PUBLICITY: 12/13/2024
SALES: 12/25/2024
ARTWORK: 1/8/2025

SPECIAL ISSUE

**THE SHOP!
MARKETPLACE ISSUE**



FEATURES

**SHOP!
MARKETPLACE
PREVIEW**

**SHOP!
MARKETPLACE
2025 SHOW &
EXHIBITOR GUIDE**

PRODUCT SHOWROOM

MarketPlace 2025 Exhibitors

BONUS DISTRIBUTION

Shop MarketPlace 2025

DEADLINES

PUBLICITY: 2/7/2025
SALES: 2/19/2025
ARTWORK: 3/5/2025

MARCH-APRIL

**THE DESIGNER
DOZEN ISSUE**



FEATURES

**2025 VMSD
DESIGNER DOZEN**

- Trends Report: Lighting
- Shop! MarketPlace Preview

SECTOR SPOTLIGHT

- Groceries & Supermarkets

PRODUCT SHOWROOM

- Lighting, Materials and Wallcoverings

BONUS DISTRIBUTION

Shop! MarketPlace
Lightfair 2025

DEADLINES

PUBLICITY: 1/29/2025
SALES: 2/10/2025
ARTWORK: 2/24/2025

MAY-JUNE

THE FIXTURES ISSUE



FEATURES

**TOP DESIGN FIRM
RANKING**

- Shop! MarketPlace 2025 Recap
- Shop! OMA Awards

TRENDS REPORT

- Fixtures

SECTOR SPOTLIGHT

- Sustainable Design

PRODUCT SHOWROOM

- Sustainability, Flooring & Surfaces
- Fixtures/Displays & Shelf-management

BONUS DISTRIBUTION

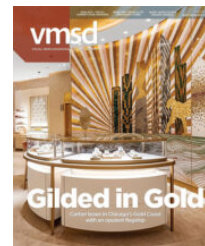
NeoCon
Shop! Ideation Conference & Retail Challenge
Greenbuild 2025

DEADLINES

PPUBLICITY: 3/28/2025
SALES: 4/9/2025
ARTWORK: 4/23/2025

JULY-AUGUST

THE VISUAL ISSUE



FEATURES

**VMSD
INTERNATIONAL
VISUAL COMPETITION**

- Visual Merchandising
- Shop! Design Awards

SECTOR SPOTLIGHT

- Windows & Visual Merchandising

PRODUCT SHOWROOM

- Mannequins and Forms, Props and Decoratives
- Materials & Wallcoverings

BONUS DISTRIBUTION

IRDC 2025
Shop! Ideation Conference & Retail Challenge

DEADLINES

PUBLICITY: 6/13/2025
SALES: 6/25/2025
ARTWORK: 7/9/2025

SEPTEMBER-OCTOBER

IRDC SHOW ISSUE



FEATURES

**IRDC PREVIEW/
SHOP IDEATION
PREVIEW**

- VMSD Retail Renovation Competition
- 2025 VMSD/Peter Glen Retailer of the Year

SECTOR SPOTLIGHT

- Restaurants

PRODUCT SHOWROOM

- In-Store Tech, Signage and Graphics, Lighting

BONUS DISTRIBUTION

IRDC 2025
Shop! Ideation Conference & Retail Challenge
DSE: Digital Signage Experience

DEADLINES

PUBLICITY: 8/1/2025
SALES: 8/13/2025
ARTWORK: 8/27/2025

NOVEMBER-DECEMBER

**THE BEST OF NEW YORK
RETAIL ISSUE**



FEATURES

YEAR IN REVIEW

- Sidewalks of New York
- IRDC Recap
- Shop! Global Awards

PRODUCT SHOWROOM

- Noteworthy Products of 2025

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

BONUS DISTRIBUTION

NRF's "Big Show" 2026

DEADLINES

PUBLICITY: 10/3/2025
SALES: 10/15/2025
ARTWORK: 10/29/2025

**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 experiences.

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!

