

SMART retailer™

HELPING YOUR GIFT BUSINESS SUCCEED

The magazine more gift store owners turn to for new resources, new vendors and in-depth business advice!



800-331-0038

www.smart-retailer.com

ADVERTISE YOUR BUSINESS THE SMART WAY!

Turn to *Smart Retailer* to Reach Over 70,000 Buyers through Print, Web, E-mail and More



WHAT WE OFFER

- **22 years of industry expertise** so you know you're working with a company that truly knows the business.
- **In-depth editorial coverage** that keeps readers involved in every issue of the publication.
- **Various multimedia advertising options** so you can reach customers in more ways than one. Print, digital, social media and show distribution.
- **Competitive pricing** so you know you're making a wise business investment.
- **Special sections** that showcase your products in unique ways to the readers.
- **Bonus distribution** at more than 45 trade shows per year so your advertising will reach even more buyers.
- **A dedicated readership** of highly qualified buyers and storeowners so your advertising message is hitting the most targeted audience.
- **Industry events and seminars** that bring together retailers, vendors and show promoters to provide brand-building and educational opportunities for all involved.

WHO WE ARE

Smart Retailer is one of nine publications produced by Jones Publishing, Inc., a family-owned and operated Midwest-based company committed to serving every reader and advertiser with the highest amount of respect and quality of service and content. In 2016, Jones Publishing, Inc. is proud to celebrate 30 years in business, with *Smart Retailer* heading into 22 years of publication.

Smart Retailer is the definitive print and digital resource for the gift and home-decor industry. It provides new product resources, industry news, and valuable business advice to help retailers build smart businesses. It also provides various multimedia advertising opportunities for wholesale vendors to reach new buyers.

HOW WE'VE GROWN

For over 20 years, we have expanded to serve retailers and vendors in a variety of ways, including adding extra issues, an independent website, electronic newsletters, social media sites, custom e-blasts, interactive digital editions, seminars, and special events. We will continue to use these elements to bring the absolute best business advice, industry information and wholesale resources to this thriving industry.

HERE'S WHAT OUR ADVERTISERS SAY ABOUT SMART RETAILER

I want to thank you from all of us at Bridgewater Candle Company for the tremendous support.

—*Jamie Pierce*
Bridgewater Candle
/Grace Management

It is truly a pleasure doing business with you.

—*Maria*
MCH Jewelry

Just wanted to touch base and let you know that you really hit it out of the park with the latest ad.

The response has been tremendous with this issue, as well as the last one. I think changing the photos was a good move!

Thanks for everything.

—*Nancy*
Barn Cat Mercantile



Great work for KMI's ad. We really appreciate your effort and nice attitude in helping us. It's really a pleasant experience working with *Smart Retailer*. We are happy with your work!

—*Karen Fann, KMI*

We are loving the cover of this month's *Smart Retailer* with our rug on it. Thank you so much. We have received some good attention because of it. We are also looking forward to our big two-page ad spread in your January issue.

—*Karla Sinclair*
Home Spice Decor



Smart Retailer has a way to get the Buyer in the mood... I could not believe it when phone calls started coming in for at once orders in the month of June and we are a sock company. Who says you can't sell cozy socks in June... thanks SM!

—*Cynthia Dowd*
World's Softest Socks

I must say that those pictures were awesome. You really did a great job!

—*Andrea Rowland*
Reid Foods



DOUBLE DIGIT GROWTH IN THE LAST 12 MONTHS

Smart Retailer's circulation reaches qualified buyers based on store volume and purchasing power.

