

# 2022 MEDIA KIT



PATH TO  
PURCHASE  
**INSTITUTE**

**Path**<sub>TO</sub>**Purchase****IQ**  
END-TO-END STRATEGIES FOR DRIVING CONSUMER DEMAND

# WHO WE ARE

**Path to Purchase** offers consumer product marketing executives and brand managers a holistic, 360-degree view of the shopper journey. Covering all components of the omnichannel path to purchase — from in-store to digital to mobile — Path to Purchase combines insights, research and inspiration to drive success and innovation for our executive audience. Tracking trends, spotlighting best practices and sharing the tools for end-to-end consumer demand strategies, Path to Purchase is the leading media brand serving consumer brand marketers, retailers, agencies and solution providers in the quickly evolving realm of shopper marketing. Through the lens of omnicommerce marketing, our areas of focus include **in-store experience/activations, digital commerce, retail media, brand marketing, consumer trends/shopper behavior, insights and analytics.**

# THE COMMUNITY WE SERVE

## PRIMARY BUSINESS

Manufacturing  
Marketing  
Retailers  
Solution Providers

## PRODUCT CATEGORY

Food & Beverage  
Household Goods  
General Merchandise  
Consumer Electronics

## JOB TITLE

Manager  
Director  
EVP/SVP/VP  
C-Suite/President  
Owner

## JOB FUNCTION

Shopper/Customer Marketing  
E-Commerce/Digital Marketing  
Insights & Analytics  
Corporate Management  
Brand Marketing  
Consumer Promotion  
Sales  
Trade Promotion  
Category Management



# WHO WE REACH



The **Path to Purchase Institute** audience comprises CPGs, retailers, direct-to-consumer brands, agencies and solution providers involved in connecting with consumers across the full spectrum of the shopper journey. A small sample of some of the most influential brands that rely on **Path to Purchase** for best practices and insights includes:

Abbott Laboratories  
Bacardi U.S.A., Inc  
Moët Hennessy USA  
Pepsico  
Mattel Inc.  
Constellation Brands Inc  
The Bountiful Company  
Nestle-Purina  
Nestle USA  
CVS Health  
Johnson & Johnson Consumer Inc  
Duracell  
Del Monte Foods Inc  
CLIF Bar & Company  
Bimbo Bakeries USA  
General Mills, Inc  
The Scotts MiracleGro Company  
GE Consumer and Industrial  
Reynolds Consumer Products  
Nestle Coffee Partners (Starbucks)  
General Mills

Hallmark Cards Inc  
Boar's Head Brand  
Church & Dwight Co. Inc  
Intel Corporation  
GeorgiaPacific  
SC Johnson & Son Inc  
Massimo Zanetti Beverage USA  
LALA U.S  
Johnsonville  
Pernod Ricard USA  
LG Electronics  
Central Garden & Pet  
Beiersdorf USA  
Anheuser-Busch LLC  
Saputo Cheese USA, Inc  
Materne North America  
Peet's Coffee & Tea  
Driscoll's  
Albertsons Companies  
Zespri International Limited  
Mars Wrigley Confectionery

Keurig Dr. Pepper  
Bumble Bee  
Deutsch Family Wine & Spirits  
Conagra Brands Inc.  
Heineken USA  
Kellogg Company  
Kimberly-Clark  
Lowe's  
McCormick & Company, Inc.  
Post Consumer Brands  
The Coca-Cola Company  
Stonyfield  
Target Corporation  
Mondelez International  
Henkel  
fairlife  
The Boston Beer Company  
Brown-Forman Corporation  
Ferrero USA Inc.  
KIND LLC  
The J.M. Smucker Company

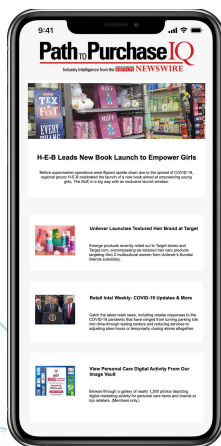
**The Path to Purchase Institute** is the most trusted industry voice for the next generation of omncommerce and the evolution of shopper marketing. Encompassing all aspects of the path to purchase, the Path to Purchase brand is an incubator of thought-provoking ideas, sharing relevant, inspirational and on-trend content from around the globe.

