

2024

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MEDIA GUIDE

supermarketperimeter.com

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PUBLISHING.

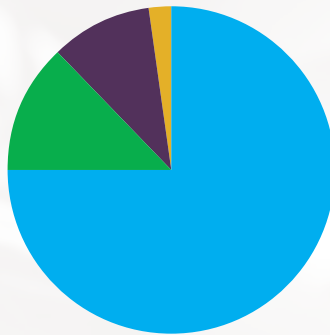


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The industry's media for
perimeter departments

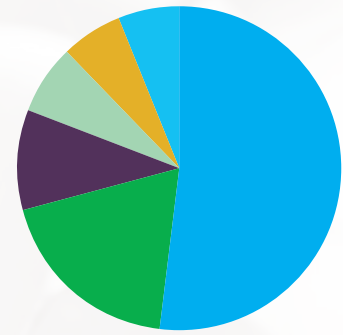
Supermarket Perimeter is the indispensable source for the news and analysis that retail executives and buyers rely on for the latest trends and market changes impacting consumer purchasing habits and behaviors within the supermarket perimeter area.

Circulation by
business class



- 75% Grocery / Supermarket / Club
- 13% Commissary / Central Kitchen / Bakery
- 10% Distributor / Broker
- 2% Other

Circulation by
job function



- 52% President / Owner / Chairman / VP's / Directors
- 19% Store Manager
- 10% Buyer
- 7% Category Merchandising / Marketing Manager
- 6% Assistant Manager / Department Manager
- 6% Production / Operations / R&D

Source: Sosland Publishing® Circulation

Over 3.8 million opportunities to connect with customers in 2024¹

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 circulation¹

16,011

Average monthly digital circulation²

26,849

Average monthly web sessions³

263,952

Average monthly newsletter circulation¹

317,484

Average monthly opportunities to connect with customers⁴

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).

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

Editorial staff



John Unrein
EDITOR

junrein@sosland.com



Andy Nelson
MANAGING EDITOR
anelson@sosland.com



Hayley Hyer
DIGITAL MEDIA
ASSOCIATE EDITOR
hhyer@sosland.com

Source: Google Data Studio, January 2023 – June 2023

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.



Scan the QR code to view the editorial calendar and get the specs.

supermarket
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www.supermarketperimeter.com

fresh

Value-added meats

Retailers tap into new innovations in e-commerce

APRIL 2023

Automation
National Donut Day
Charcuterie

Features



Thinking seasonally

By Andy Nelson

A spring grocery calendar is often the last one retailers will see before the summer season begins. It's a time to look back at the year's most successful products and to plan for the future. Retailers should consider the impact of seasonal trends on their business and how they can adapt to these changes. This includes looking at the impact of seasonal trends on their business and how they can adapt to these changes. This includes looking at the impact of seasonal trends on their business and how they can adapt to these changes.

Make the most out of seasonal promotions

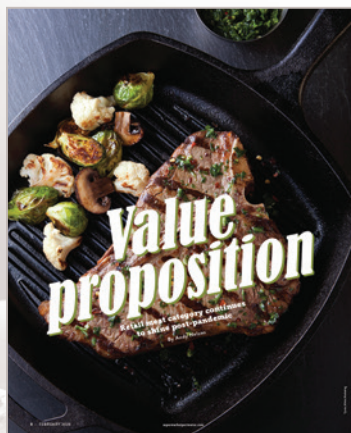
Check your competition

Seasonal promotions

Value-added offerings

Seasonal promotions

Value-added offerings



Fresh produce and quality ingredients are essential for creating a value proposition that resonates with consumers. Retailers should focus on providing high-quality products that meet the needs of their customers. This includes looking at the impact of seasonal trends on their business and how they can adapt to these changes.



E-commerce

By Andy Nelson

More and more retailers are seeing the advantages of taking their business online. This includes looking at the impact of seasonal trends on their business and how they can adapt to these changes. This includes looking at the impact of seasonal trends on their business and how they can adapt to these changes.

SUSTAINABLE solutions

By Andy Nelson

Packaging industry sets the bar higher on eco-friendly products

Consumers are increasingly concerned about the environmental impact of the products they buy. Retailers should focus on providing sustainable products that meet the needs of their customers. This includes looking at the impact of seasonal trends on their business and how they can adapt to these changes.