Print: Average guaranteed paid and non-paid circulation per issue:



Average Total Circulation Per Issue Including Digital Edition:



Average Readership Per Issue:



READER JOB FUNCTION

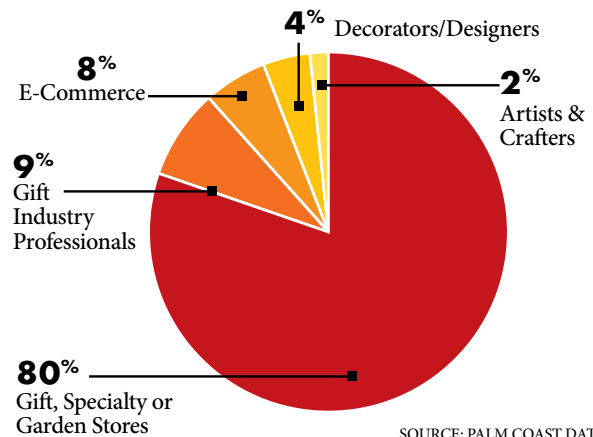


- 85.63% Owner/CEO/President
- 9.65% Manager/Buyer
- 3.72% Other

GEOGRAPHY & FOCUS

Smart Retailer's readers are storeowners or buyers located across the United States and Canada in large cities, suburbs, rural areas and towns. Their businesses include gift shops, specialty stores, garden/landscape centers, hospitals, florists, galleries and museums.

DEMOGRAPHICS



SOURCE: PALM COAST DATA, LTD., 2012

IN EVERY ISSUE

Trend Watch: What's hot, what's selling, and on-trend now
New and Noteworthy: Fresh products, new collections, and innovative ideas

Retailer Spotlight: Savvy stores that show and sell

Business Briefs: Stay on top of industry news

Counter Culture: Expand your horizons with these unique items

Display and Design: Display ideas designed to sell more

Country Charm: Products that fit perfectly with a relaxed, rustic lifestyle

Welcome Exchange: Questions and answers that matter

Trade Show Calendar: The go-to industry trade show source

Plus always an assortment of business and industry features, web extras, and market news!

WHAT'S IMPROVED?

- Every issue is perfect-bound, and printed on higher-quality glossy paper to better showcase *your* unique products with added impact and depth.
- The **ONLY INDUSTRY MAGAZINE** to increase page count in 2015 by **14% PER ISSUE**.
- See, feel and experience the *Smart Retailer* difference!

DRIVE INCREMENTAL SALES WITH OUR BONUS DISTRIBUTION

In addition to mailing directly to more than 27,812+ qualified buyers, *Smart Retailer* magazine will be distributed to the following 2016 Markets:

REACH
45
SHOWS

Adirondack Buyer Days, NY
 American Craft Retailers Expos (ACRE), PA, NV
 AmericasMart Atlanta, GA
 Billings Market, MT
 Biloxi Mississippi Gift Show, MS
 Boston Gift Show, MA
 California Gift Show, CA
 Charlotte Gift & Jewelry Show, NC
 Chicago Market, IL
 Columbus Marketplace, OH
 Dallas Total Home & Gift Market, TX
 Denver Gift, Home & Jewelry Show, CO
 Fort Lauderdale Gift Show, FL

Galveston Gift & Resort Show, TX
 Grand Strand Gift & Resort, SC
 Heritage Markets, IN, OH, PA, WV, VA
 International Gift Expo in the Smokies, TN
 Kansas City Gift Mart, KS
 Keystone Wholesale Markets, PA
 L.A. Gift Show, CA
 Lansing Gift Show, MI
 Las Vegas Market, NV
 Louisville Gift Show, KY
 Market Square Shows, MA, PA, WI
 Minneapolis Mart, MN
 Mississippi Market Wholesale Show, MS
 National Stationery Show, NY

New England Products Trade Show, ME
 NY Now, NY
 Northeast Market Center, MA
 OASIS Gift Show, AZ
 Ocean City Resort Gift Expo, MD
 Offinger's Marketplace, OH
 Orlando Gift Show, FL
 Philadelphia Gift Show, PA
 Pittsburgh Gift Show, PA
 Portland Gift & Accessories, OR
 San Francisco International Gift Fair, CA
 Seattle Gift Show, WA
 Smoky Mountain Gift Show, TN
 St. Louis Gift Show, MO
 - And more!