# HOW WE REACH THEM

## PRINT



## DIGITAL



## THOUGHT LEADERSHIP STUDIO

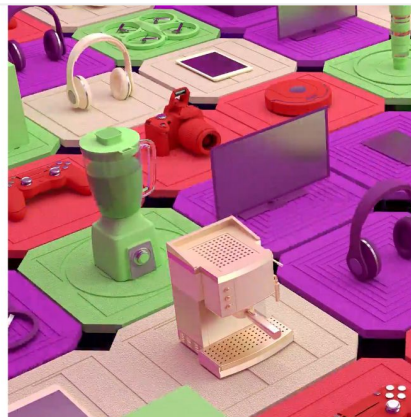
### E-COMMERCE INTELLIGENCE REPORT | 2021

Spotlighting e-commerce capabilities  
and online priorities at 16 leading retailers  
building a seamless omnichannel  
shopping experience

LEARN MORE



MENASHA



## EVENTS



RETAIL MEDIA  
FORUM



SHOPPER INSIGHTS  
& MEASUREMENT  
FORUM



DIGITAL SHOPPER  
COMMERCE  
FORUM

PATH TO PURCHASE INSTITUTE

FUTURE  
FORWARD

PATH TO  
PURCHASE

LIVE  
THE DIGITAL EXPERIENCE

# ENGAGE WITH OUR COMMUNITY

A background graphic featuring a network of interconnected nodes and lines, resembling a molecular or digital structure, in shades of blue and grey.

**18,000+**

MAGAZINE  
SUBSCRIBERS

**37,000+**

NEWSLETTER  
SUBSCRIBERS

**27,000+**

MONTHLY  
UNIQUE  
WEBSITE  
VISITORS

**14,000+**

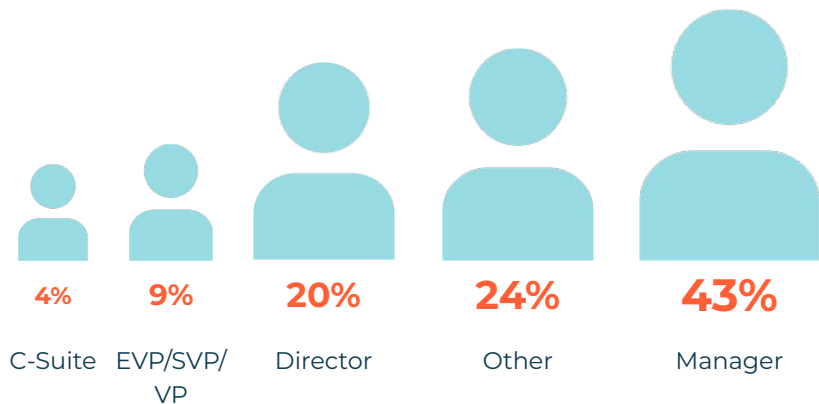
SOCIAL MEDIA  
FOLLOWERS

# PATH TO PURCHASE IQ

## ACCESS TO A COMMUNITY OF INFLUENCERS

The Path to Purchase Institute's magazine delivers actionable insights and information for product marketers and retailers who need to drive shopper engagement and sales across all consumer touchpoints.

**Path**<sub>TO</sub>**Purchase****IQ**  
END-TO-END STRATEGIES FOR DRIVING CONSUMER DEMAND





# IN EVERY ISSUE



## Editor's Note

Letter from the Editorial Director on current topics/trends

## Path to Purchase Institute Member Perspective

Expert insights from our Path to Purchase Institute member community

## Path to Purchase Institute Member Spotlight

Snapshot of industry leaders from the Path to Purchase Institute member community

## Author's Corner

Exclusive Q&A with a Featured Author from the 2022 Path to Purchase Book Club — a program spotlighting thought-provoking authors to drive discussion, community and innovative thinking.

## In-Store Experience

Reporting on everything in-store, from at-shelf offerings, signage and POP displays to packaging, pop-ups, shop-in-shop concepts, brand activations, standalone brick-and-mortar experiences and more.

## The New Consumer

Recent studies on consumer trends and shopper behavior.

## Activation Gallery

Showcasing best-in-class omnichannel marketing campaigns.

## Solutions & Innovations

The latest technology and solutions driving engagement and conversion along the path to purchase.

## Insider Intel

Campaigns and case studies from our Path to Purchase Institute membership.

## On Trend

Must-know trends in commerce and omnichannel/shopper marketing

## Category Closeup

Sector-specific insights, including Q&As with marketers from the different verticals

