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Media Guide 2022

SOSLAND PUBLISHING

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Focused on the fresh perimeter

Supermarket Perimeter is the indispensable source for the news and analysis that retail executives and buyers require to increase their understanding of trends and market dynamics impacting consumer purchasing habits and behaviors within the fresh perimeter area.

Each month, *Supermarket Perimeter*, the industry's ONLY publication exclusively focused on the fresh perimeter area of the retail grocery industry, delivers the insight and information bakery, deli/prepared foods, produce, dairy, meat/poultry and seafood executives and decision makers need to meet new challenges and capitalize on the opportunities in today's dynamic market.

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IBIE 2022

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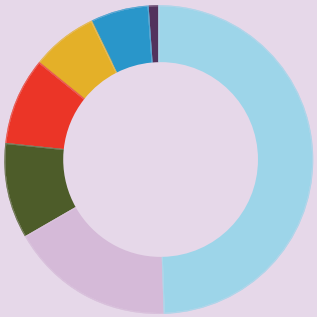
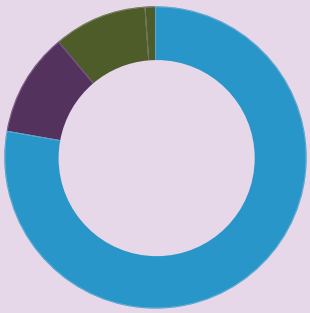
Supermarket Perimeter reader title functions



- 49% President / Owner / Chairman / VP's / Directors
- 17% Store Manager
- 10% Assistant Manager / Department Manager
- 9% Category / Merchandising / Marketing / Manager
- 7% Buyer
- 6% Production / Operations / R&D
- 1% Other

Circulation by business class



- 78% Grocery / Supermarket / Club
- 11% Commissary / Central Kitchen / Bakery
- 10% Distributor / Broker
- 1% Other

SOURCE: SOSLAND PUBLISHING® CIRCULATION

Nearly 4,000,000 opportunities to connect with customers in 2022

Supermarket Perimeter delivers essential content researched and written by experienced editors who bring unique insight and perspective to today's dynamic marketplace.

Our multichannel approach offers over 468,000 opportunities each month to engage industry decision-makers, build affinity for your brand, and deliver your key marketing messages via the punch of our industry-leading platform.

326,883
Average Monthly Opportunities to Connect with Customers[4]

10,927
Average Monthly Print Circulation[1]

28,698
Average Monthly Digital Circulation[2]

23,003
Average Monthly Web Sessions[3]

264,255
Average Monthly Newsletter Circulation[1]

Source:
1. Sosland Publishing Circulation
2. Sosland Publishing Circulation. Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation.
3. Google Data Studio, January 2021 - June 2021
4. Publisher's own data. May include duplication of viewers across/within channels. Figure includes pass-along readership for print circulation.

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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.

31,791
average monthly pageviews

8,175
average monthly mobile pageviews

10,676
organic search result sessions

Source: Google Data Studio: January 2021 - May 2021

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Custom digital products

WEBINARS

Supermarket Perimeter 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 significant viewership and ensures that your messaging is heard by difference makers across the retail grocery industry.

TARGETED EMAIL MARKETING

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

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 retail grocers' 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, multimedia platform for informing your customers while enticing them with a call to action.

Custom digital products - *cont.*

AUTOMATED MARKETING CAMPAIGN

Automated marketing campaigns empower brands by amplifying their marketing efforts across various channels and nurture their target audiences based on their behavior, preferences or desirable characteristics. With this simple, yet effective approach, marketers can tailor their messaging across a number of touchpoints to engage and convert the decision makers they want to reach.

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.

AUDIENCE EXTENSION

Reach supermarketperimeter.com website visitors as they visit social media sites, navigate the web or use mobile apps. Audience extension amplifies your message to our qualified Put your message in front of the right people, at the right place, at the right time.