Smart Retailer print and digital editions will work as your time-saving sales and marketing platform to expand your reach to buyers at these shows, even if you are not exhibiting.

2016 SMART RETAILER EDITORIAL CALENDAR

	Editorial Deadline	Reserve Ad Space	Ad Due	Mail Date
January- Early Spring	11/6/15	11/13/15	11/20/15	12/15/15
Special WS Show Issue: America's Mart® Atlanta Feature Focus: 2016 Trends & Crystal Ball Forecast (Atlanta) Business Article: Buy & Sell to Your Target Audience Second Focus: Valentine's Day/Decorative Magnets AM Additional Focus: Faux Foliage				
February- Spring	12/14/15	12/21/15	12/30/15	1/28/16
Special WS Show Issue: NY NOW® Feature Focus: 2016 Trends and Forecast (NY) Business Article: What Drives Industry Growth & Industry Perseverance Second Focus: Garden and Outdoor/Easter Additional Focus: Eco-Friendly				
March/April- Summer	2/18/16	2/25/16	3/3/16	3/31/16
Product Focus: Candles & Scents Business Article: Identifying Business Trends/Improving Non-Holiday Sales Second Focus: Patriotic Additional Focus: Portable Lighting/LEDs				
May/June/- Fall/Halloween	3/16/16	3/24/16	3/31/16	4/28/16
Feature Focus: Fall and Halloween Goods Business Article: Facing Critical Issues; Competition and Consumer Spending Second Focus: Tabletop & Stationary/Gift Wrap Additional Focus: Kids AM				
July- Fall/Christmas	5/12/16	5/19/16	6/2/16	6/30/16
Special WS Show Issue: America's Mart® Atlanta Feature Focus: Holiday 2016/Winter Forecast (Atlanta) Second Focus: Gourmet Foods & Ornaments AM Business Article: Packaging, Presentation & Shipping Additional Focus: Jewelry				
August/September- Winter	6/16/16	6/23/16	6/30/16	7/28/16
Special Show Issue: NY NOW® Feature Focus: Candles & Scents Business Article: Store Branding/Private Label Branding Second Focus: Wall Décor & Wedding Additional Focus: Trends and Forecast (NY)				
October/November- Winter/Early Spring	8/18/16	8/25/16	9/1/16	9/29/16
Feature Focus: Wearables Business Article: Sustainable Cash Flow Second Focus: Floor Coverings/Vertical Textiles Additional Focus: Gourmet Foods				
December- 2017 Previews/Shows	9/15/16	9/22/16	9/29/16	10/27/16
Feature Focus: 2017 Preview Issue Business Article: Stores, Showrooms and Booth Designed to Sell Second Focus: Bed and Bath Additional Focus: Post-Holiday Sales/Bath and Body AM Additional Focus: Pets				

Reach your target market through **Smart Retailer** Print, Digital and Tradeshow Distribution.

AM Distributed at AmericasMart®

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EDITORIAL GUIDELINES

Companies are often included in our editorial sections in the magazine and on our website at www.smart-retailer.com.

If you would like to be considered for editorial exposure, follow these guidelines for submitting materials:

1. Press releases: E-mail full text (Microsoft Word document preferred) and high-resolution digital images (300 dpi) to Stephanie Hintz, stephanieh@jonespublishing.com.
2. New product releases: E-mail high-resolution digital images (300 dpi) to Stephanie Hintz, stephanieh@jonespublishing.com or mail product samples to:

Smart Retailer
 Attn: Editor
 P.O. Box 5000
 N7528 Aanstad Road
 Iola, WI 54945

Include product descriptions and ordering information for each item. Please refer to Editorial Deadlines for each issue in the Editorial Calendar.