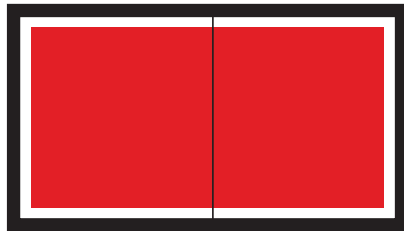


+ RATES

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	\$12,290	\$6,940	\$5,230	\$4,160	\$3,460	\$3,110
6x	\$12,900	\$7,250	\$5,470	\$4,340	\$3,620	\$3,260
3x	\$13,350	\$7,450	\$5,620	\$4,470	\$3,720	\$3,340
1x	\$14,340	\$7,960	\$6,000	\$4,770	\$3,970	\$3,580
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



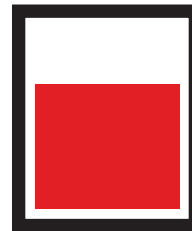
2-PAGE SPREAD



FULL PAGE



2/3 VERTICAL



2/3 HORIZONTAL



1/2 VERTICAL



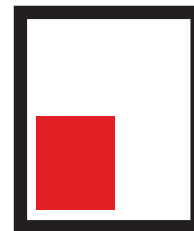
1/2 HORIZONTAL



1/3 VERTICAL



1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL

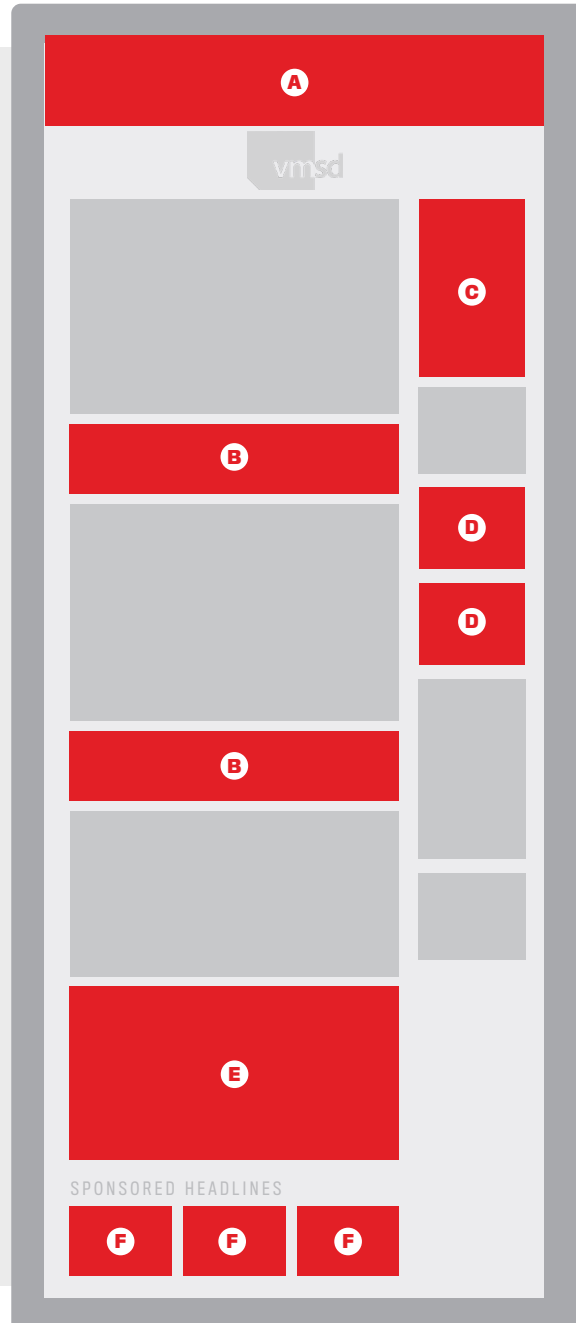
WEBSITE BANNERS

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 VMSD.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