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Digital products - *newsletters*

Newsletter ad rates

ADS	DAILY		WEEKLY	PERIMETER FOOD SAFETY MONTHLY	PROTEIN INSIGHTS WEEKLY
FREQUENCY	MWF	T-TH	SUNDAYS	4TH WEDNESDAY OF THE MONTH	WEDNESDAYS
BLOCKBUSTER	$2,250	$1,500	--	$1,800	$1,900
MEDIUM RECTANGLE 1	$2,250	$1,500	--	$1,800	$1,900
MEDIUM RECTANGLE 2	$1,800	$1,200	--	--	$1,250
SPONSORED MESSAGE	$2,000	$1,350	--	$1,500	$1,650
MED REC & SPONSORED MESSAGE	--	--	$3,500	--	--

*Ad rates are per month.

Newsletter ad specs

Blockbuster: 550x150 px
Medium Rectangle 1 & 2: 300x250 px
Sponsored message: 400x267 px logo or image

- Sponsored message title: up to 55 characters (including spaces)
- Sponsored message description: up to 150 characters (including spaces)
- Logo: 200x50 px transparent PNG

URL: Click-through URL must be supplied for each ad
Accepted formats: JPG, GIF or animated GIF
File size limit: 50 KB

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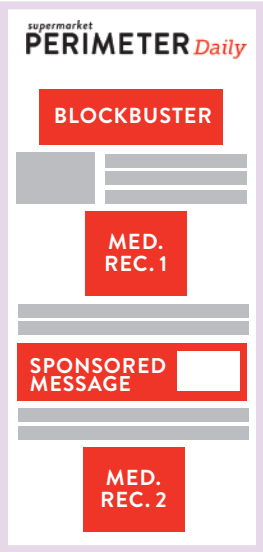
Digital products - *newsletters cont.*

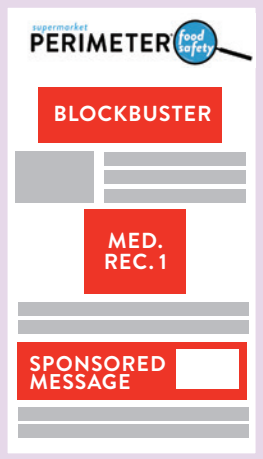


DAILY

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

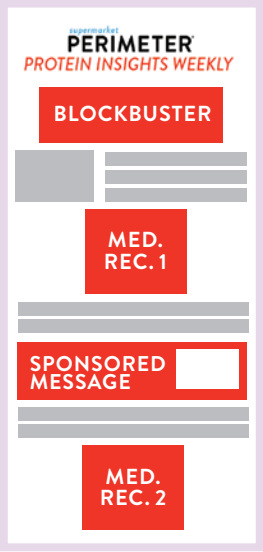
WEEKLY

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



PERIMETER FOOD SAFETY

This monthly newsletter provides the latest news and best practices for food safety within the supermarket perimeter.



PROTEIN INSIGHTS WEEKLY

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

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Digital products - *website*

Website ad rates

ADS	SIZES	RATES
LEADERBOARD	728x90 px 320x50 px*	$2,250
EXPANDABLE LEADERBOARD	728x90 px 728x200 px 320x50 px*	$2,500
INLINE MEDIUM RECTANGLE	300x250 px	$2,500
MEDIUM RECTANGLE 1	300x250 px	$2,250
MEDIUM RECTANGLE 2	300x250 px	$1,700
INTERSTITIAL (PER WEEK)	640x480 px	$3,000

*Mobile size

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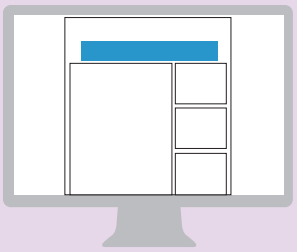
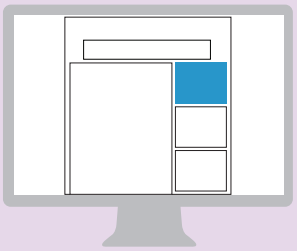
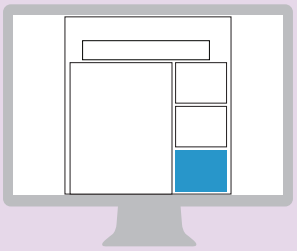