## Brand Watch

Brands innovating across the path to purchase



# 2022 EDITORIAL CALENDAR

SPECIAL REPORTS, IN-DEPTH FEATURES & AWARDS COVERAGE

## January/ February

**Ad Close:**  
January 5

**Ad Material Due:**  
January 12

**Special Report:**  
Path to Purchase Trends  
(B2B)

**In-Depth Feature:**  
Innovations in brand  
experiences, pop-ups  
and DTC

## March/ April

**Ad Close:**  
March 8

**Ad Material Due:**  
March 15

**Special Report:**  
The Evolution of In-Store  
Experience, Part 1  
(Consumer)

**In-Depth Feature:**  
Next-Gen Grocery:  
Experiential vs.  
E-commerce

**Awards:**  
Profiles of the Hall of  
Fame 2022 Inductees

## May/ June

**Ad Close:**  
May 6

**Ad Material Due:**  
May 13

**Special Report:**  
The Evolution of In-Store  
Experience, Part 2  
(Consumer)

**In-Depth Feature:**  
The Social Commerce  
Playbook

**Awards:**  
The inaugural Path to  
Purchase 40 under 40  
Awards

## July/ August

**Ad Close:**  
July 7

**Ad Material Due:**  
July 14

**Special Report:**  
Retail Media Measurement  
and Evolution (B2B)

**In-Depth Feature:**  
Brand-Retailer Relationships:  
Tips & Strategies for Success

**Awards:**  
REGGIE Awards case studies,  
in partnership with ANA

**Solution Guide:**  
Shopper Marketing Agency  
Guide

## September/ October

**Ad Close:**  
September 7

**Ad Material Due:**  
September 14

**Special Report:**  
Demystifying the LatinX  
Consumer (consumer)

**In-Depth Feature:**  
Cannabis — the CPG industry's  
new multi- billion-dollar  
segment

**Awards:**  
Student Design Competition  
2022: POP Focus

**Solution Guide:**  
P-O-P Design & Manufacturing  
Companies

## November/ December

**Ad Close:**  
November 3

**Ad Material Due:**  
November 10

**Special Report:**  
Personalization Tactics  
(B2B)

**In-Depth Feature:**  
Packaging & Advances in  
Sustainability

**Awards:**  
Winners of the 2022  
OmniShopper and  
Women of Excellence  
Awards

# THOUGHT LEADER POSITIONING

## 2022 SOLUTION GUIDES

Showcase your expertise, enhance your reputation and promote your organization with a comprehensive profile, print advertisement and a digital download that generates leads. Make a powerful and lasting impression by combining an extensive profile of your company with your print and digital advertising assets.

### DELIVERABLES

- Two-page spread in the print edition of *Path to Purchase IQ*
- Downloadable digital version in gated section delivering lead generation data for three months
- Promoted on PathtoPurchaseIQ.com and in the Path to Purchase IQ email newsletter

### GUIDE SCHEDULE

#### The 2022 Guide to Shopper Marketing Agencies

Ad sales close: July 7, 2022

#### The 2022 Guide to P-O-P Design & Manufacturing Companies

Ad sales close: Sept. 7, 2022



# PATHTOPURCHASEIQ.COM

## 27K+

Monthly website visitors

## ↑39%

In 2021

## 46%

Increase in Social Engagement

Leaderboard 728x90


Bottom Leaderboard 728x90


Med. Rectangle Top 300x250



# PATHTOPURCHASEIQ.COM


## CONTENT DEVELOPMENT

END-TO-END STRATEGIES FOR DRIVING CONSUMER DEMAND



SUBSCRIBE

SHOPPER ENGAGEMENTDIGITAL COMMERCERETAILERSRETAIL MEDIAP2P TOOLKITWEBINARSP2P▼EVENTS▼MORE▼



PEOPLE / HONORS / AWARDS


### 2021 Women of Excellence Winners

The Path to Purchase Institute, in partnership with IN Connected Marketing, announces the winners of its sixth annual Women of Excellence Awards, recognizing outstanding brand marketers, retailers, agency executives and solution providers for their achievements.

SOCIAL MEDIA

#### Northwestern's Kellogg Adds Influencer Marketing Course

The "Influencer Marketing Strategy" program, developed in partnership with Emeritus, teaches marketers, brand and media managers how to leverage social influence and drive brand growth.



PEOPLE / HONORS / AWARDS

## 2021 OmniShopper Awards Winners

The Path to Purchase Institute is proud to announce the winners of its inaugural OmniShopper Awards, the first and only recognition program designed to honor excellence in shopper engagement across the entire path to purchase.

#### INDUSTRY OUTLOOK VIDEO

### ShopLiftr Empowers Brands with Real-Time Personalization


The Path to Purchase Institute speaks with ShopLiftr's Ian Clark and Genevieve Castonguay about providing dynamic and personalized digital experiences in real time.

Sponsored

#### INSIGHTS & ANALYTICS


### Study: Supply Concerns Push Consumers to Shop Early

More than four in 10 U.S. consumer respondents said they had already purchased holiday gifts by October this year, according to The NPQ Group's annual holiday survey.




#### Kroger, Bed Bath & Beyond Form Strategic Partnership


The new alliance will offer Kroger shoppers access to an "extensive selection" of popular goods, including home and baby products, from by Bed Bath & Beyond directly through the grocer's website.



ADVERTISEMENT



CPGs, Retailers and their Agencies leverage our SHOPPR engine to create omni-channel experiences. Dynamically link your digital advertising to in-store promotions to lift sales.



