



Target Media Network
products

reach millions of the right guests, through the right channels, at the right time.

Through personalized targeting methods & robust segmenting capabilities, the Target Media Network team builds omnichannel experiences that reach guests at exactly the right time—whether they choose to shop online, on their mobile devices, or in our 1,900 stores.

Explore the broad range of products and tools for reaching guests during every stage of their journey. We'll help you choose the best options for your campaign needs—and through our targeted ad & segmenting capabilities, we'll help you connect with the guests who are most likely to engage.

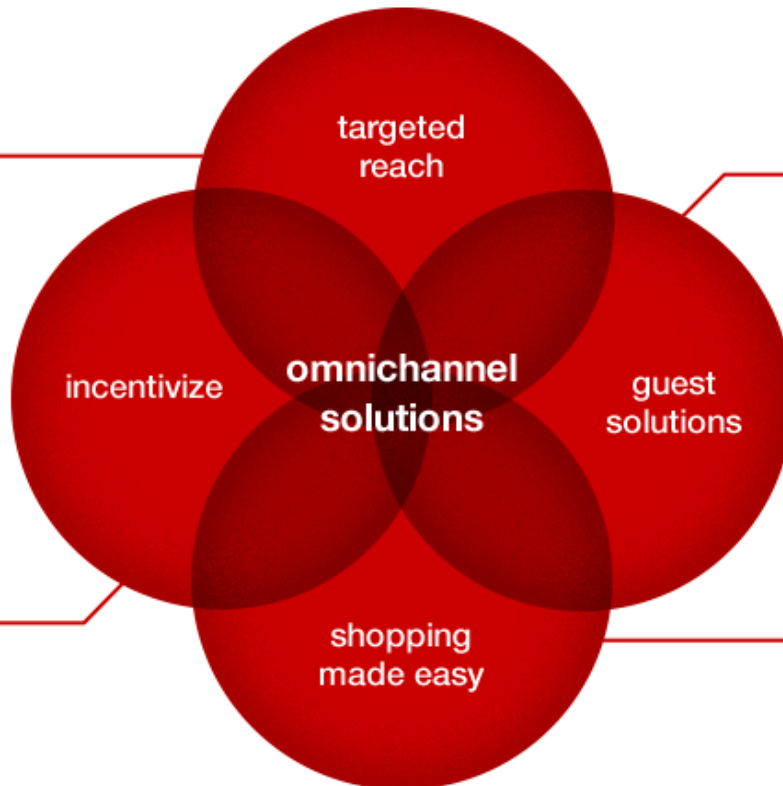
great results come from providing shopping experiences that matter to guests.

targeted reach

Reach the right guests across multiple channels.

guest solutions

Unique ways to engage guests and provide experiences that solve a need in their lives.



incentivize

Drive trial and promotions through value offerings and tools that excite guests and encourage engagement.

shopping made easy

Solutions for the busy and digitally savvy guest who travels seamlessly across channels.

targeted reach

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 home page placements

 premium placements


 IAB placements

 search placements

 mobile placements

 in-app placements

 audience extension

 channel Red

 Cooking.com placements


guest solutions


Unique ways to engage guests and provide experiences that solve a need in their lives.




 recipes

 registries

 seasonal

 social integration

 interactive experiences

 online brand experience


 mobile brand experience

 Target App experience

shopping made easy

Solutions for the busy and digitally savvy guest who travels seamlessly across channels.



 subscriptions

 store pickup

incentivize

Drive trial and promotions through value offerings and tools that excite guests and encourage engagement.



