

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!



**BONUS
8TH ISSUE
IN 2015!**

800-331-0038

www.smart-retailer.com

ADVERTISE YOUR BUSINESS THE SMART WAY!

Turn to *Smart Retailer* to Reach Nearly 80,000 Buyers through Print, Web, E-mail and More

WHAT WE OFFER

- **21 years of industry expertise** so 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** that bring together retailers, vendors and show promoters to provide brand-building and educational opportunities for all involved.

TESTIMONIALS

Advertisers

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



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

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

—Andrea Rowland
Reid Foods



WHO WE ARE

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

During the past 21 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.

Readers

I love reading *Smart Retailer* magazine. The articles are informative, and I've found new vendors with the Trend Watch section.

—Linda Zaderey
Northwest Man Cave, LLC



I look forward to receiving each issue. We have found most of our vendors from this resource, and the business-related articles (on marketing, merchandising, trends and financials) have helped us become a better shop.

—Annette Hentz
Via Facebook

I love the magazine as it inspires and helps me be a better small-business owner.

—Pam Thorpe
The Rusty Bucket

Thanks for all the great tips and wonderful ideas for displays. We have used many of them.

—Home at Last Antiques

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:



Digital: Average readership per DigitalPLUS:



Average Total Circulation Per Issue:



Average Readership Per Issue:



READER JOB FUNCTION

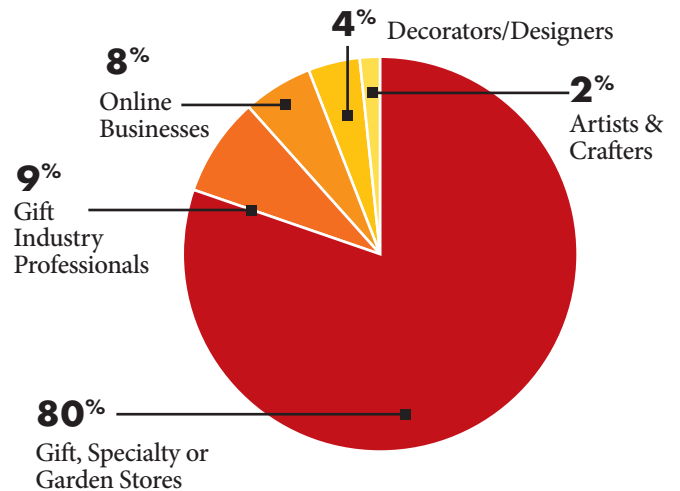


- 85.63% Owner/CEO/President
- 9.65% Manager/Buyer
- 3.72% Other

GEOGRAPHY

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 and museums.

DEMOGRAPHICS



SOURCE: PALM COAST DATA, LTD., 2012

MERCHANDISE CATEGORIES

General Gift Items	71.60%
Florals	69.88%
Candles/Personal Care	66.24%
Garden & Outdoor	53.85%
Prints/Framed Art	50.59%
Stationery/Books/Cards	47.24%
Tabletop	46.56%
Collectibles	45.66%
Textiles	45.22%
Handcrafted	43.83%
Furniture	41.15%
Specialty Foods	38.09%
Fashion & Accessories	34.01%
Inspirational	29.62%

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 2015 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.

2015 SMART RETAILER EDITORIAL CALENDAR *



	Editorial Deadline	Ad Deadline	Mail Date
December 2014	10/10/2014	10/15/2014	11/17/2014
Feature Focus: 2015 Preview Issue Business Article: Effectively Plan Which 2015 Shows To Attend Second Focus: After Christmas Sales/ Focus on Rugs Additional Focus: Preview Of Winter America's Mart, Atlanta			
January-Early Spring	11/11/2014	11/14/2014	12/16/2014
Special Show Issue: America's Mart Atlanta Feature Focus: Trends & Forecasts Atlanta Business Article: Retail Business Trends Second Focus: Valentine's Day Preparations			
February-Spring	12/16/2014	12/17/2014	1/20/2015
Special Show Issue: New York NOW Feature Focus: Trends & Forecasts New York Business Article: Marketing On A Shoestring Second Focus: Easter/Spring & Garden			
March/April-Summer	2/12/2015	2/17/2015	3/17/2015
Feature Focus: Country/Casual Style (farmhouse, French, cottage, and more!) Business Article: Best Ways To Get Free Press/Viral Marketing Second Focus: Scent Trends, Candles, and Accessories Additional Focus: Travel Gear & Accessories			
May/June-Fall/Halloween	3/19/2015	3/24/2015	4/21/2015
Feature Focus: Fall & Halloween Goods Business Article: Retail Technology Update Second Focus: Stationary and Gift Paper Additional Focus: Splash Into Summer			
July-Fall/Christmas	5/14/2015	5/19/2015	6/16/2015
Special Show Issue: America's Mart Atlanta Feature Focus: Trends & Forecasts Atlanta Business Article: Have Your Best Christmas Season Ever Second Focus: Gourmet Food Feature Additional Focus: Christmas/Holiday Goods			
August/September-Winter	6/18/2015	6/23/2015	7/21/2015
Special Show Issue: New York NOW Feature Focus: Trends & Forecasts New York Business Article: Customer Service Is King - Be The Best Second Focus: Candles & Scents Additional Focus: Wall Décor			
October/November-Winter/Early Spring	8/13/2015	8/18/2015	9/15/2015
Feature Focus: Last-Minute Christmas Second Focus: Eco-Friendly Goods, Gourmet Foods Business Article: Price Your Product Right			



