



MEDIA GUIDE

2024

supermarket  
**PERIMETER**<sup>®</sup>

**SOSLAND**  
PUBLISHING

[supermarketperimeter.com](http://supermarketperimeter.com)



# supermarket **PERIMETER**

## The industry's media for perimeter departments

*Supermarket Perimeter* is the indispensable source for the news and analysis that retail executives and buyers rely on for the latest trends and market changes impacting consumer purchasing habits and behaviors within the supermarket perimeter area.

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## Over 3.8 million opportunities to connect with customers in 2024<sup>1</sup>

Supermarket Perimeter's omnichannel approach delivers critical context and the latest news and information driving the retail grocery industry. Each month, Supermarket Perimeter provides on average over 317,000 opportunities to connect with a highly engaged group of industry decision-makers, enabling manufacturers, suppliers and service providers to get in front of audiences that matter.



**10,672**

Average monthly print circulation<sup>1</sup>

**16,011**

Average monthly digital circulation<sup>2</sup>

**26,849**

Average monthly web sessions<sup>3</sup>

**263,952**

Average monthly newsletter circulation<sup>1</sup>

**317,484**

Average monthly opportunities to connect with customers<sup>4</sup>

Source:

1. Publisher's own data, June 2023. Average Monthly Opportunities to Connect with Customers x 12 months

2. Sosland Publishing Circulation. Qualified circulation for analyzed issues (January 2023 – June 2023)

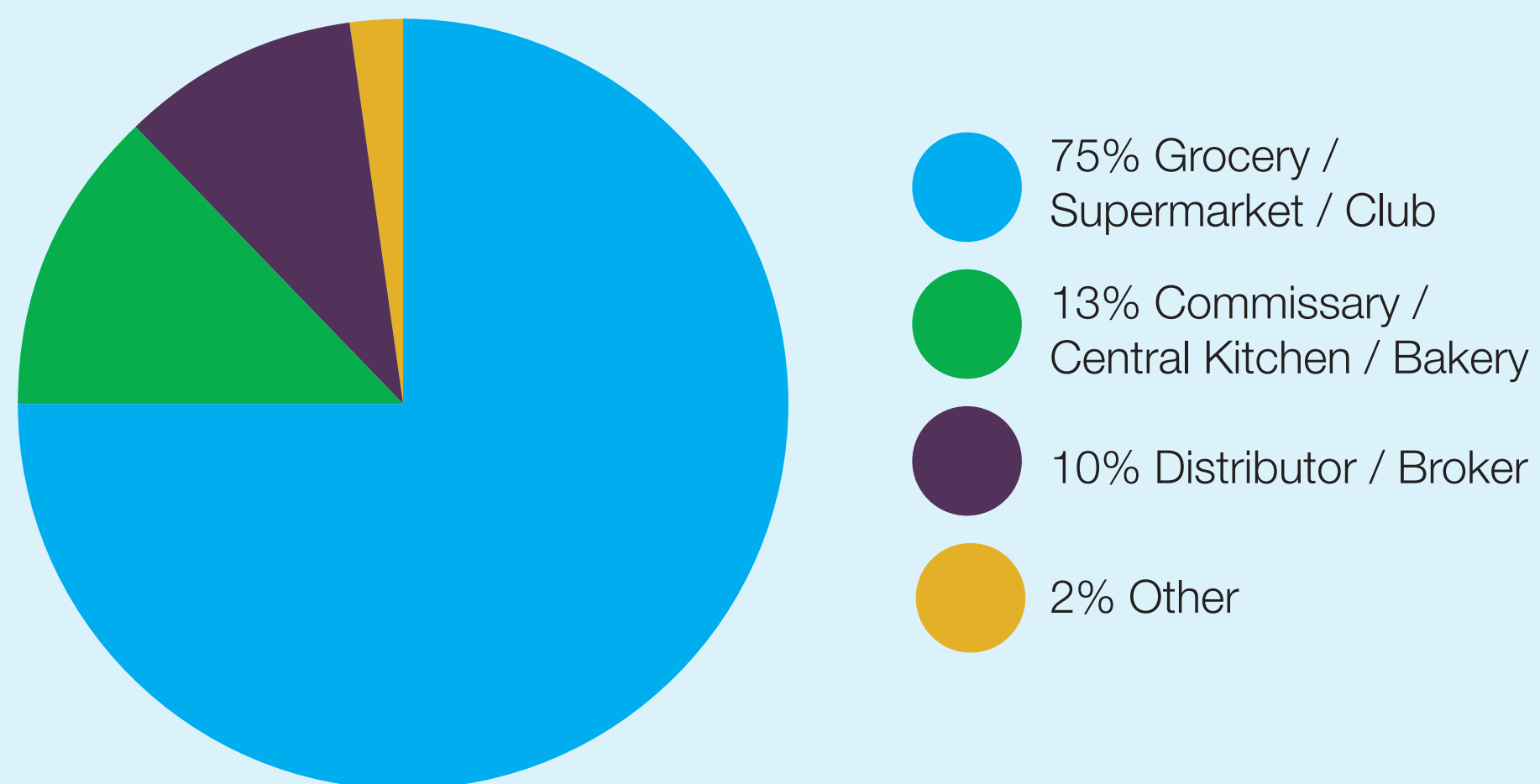
3. Sosland Publishing Circulation. Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation

