

JAN-FEB	MARCH	APRIL	MAY	JUNE	JULY-AUG	SEPTEMBER	OCTOBER	NOV-DEC
LOOK BOOK ISSUE	TECHNOLOGY ISSUE	DESIGNER DOZEN ISSUE	DESIGN FIRM ISSUE	STORE FIXTURE ISSUE	VISUAL ISSUE	RETAIL RENOVATION ISSUE	RETAILER OF THE YEAR ISSUE	
FEATURES LOOK BOOK • Annual Holiday Windows • Annual Trends Forecast	FEATURES EXCLUSIVE RETAILER PROFILE • Experiential and Interactive Retail	FEATURES 2022 VMSD DESIGNER DOZEN • Trends Report: Personalization & Customization	FEATURES VMSD RETAIL DESIGN FIRM RESOURCE GUIDE • Sector Spotlight: Grocery	FEATURES EXCLUSIVE RETAILER PROFILE • Trends Report: Fixtures	FEATURES VMSD INTERNATIONAL VISUAL COMPETITION • Trends Report: Visual Merchandising	FEATURES VMSD RETAIL RENOVATION COMPETITION • Trends Report: Lighting	FEATURES 2022 VMSD RETAILER OF THE YEAR • Sector Spotlight: Restaurants	FEATURES BEST OF NYC RETAIL • Year in Review
PRODUCT SHOWROOM • Dedicated Product Categories Props and decoratives, lighting, signage and graphics, mannequins, materials and wallcoverings, furniture, fixtures and flooring.	PRODUCT SHOWROOM • In-Store Technology / Signage and Graphics	PRODUCT SHOWROOM • Flooring / Furniture	PRODUCT SHOWROOM • Lighting	PRODUCT SHOWROOM • Fixtures / Architectural Materials / Fabrics & Wallcoverings	PRODUCT SHOWROOM • Mannequins / Props and Decoratives	PRODUCT SHOWROOM • Flooring / Lighting	PRODUCT SHOWROOM • Signage & Graphics / In-Store Technology	PRODUCT SHOWROOM • Award-Winning Products for 2022 Mannequins, fixtures, lighting, signage and graphics, props and decoratives, in-store technology, surfaces and materials.
BONUS DISTRIBUTION NRF's Big Show IRDC 2022	BONUS DISTRIBUTION Digital Signage Expo (Las Vegas, 3/21-23)		BONUS DISTRIBUTION Lightfair (Las Vegas, 6/21-23)	BONUS DISTRIBUTION NeoCon (Chicago, 6/13-15)		BONUS DISTRIBUTION IRDC 2022	BONUS DISTRIBUTION IRDC 2022	BONUS DISTRIBUTION Shop! Ideate
DEADLINES PUBLICITY: XX/4/22 SALES: 1/4/22 ARTWORK: 1/11/22	DEADLINES PUBLICITY: 2/31/21 SALES: 2/3/22 ARTWORK: 2/7/22	DEADLINES PUBLICITY: 2/10/22 SALES: 2/24/22 ARTWORK: 3/7/22	DEADLINES PUBLICITY: 3/17/22 SALES: 3/31/22 ARTWORK: 4/11/22	DEADLINES PUBLICITY: 4/25/22 SALES: 5/9/22 ARTWORK: 5/19/22	DEADLINES PUBLICITY: 6/16/22 SALES: 6/30/22 ARTWORK: 7/11/22	DEADLINES PUBLICITY: 7/14/22 SALES: 7/28/22 ARTWORK: 8/8/22	DEADLINES PUBLICITY: 8/17/22 SALES: 8/31/22 ARTWORK: 9/12/22	DEADLINES PUBLICITY: 10/13/22 SALES: 10/27/22 ARTWORK: 11/7/22

POPULAR DEPARTMENTS IN EACH EDITION OF VMSD

DESIGN DETAIL
One gorgeous photo, five design elements and a concept.

CHECKING OUT
A conversation with retail's most engaging creatives.

NEXT STORE
The future of in-store tech.

ON OUR RADAR
New stores, new formats, new concepts.

TWO-MINUTE TOUR
Explore a new city every issue.

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!

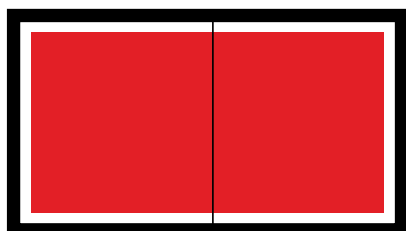


+ RATES

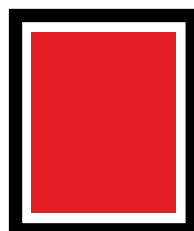
PICK YOUR SIZE	2-PAGE SPREAD GET MAX IMPACT!	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL! (OR GO WIDE!)	1/4 PAGE SMART VALUES	PRODUCT SHOWCASE SHOW YOUR STUFF!
9x	\$11,154	\$6,302	\$4,756	\$3,781	\$3,154	\$2,836	\$695
6x	\$11,714	\$6,581	\$4,966	\$3,949	\$3,294	\$2,962	\$795
3x	\$12,120	\$6,771	\$5,110	\$4,063	\$3,389	\$3,047	\$895
1x	\$13,014	\$7,230	\$5,456	\$4,338	\$3,618	\$3,253	\$995
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.)	2 1/2 x 4 7/8
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