LEARN MORE

## Webinars

## Advertising Opportunities

## Interactive Experiences

## Research Reports

## Member Features

## Custom Lead Generation



# NEWSLETTER

# 3X

Tuesday, Wednesday, and Thursday Editions

# +37K

Subscribers



SPECIAL REPORT:  
PURCHASE PREFERENCES AT THE CATEGORY LEVEL  
**One Size Doesn't Fit All**  
> Learn More



## Path<sub>TO</sub>PurchaseIQ

Industry Intelligence from the  PATH TO PURCHASE INSTITUTE **NEWSWIRE**



### Consumer Survey: Supply Chain Woes Grow, COVID-19 Concerns Wane

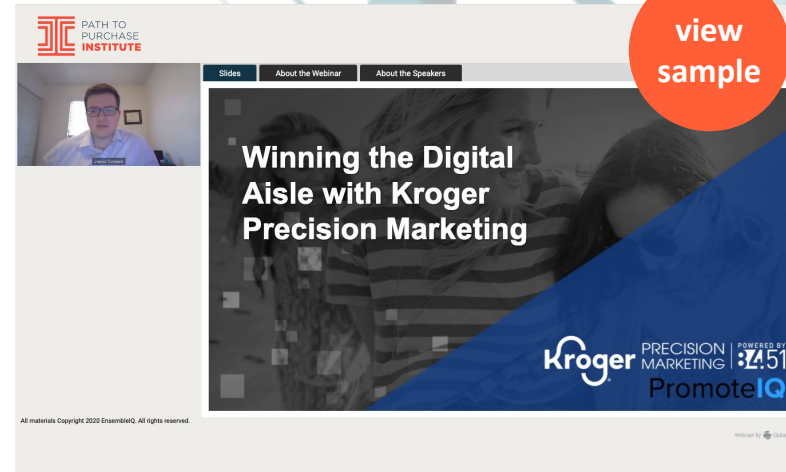
A recent holiday study from Oracle shows consumers on edge over high prices, out-of-stock products and delivery delays, turning some to gift cards and last-minute, on-demand gift delivery to avoid the hassle.

# ENGAGING VIDEO CONTENT

## TO SHOWCASE YOUR BRAND

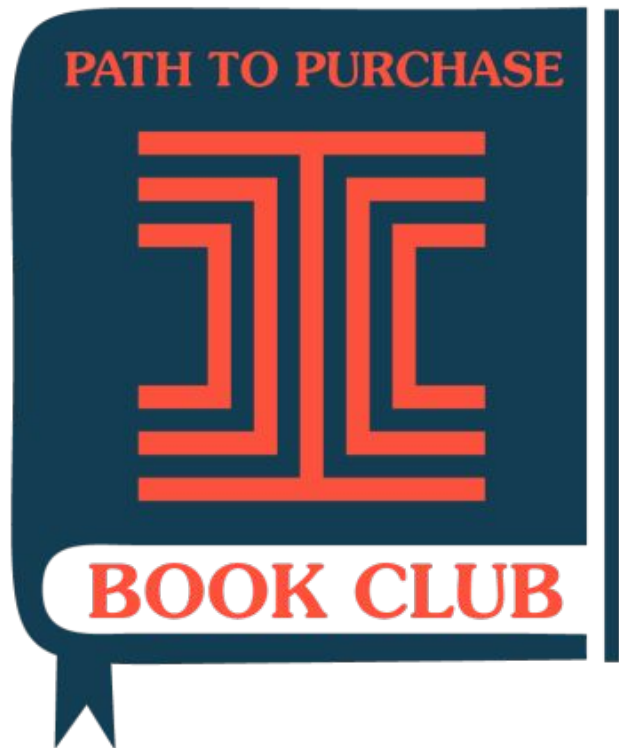
Deliver your thought leadership through an easy-to-implement, engaging video, with our highly-respected editors, to our **37,000+ email newsletter subscribers**. Use the video in your company's own outreach and marketing communications as well.

- *Path to Purchase IQ* editor conducts and records 10-minute Zoom interview with sponsor company leader focused on the future of the industry, discussing case study or research insights
- Video is packaged by our producer, posted on YouTube and embedded with brief summary on PathtoPurchaseIQ.com
- Video is linked to/from one regularly-scheduled issue of *Path to Purchase IQ* email newsletter and promoted through the Path to Purchase Institute social media account. Posted on PathtoPurchaseIQ.com home page in one of the three article promotion positions for five business days
- MP4 provided for company use
- Interaction with editorial team includes one 30-minute video chat to plan the interview, and a second 60-minute Zoom to rehearse and conduct interview



# CONNECT WITH THE COMMUNITY

## IN AN INNOVATIVE WAY: PATH TO PURCHASE BOOK CLUB



### Sponsor Bi-Monthly Book Club Series

Designed to cultivate community and thought-provoking discussion, inspiring marketers with new ways of thinking that disrupt the status quo and drive innovation.

- 6 Books/Authors Featured Annually
- Book/Author Promoted to Book Club via Website, Newsletter and Social (participants provide their own book and sign up online)
- Q&A (story/bylined article) with Author Published in *Path to Purchase IQ* and on [PathtoPurchaseIQ.com](https://www.pathtopurchaseiq.com)
- Participate in "Meet the Author" Virtual Coffee Hour with Author, with Interactive Audience Q&A
- Lead Gen from the program
- Logo on all Book Club Marketing
- <https://www.pathtopurchaseiq.com/bookclub>

**SPONSOR INVESTMENT: \$12,480**

# CONNECT WITH THE COMMUNITY

## IN AN INNOVATIVE WAY: SPECIAL REPORTS

Special Reports result in a high-impact gated digital storyscape and immersive print magazine experience of institute research and analysis enhanced by your thought leadership.