4. Google Data Studio, January 2023 – June 2023

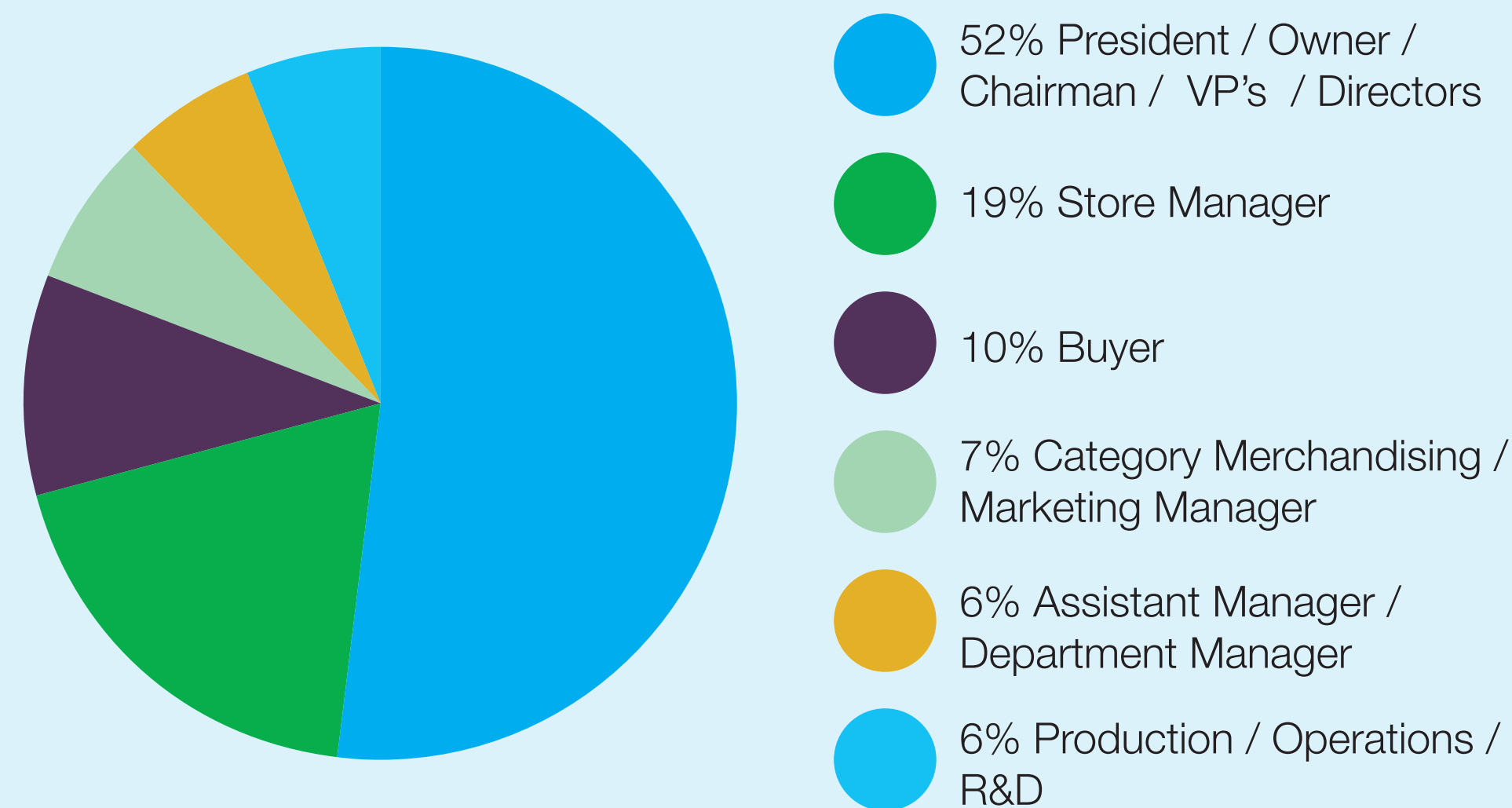
5. Publisher's own data, June 2023. Aggregate monthly distribution (distribution x frequency) for Supermarket Perimeter Daily, Supermarket Perimeter Weekly, Produce Insights and Protein Insights Weekly. No attempt has been made to identify or eliminate duplication that may exist across media channels.

6. Publisher's own data, June 2023. May include duplication of viewers across/within channels (Average Monthly Digital Circulation + Average Monthly Newsletter Circulation + Average Monthly supermarketperimeter.com Pageviews).

## Circulation by business class



## Circulation by job function



# supermarket **PERIMETER**.com

Supermarketperimeter.com provides the latest trends, consumer insights and supplier news for our digital audience. Take advantage of online opportunities and engage your customers on a daily basis.