3. Mail press kits and catalogs to:

Smart Retailer
 Attn: Editor
 P.O. Box 5000
 N7528 Aanstad Road
 Iola, WI 54945



NET RATES PER ISSUE DISPLAY ADVERTISING

Supplied Completed Ad*	1x	4x	8x
2-Page Spread	\$5,875	\$4,876	\$4,406
Full Page	\$3,282	\$2,724	\$2,462
1/2-Page Island	\$2,522	\$2,093	\$1,892
1/2-Page Horizontal/Vertical	\$1,808	\$1,501	\$1,356
1/4-Page Vertical	\$1,070	\$888	\$803
1/8-Page Sneak Peek	\$590	\$490	\$443

First time advertisers ask about our discount package on your initial campaign.

PREMIUM CUSTOM CONTENT SPACES ARE AVAILABLE ON A FIRST-COME, FIRST SERVE BASIS.

*Creative & Photography Services

Smart Retailer also offers professional creative design and photography services to help create your ad. Contact your sales representative for more details.

Premium Positions

All ads are run-of-book placement. For guaranteed placement, add 10%. For premium positions, such as inside front cover, back cover or inside back cover. Please contact your sales rep for more details.

Inserts, outserts and polybagging are available.



ADVERTISING

Jerry Beyer
 Director of Marketing
 (800) 331-0038, ext. 118
jerryb@smart-retailer.com

GENERAL INFORMATION

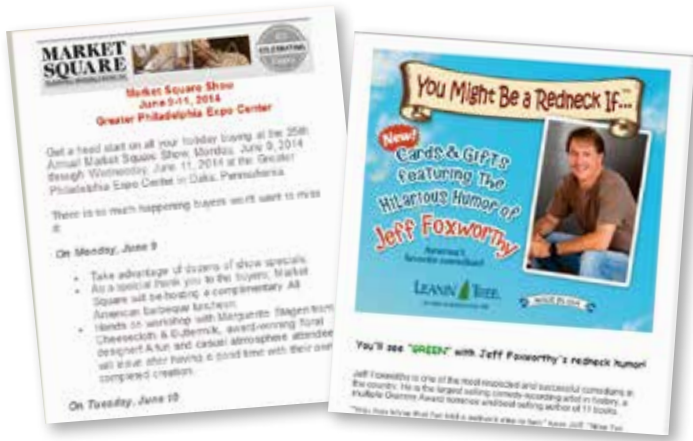
Smart Retailer
 P.O. Box 5000
 N7528 Aanstad Road
 Iola, WI 54945
 Phone: 800-331-0038
 Fax: 715-445-4053
www.smart-retailer.com

SHIPPING INFORMATION

Send all reservation forms and production materials to:
 Smart Retailer
 Advertising Dept.
 P.O. Box 5000
 N7528 Aanstad Road
 Iola, WI 54945

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CUSTOM E-MAIL BROADCAST & E-NEWSLETTER OPPORTUNITIES



Reach buyers in between issues by sending your Custom E-mail Blast message to *Smart Retailer's* nearly 13,000 e-mail subscribers or one of our pre-scheduled Email Newsletters.

Custom Dedicated E-mail Broadcast: Have an urgent message? Special sale? New product? Build show attendance and traffic? Send a Custom E-mail Broadcast to nearly 13,000 smart retailers. 1x \$1,700 NET, 2x \$1,500 NET, 3x \$1,150 NET. Additional discounts available for 4x's or more.

EXTRA E-mail Newsletter: Every month, we send our EXTRA e-mail newsletter, which includes unique articles, tips and the latest industry news. Vendors can showcase new merchandise or announce timely promotions. Cost is just \$295 per monthly EXTRA e-newsletter banner ad.

DigitalPLUS

To reach this expanding Internet market, each issue of *Smart Retailer* is digitized and released to the readers 14 days after the print edition. This doubles advertisers' exposure because *Smart Retailer* issues are then circulated in all 12 months of the year.