Editorial coverage 2024 - cont

Departments

Bakery



Deli/Prepared Foods



Cheese



Meat/Poultry



Produce

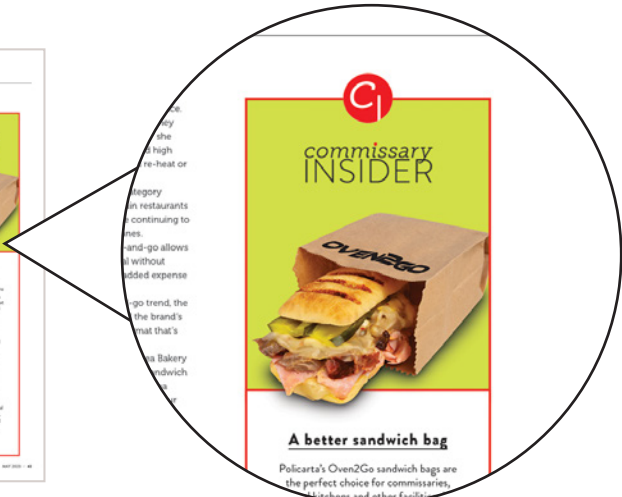


Seafood



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.





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
CLASSIFIED	\$175	\$150	\$125

Classified ads:

For classified section ad rates and specs, contact our sales team at 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.

E-zines

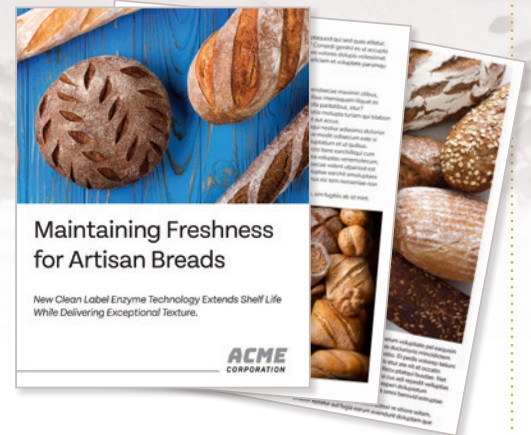
Spotlight your company's technology or service by showcasing how it addresses a current consumer trend in the marketplace or how it delivers solutions to address key company challenges. Your team or our editors share the details behind success stories from your customers' perspective, supplemented by 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.

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.



SCAN THE QR CODE TO GET THE SPECS:

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



Digital marketing opportunities - cont.

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 at right to see what ad positions you can claim in our newsletters.

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

supermarket **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.



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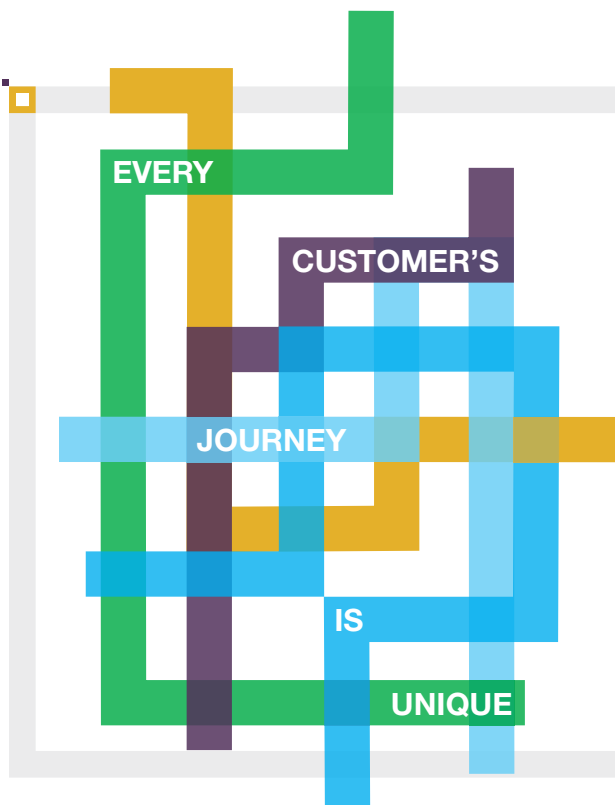
Digital marketing opportunities - cont.

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.

Print
+ digital
solutions



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 or call us at (816) 756-1000 or (800) 338-6201.

Digital marketing opportunities - cont.



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*.¹

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

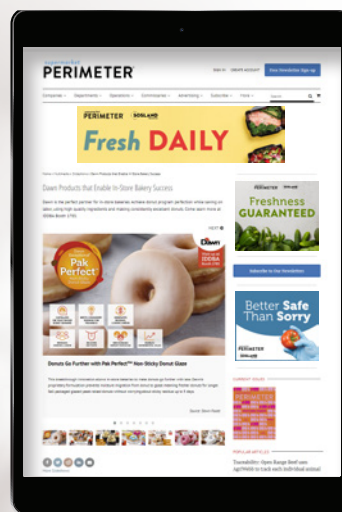
Slideshows

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 - cont.

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.¹

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



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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For advertising information, please contact:



Troy Ashby
PUBLISHER
tashby@sosland.com
(816) 589-1827



Gretchen Wagner
NATIONAL ACCOUNT EXECUTIVE
gwagner@sosland.com
(816) 392-8860



Lauren Juliana
INSIDE SALES SPECIALIST
ljluliana@sosland.com
(816) 835-8235



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