**35,178**

average monthly  
pageviews

**10,515**

average monthly  
mobile pageviews

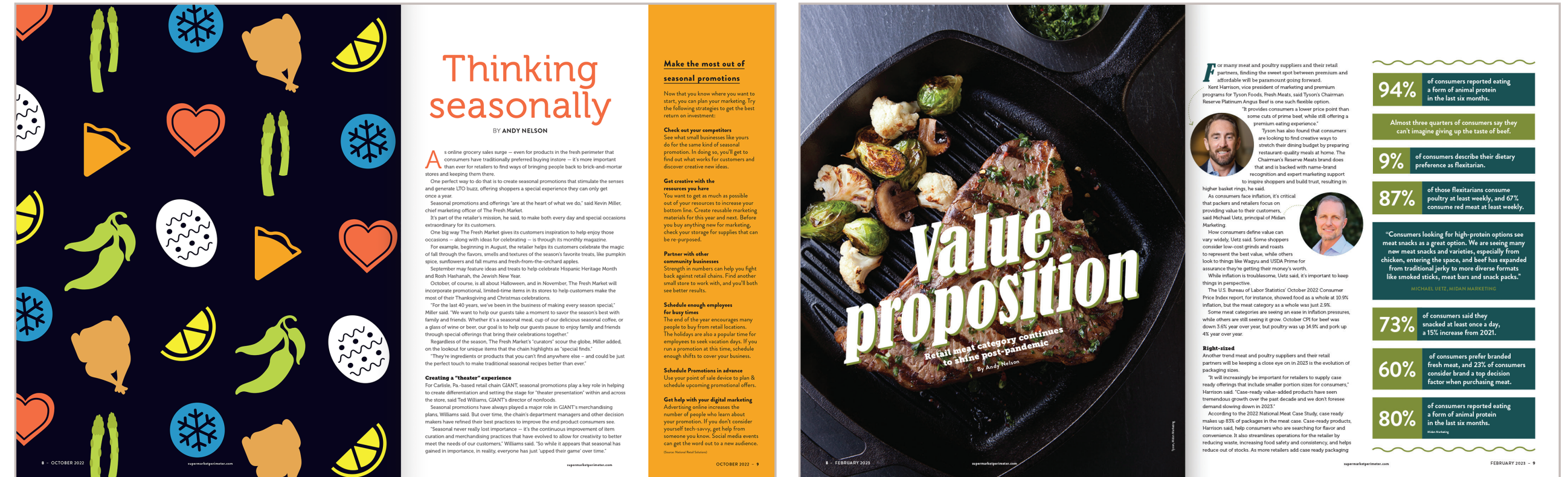
**77,165**

organic search  
result sessions

Source: Google Data Studio, January 2023 – June 2023



## Features



## Editorial coverage 2024

From consumer trends to expert advice on merchandising to the latest new product releases and more, each issue of *Supermarket Perimeter* is filled with editorial content that retail executives can use to improve the performance of their perimeter departments. Each issue includes articles on individual perimeter departments — bakery, deli, prepared foods, dairy/cheese, meat/poultry, produce and seafood — along with feature articles, food safety best practices and technology updates.



# Editorial coverage 2024

## Departments

### Bakery



## Whole Grains

Product distribution is expanding, as bread lovers rejoice

By John Davis

**What is whole grain?**

The 2023-2024 Dietary Guidelines for Americans define whole grain as foods that contain all parts of the grain, including the bran, germ, and endosperm. Under this definition, the average whole grain flour is 77% or more whole grain.

Food labels require the reporting of certain grain and protein amounts to consumers. Many grains are made from whole grains but some are not. We want to give you the most comprehensive guide to help you choose the right whole grain products for your needs.

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### Deli/Prepared Foods



## CHICKEN WINGS

By Andy Hahn

**WHILE MOST CONSUMER EQUIPMENT HAS ABOUT BEEN GROWING**, there is one area that has seen significant growth in the prepared foods sector: chicken wings. This is a product that has become a staple in many delis and prepared food stores, and it's one that is expected to continue to grow in the coming years.

Several factors are driving this growth. First, chicken wings are a popular and affordable protein source. They are also easy to eat and can be enjoyed in a variety of ways. Second, the demand for convenience and ready-to-eat meals is on the rise. Chicken wings are a perfect fit for this market. Finally, the popularity of social media and food influencers has helped to boost the demand for chicken wings.

As a result, many manufacturers are investing in new equipment to meet the demand for chicken wings. This includes everything from specialized fryers to packaging solutions. Manufacturers are also looking for ways to improve the efficiency of their production processes and reduce waste.

### Cheese



## Cheese Sampling

By Andy Hahn

**THERE'S A BIG DIFFERENCE BETWEEN EATING CHEESE AND CHEESE TASTING**, according to a new report from the National Dairy Council. The report highlights the importance of cheese tasting in the dairy industry and how it can help consumers make better choices when buying cheese.

According to the report, cheese tasting is a process that involves evaluating the flavor, texture, and appearance of a cheese. This is done by taking small samples of the cheese and tasting them. The report notes that cheese tasting is a skill that can be learned and improved over time.

The report also highlights the importance of cheese tasting in the dairy industry. It notes that cheese tasting can help consumers identify high-quality cheeses and avoid lower-quality products. It can also help consumers understand the differences between different types of cheese and make better choices when buying cheese.

### Meat/Poultry



## BACON

By John Davis

**LAST YEAR, A SUPPLY SHORTAGE OF BACON** ping-ponged between consumers and producers, leading to higher prices and limited availability. This year, the market is expected to be more stable, but there are still some challenges ahead.

One of the main challenges is the impact of climate change on pig production. Drought and heat stress can reduce pig growth and increase mortality rates. This can lead to a shortage of pigs and, in turn, a shortage of bacon.

Another challenge is the impact of trade policies. Tariffs on imported pork can increase the cost of bacon for consumers. This can lead to higher prices and limited availability.

Despite these challenges, the demand for bacon remains strong. Bacon is a popular and versatile protein source that can be used in a variety of dishes. As a result, many manufacturers are investing in new equipment to meet the demand for bacon.

### Produce



## Salad Kits

By John Davis

**At Fresh Express, innovation is at the heart of everything we do - from seed selection to packaging technology to culinary development.**

Fabrizio Perini, Fresh Express

Salad kits are a popular and convenient way to enjoy fresh produce. They are easy to prepare and can be enjoyed in a variety of ways. This is why many manufacturers are investing in new equipment to meet the demand for salad kits.

One of the main challenges in the salad kit industry is the impact of climate change on produce production. Drought and heat stress can reduce produce yields and increase costs. This can lead to higher prices and limited availability.

Another challenge is the impact of trade policies. Tariffs on imported produce can increase the cost of salad kits for consumers. This can lead to higher prices and limited availability.

### Seafood



## Salmon

By John Davis

**AFTER A RECORDING HIGH IN 2023**, salmon prices are expected to remain high in 2024. This is due to a combination of factors, including a shortage of wild-caught salmon and increased demand for farmed salmon.