Bonus Resources

Each digital issue includes a *DigitalPLUS* section with bonus articles, extra resources, live links and more. So the readers are engaged and excited when it is released.

Advertising Opportunities

DigitalPLUS provides additional advertising opportunities for vendors.

Since it comes out 14 days later, new product releases and urgent vendor promotions can be introduced to buyers in a timely manner.



WEB OPPORTUNITIES

Connect with buyers 24/7 online at www.smart-retailer.com. Advertising on *Smart Retailer's* website is the easiest and most cost-effective way to promote your products in real time to buyers. Ten ad zones are available with a maximum of three vendors to share each zone spot. Web ads are available with three, six, or 12-month schedule options and discounts.

LOCATION & MONTHLY RATES PER ZONE:

Masthead & Footer – Run of Site
 Zone 1 Rectangle (300 x 100): \$425
 Zone 2 Leaderboard (728 x 90): \$375

Home Page & Blog Page
 Zone 3 Rectangle A (300 x 100): \$350
 Zone 4 Rectangle B (300 x 250): \$375
 Zone 5 Rectangle C (300 x 250): \$350

Navigation Pages & Show Calendar
 Zone 6 Leaderboard (728 x 90): \$350
 Zone 7 Skyscraper (160 x 600): \$350

Internal Pages, Features/Trends
 Zone 8 Rectangle A (300 x 100): \$325
 Zone 9 Rectangle B (300 x 250): \$350
 Zone 10 Rectangle C (300 x 250): \$325

For more details on any of these sales generating services, contact Jerry Beyer at 800-331-0038.

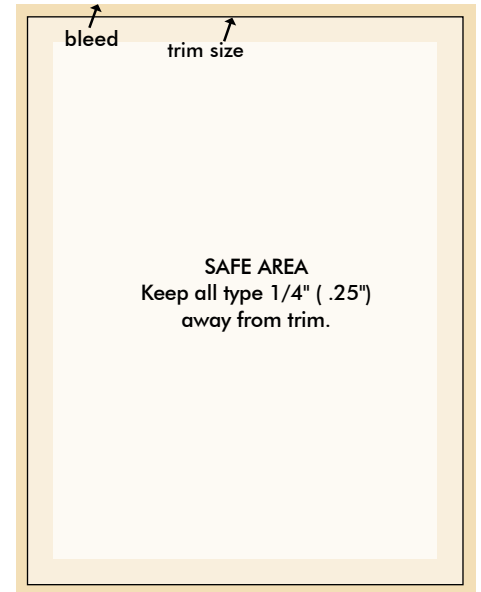
Zones are numbered and circled in red:





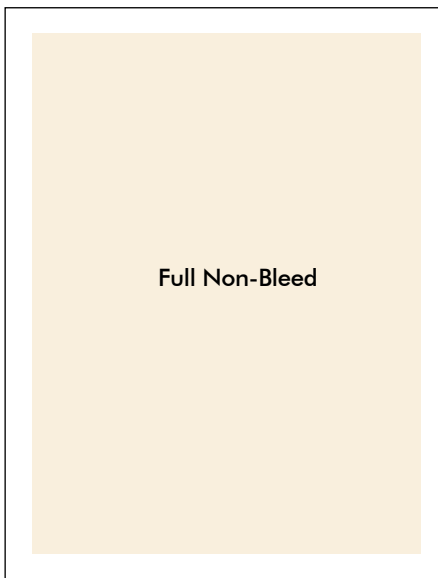
2 Page Spread

Magazine trim size: 16.25"w x 10.75"h
 With Bleed: 16.5"w x 11"h
 Safe Area: 7.675"w x 10.25"h (each page)