LEADERBOARD

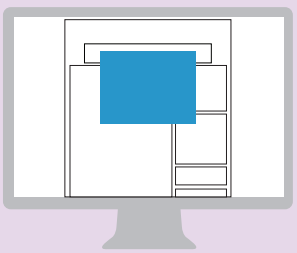
INLINE MEDIUM RECTANGLE



MEDIUM RECTANGLE 1

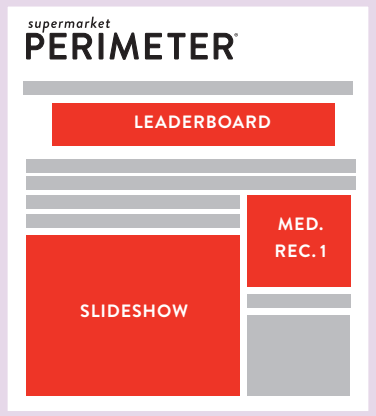


MEDIUM RECTANGLE 2



INTERSTITIAL

Digital products - *slideshows*



Slideshows

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

Exclusive Sponsorship: $1,500/per slideshow

SPONSORSHIP INCLUDES:

- Exclusive leaderboard ad (728x90 px) and a medium rectangle ad (300x250 px) on the slideshow landing page
- Contribution of content
- Topics are archived for 12 months with your advertising
- Slideshow recognition on the supermarketperimeter.com homepage
- Your tips and topic will be featured in the *Supermarket Perimeter Daily* newsletter

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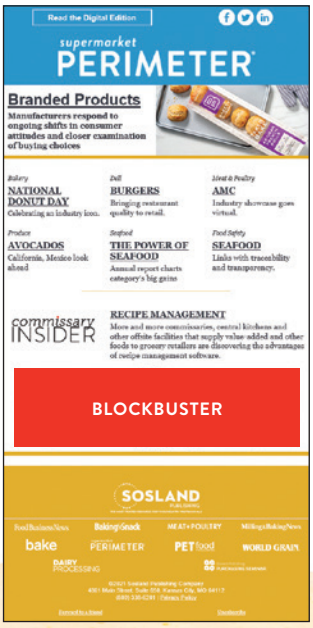
Digital products - *digital edition*



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 an average of 28,698 recipients each month.

DIGITAL EDITION SPONSORSHIP • Wide skyscraper on the digital edition • Blockbuster on the digital alert email	$2,175/month
SPONSORSHIP + VIDEO • Wide skyscraper and blockbuster • Video on the digital edition intro page	$2,600/month

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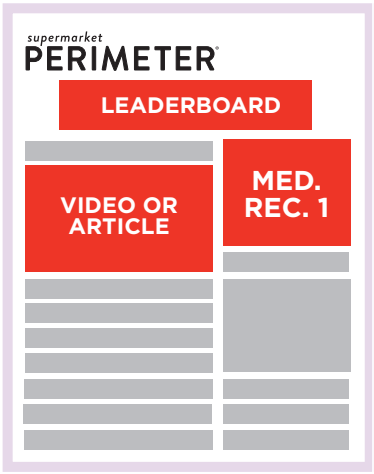
Digital products - *sponsored content*



Sponsored content

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

Sponsored Article (per week)
RATE: $2,000
Article Title: Maximum 55 characters (including spaces)
Article: Maximum 1,000 words
Main image: 1200x800 px
4 photos maximum within article (vertical or horizontal); 72 ppi, 635 px wide
Promotion in *Supermarket Perimeter Daily* Newsletter
Teaser Text: Maximum 175 characters (including spaces)
Exclusive ads on supermarketperimeter.com article landing page:
Leaderboard: 728x90 px, 320x50 px (mobile)
Medium Rectangle: 300x250 px