Wild-caught salmon prices are high due to a shortage of fish. This is caused by a combination of factors, including a decline in the number of salmon returning to spawn and a decline in the number of salmon being caught.

Farmed salmon prices are high due to increased demand. This is caused by a combination of factors, including a decline in the number of wild-caught salmon and a decline in the number of farmed salmon being produced.

As a result, many manufacturers are investing in new equipment to meet the demand for salmon. This includes everything from specialized processing equipment to packaging solutions.

# Editorial coverage 2024

## Commissary Insider

Each issue of *Supermarket Perimeter* includes spotlights throughout the magazine related to commissaries, central production facilities and manufacturers that produce products for perimeter departments within grocery. These sections of the publication highlight R&D, operations efficiencies, packaging, technology, equipment and food.



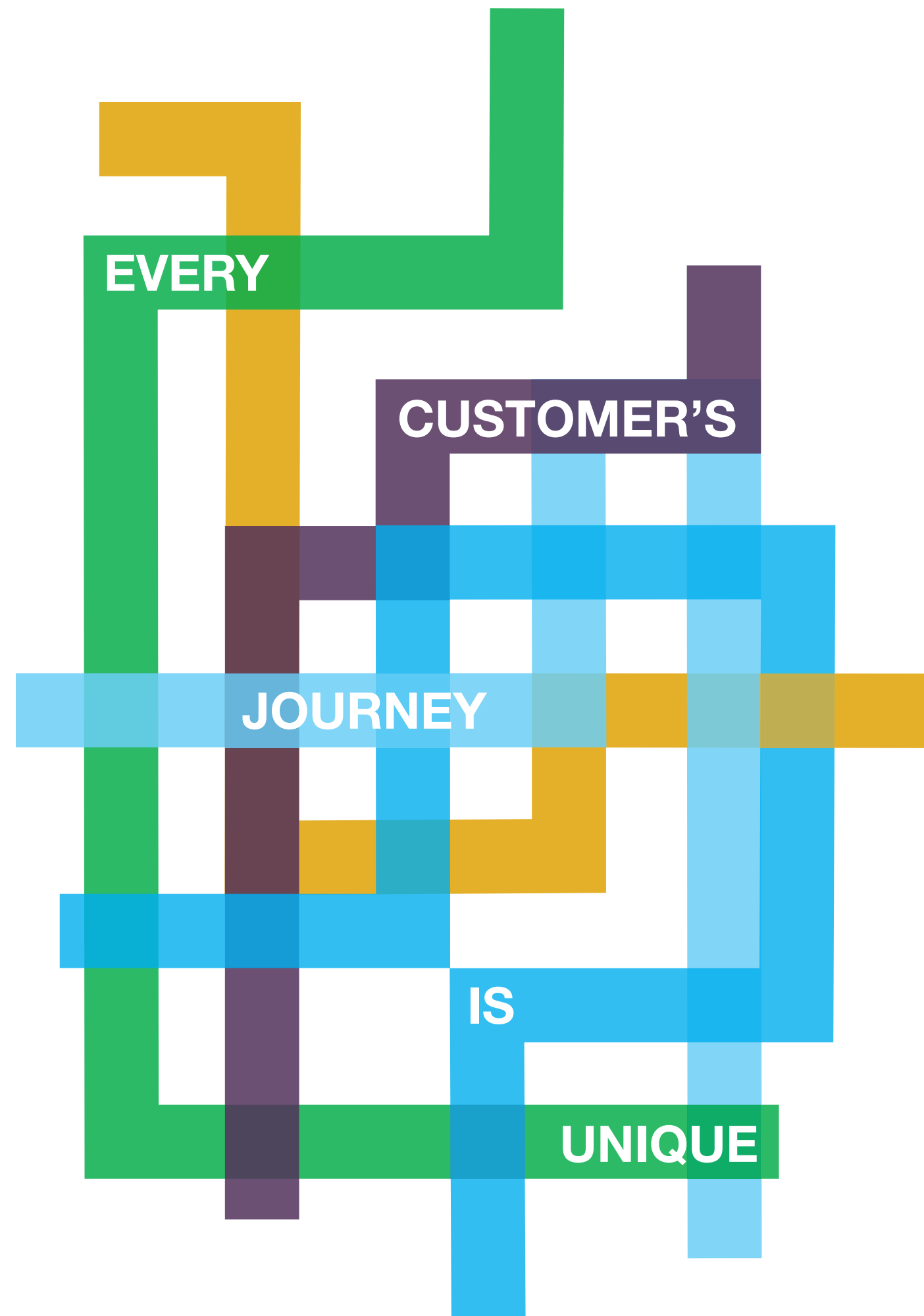




# 2024 editorial calendar

Calendar and Bonus Distribution subject to change

	Features	Technology	Bakery	Deli & Prepared Foods	Meat & Poultry	Produce	Seafood	Cheese	Commissary Insider	Bonus Distribution
<b>Jan</b> CLOSE DATE: NOV 8	Flavor trends, Snacking	Artificial intelligence (AI)	Artisan breads, Muffins	Soups, Pizza	Sous vide, Blends	Fresh-cut veg, Greenhouse vegetables	Salmon	Breakfast, Italian	Bread packaging, Food processing equipment	
<b>Feb</b> CLOSE DATE: DEC 8	Meat/poultry, Convenience	Inventory management	Pastries, Ovens	Store brands/generic, Chicken wings	Bacon, Chicken	Avocados, Cherries	Merchandising	Sweet heat, Snacking	Meat packaging, Grab-n-go packaging	ASB BakingTech, NAMI Annual Meat Conference
<b>Mar</b> CLOSE DATE: JAN 9	Gen Z, Meal kits	Ordering kiosks	Packaging, Gluten-Free	Deli salads, Branded entrees	Organic and natural, Value-added	Grapes, Snacking	Plant-based	Feta/Grab-and-go	Tamper evident packaging, Flavor trends	SIAL/Pizza Expo
<b>Apr</b> CLOSE DATE: FEB 12	Energy, DEI	Retail media networks	National Donut Day, Cookies	Sides, Charcuterie programs	Annual Meat Conference recap, Sausage	Citrus, Salad kits	Traceability	Flavored, Plant-based	Facility design, Meat seasonings and marinades	
<b>May</b> CLOSE DATE: MAR 13	Bakery/deli, Packaging/sustainability	Fresh ordering	Cupcakes, Take-n-bake breads	Italian meats, Grab-and-go sandwiches	Plant-based, Case-ready	Salad dressings, Potatoes/Sweet potatoes	Transparency	Artisan/Farmstead, Gouda	Sandwich production, Icings and toppings	IDDBA, Sosland Publishing Purchasing Seminar, IFPA Retail Conference
<b>Jun</b> CLOSE DATE: APR 17	Automation, Labor	Food traceability software	Whole grain, Private label	Dips and spreads, Condiments	Seasoned and marinated, Pork	Fresh-cut fruit, specialties	Mollusks	Cross-merchandising, Infused	Produce packaging, Fresh cut produce equipment	Summer Fancy Food, IFT FIRST
<b>Jul</b> CLOSE DATE: MAY 10	Deli and bakery new products, IDDBA recap	Recipe management	Clean label, Sweet goods	Rotisserie chicken, Slicers/scales	Beef, Packaging equipment	Back to school, Branded products	Service case	Fruit-flavored, Mozzarella	Meat grinding equipment, Functional bakery ingredients	