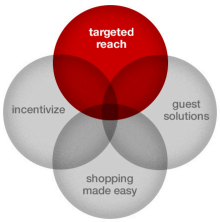
 cartwheel

 online coupons

 email

 weekly ad

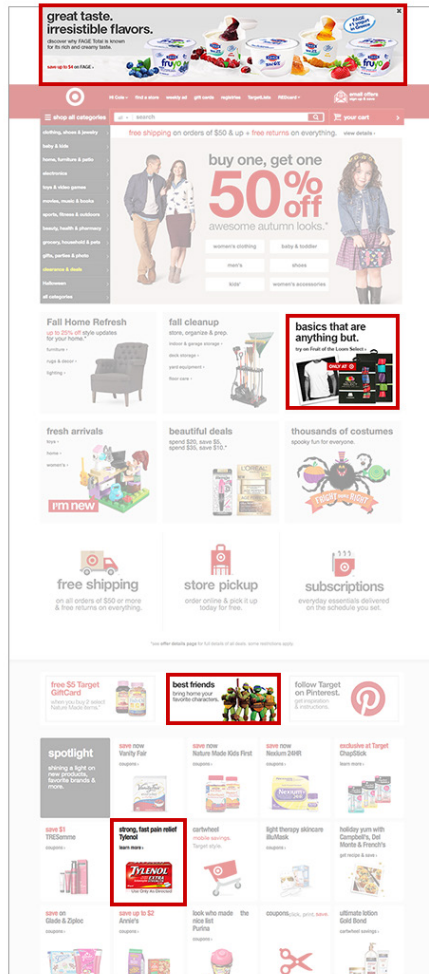
 out of home sampling



home page placements

Ads that appear on the Target.com home page, putting your brand front and center.

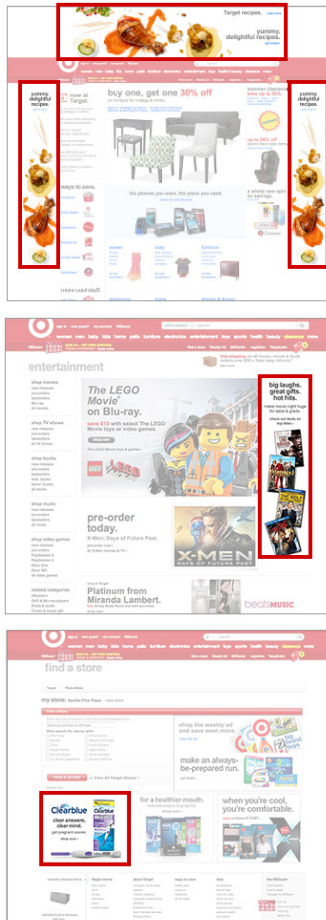
- Drive guests straight to your custom brand page or offer on Target.com
- Maximum visibility on the Target.com home page



premium placements

Ads strategically placed to extend the reach of your brand on Target's most trafficked and highly visible pages.

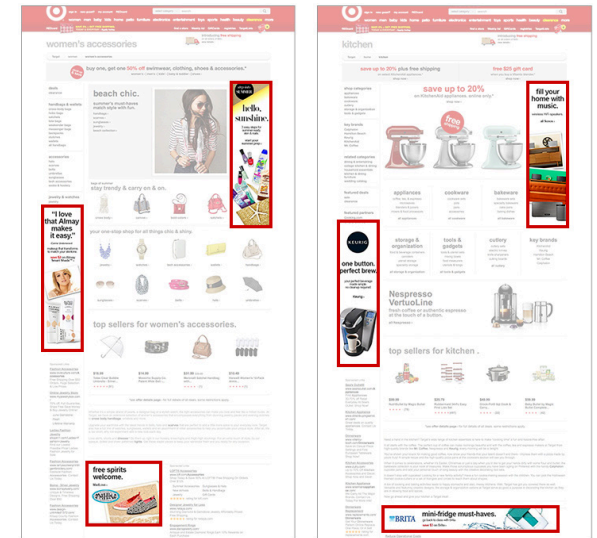
- IAB banners in high-impact, premium places across Target.com
- Custom creative to help showcase your brand in a way that resonates with the Target.com guest

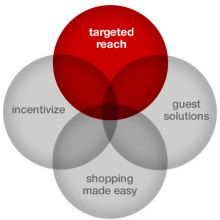


IAB placements

Ads strategically placed to extend the reach of your brand.