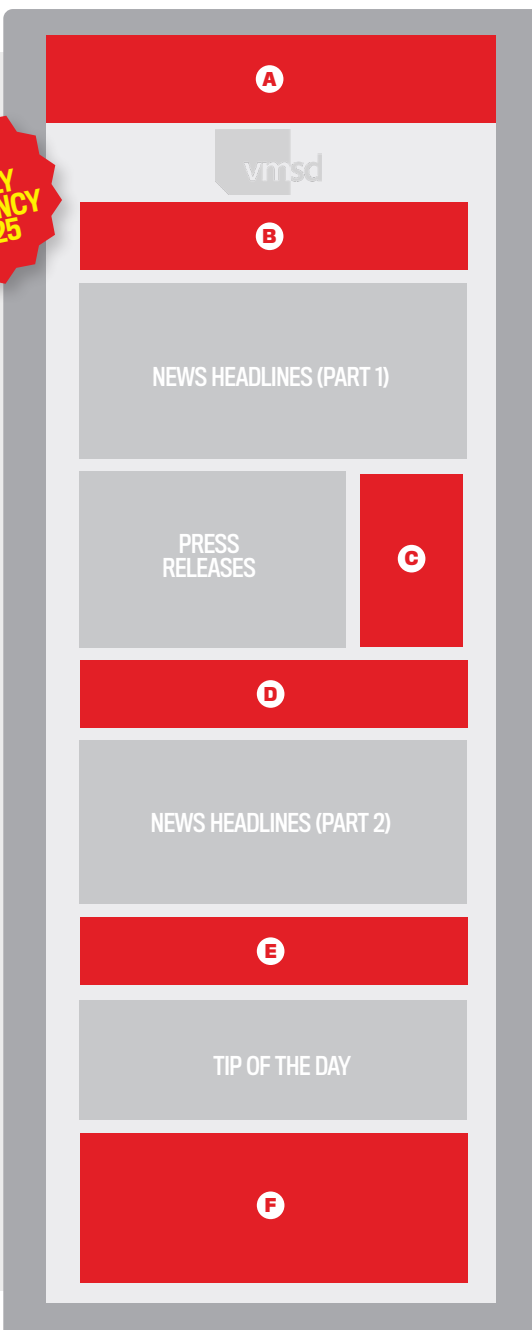
F SPONSORED HEADLINES
Point readers to breaking news about your business with a click-worthy end-of-story headline and thumbnail art.

CPM RATES

JAN-DEC **\$60**

Send 400 x 240 thumbnail image and URL for content

**6X
WEEKLY
FREQUENCY
IN 2025**



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

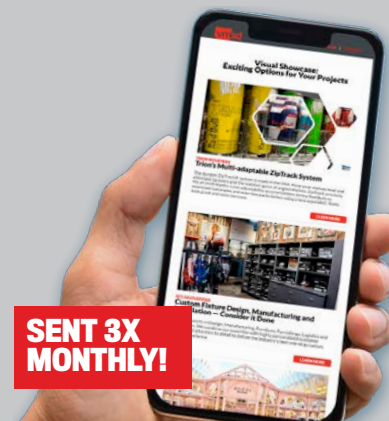
POPULAR PRODUCT! PRODUCT SHOWCASE BULLETINS

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 7-word headline
- Up to 50 words copy
- Company name
- Your company URL



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



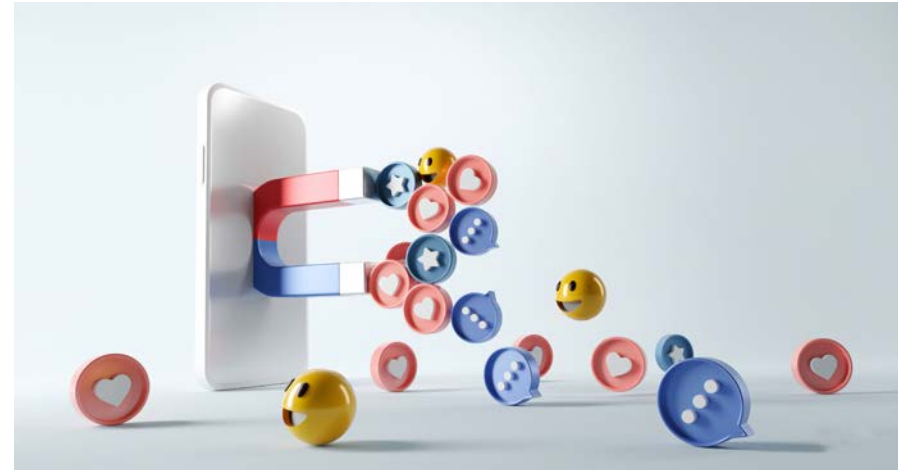
SEE LATEST EDITION AT:

vmsd.com/digital

BOOST YOUR EXPOSURE WITH OUR SPONSORED SOCIAL MEDIA POSTS

One new way to gain more attention and strong new connections for your brand is by leveraging the powerful social media channels of *VMSD*. Check out our available channels below and craft the optimal program for your business.

*** NOTE:** Forecasted social media results do not guarantee performance. Numbers vary depending on content and other factors.



LinkedIn

LINKEDIN

Expand your presence to a qualified audience with posts via LinkedIn Campaign Manager. Target audience includes *VMSD's* 900+ public page followers and 14,000+ private group members, as well as relevant job demographics.

\$735 7-DAY CAMPAIGN

MORE DETAILS

REQUIREMENTS: You provide up to 600 characters, one 1200 x 630-pixel image and one URL.

FORECASTED RESULTS*: 2,500-12,000+ impressions

TARGET LOCATIONS: Canada and U.S.

facebook

FACEBOOK

On a quest for more clicks? *VMSD's* Facebook "boost" option offers the widest reach for big results thanks to the platform's Advantage Detailed Targeting feature. Audience details include our 8,400+ page followers, plus customized interests, behaviors and job titles.

\$735 7-DAY BOOST

ADD ON FACEBOOK MESSENGER AND INSTAGRAM - **\$300**

MORE DETAILS

REQUIREMENTS: You provide three sentences, one to three 1200 x 630-pixel images and one URL.

FORECASTED RESULTS*: 6,000-20,000+ impressions

TARGET LOCATIONS: Canada and U.S.

Instagram

INSTAGRAM

Diversify your strategy with one of signmakers' favorite platforms. *VMSD's* Instagram Ads show on both the Instagram Explore page and in Stories, and the target audience includes our 5500+ followers and other industry pros.

\$525 7-DAY BOOST

MORE DETAILS

REQUIREMENTS: You provide three sentences, one 1080 x 1080-pixel image and one URL.

FORECASTED RESULTS*: 3,500-9,000+ impressions

TARGET LOCATIONS: Canada and U.S.

X

X (formerly Twitter)

Don't miss this introductory rate. Target audience includes *VMSD's* 6,300+ Twitter followers, plus more.

\$420 7-DAY BOOST

MORE DETAILS

REQUIREMENTS: You provide 250 characters, one 1024 x 512-pixel image and one URL.

MEDIA SPOTLIGHT

A **TRIPLE-THREAT MULTIMEDIA PACKAGE** DESIGNED TO SEND YOUR COMPANY MESSAGE, LOUD AND CLEAR.

3 COMPONENTS: **VIDEO, PRINT, ONLINE**

VIDEO

The Media Spotlight package starts with a 15- to 20-minute video interview with your company representative and a *VMSD* interviewer. This is your big chance to show off your product and share your company's sales pitch.

PRINT

Connect with our readers through a 1/3-page advertisement or client-supplied advertorial in *VMSD* magazine. Your ad can include a prominent call-to-action (CTA) directing readers to your video interview online.

ONLINE

We'll host your video interview and product profile on a dedicated page on *VMSD*, and send one custom e-blast to our full email list.



STEP 1: LET'S CREATE VIDEO MAGIC

Present your products in your own inimitable way in a 15- to 20-minute Zoom-style interview with a *VMSD* interviewer.