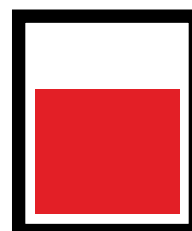
2-PAGE SPREAD



FULL PAGE



2/3 VERTICAL



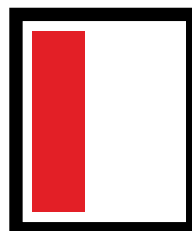
2/3 HORIZONTAL



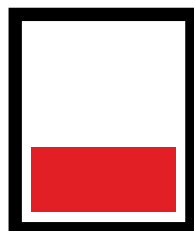
1/2 VERTICAL



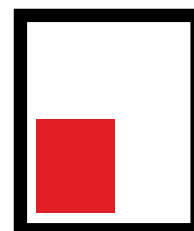
1/2 HORIZONTAL



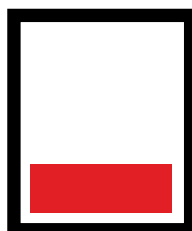
1/3 VERTICAL



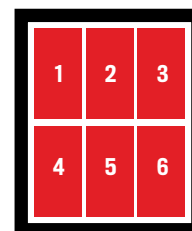
1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL



PRODUCT SHOWCASE

WE DESIGN YOUR PRODUCT SHOWCASE 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.

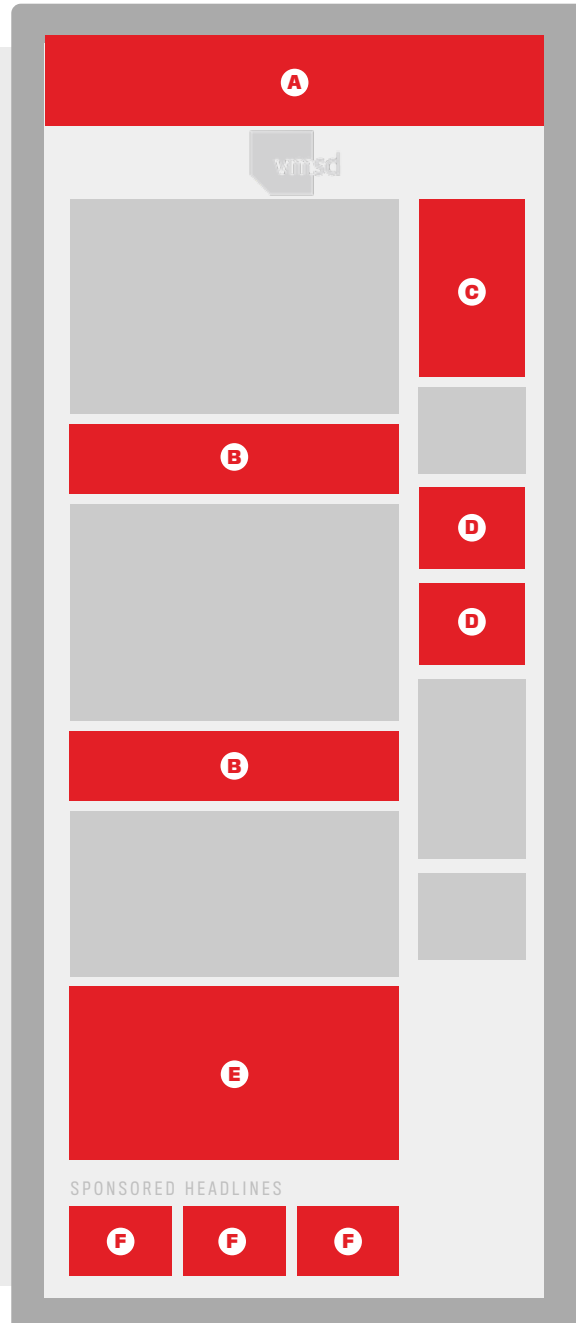
WEBSITE BANNERS

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 2022**



EMAIL BANNERS

Get your message across to 28,000+ 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.

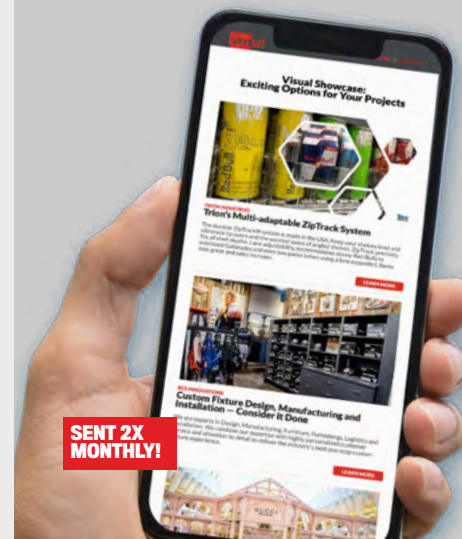
RATES	
MONTHLY	\$1,450
WEEKLY	\$435

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 twice-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



MORE EMAIL OPTIONS CUSTOM E-BLASTS

Send your promo message to our full email list, or build a target audience based on type of retailer and job function.

PRICES START AT **\$350 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