Our Institute editors and research team have established an editorial calendar of high-interest topics for Special Report proprietary research and analysis to provide high-value business insights to our product marketer audience.

Raise awareness of your capabilities and your ongoing partnership with the Path to Purchase Institute, and generate customer leads by underwriting the research, participating in the analysis, and be credited in a robust digital and print marketing package.

### Jan/Feb

Path to Purchase Trends (B2B)

### March/April

The Evolution of In-Store Experience, Part 1 (Consumer)

### May/June

The Evolution of In-Store Experience, Part 2 (Consumer)

### July/Aug

Retail Media Measurement and Evolution (B2B)

### Sept/Oct:

Demystifying the LatinX Consumer (consumer)

### Nov/Dec:

Personalization Tactics (B2B)



## AISLES OF OPTIONS

Exclusive Path to Purchase Institute research finds that even the best-laid shopping plans can be swayed in-store.

In cooperation with  
**GREAT NORTHERN instore**

See a  
Special  
Report



# SPECIAL REPORTS

## INTEGRATED PRINT & DIGITAL STORYSCAPE FOR MAXIMUM EXPOSURE

Complete research report and insights delivered from survey data analysis performed by Path to Purchase Institute editors.

Bylined article from sponsor providing unique perspective on research results.

Dynamic interactive content designed by in-house award-winning creative agency.

**Special Report Underwriting Investment: \$45,000**

### DIGITAL Exposure

- Brand displayed on title page of storyscape with “In Cooperation With” titling. Links to sponsor’s website.
- Gated Report with opt-in lead data from viewers.
- Brand included in complete research data published exclusively for Institute members only on p2pi.org.

### PRINT Exposure

- Brand displayed on print magazine cover, table of contents, with feature article and feature contents.
- Bylined sidebar alongside Special Report feature article by *Path to Purchase IQ* editors.

### PROMOTION Package

- Top leaderboard ad for one month on PathtoPurchaseIQ.com website with sponsor branding.
- Four weeks Path to Purchase IQ Newswire email newsletter promotion with sponsor branding.
- Custom email blasts, social posts, with sponsor branding promoting storyscape.
- Full Page ad in print magazine.

# WEBINARS

Content rich thought leadership experiences provide your brand the ability to communicate directly and garner quality leads from the convenience of your computer.

## path to purchase **NOW**

Omnicommerce thought leaders examine the most effective ways for brands and retailers to adapt to the evolving nature of retail and capitalize on changes in shopper behavior.

### 2022 SCHEDULE

January 25 | 2pm ET  
**Harnessing the DTC Strategy**

February 22 | 2pm ET  
**Omnichannel Grocery Trends and Tactics**

April 12 | 2pm ET  
**The Brands Pioneering Social Commerce**

June 15 | 2pm ET  
**Bev/Alc Best in Class Case Studies**

August 17 | 2pm ET  
**40 Under 40 Winners Panel: The up-and-coming leaders in omnichannel marketing**

September 13 | 2pm ET  
**Consumer Trends & Shopper Behavior**

November 9 | 2pm ET  
**In-Store Experience**

Subject to change

# CUSTOM WEBINARS

## SUPPLIED AND AMPLIFIED

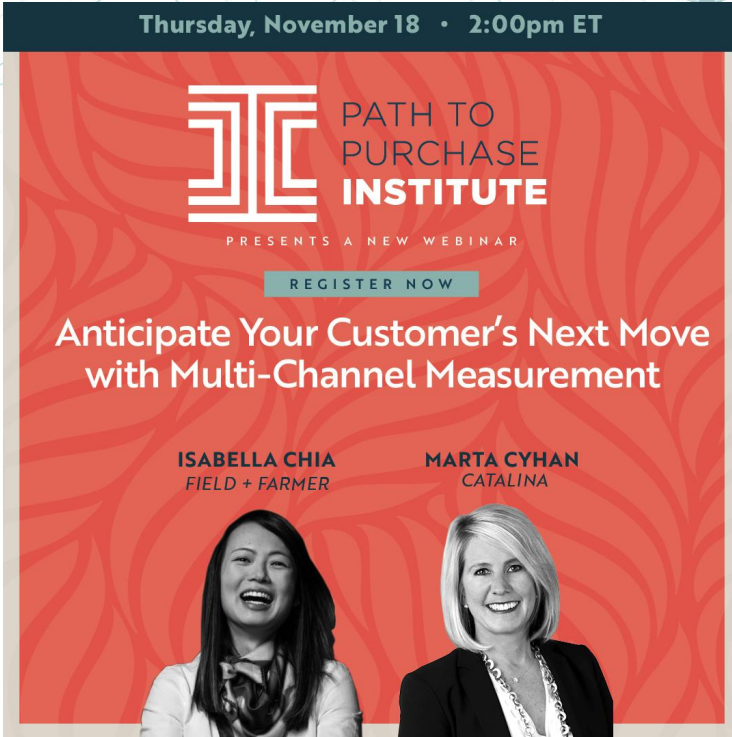
Tailored to meet your needs, in consultation with our editors, to maximize audience engagement.