- IAB Standard banners category—targeted across Target.com
- Tested and proved custom creative to help showcase your brand in a way that resonates with the Target.com guest

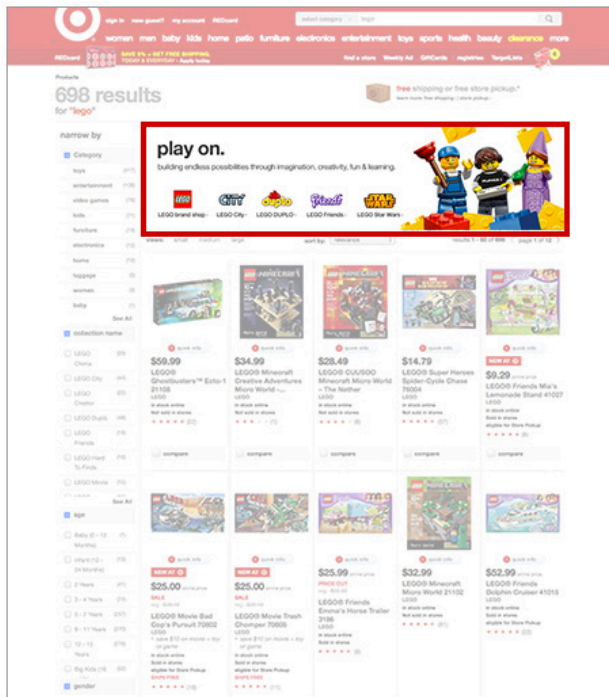




🔍 search placements

Ads that appear in search results when guests look for specific products or category key words.

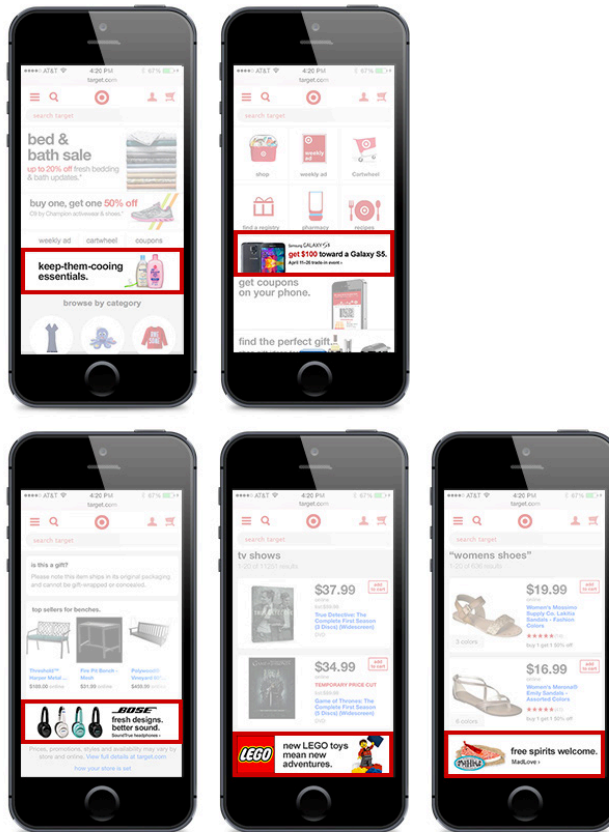
- Reach guests as they actively look for products like yours
- Help your brand stand out when guests are choosing among similar products



📱 mobile placements

Leverage the power of Target's robust mobile site and mobile apps to stand out wherever guests go.

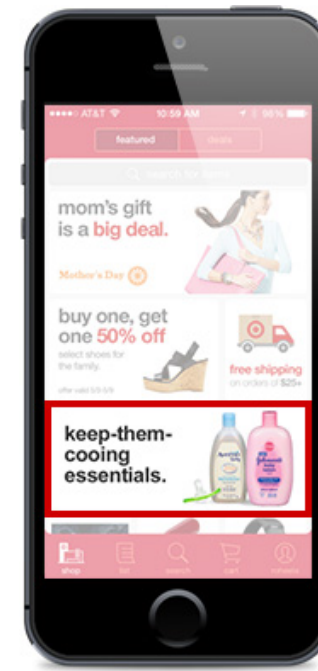
- Put placements for your product right into guests' hands
- Placements include several variations:
 - homepage
 - search listing page
 - store locator page
 - product listing page
 - product detail page
 - category navigation page

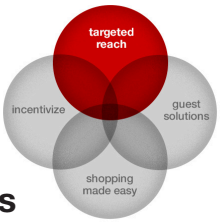


📱 in-app placements

Premium ads that appear above the fold on the homepage of the Target App.

