

SMART
retailer™

2017
MEDIA KIT

YOUR GIFT & HOME DÉCOR RESOURCE

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

FAMILY OWNED AND OPERATED

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

- **23 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 90 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 10 publications produced by Jones Publishing, Inc. Jones Publishing is in its 31st year as a family-owned and operated, Midwest-based company. We are committed to serve every reader and advertiser with integrity and the highest quality of service and content available.

Smart Retailer has been the definitive print and digital resource for the gift and home-decor industry for 23 years. 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

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



Smart Retailer is the smart vendor's choice for advertising and marketing. We consistently have leads from businesses that are sincere about the product and about finding great vendors. We only wish there were more issues of *Smart Retailer* for us to place ads!

—Ken Kline
CEO/Founding Co-Owner
VHC Brands, Inc.

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

—Andrea Rowland
Reid Foods



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 immediate orders in the month of June and we are a sock company. Who says you can't sell cozy socks in June... thanks SR!

—Cynthia Dowd
World's Softest Socks

DOUBLE DIGIT GROWTH OVER THE LAST THREE YEARS

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

Print: Average circulation per issue:

21,892

Average Total Circulation Per Issue Including Digital Edition:

28,000

Average Readership Per Issue:

70,000

READER JOB FUNCTION

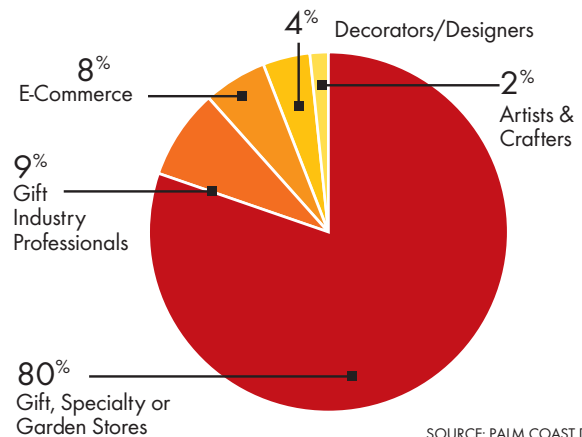


- 85.63% Owner/CEO/President
- 9.65% Manager/Buyer
- 3.72% Other

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, spas, 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 GIFT INDUSTRY MAGAZINE** to increase page count in the last two years by an average of **9% EACH YEAR!**
- See, feel and experience the *Smart Retailer* difference!

DRIVE INCREMENTAL SALES WITH OUR BONUS DISTRIBUTION

In addition to mailing directly to tens of thousands of qualified buyers, *Smart Retailer* magazine will be distributed to the following 2017 Markets:

REACH
90+
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
Denver International Western/English Apparel and Equipment Market, 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
Urban Exposition, Various
- 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.

2017 SMART RETAILER EDITORIAL CALENDAR

Editorial
Deadline

Reserve
Ad Space

Ad
Due

Mail
Date

	Editorial Deadline	Reserve Ad Space	Ad Due	Mail Date
January- Early Spring Special Show Issue: AmericasMart® Atlanta Feature Focus: 2017 Trends & Crystal Ball Forecast (Atlanta) Business Article: 7 Ways to Boost Your Revenue in 2017 Second Focus: Valentine's Day & Decorative Magnets Additional Focus: Nautical/Coastal Pop Culture-Movies & TV (match ornaments in December)	11/11/16	11/16/16	11/30/16	12/22/16
			WINTER MARKET ISSUE	
February- Spring Special Show Issue: NY NOW® Feature Focus: 2017 Trends and Forecast (NY) Business Article: Top Social Media Sites for Customer Interaction -What Will Work Best for You? Second Focus: Garden and Outdoor Additional Focus: Inspirational/Easter	12/12/16	12/15/16	12/22/16	1/24/17
	NY NOW			
March/April- Summer Feature Focus: Candles & Scents Business Article: Strengthen Vendor Relations Second Focus: Patriotic/Made in the USA/Handmade Additional Focus: Portable Lighting/LEDs	2/16/17	2/16/17	2/23/17	3/21/17
May/June/- Fall/Halloween Feature Focus: Fall and Halloween Goods Business Article: Consumer Marketing Strategies Second Focus: Tabletop & Stationery/Gift Wrap Additional Focus: Kids & Baby	3/23/17	3/23/17	3/30/17	4/25/17
				
July- Fall/Christmas Special Show Issue: AmericasMart® Atlanta Feature Focus: Holiday 2017/Winter Forecast (Atlanta) Second Focus: Gourmet Foods & Ornaments/Trim the Tree Business Article: Packaging, Presentation & Shipping Additional Focus: Entertaining	5/11/17	5/11/17	5/18/17	6/27/17
			SUMMER MARKET ISSUE	
				
August/September- Winter Special Show Issue: NY NOW® Feature Focus: Candles & Scents Business Article: Store Branding/Private Labeling Second Focus: Wall Décor & Wedding Additional Focus: Pop Culture-Sci Fi	6/22/17	6/22/17	6/29/17	7/25/17
	NY NOW			
				