<b>Aug</b> CLOSE DATE: JUN 12	Supply chain, Food safety	Food Safety	Mixes and bases, Organic	Sushi, Flatbread and wraps	Value pricing, Sustainably raised	Berries, Mushrooms	Finfish	Holiday cheese trays, Cheese merchandising	Cleaning and sanitizing, Bakery automation	
<b>Sept</b> CLOSE DATE: JUL 16	Produce, Global cuisines	Production management	Pies, Cakes	Imported deli meats, Fried chicken	Portion cut programs, Turkey	IFPA preview, Greenhouse fruit	Value-added	Imported, Goat	Portion control bakery packaging, Meat slicers	Artisan Bakery Expo East, Global Produce and Floral Show
<b>Oct</b> CLOSE DATE: AUG 13	Merchandising, Seasonal	Artificial Intelligence (AI)	Department design, Vegan	Smoothies/juice bars, BBQ	Grass-fed, Seasonings/marinades	Merchandising and displays, Tomatoes	Crustaceans	Grana Padano, Domestic specialty	Meat smoking equipment, Labeling equipment	
<b>Nov</b> CLOSE DATE: SEP 11	Corporate responsibility, IFPA recap	Traceability	Premium donuts, Slicers	Grab-and-go, Asian	Premium cuts, Lamb	Peppers, Imports	Trending varieties	Nordic, Sliced	Donut equipment, Energy efficiency	
<b>Dec</b> CLOSE DATE: OCT 9	2025 Trends to watch, Augmented Reality (AR)	Automation	Merchandising best practices, Decorating supplies and equipment	Olive bar/antipasta, Latin American	Mixing and grinding equipment, Claims-based	Department design, Organics	Packaging	Latin American, Blue	Controlling cross contamination, Cake production	



## Meet your buyers at **EVERY** turn.

Integrated print and digital solutions reach them on their time, their terms and their path.

To embark on the journey, email us at [spsales@sosland.com](mailto:spsales@sosland.com) or call us at (816) 756-1000 or (800) 338-6201.



# Print marketing opportunities



## Print ad rates

AD TYPES	1X	6X	12X
TWO-PAGE SPREAD	\$11,300	\$10,150	\$9,200
FULL PAGE	\$6,250	\$5,625	\$5,000
2/3 PAGE	\$4,475	\$4,050	\$3,625
1/2 PAGE	\$3,625	\$3,325	\$3,000
1/3 PAGE	\$2,900	\$2,575	\$2,275
1/4 PAGE	\$2,475	\$2,275	\$2,050
PRODUCT SHOWCASE	\$625	\$525	\$425

For classified section ad rates and specs, contact our sales team at [classifiedsales@sosland.com](mailto:classifiedsales@sosland.com).

## Advertorials

Promote your brand's unique capabilities with an advertorial. Advertisers have the option of providing the journalistic style article or one of our editorial experts will produce the piece. As an added bonus, your advertorial will feature a live website link in *Supermarket Perimeter's* digital edition, driving engaged readers to your doorstep.



## Digital marketing opportunities

### Webinars

Supermarket Perimeter hosted webinars offer a powerful activation opportunity for brands looking to share their compelling content and expert insight with targeted audiences. Leveraging Supermarket Perimeter's reach to its exclusive subscriber database drives quality viewership and ensures that your messaging is heard by difference makers across the retail grocery industry.

### Targeted email marketing

Deliver your tailored message directly to your best prospects. Targeted emails are a great way to build brand awareness, introduce new products, announce special offers and drive qualified traffic and leads to your website.

### Audience extension

Stay engaged with supermarketperimeter.com visitors after they leave our site and navigate across the web, use mobile apps or consume social media. Audience extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates.