- Connect with highly engaged guests to drive online and in-store sales
- Placements link to product detail pages, product listing pages and product listing pages with custom creative headers





🔄 audience extension

Extend your audience reach with a broad range of products and tools, scaling to fit your brand and your business objectives. Publish through the Bullseye Marketplace, segment with Target's first party data, and discover omni-channel solutions designed to get your brand in front of the right people at the right time.

▶ Channel Red

Display your content on our in-store private TV network to help drive in-store sales.

- Reach guests while they're currently shopping
- Educate and inspire guests with your unique brand message



@ Cooking.com placements

Premium and IAB placements on Cooking.com, the newest addition to Target Media Network.

- Reach a highly engaged and affluent audience and make your brand a part of their new favorite recipe
- Placements available on desktop and mobile recipe site, including recipe browse pages, recipe collections and in Cooking.com targeted email blasts

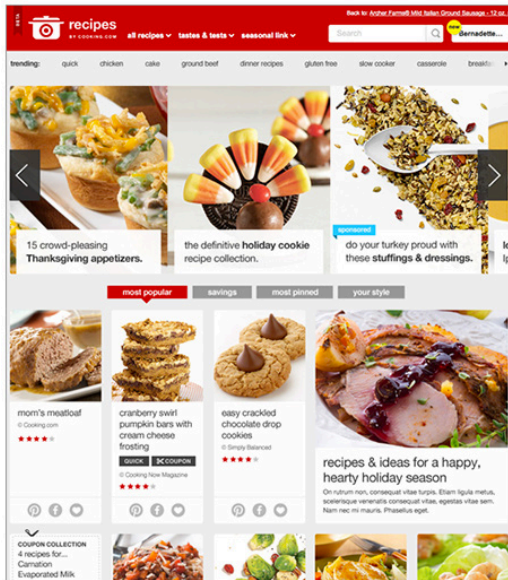




🍴 recipes

We showcase recipes with ingredients from brands the Target guest loves, integrated in the Target Recipe experience.

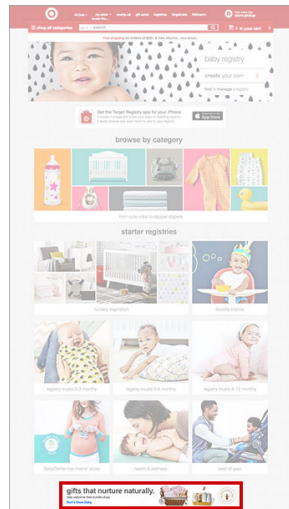
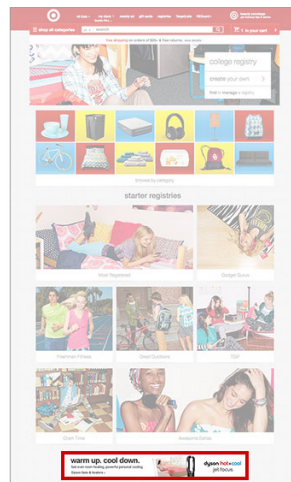
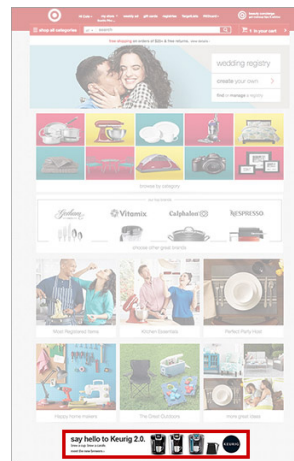
- Responsive site so recipes are viewable on mobile, tablet and desktop
- Varying levels of integration from individual recipes to robust editorial pages—or feature your recipe on your custom landing page along with product information



🎁 registries

Ad placements show up on guest registry pages, giving their friends and family another great gift idea.

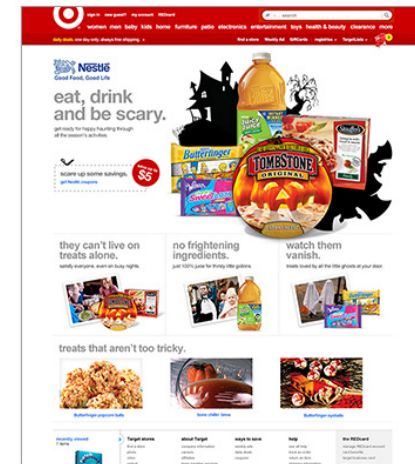
- Establish your brand as a must-buy for newlyweds and expectant parents
- Showcase your brand to these highly-engaged guests while they're actively shopping



🌸 seasonal

Showcase your brand with a special seasonal tie-in or promotion.