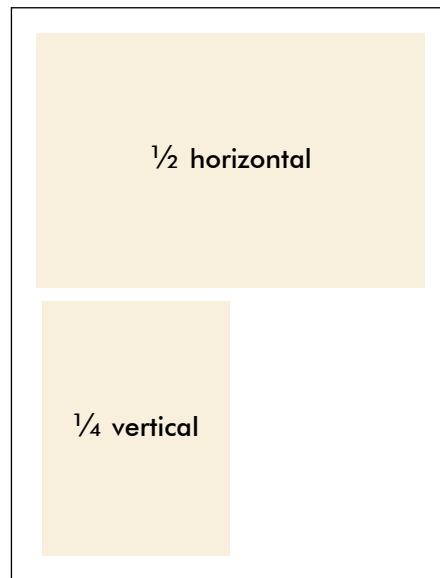


Full Page

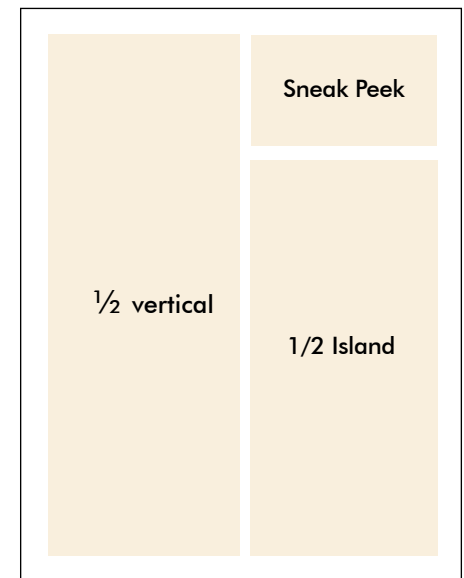
Magazine trim size: 8.125"w x 10.75"h
 With Bleed: 8.375"w x 11"h
 Safe Area: 7.675"w x 10.25"h



Full-Page Non-Bleed
 7"w x 10"h



1/2-Page Horizontal: 7"w x 4.75"h
1/4-Page Vertical: 3.375"w x 4.75"h



1/2-Page Vertical: 3.375"w x 9.75"h
1/2-Page Island: 4.625"w x 7.25"h
Sneak Peek: 3.375"w x 3"h

Unit Size	Width	x	Height
2-Page Spread Trim Size	16 1/4" (16.25")	x	10 3/4" (10.75")
2-Page Spread with Full Bleed*	16 1/2" (16.5")	x	11"
Full-Page Trim Size	8 1/8" (8.125")	x	10 3/4" (10.75")
Full-Page with Full Bleed**	8 3/8" (8.375")	x	11"
Full-Page Non-Bleed	7"	x	10"
1/2-Page Island	4 5/8" (4.625")	x	7 1/4" (7.25")
1/2-Page Horizontal	7"	x	4 3/4" (4.75")
1/2-Page Vertical	3 3/8" (3.375")	x	9 3/4" (9.75")
1/4-Page Vertical	3 3/8" (3.375")	x	4 3/4" (4.75")
1/6-Sneak Peek	3 3/8" (3.375")	x	3"

* 2 page Spread – Overall size with bleed will be 16.5" x 11". Extend bleed 1/8" (.125") beyond trim on all sides.

**Full-Page Bleed – Extend bleed 1/8" (.125") beyond trim on all sides.

Keep all type 1/4" (.25") away from trim.

MECHANICAL REQUIREMENTS

Acceptable File Formats

PC format is preferred. Files created on a Mac may require font substitution and type manipulation due to font platform incompatibility.

Acceptable file formats include Adobe InDesign* (with supporting files), Adobe Photoshop*, Adobe Illustrator*, Adobe Acrobat* PDF.

Note: *Smart Retailer* does not support and will not accept files created from Adobe PageMaker*, Microsoft Publisher*, Microsoft Word*, Corel Draw*, Microsoft PowerPoint* or OpenOffice*. We also do not accept low-resolution PDFs, TIFFs, JPEGs or EPS files.

Photoshop files must be 300 dpi, CMYK color, EPS or TIFF file format. Include all images, graphics and fonts used in the file on the disk along with the Photoshop file. Do not flatten layers.