An engaging way to communicate and share relevant, timely information and showcase your expertise through case studies, success stories and market analysis.

Marketed through the Institute's channels, including email distribution, social media posts and digital ads on [pathtopurchaseiq.com](https://pathtopurchaseiq.com)

Either purchase and schedule individually or in packages of multiple events depending on business partner needs and available inventory.

Thursday, November 18 • 2:00pm ET



**PATH TO PURCHASE INSTITUTE**  
PRESENTS A NEW WEBINAR

[REGISTER NOW](#)

**Anticipate Your Customer's Next Move  
with Multi-Channel Measurement**

**ISABELLA CHIA**  
FIELD + FARMER

**MARTA CYHAN**  
CATALINA

# BUILD CONNECTIONS THAT COUNT

## 2022 EVENT AND AWARDS CALENDAR





# BUILD CONNECTIONS THAT COUNT

## VIRTUAL & IN-PERSON FORUMS



**MARCH 15-16, 2022**  
**VIRTUAL**

Share your thought leadership and unique capabilities with marketers seeking to understand the most effective strategies for driving brand awareness, shopper engagement and sales in the digital shopping environment.

**2021 Attendees: +260**



**JUNE 28-30, 2022**  
**IN-PERSON**

Share your thought leadership with insights professionals and marketing executives seeking to understand effective methods of capturing shopper understanding and measuring performance.

**2021 Attendees: +420**



**DECEMBER 6-7, 2022**  
**VIRTUAL**

Share your thought leadership with marketers seeking to leverage retail media to grow brand awareness, shopper engagement and product sales.

**2021 Attendees: +420**

# BUILD CONNECTIONS THAT COUNT

## IN-PERSON EVENTS

PATH TO PURCHASE INSTITUTE

**FUTURE  
FORWARD**

**May 16 -19 2022**

Sheraton Grand Chicago Riverwalk  
301 East North Water St  
Chicago, IL, 60611

PATH TO  
PURCHASE

**LIVE**

**October 17- 20, 2022**

Hilton Chicago  
720 S. Michigan Ave.  
Chicago, IL 60605

# BUILD CONNECTIONS THAT COUNT

## INDUSTRY AWARDS THAT SHOWCASE LEADERS



Presented at Future Forward  
May 2022, TBD

Honors the top 40 professionals under the age of 40 who are leading the next generation of commerce marketing along the path to purchase. Meet the talented trailblazers — from the top brands, retailers, agencies and companies — who are shaping the shopper journey for this next era of commerce. Nominations open in early 2022, with the winners profiled in the May/June issue of the magazine and celebrated at Path to Purchase Institute: Future Forward in May 2022.



Presented at: Path to Purchase LIVE  
October 2022, Chicago

Get introduced to the leading innovators in cohesive approaches to driving shopper commerce across the path to purchase - including integrated, in-store, media, mobile, collaborative and direct-to-consumer activations.



Presented at: Path to Purchase LIVE  
October 2022, Chicago

The awards program celebrates and connects women leaders that are contributing to the growth of the industry as well as promoting diversity and inclusion in their fields. The program has grown consistently year-over-year, building an alumni network of accomplished leaders while also providing a platform for exploring a wide range of topics including the challenges faced and progress made in the advancement of women in the workplace. Elements of the program include educational content, networking opportunities, as well as editorial content across both print and digital mediums.

# WHO WE ARE



**The Path to Purchase Institute** is the only community that connects thousands of media, shopper, omnichannel and commerce marketing professionals to the intelligence, innovation and resources essential for solving today's business problems and driving growth.

300+ companies representing over 18,000 industry executives and thought leaders.

The most comprehensive collection of commerce insights and perspectives in North America.

All the right tools, knowledge and expertise necessary to understand shopper marketing demands.



# PATH TO PURCHASE INSTITUTE

## MEMBERSHIP BENEFITS

Complete Member Exclusive  
Research Reports

Learning Labs and Virtual Forums

Access to comprehensive  
omncommerce database of  
articles, images, proprietary  
research, retailer profiles, in-store  
and online activations image  
library and the latest industry  
trends.



## 2022 MEMBERSHIP BENEFITS

Visit

Contact: Katrina  
to discuss joining

### The Path to Purchase Institute

The ONLY community that connects THOUSANDS of MEDIA, SHOPPER, OMNI-CHANNEL and COMMERCE MARKETING professionals essential for solving today's business problems and driving growth.

300+ COMPANIES representing over 18,000 industry executives and thought leaders.