- Capitalize on seasonal shopping, online and in-stores
- Keep your brand top-of-mind during seasonal moments

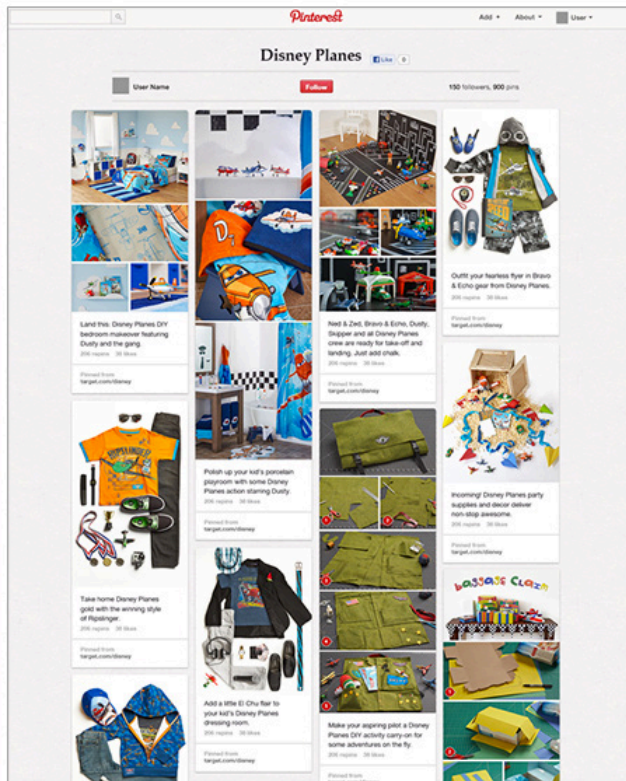




social integration

Unique, inspiring and conversational content showcased in Target's social communities.

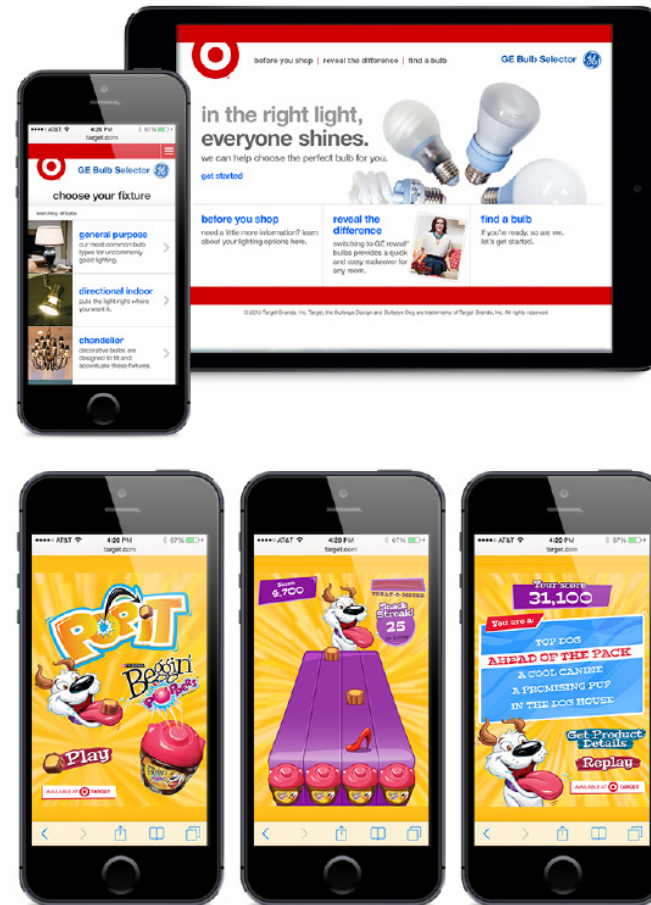
- Facebook, Twitter and Pinterest stories drive brand love for products the guest loves to find at Target
- Custom content and contextually appropriate products are designed to encourage sharing



interactive experiences

A fun way for guests to interact with your brand in a way that generates repeat engagement, media buzz and social sharing.