STEP 2: PROMOTE IN PRINT

Attract visual merchandisers, retailers, and design professionals attention to your interview with a 1/3-page advertorial or display ad in *VMSD* magazine.



STEP 3: DRIVE VIEWERS ONLINE

We'll send viewers to your interview and company story with a gorgeous feature layout on *VMSD*, **PLUS your own custom e-blast** to our audience of more than 22,000 visual merchandisers, retailers, and design professionals.



PACKAGES START AT

\$4,890



A VALUE-PACKED RATE:

\$3,095

* Add \$200 if including a video

VIEW AN EXAMPLE OF THE CUSTOM WEBPAGE HERE.

INTRODUCING THE **VMSD** DIGITAL HYPE PACKAGE

We're going all-in digitally to give your new products the exposure they deserve!

The VMSD Digital Hype Package offers you a unique opportunity to raise awareness for your new product launches and press releases. Boost exposure and impressions for your biggest announcements with a custom webpage and digital marketing campaign that reaches your prime client prospects: retailers, visual merchandisers, designers and other retail thought leaders from across the industry.

HOW IT WORKS:

- Send us your product/press release (approx. 500 words)
- 2-5 images

- Specific website page links
- Video* (optional)

...Then our expert team will craft a custom package for your announcement including:

- A dedicated webpage on vmsd.com
- Custom html eBlast to VMSD's eBulletin subscribers (26,000+) driving traffic to your webpage
- Your announcement is posted in the eBulletin Newsfeed → Your announcement is posted on VMSD's LinkedIn and Instagram page



CONTACT YOUR REP TODAY FOR MORE INFORMATION!



EMILY KASMENN
 MARKET STRATEGIST, ACCOUNT MANAGER
 E emily.kasmenn@smartworkmedia.com
 P (770)-298-7428



MURRAY KASMENN
 VP, GROUP BRAND DIRECTOR & PUBLISHER
 E murray.kasmenn@smartworkmedia.com
 P (770)-356-2342



SPECIALLY PRICED AT

\$3,095

* Add \$200 if including a video

THE GALLERY YOUR PRODUCTS DESERVE

Marketers know that a picture is worth a thousand words. This new Sponsored Content product is designed to showcase your very best.

VMSD's Sponsored Galleries give your products the visual treatment they deserve! Perfect for new designs and collections, the VMSD Sponsored Gallery is limited to one per month, so contact your VMSD sales representative for more details!

WHAT'S INCLUDED:

- Intro to your Sponsored Gallery (100-150 Words)
- A click-through gallery including up to 8 product images (you can replace one image with a video if you desire*)
- Link to a dedicated gallery webpage on vmsd.com

- Custom eBlast to VMSD's eBulletin subscriber list (26,000+), driving traffic to your website
- Gallery link posted to the eBulletin Newsfeed, VMSD's LinkedIn page

WE'LL NEED:

- Up to 8 product images OR 7 product images and 1 video*
- Brief descriptions of the product in each image, and any additional info you'd like
- Specific website page links and contact information



CONTACT YOUR REP TODAY FOR MORE INFORMATION!



EMILY KASMENN
 MARKET STRATEGIST, ACCOUNT MANAGER
 E emily.kasmenn@smartworkmedia.com
 P (770)-298-7428

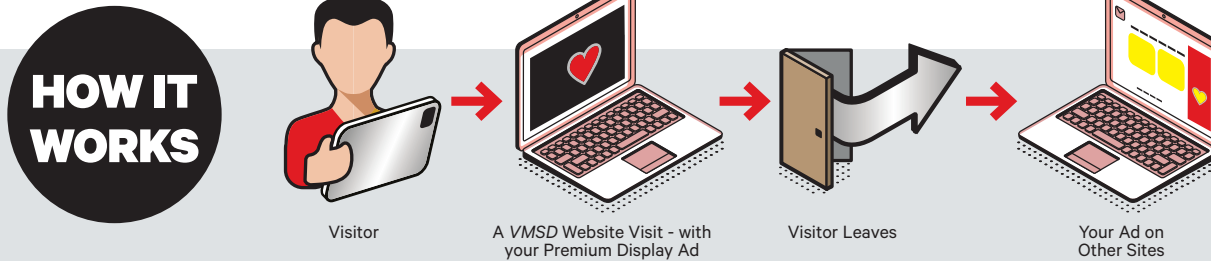


MURRAY KASMENN
 VP, GROUP BRAND DIRECTOR & PUBLISHER
 E murray.kasmenn@smartworkmedia.com
 P (770)-356-2342