The most comprehensive collection of commerce insights and perspectives in North America.

Sharing the TOOLS, KNOWLEDGE & EXPERTISE necessary to activate and execute against today's shopper marketing demands.

### Community

We gather leaders from across the industry for a candid exchange of ideas and strategies around key issues.



A collaborative community of senior commerce executives who solve real-world problems, establish best practices, and develop standards to implement bold initiatives and inspire change.

### Insights & Perspectives

Expert, editorial, and actionable insights covering in-store, digital, retail marketing and industry trends to help our members drive shopper engagement.



SPECIAL MEMBER-ONLY REPORTS with access to detailed research findings & data tabs

#### 2022 REPORTS

JAN/FEB: Path to Purchase Trends (B2B)

MAR/APRIL: The Evolution of In-Store Experience, Part 1 (Consumer)

MAY/JUNE: The Evolution of In-Store Experience, Part 2 (Consumer)

JULY/AUG: Retail Media Measurement and Evolution (B2B)

SEPT/OCT: Demystifying the LatinX Consumer (Consumer)

NOV/DEC: Personalization Tactics (B2B)

#### MEMBER PERSPECTIVES

Members are invited to be guest columnists in Path to Purchase IQ.

### Tools & Training

Have access to our comprehensive, searchable omncommerce database filled with articles, images, proprietary research, webinars, case studies including:

- Detailed Retailer Profiles
- Image Library of In-Store and Online Activations
- Latest Industry Trends



### LEARNING LAB

Expanded learning curriculum with classes on critical topics for all levels of professional development included with all memberships

- ILAB 1) OMNI RESOLUTIONS
- ILAB 2) PAID SEARCH
- ILAB 3) RETAIL MEDIA MUSCLE
- ILAB 4) OMNISHOPPER
- ILAB 5) AMAZON STRATEGY
- ILAB 6) SALES LEADERSHIP

### Events & Experiences

World-class virtual and live events to unite the community, offer exceptional education and fresh thinking from best-in-class thought leaders.

#### 2022 EVENT SCHEDULE

(Only for reference - subject to change)

(VIRTUAL) FORUM SERIES



LIVE EVENTS



# ACCESS TO INDUSTRY LEADERS



COMMERCE EXECUTIVE  
N E T W O R K

The **Commerce Executive Network (CEN)** provides an unparalleled opportunity for brand and retailer members to connect with one another in an open forum, discussing the most important issues at the top of marketers' minds.

This exclusive group of industry marketers and thought leaders represents forward-thinking, cross-functional executives from all major industry segments including retailers, consumer goods manufacturers, agencies and solution providers.

In 2022, this elite group will gather for **three virtual** quarterly meetings and **one in-person conference** to exchange ideas and openly discuss the key trends and business issues impacting the rapidly shifting space of shopper commerce.

# IMMERSE. INSPIRE. ENGAGE.

## BRAND LAB: INTERACTIVE MARKETING CONTENT

Stand out from the crowd with cutting-edge, interactive digital content experiences designed by the BrandLab creative team.

Vibrant visual stories, graphic display, animations, and embedded media enables users to deeply engage with digital content through self-guided exploration.

- Dedicated URL hosted on ConsumerGoodsTechnology.com
- Promotional targeted email sent to consumer goods decision makers
- Promoted via a CGT browser alert
- Monthly engagement report
- Option to embed link on your company's site and social

### ANIMATED PRODUCT SPOTLIGHT

Pop-off-the-page product feature showcasing key attributes, imagery, and call to action.

### ANIMATED INFOGRAPHIC

Must-click animated illustration of data points and brand elements designed for shareability.

### STORYSCAPE

Narrative-driven, multi-layered interactive content brought to life with animation, micro-infographics and embedded media.

### STORYSCAPE MASTERCLASS

Longer-format, research-driven Storyscape with heavy emphasis on data visualization. Includes interactive menu and sidebar panels for intuitive content segmentation.

### WORLDSCAPE

Illustrated micro-world with interactive map and scene depictions featuring multiple products, solutions, topics or brands in a unified immersive environment.

### INTERACTIVE MICROSITE/CONTENT HUB

Branded, experiential microsite with multiple content pages featuring different topics or chapters or an overarching theme.



### THE WINNING COMBO

#### FORD GUM DELIVERS BIG FLAVOR AND BIGGER RETURNS!

As the exclusive manufacturer and distributor of gum and squeeze candy for a stellar combination of America's most beloved sweets brands, Ford Gum is on a mission to bring a smile to every shopper and increased revenue to every store.

BIG LEAGUE CHEW  
★ BUBBLE GUM ★

Wally  
Sells!

WOWZAS!