Ad layout must be made to exact dimensions. Full-page bleed ads require 1/8" bleed extension beyond final page trim size on all sides.

Fonts used in the digital ad file must be included on the disk.

Images must be saved at 300 dpi, as CMYK color, TIFF or single-file EPS format without screen angles or transfer functions.

SWOP Proofs or CMYK Contract Proofs are required from all advertisers. *Smart Retailer* will not be responsible for color quality or errors unless a SWOP proof is supplied. Acceptable proofs include Kodak Approval*, Kodak Matchprint*, Fuji FinalProof*, DuPont Waterproof*, Iris* or Veris*. If a four-color contract proof is not provided, color guidance will be determined by *Smart Retailer's* contract proof generated from the digital ad file. NOTE: *Smart Retailer* will not be responsible for color quality, type reflows or mistakes, type raster or image transparency issues in final printed ad when a CMYK contract or SWOP proof is not submitted with the digital ad file. An ink-jet color print is not a contract quality proof and will not be used for color guidance, mechanical or element content.

CONTRACT & COPY REGULATIONS

Contracts must be bona fide and must specify a contract year and the number of insertions committed. Two or more advertisers are not permitted to use space under the same contract (unless advertisers are subsidiaries of a parent company). If the contract is not fulfilled for any reason, each insertion will be recalculated at the appropriate base rate, and advertisers will be responsible for paying the difference between the original reduced rate and the appropriate base rate listed on the rate card. Cancellation of advertising space must be submitted in writing by registered letter prior to published space reservation close date. All verbal instructions regarding contracts and insertion orders must be confirmed in writing.

In the event of a production error, *Smart Retailer's* liability will be limited to the cost of the ad. In the event of ad cancellation within 10 days of the published space reservation deadline, the advertiser will be assessed a fee of one-half the cost of the ad. After 10 days from the space reservation deadline, advertisers are liable for the full cost of their ad.

Publisher reserves the right to refuse advertising if it is not considered suitable for the publication. The publisher will have the final decision. The advertiser assumes all responsibility for any advertising content printed in the publication and any claims of litigation arising against that advertiser. The publisher and *Smart Retailer* shall not be held liable for any damages if the advertisement is not published. The publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of the current rate card.

All advertising created by *Smart Retailer* magazine is the sole property of Jones Publishing and may not be used as advertising or editorial in any other publication. No reproductions may be made under any circumstances without prior approval and with the written permission of a Jones Publishing representative.



SUBMISSION INSTRUCTIONS

E-mail files

Only files up to 10 megabytes can be sent through our e-mail server due to size limitations. Zip or stuff files and attach to the e-mail. Send e-mail with attachment(s) to your sales representative.

DVDs or CDs

Include a printed list of disk contents with your submitted DVD or CD. Disk will be returned after the issue prints only if requested and a self-addressed, stamped mailing envelope is provided. Floppy disks are not accepted. Mail to: *Smart Retailer*, Attn: (your sales rep), N7528 Aanstad Road, P.O. Box 5000 Iola, WI 54945.

Submit via FTP or website

Our FTP site is open to the public, and no guarantee will be made for the integrity or security of your ad file. Our FTP site is also not monitored, so after the file(s) have finished uploading, send an e-mail to your sales representative.

1. Accessing the FTP site

- Use your own FTP program if you have one and setup a connection to remote.jonespublishing.com
- When the prompt box opens, enter the following in the prompt box:
User ID: advftpuser
Password: jones
- A screen will open showing folders for each of our magazines. Select the first magazine folder that you are submitting the ad for. You need only post the ad in the first magazine folder if you are using the same ad material for more than one magazine.

2. Posting your file to our FTP site:

- Right click on your Tool Bar "Start" button.
- Click on "Explore"
- Minimize the "Explore" screen (upper right hand corner middle button)
- Select the file you want to send and drag and drop it onto the appropriate magazine folder.

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