- Educate guests on products in a way they'll remember
- Invites active engagement and repeat visits





online brand experience

A custom landing page built to showcase your brand and drive sales online and in stores.

- Uniquely created to meet your specific objectives
- Drive traffic to your brand's product pages, coupons, recipes and more on Target.com
- Custom creative that aligns to your brand's campaign and showcases brand-specific content

mobile brand experience

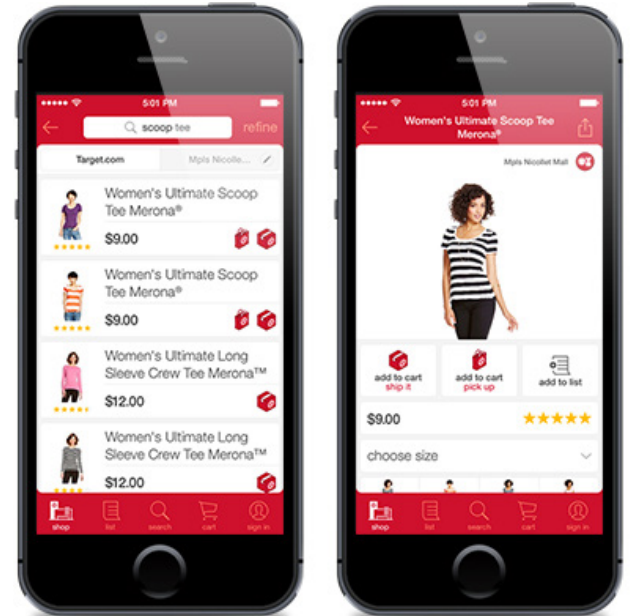
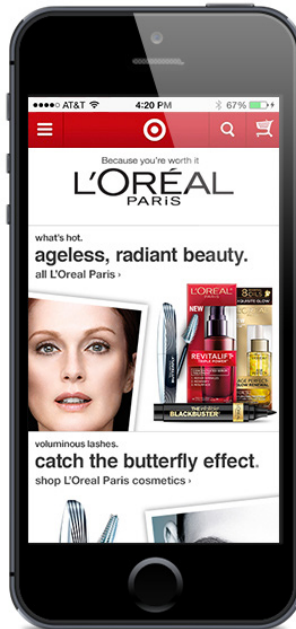
A custom mobile landing page on Target's mobile platform that puts your brand in front of the large number of Target's mobile guests.

- Leverage Target's mobile optimized site to drive sales
- Gain visibility with guests on mobile devices who intend to shop in store

Target App experience

Point guests to product detail pages and product listing pages inside the Target App.

- Improve sales and offer engagement with custom creative that speaks directly to Target shoppers
- Target App users are a highly dedicated segment of Target guests

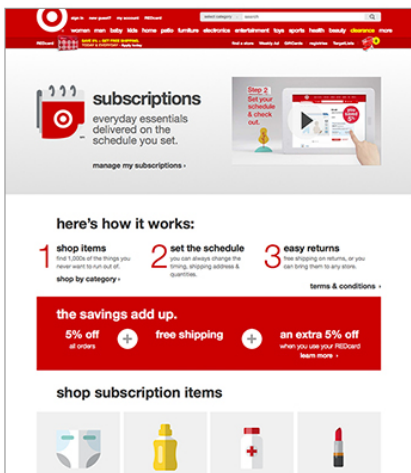
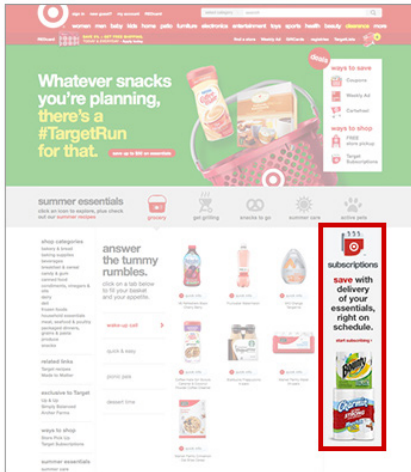




♥ subscriptions

Target guests can subscribe to have their favorite products automatically delivered on the schedule they set.