SUGAR FREE GUM

SMARTIES  
bubblegum &  
candy

M-E-G



# DIGITAL RATES

## WEBSITE/NEWSLETTER/DIGITAL ADVERTISING RATES

### Website Ad Rates/Month

#### Top Leaderboard | 728x90

Standard	\$7,210
Expandable	\$10,300

#### Medium Square | 300x250

Standard	\$5,150
Expandable	\$7,725

#### Prestitial | 600x450 (desktop only)

Expandable	\$7,210
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#### Remarketing Campaign

250K impressions	\$4,300
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#### Newsletter Monthly

Top Leaderboard:	\$6,180
Medium Square:	\$5,665
Text Sponsored Link:	\$2,060

### Interactive/Thought Leadership

#### Shopper Engagement Showcase

Premium	\$12,500
Standard	\$3,700

#### Industry Outlook Video

10 min.	\$12,500
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#### Sponsored Research

Quiz	\$5,150
Poll	\$2,575

#### Sponsored Blog

6-month	\$5,150/mo.
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#### Infographic/Trendagram

Production	\$8,755
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#### Content Syndication

Package	\$15,450
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#### Webinars

Custom	\$17,000
Editorial	\$20,000

#### Audience Direct Campaign

Custom	\$10,800
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### Branded Coral Experiences

#### Storyscape

\$15,000 to \$35,000*
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#### Animated Infographic

\$17,500
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#### Product Spotlight

\$9,500*
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#### Content Hub

\$45,000*
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\*Investment may vary depending on custom work required for any specific project



# PRINT RATES

## *Path to Purchase IQ*

### 4-Color

#### Full Page\*

1X	\$7,576	3X	\$7,344
6X	\$7,181		

#### 1/2 Page

1X	\$5,890	3X	\$5,718
6X	\$5,611		

#### 1/3 Page

1X	\$4,426	3X	\$4,290
6X	\$4,180		

Standard SWOP specifications apply  
(process magenta, yellow, cyan)

### Cover/Center Gatefold

#### 1/2 Page

Cover	\$18,500
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#### 1 Page

Cover	\$19,500
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#### 2 Page

Cover	\$26,500
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#### 3 Page

Cover Gatefold	\$18,500
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#### 4 Page

Cover Gatefold	\$34,500
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#### Full Page

Hard Cover 2	\$6,500
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#### 2 Page Solution Guide

Spread	\$8,750
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### Internal Gatefold

#### 3 Page

Internal	\$21,400
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#### 4 Page

Internal	\$26,400
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#### 6 Page

Internal	\$35,000
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#### 4 Page

Center Stitched	\$27,500
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#### 6 Page

Center Stitched	\$37,500
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#### 8 Page

Center Stitched	\$44,000
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**Full-page** print ads include mobile-friendly inline digital ad embedded in magazine articles.

**Rates** for standard units based on total insertions placed in 12-month period.

**Each page** of a multi-page advertisement counts as one insertion, each fractional advertisement counts as one insertion.

**Premium Positions:** Inside front or back cover, 15% premium; Back cover, 20% premium

# PRINTED MAGAZINE SPECS

## *Path to Purchase IQ*

### Mechanical Requirements

#### A. Publication Trim Size: 8" x 10-3/4"

#### B. Non-Bleed Ad Sizes:

Full Page: 7-1/4" x 10"

1/2 Page Vertical: 3-1/2" x 10"

1/2 Page Horizontal: 7-1/4" x 4-7/8"

1/3 Page Square: 4-3/4" x 4-7/8"

1/3 Page Vertical: 2-1/4" x 10"

#### C. Bleed Ad Sizes

Full Page: 8 1/4" x 11"

2 Page Spread: 16 1/4" x 11"

**Note:** Add 1/8" **bleed** on all four sides and **keep trim marks out of the bleed area.**

**Live Matter:** To avoid trimming type and artwork, bring all in 3/8" from the trim dimensions.

**Production Charges:** Artwork, copy edits and other advertiser requests are billed as required.

### Media/Format/Software

#### A. Media Transfer

Email or FTP ad to Production Director.

#### B. File Formats

High-res, one-page PDF/X-1a files with fonts and images embedded. Please contact the Production Director for more information on specifications.

#### C. Software Applications

(EPS, TIFF) InDesign, Illustrator, Photoshop, Quark Xpress. Preferred file format is PDF/X-1a. If ad is entirely in Photoshop, keep file in layers. Page files must be constructed so that upon opening the page file, all elements (fonts, images, etc.) are positioned correctly.

### Print Requirements

#### A. Printing

Web offset, SWOP Standards

#### B. All Colors and images must be CMYK

Spot & Pantone colors are not permitted. Images must be SWOP compliant with a minimum resolution of 300 dpi.

#### B. Furnished Inserts

Please contact Publisher for mechanical specs, quantity needed, and shipping instructions.

#### C. Insert Stock Weight

Maximum weight (25" x 38" basis): 100 lb. coated, 80 lb. uncoated. Thickness cannot exceed 0.007". For inserts exceeding 4 pages, or for those deviating from standards outlined, consult Publisher.

#### D. Binding

Saddle Stitch

#### E. Furnished Inserts

Printed on 50 lb., gloss-coated stock

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