Sponsored Video (per week)
RATE: $2,000
Video main image: 1200x800 px
Video Headline: Maximum 55 characters (including spaces)
Video Teaser: Maximum 500 words
Promotion in *Supermarket Perimeter Daily* Newsletter
Exclusive ads on supermarketperimeter.com video landing page:
Leaderboard: 728x90 px, 320x50 px (mobile)
Medium Rectangle: 300x250 px

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2022 editorial calendar

Calendar and Bonus Distribution subject to change

	Features	Food Safety	Bakery	Deli & Prepared Foods
Jan Close Date: Dec 16	Convenience, Meat Department Special Report	Meat & Poultry Best Practices	Whole Grains Products, Impulse Sales	Charcuterie, Cheese Trends
Feb Close Date: Jan 5	Flexitarians, Global Cuisines	Bakery Best Practices	Packaging, Muffins	Grab-and-Go, Soups
Mar Close Date: Feb 4	Seafood Department Special Report, Retailer Profile—Meat Department Innovator	Equipment Innovations	Ovens, Artisan Breads	Deli Prepared Online Ordering, Pizza
Apr Close Date: Mar 8	Diversity, Merchandising Technology	Seafood Best Practices	National Donut Day, Branded Baked Goods	Asian Cuisine, Plant-Based Cheeses
May Close Date: Apr 11	Deli Department Special Report, Mental Health	Packaging	Clean Label, Cakes	Cheese Merchandising, Italian Specialty Meats
Jun Close Date: May 4	Sosland 100 Feature, Retailer Profile—Produce Department Innovator	Traceability	Decorating Trends, Sweet Goods	Crackers & Flatbreads, Healthier Options
Jul Close Date: Jun 3	Nutritional Marketing, Perimeter Design	Pest Control	Donut Merchandising, Cookies	Fried Chicken, Snacking Cheeses
Aug Close Date: Jul 7	Bakery Department Special Report, Snacking	Produce Best Practices	Holiday Pies, Artisan Breads	Smoked Meats, Hot Sides
Sept Close Date: Aug 3	Produce Department Special Report, Retailer Profile—Deli Department Innovator	Inspections	Gluten-Free, Bagels	Chicken Wings & Hot Bars, Deli Meats
Oct Close Date: Aug 31	Seasonal Promotions, Premium Products	Equipment Cleaning & Sanitizing	Lower-Sugar / Sugar Substitutes, Department Design	Catering Best Practices, Holiday Cheese Trays
Nov Close Date: Oct 6	Corporate Responsibility, Labor	Deli / Prepared Best Practices	Organic / All-Natural, Pastries	Deli Salads, Hot Entrees
Dec Close Date: Nov 1	Sosland 100 Profile, Retailer Profile –Bakery Department Innovator	Refrigeration and Freezing	Display Case 101, Brownies	Charcuterie 2.0, Dips & Spreads

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2022 editorial calendar - *cont.*