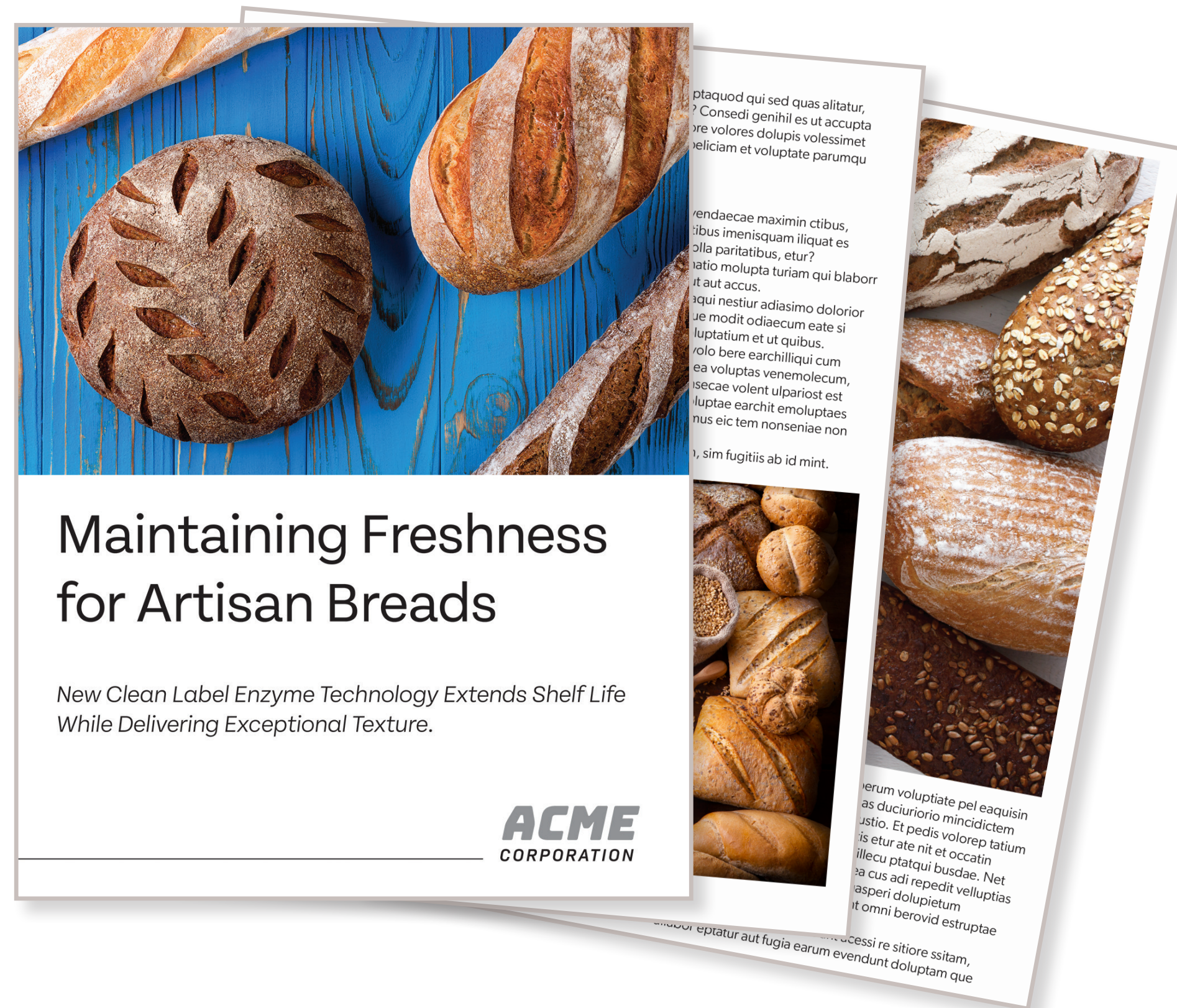
## Digital marketing opportunities

### E-zines

Spotlight your company's technology or service by showcasing how it addresses a current consumer trend in the marketplace or how it delivers solutions to address key company challenges. Your team or our editors share the details behind success stories from your customers' perspective, supplemented by input from your company's subject matter expert, creating a credible, interactive digital magazine for informing your customers while enticing them with a call to action.

### White papers

Supermarketperimeter.com will host your white paper and promote it to a targeted audience. White paper hosting includes reference on the white paper listing page and a dedicated landing page.





## Digital marketing opportunities

### Newsletters

supermarket  
**PERIMETER** *Daily*

This daily newsletter spotlights the latest industry news and insights along with technology updates, consumer data, and trends.

supermarket  
**PERIMETER**  
WEEKLY

A weekly wrap-up of the top headlines and breaking news impacting fresh perimeter departments.

**SOLE SPONSORSHIP**

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**PERIMETER**  
*PROTEIN INSIGHTS WEEKLY*

*Protein Insights Weekly* provides retail meat and seafood department decision-makers a focused look into the week's top headlines, trends and product updates for the meat, poultry and seafood categories.

**Produce**  
*Insights* **WEEKLY**

*Produce Insights Weekly* newsletter provides the most important news, trends and insights to keep you informed on the latest in the produce category.



## Digital marketing opportunities

### Newsletter ad rates

AD TYPES	DAILY		WEEKLY	PROTEIN INSIGHTS WEEKLY	PRODUCE INSIGHTS WEEKLY
	M / W / F	T / TH	SUNDAYS	TUESDAYS	THURSDAYS
BLOCKBUSTER	\$2,450	\$1,650	—	\$2,000	\$2,000
MEDIUM RECTANGLE 1	\$2,450	\$1,650	—	\$2,000	\$2,000
SPONSORED MESSAGE	\$2,175	\$1,475	—	\$1,750	\$1,750
MEDIUM RECTANGLE 2	\$2,000	\$1,300	—	\$1,325	\$1,325
MEDIUM RECTANGLE & SPONSORED MESSAGE	—	—	\$3,675	—	—

\*Ad rates are per month.