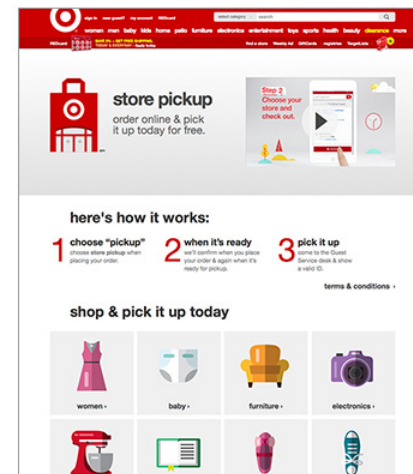
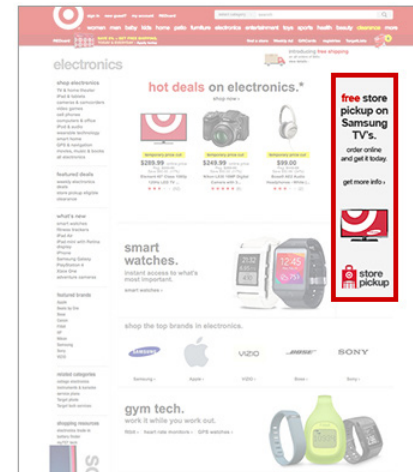
- Boosts repeat sales
- Drives brand loyalty—guests stick with your brand as they purchase your product over and over



🚚 store pickup

Guests can order online and choose to have their product delivered, or they can pick it up at a Target store.

- In-store pickup option drives additional in-store purchases from guests who shop online
- Drives online shopping by offering a shipping method with no delivery charges to the guest





Cartwheel

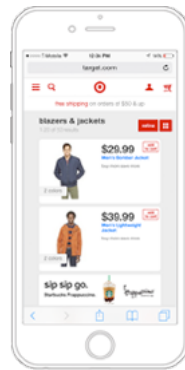
Leverage Target's unique deals app (ranked #4 in retail) where guests can design their own sale and redeem via a barcode that's scanned straight from their mobile device.

- Drive trial among guests who are actively looking for your particular product
- Highly integrated with multiple social sharing platforms like Facebook, Twitter, Pinterest and more

Amplify your Cartwheel offers

Create brand awareness and expand your reach by boosting the amount of traffic to your Cartwheel offers. Amplify Cartwheel presence across mobile platforms, including Target.com mWeb, Bullseye Marketplace in-App and mWeb, Facebook mobile and search.

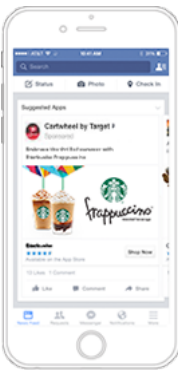
Amplify your messaging and connect more guests to your Cartwheel offer using multiple mobile platforms.



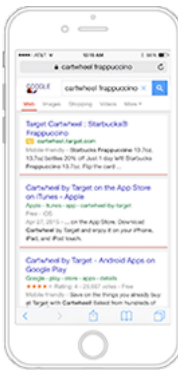
Target mWeb



Bullseye Marketplace



Facebook



Search Text Ad

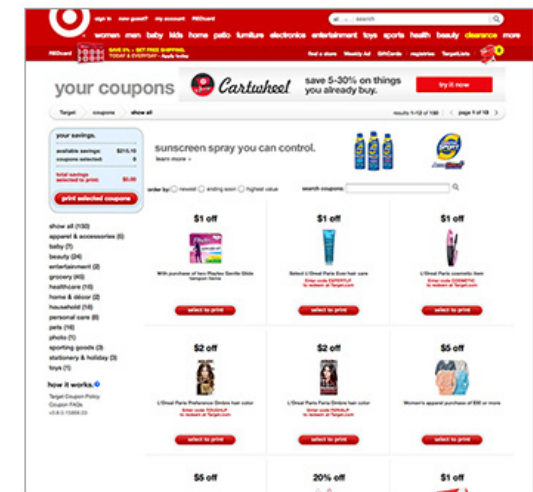


app

online coupons

Printable coupons for in-store redemption and promo codes for online guests drive trial among brand-agnostic guests.