VMSD'S IMPRESSIONS PLUS AD RETARGETING PROGRAM

BOOST BRAND AWARENESS THROUGH INCREASED IMPRESSIONS

Stay in front of buyers as they browse their favorite websites. VMSD's retargeting program enables you to extend the impact of your digital display advertising as users leave VMSD.com to visit other trusted websites. Your ad stays top of mind through their online session.



VMSD's website is the starting point of the retargeting journey for website visitors. As these individuals visit other websites, your ad will follow them throughout our retargeting network of trusted websites. These ad impressions are classified as retargeted impressions and amplify the impact your brand makes on these individuals. This opportunity guarantees a starting base of **25,000 impressions** for your campaign on VMSD.com, which assures

that the retargeted impressions are based on qualified retail professionals. Your campaign can include a variety of images, static or animated GIFs, in various sizes. Our experienced team can assist with recommending ad sizes based on your specific goals and objectives. With each campaign, we'll provide a detailed report of the number of impressions for each of your ads along with the click-through rate.

RETARGETING PACKAGE:

- **Minimum Requirement:** 25,000 impressions on site in position of your choice (\$30 CPM)
- 50,000 Retargeting Impressions (\$25 CPM)

CAMPAIGN SPECIFICATIONS

Provide artwork for at least two of the following ad sizes: **300x250**, **300x600**, **728x90**, 320x50, 160x600, 970x250 (Recommended sizes are in bold)

Artwork file size should be under 150KB
Provide a single or multiple URLs to link with your banners.

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!



EMILY KASMENN
MARKET STRATEGIST, ACCOUNT MANAGER
E emily.kasmenn@smartworkmedia.com
P (770)-298-7428



MURRAY KASMENN
VP, GROUP BRAND DIRECTOR & PUBLISHER
E murray.kasmenn@smartworkmedia.com
P (770)-356-2342

vmsd CONFERENCE SPONSORSHIP

JOIN US FOR IRDC 2025

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.

INTERNATIONAL RETAIL DESIGN CONFERENCE



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.

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**

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™ pets+ INSTORE™

SCREENPRINTING SIGNS^{OF THE}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.

28 Valley Rd., Ste. 1, Montclair, NJ 07042 | 212-981-9625
advertising@smartworkmedia.com



MURRAY KASMENN
VP, Group Brand Director – Publisher
(770) 356-2342
murray.kasmenn@smartworkmedia.com

SALES, MARKETING, AND EVENTS TEAM



EMILY KASMENN
Market Strategist, Account Manager
(770) 298-7428
emily.kasmenn@smartworkmedia.com



CHRISTINE YANCEY
Marketing Director
(859) 394-3893
christine.yancey@smartworkmedia.com



CASSIDY LOCIGNO
Marketing Coordinator
(440) 915-5923
Cassidy.Locigno@smartworkmedia.com



BEV YEULLIG
Events Operation Director
(513) 263-9315
beverly.yuellig@smartworkmedia.com

EDITORIAL TEAM



CARLY HAGEDON
Editor-in-Chief
(513) 399-7137
carly.hagedon@smartworkmedia.com



OLIVIA TAYLOR
Managing Editor
(513) 601-9520
olivia.taylor@smartworkmedia.com



JOHN RYAN
VMSD European Editor
johnhilldown@aol.com



ERIC FEIGENBAUM
VMSD New York Editor
ericsethfeigenbaum@gmail.com