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.

Circulation by business class:
- 75% Grocery / Supermarket / Club
- 13% Commissary / Central Kitchen / Bakery
- 10% Distributor / Broker
- 2% Other

Circulation by job function:
- 47% President / Owner / Chairman / VP’s / Directors
- 21% Store Manager
- 9% Buyer
- 9% Category Merchandising / Marketing Manager
- 8% Assistant Manager / Department Manager
- 6% Production / Operations / R&D

SOURCE: SOSLAND PUBLISHING® CIRCULATION
Over 4,000,000 opportunities to connect with customers in 2023

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 300,000 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.

Supermarket Perimeter 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.

11,816
Average Monthly Print Circulation

28,965
Average Monthly Digital Circulation

26,098
Average Monthly Web Sessions

339,505
Average Monthly Opportunities to Connect with Customers

272,626
Average Monthly Newsletter Circulation

1. Google Data Studio: January 2022 - June 2022
2. Google Data Studio: January 2022 - May 2022
3. 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

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.

34,917
average monthly pageviews

11,054
average monthly mobile pageviews

14,459
organic search result sessions

1. Google Data Studio: January 2022 - June 2022
2. Google Data Studio: January 2022 - May 2022
Editorial Calendar 2023
Content is King — See what’s in store for 2023

Supermarket Perimeter
From consumer trends to expert insights 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 fresh 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 and food safety best practices.

GET THE MOST UP-TO-DATE EDITORIAL CALENDAR INFORMATION:
supermarketperimeter.com/media-guide

Features

Open arms

Top of the WORLD

War on WASTE

Eastern Influences
Departments

Greenhouse-grown

Editorial Calendar 2023

Content is King — See what's in store for 2023

Equipment safety

DECORATING TRENDS

Food flavors and reduced sugar use chocolate play an elevated role this season

By Jennifer Ziemba

Bakery

The pink candy is thriving and flying across country from the Midwest and it's helping to bring more health-conscious people to your counter. It's not just for kids anymore, and it's a good way for you to get more consumers using it. It's not just for kids anymore, and it's a good way for you to get more consumers using it.
Commissary Insider

Each issue of Supermarket Perimeter includes dedicated sections of the magazine focused on commissaries, central production facilities and manufacturers that produce products for perimeter departments within grocery. These sections of the publication dig into R&D, operations efficiencies, packaging, technology, equipment and food safety.

GET THE MOST UP-TO-DATE EDITORIAL CALENDAR INFORMATION:
supermarketperimeter.com/media-guide
Print products

Print ad rates

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
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<td>SPREAD</td>
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<td>FULL PAGE</td>
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<td>$5,625</td>
<td>$4,990</td>
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<td>2/3</td>
<td>$4,475</td>
<td>$4,050</td>
<td>$3,625</td>
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<tr>
<td>1/2</td>
<td>$3,625</td>
<td>$3,300</td>
<td>$3,000</td>
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<tr>
<td>1/3</td>
<td>$2,900</td>
<td>$2,575</td>
<td>$2,250</td>
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<tr>
<td>1/4</td>
<td>$2,475</td>
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<td>PRODUCT SHOWCASE</td>
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<td>$420</td>
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</table>

Website Classified Ads: $650/month.
For Classified and Marketplace section ad rates and specs, contact Troy Ashby at tashby@sosland.com or (816) 589-1827.

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.

FOR SPECS AND MORE INFORMATION, VISIT: supermarketperimeter.com/media-guide

For more information, contact a sales representative at spsales@sosland.com
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.

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 readers resulting in higher conversion and engagement rates. Put your message in front of the right people, at the right place, at the right time.

FOR SPECS AND MORE INFORMATION, VISIT:
supermarketperimeter.com/media-guide

For more information, contact a sales representative at spsales@sosland.com
How newsletter sponsorships drive results

**Newsletter Topic**
Reaches food industry decision makers

**Newsletter Topic**
Builds brand awareness with built-in, targeted audiences

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

View the Newsletter Ad Rates charts below to see what ad positions you can claim in our newsletters.

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**Newsletter ad rates**

<table>
<thead>
<tr>
<th>ADS</th>
<th>DAILY</th>
<th>WEEKLY</th>
<th>PROTEIN INSIGHTS WEEKLY</th>
<th>PRODUCE INSIGHTS WEEKLY</th>
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<tr>
<td>FREQUENCY</td>
<td>M / W / F</td>
<td>T - TH</td>
<td>SUNDAYS</td>
<td>TUESDAYS</td>
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<tr>
<td>BLOCKBUSTER</td>
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<tr>
<td>SPONSORED MESSAGE</td>
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<td>MED REC &amp; SPONSORED MESSAGE</td>
<td>–</td>
<td>–</td>
<td>$3,675</td>
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</tbody>
</table>

*Ad rates are per month.*
Digital products - website

Run of Site Advertising
The decision makers driving tomorrow’s smart strategies and disruptive transformation make Supermarket Perimeter and supermarketperimeter.com their go-to sources for news.

Put your marketing message where it will not only be seen, but where it will make a difference with the people who make the decisions – more than 300,000 times a year: supermarketperimeter.com.

Website Ad Rates

<table>
<thead>
<tr>
<th>ADS</th>
<th>RATES / MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
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<td>EXPANDABLE LEADERBOARD</td>
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<tr>
<td>INLINE MEDIUM RECTANGLE</td>
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<tr>
<td>MEDIUM RECTANGLE 1</td>
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<tr>
<td>MEDIUM RECTANGLE 2</td>
<td>$1,775</td>
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<tr>
<td>ANCHOR</td>
<td>$3,150 / week</td>
</tr>
</tbody>
</table>

For more information, contact a sales representative at spsales@sosland.com

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 - $1,575 / SLIDESHOW

SPONSORSHIP INCLUDES:

- Leaderboard and medium rectangle ad on slideshow landing page
- Contribution of content
- Slideshow recognition on homepage
- Your tips and topic will be featured in the Supermarket Perimeter Daily newsletter
Digital products - digital editions

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 nearly 29,000 recipients each month.

DIGITAL EDITION SPONSORSHIP - $2,300 / MONTH
- Wide skyscraper on the digital edition
- Blockbuster on the digital alert email

SPONSORSHIP + VIDEO - $2,725 / MONTH
- Wide skyscraper and blockbuster
- Video on the digital edition intro page

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 - $2,100 / WEEK
SPONSORED VIDEO - $2,100 / WEEK

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