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

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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 Travis Manney, travism@jonespublishing.com.
2. New product releases: E-mail high-resolution digital images (300 dpi) to Travis Manney, travism@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	\$5,676	\$4,702	\$4,275
Full Page	\$3,171	\$2,609	\$2,376
2/3-Page Vertical	\$2,712	\$2,275	\$2,068
1/2-Page Island	\$2,436	\$1,997	\$1,816
1/2-Page Horizontal/Vertical	\$1,747	\$1,491	\$1,355
1/3-Page Square/Vertical	\$1,655	\$1,366	\$1,241
1/4-Page Vertical	\$1,034	\$860	\$782
1/6-Page Sneak Peek	\$570	\$489	\$438

**First time advertisers get in touch about our discount package on your initial campaign.

LIMITED SELECTIVE PAID ADVERTORIAL SPACES ARE AVAILABLE ON A FIRST-COME, FIRST SERVED 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 add 15%. Contact your sales rep for more details.

Inserts and outserts 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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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, videos, 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.



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.

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 3-, 6-, 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

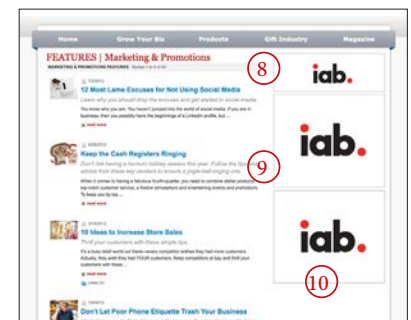
Home Page & Blog Page
 Zone 3 Rectangle A (300 x 100): \$350
 Zone 4 Rectangle B (300 x 250): \$375
 Zone 5 Rectangle C (300 x 250): \$350

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.

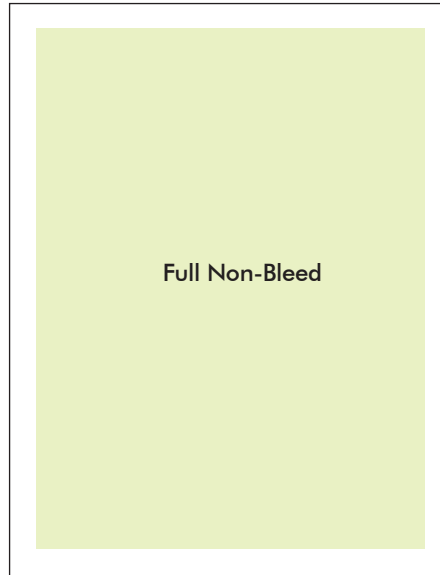
Zones are numbered and circled in red:





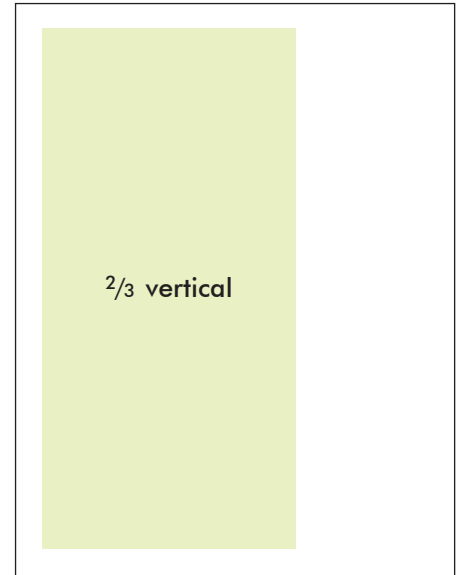
Full Page

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



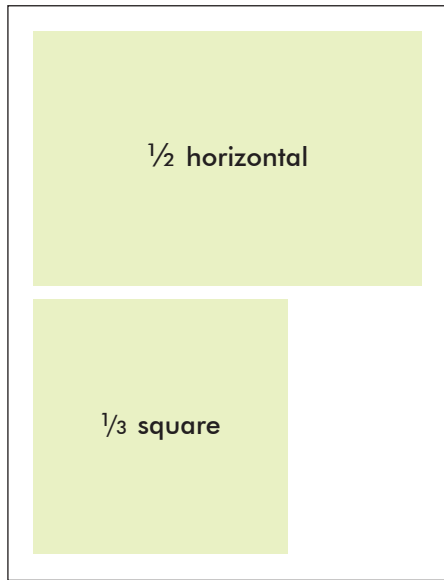
Full-Page Non-Bleed

7"w x 10"h

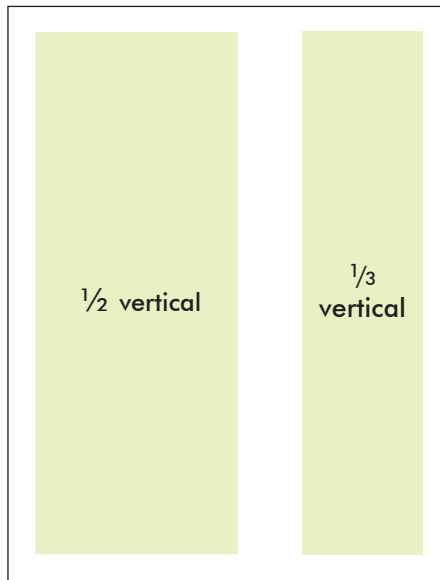


2/3-Page Vertical

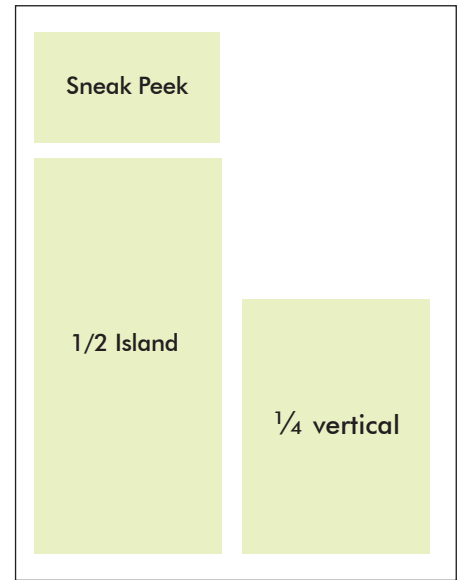
4.625"w x 9.75"h



1/2-Page Horizontal: 7"w x 4.75"h
1/3-Page Square: 4.625"w x 4.75"h



1/2-Page Vertical: 3.375"w x 9.75"h
1/3-Page Vertical: 2.25"w x 9.75"h



1/2-Page Island: 4.625"w x 7.25"h
1/4-Page Vertical: 3.375"w x 4.75"h
Sneak Peek: 3.375"w x 3"h

Unit Size

Magazine Trim Size
 Spread*
 Full-Page Bleed**
 Full-Page Non-Bleed
 2/3-Page Vertical
 1/2-Page Island
 1/2-Page Horizontal
 1/2-Page Vertical
 1/3-Page Vertical
 1/3-Page Square
 1/4-Page Vertical
 Sneak Peek

Width

8 1/8" (8.125")
 16 1/4" (16.25")
 8 1/8" (8.125")
 7"
 4 5/8" (4.625")
 4 5/8" (4.625")
 7"
 3 3/8" (3.375")
 2 1/4" (2.250")
 4 5/8" (4.625")
 3 3/8" (3.375")
 3 3/8" (3.375")

x

x
 x
 x
 x
 x
 x
 x
 x
 x
 x
 x

Height

10 3/4" (10.75")
 10 3/4" (10.75")
 10 3/4" (10.75")
 10"
 9 3/4" (9.75")
 7 1/4" (7.25")
 4 3/4" (4.75")
 9 3/4" (9.75")
 9 3/4" (9.75")
 4 3/4" (4.75")
 4 3/4" (4.75")
 3"

*Spread – Overall size with bleed will be 16 1/2" 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 PC may require font substitution and type manipulation due to font platform incompatibility.

Acceptable file formats include Adobe InDesign®, 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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