Calendar and Bonus Distribution subject to change

	Meat & Poultry	Produce	Seafood	Bonus Distribution
Jan Close Date: Dec 16	Case-Ready, Natural Products	Winter Imports, Display Building 101	Salmon	Annual Meat Conference
Feb Close Date: Jan 5	Packaging & Labeling Technology, Grass-Fed	Snacking, Berries	Merchandising	National Grocers Association
Mar Close Date: Feb 4	Blends, Grilling Season	Fresh-Cut, Greenhouse Vegetables	Plant-Based	Artisan Bakery Expo/ Pizza Expo
Apr Close Date: Mar 8	Organic, Annual Meat Conference Recap	Avocados, Branded Produce	Traceability & Transparency	
May Close Date: Apr 11	Bacon, Service Case Best Practices	Signage & Displays, Cherries	Catfish, Trout and Tilapia	IDDBA
Jun Close Date: May 4	Plant-Based, Chicken	Melons, Extending Shelf Life	Cod & Haddock	
Jul Close Date: Jun 3	Value-Added, Beef	Organics, Grapes	Sustainability	
Aug Close Date: Jul 7	Department Design, Sausage	Back-to-School, Salad Dressings	Traceability	IBIE
Sept Close Date: Aug 3	Pork, Labor-Saving Equipment	PMA Preview, Onions, Building Impulse Displays	Mollusks	PMA, Artisan Bakery Expo East
Oct Close Date: Aug 31	Premium Cuts, Lamb	Packaged Produce, Potatoes & Sweet Potatoes	Value-Added	
Nov Close Date: Oct 6	Claims-Based Products, Turkey	Citrus, Department Design	Flounder, Halibut	
Dec Close Date: Nov 1	2023 Trends, Seasonings and Marinades	Salad Kits, Organics	Functional Benefits of Seafood	

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Editorial calendar - *cont.*

commissary INSIDER

CAKES

Commissary Insider

Commissary Insider is a monthly supplement to *Supermarket Perimeter* magazine, providing insights and analysis for managing growth, opportunities and challenges associated with commissaries that serve supermarkets and c-stores.

Editorial Calendar

	Food Safety/ Equipment	Product Category Spotlight	Packaging/ Technology	R&D/ Operations
Jan Close Date: Dec 16	Shelf Life	Fresh-Cut Fruit	Tamper-Evident Packaging	Adding Spice
Feb Close Date: Jan 5	Refrigerators/ Freezers	Value-added Spotlight	Inventory Management	Controlling Shrink
Mar Close Date: Feb 4	Recalls/crisis Management	Cookies	Ensuring Freshness	Organics
Apr Close Date: Mar 8	Portion Control	Salads	Recipe Management	Efficiency
May Close Date: Apr 11	Audits	Deli Sides	Portable Packaging	Fruits and Nuts
Jun Close Date: May 4	Facility Safety	Cakes	Production Management	Worker Safety
Jul Close Date: Jun 3	Legislation	Soups	Functional Packaging	Oils
Aug Close Date: Jul 7	Depositors	Value-Added Produce	Traceability	Equipment Maintenance
Sept Close Date: Aug 3	Pest Control	Donuts	Grab 'n Go	Trending Flavors
Oct Close Date: Aug 31	Slicers	Entrees	Sous vide	Energy
Nov Close Date: Oct 6	Facility Design	Sandwiches	Single Serve	Cleaning and Sanitizing
Dec Close Date: Nov 1	Ovens	Value-added Meats	Inventory Management	Food Labeling

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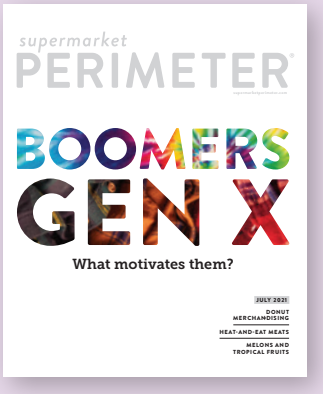

Print products

Print ad rates

SIZE	1X	6X	12X
SPREAD	$10,750	$9,675	$8,750
FULL PAGE	$5,950	$5,350	$4,750
2/3	$4,250	$3,850	$3,450
1/2	$3,450	$3,150	$2,850
1/3	$2,750	$2,450	$2,150
1/4	$2,350	$2,150	$1,950
PRODUCT SHOWCASE	$600	$500	$400

Website Classified Ads: $650/per month.
For Classified and Product Showcase section ad rates and specs, contact Lily Alvarez at lalvarez@sosland.com or (816) 968-2815.

Advertorials

Tell your story and promote your unique capabilities with advertorials. Advertisers have the option of providing their own content or having our editors and designers write and produce the piece. As an added bonus, your advertorial in the *Supermarket Perimeter* digital edition links directly to your website, driving engaged readers to your doorstep.

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