### HOW NEWSLETTER SPONSORSHIPS DRIVE RESULTS

(Blockbuster - advertise here!)

(Newsletter Topic)  
**Reaches food industry decision makers**

(Medium Rectangle - advertise here!)

(Sponsored Message - advertise here!)  
**Builds brand awareness with built-in, targeted audiences**

(Newsletter Topic)  
**Aligns your brand with a trusted news source**

View the newsletter ad rates charts above to see what ad positions you can claim in our newsletters.

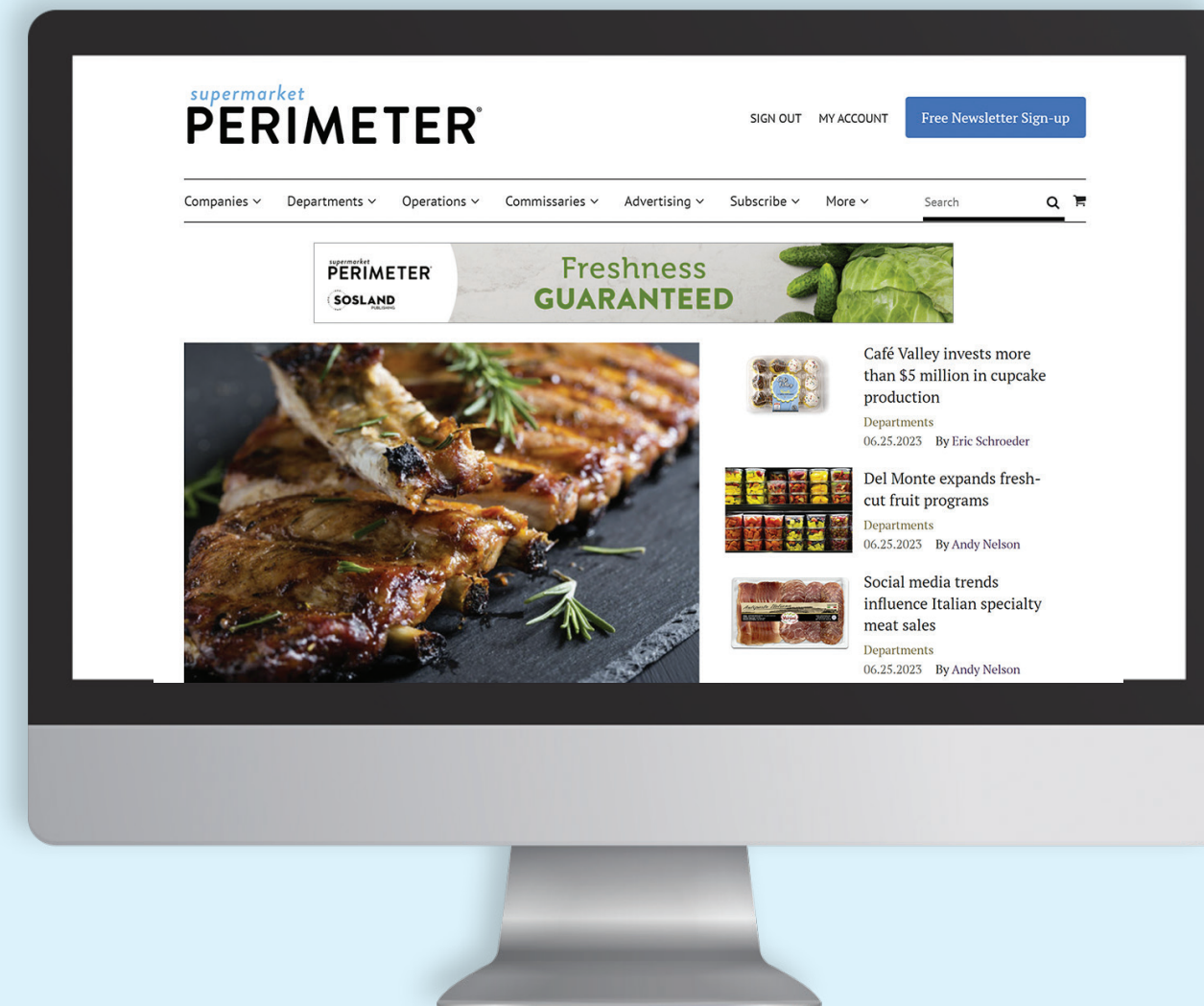


# Digital marketing opportunities

## Website advertising

Supermarket Perimeter's crafted strategies and tactics get your message to the right people at the right time via *THEIR* preferred channels. In addition to print, *supermarketperimeter.com* – the retail grocery industry's trusted, premier website – offers digital marketing opportunities to position your brand and reach your prospects throughout their buying journey. From run of site (ROS) ads, exclusive sponsorships, and more, your marketing messages will get noticed through more than 26,000 monthly sessions on *supermarketperimeter.com*.<sup>1</sup>