- Coupons drive purchase of your brand
- Time-sensitive nature of offers further incentivizes trial





📧 email

Talk to the most engaged Target guests. Emails with content targeted to specific segments such as Home, Baby, Style, Kids, Men and Electronics are sent to guests who have opted in to receive Target's emails.

- Brings your brand to the guest's inbox
- Drives traffic to your products or landing page on Target.com

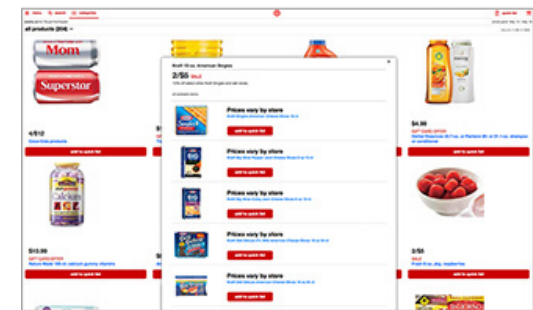
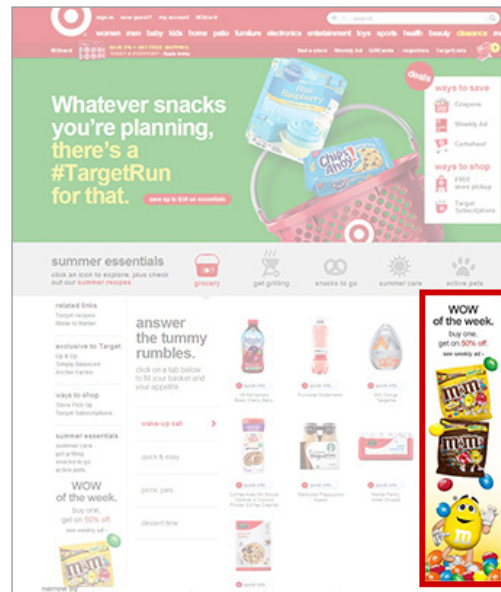
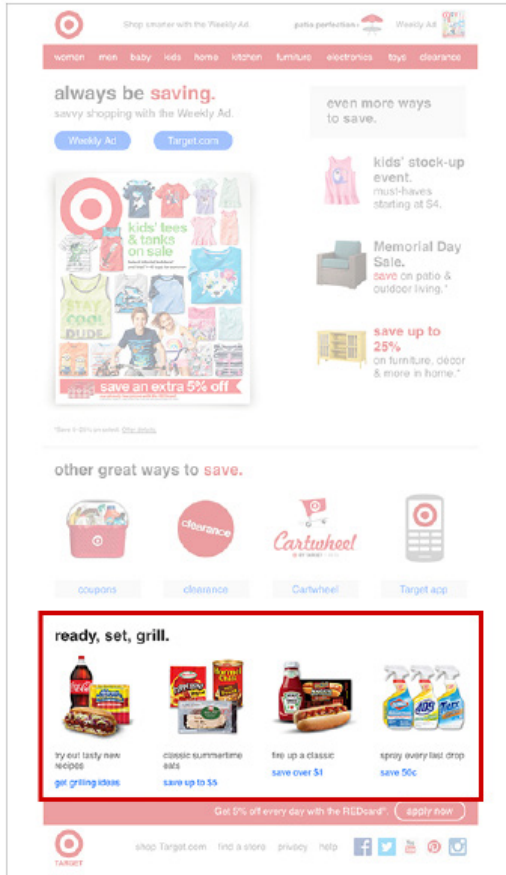
📅 weekly ad

A weekly curated collection of deals and offers, in both print and online formats.

- Increases visibility of your coupon by driving digital traffic to your ad
- Your offer is seen by guests who are actively seeking value

Amplify your Weekly Ad

Dynamic Weekly Ad creative that reflects real-time prices in Target stores near your audience and drives in-store sales, boosts awareness and improves offer engagement. Available as Expandable Rich Media on desktop and on mobile as a 300x250 non-expandable unit.





out of home sampling

Getting the goods into the hands of our guests, Out of Home Sampling helps drive engagement and sales.

- Incent guest trial by offering product samples sent directly to the guest’s home
- Sampling programs can be supported by additional efforts such as site placements, coupons and online brand experiences