Source: Google Data Studio, January 2023 – June 2023



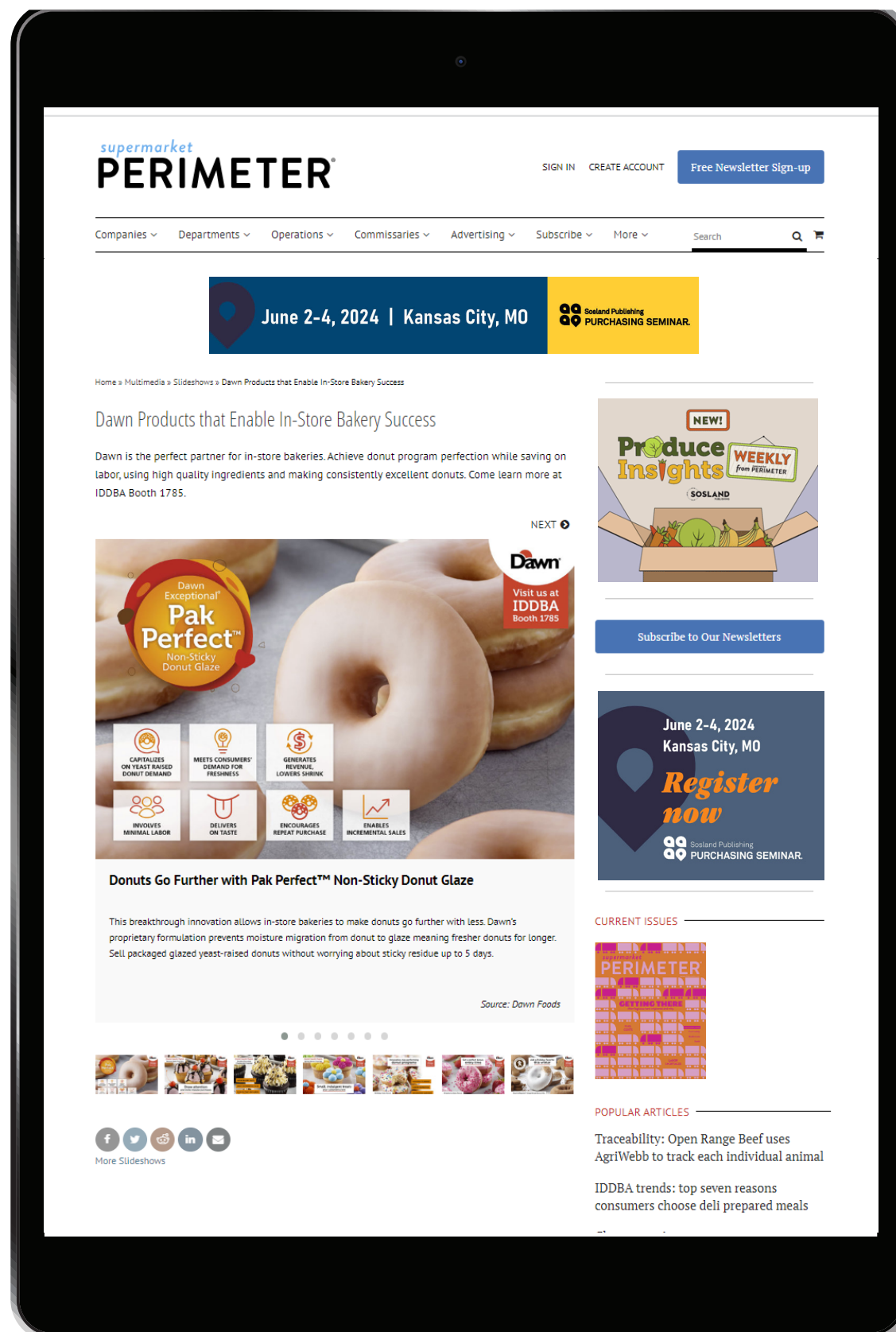
## Website ad rates

AD TYPES	RATES (PER MONTH)
LEADERBOARD	\$2,375
EXPANDABLE LEADERBOARD	\$2,625
INLINE MEDIUM RECTANGLE	\$2,625
MEDIUM RECTANGLE 1	\$2,375
MEDIUM RECTANGLE 2	\$1,775
ANCHOR	\$2,850 PER WEEK





# Digital marketing opportunities



## Slideshows

Slideshows are exclusively sponsored each week and provide opportunities to spotlight innovative products, creative merchandising ideas and industry trends.

**EXCLUSIVE SPONSORSHIP: \$1,575 PER SLIDESHOW**

### SPONSORSHIP INCLUDES:

- 4-6 slides on landing page
- Contribution of content
- Slideshow recognition on homepage
- Your tips and topic will be featured in the *Supermarket Perimeter Daily* newsletter



# Digital marketing opportunities



## Digital edition

As the exclusive sponsor of the *Supermarket Perimeter* digital edition, your wide skyscraper ad will appear next to every page in the sponsored digital edition. In addition to this premium location, your blockbuster ad also will appear in the *Supermarket Perimeter* digital edition email alert, which is sent to the subscriber database. Digital edition email alerts are sent to over 16,000 recipients each month.<sup>1</sup>  
Source: Sosland Publishing Circulation

### DIGITAL EDITION SPONSORSHIP: \$2,300 PER MONTH

- Wide skyscraper ad on the digital edition
- Blockbuster ad on the digital alert email

### SPONSORSHIP + VIDEO: \$2,725 PER MONTH

- Wide skyscraper ad and blockbuster ad
- Video on the digital edition intro page



## Digital marketing opportunities



### Native content

Native content provides an opportunity to showcase industry knowledge and product updates in a content marketing approach through sponsored articles or sponsored videos.

**Sponsored article:** \$2,100 per week

**Sponsored video:** \$2,100 per week

#### EXCLUSIVE SPONSORSHIP INCLUDES:

- Contribution of content – video and intro teaser or full-length article
- Article or video is spotlighted as the main feature article on *supermarketperimeter.com* home page for one day and then archived on the website the following day
- Article or video is promoted as the top headline article in the *Supermarket Perimeter Daily* newsletter the first day of the campaign and then promoted the remainder of the week in the supplier news section of the newsletter
- Exclusive leaderboard and medium rectangle 1 ads on the article landing page

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supermarket  
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