October/November- Winter/Early Spring Feature Focus: Wearables Business Article: Building Customer Loyalty Second Focus: Floor Coverings/Vertical Textiles Additional Focus: Gourmet Foods & Last Minute Holiday Gifts	8/24/17	8/24/17	8/31/17	9/23/17
December- 2018 Previews/Shows Feature Focus: 2018 Preview Issue Business Article: Robust Return Strategies to Keep Customers Happy Second Focus: Bed and Bath Additional Focus: Personal Care & Pets Ornaments	9/21/17	9/21/17	9/28/17	10/24/17
				

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

 **AmericasMart** Bonus distribution

NY NOW Bonus distribution
THE MARKET FOR HOME + LIFESTYLE

Las Vegas Market Bonus distribution
Furniture | Home Décor | Gift

SMART
retailer
HELPING YOUR GIFT BUSINESS SUCCEED

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 Dan Brownell, danb@jonespublishing.com.

2. New product releases: E-mail high-resolution digital images (300 dpi) to Dan Brownell, danb@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

>countrycharm Wrap It Up



Go Bold
 Geometric designs continue to be very popular with customers because they can be used for many gift occasions. For spring and Easter, Nashville Wraps' new Polka Dots Collection is a classic design that can be also be used for birthday, wedding, and baby. Made from 100% recycled white paper, the bags and tissue come in beautiful colors like coral, turquoise, lime, and hot pink.

Their Geo Graphics' Designs in turquoise, orange, and hot pink are perfect for spring. Each shopping bag size comes with a different design, but they all coordinate. You can mix and match colors for a fun look as well. These 40% recycled shopping bags have matching gift wrap, tissue paper, basket boxes, bubble boxes, and more.



Pretty Bouquets
 Bold flowers are on trend for spring, and these new Stone Blossom bags feature a striking design in shades of light and dark pink, along with apple green. Perfect for feminine gifts including birthday and Mother's Day, this Green Way brand collection includes 40% recycled paper shopping bags, 100% recycled tissue, and 90% recycled gift wrap.



Chalk It Up
 Nashville Wraps' Spring 2015 designs include Chalkboard Flowers—a variation of their most popular Christmas Flowers—the shopping paper and tissue are made from 100% recycled paper and feature a gorgeous pink floral design on black matte for a chalkboard look. There is space to hot stamp your business logo. These bags can also be personalized with chalkboard markers. Coordinating gift wrap, basket boxes, and more complete this collection.

Heavenly Scented Handmade Soaps

The look and aroma of these beautifully realistic flower soaps will have you feeling as though you are walking through an Old English Garden. Each soap is poured by hand in Rhode Island, USA.



Step and Smell the Roses
 Soaps will have you feeling as though you are walking through an Old English Garden. Each soap is poured by hand in Rhode Island, USA.



How Sweet It Is
 You may be tempted to take a bite, but please don't! Perfect for Mother's Day or any special event, the scent of these adorable cupcake and lollipop soaps will bring back your childhood memories.

www.smartretailer.com 59

A "Feet" of Excellence:

The Crescent Sock Company turns to its history and traditions for inspiration.

Turns the right socks Christmas, and all through the house, use to capture your spirit, except for this season. The "Home Sweet Home" socks will make little ones feel as though they are walking on clouds.

56 Smart Retailer JULY 2016

BY STEPHANIE FRANEGAN

There's a well-known American motto — "If you don't stand for something, you'll fall for anything." Some people attribute this quote to founding father Alexander Hamilton, others to movie star Alexander Hamilton, others to movie star Irene Dunne, still some folks say that it was first uttered by Reverend Theodore Davies. No one knows who said it first, but its message is timeless and its meaning is universal. The Crescent Sock Company knows just what it stands for, and it has been focused on creating the most durable, reliable, and comfortable socks for over 100 years. More than a century ago, in a small town of two hundred and fifty people, a group of local leaders and businessmen congregated at the town's train depot to discuss creating jobs for the community. The group, led by James L. Burns, decided to open a factory mill, named by the name of the Cincinnati to New Orleans train route that ran through the town, they named it Crescent.

"1902" SOCKS FOR MEN

This faithful decision to build the Crescent Sock Company took place in 1902. It is no wonder then, that a company so immersed in American history looked to its own small-town roots in order to name its new line of men's socks. "1902" The "1902" line by the World's Socks Company signifies all of the collection of "1902" socks to men who want their feet to feel good after a hard day at work, as well as look stately and impressively pulled together. As Christmas socks become the must-have holiday gift, the "1902" socks become the must-have holiday gift for the man who works hard and who wants to look good. The "1902" socks will take the weary one of the evening around and all the necessary leeway. The Crescent team has created socks that will make even the roughest man's feet with pleasure and relief. He'll feel the softness and all day comfort that World's Socks' 1902 Socks stand for.

"For the ladies who might be doing the shopping and the buying, if you love the World's Socks collection called our "1902" collection called the "Milkmaid" The "1902" collection explained Cynthia David, supports softness," explained Cynthia David, the marketing product design manager of the Crescent Sock Company. "If you're a man who is looking for a truly thin sock, but one with an intricate pattern, then our Crescent Crew or our Transi Crew socks are just what you need. The Transi Crew offers the same soft feel as our World's Socks Classic Crew, made in Nova, Tennessee."

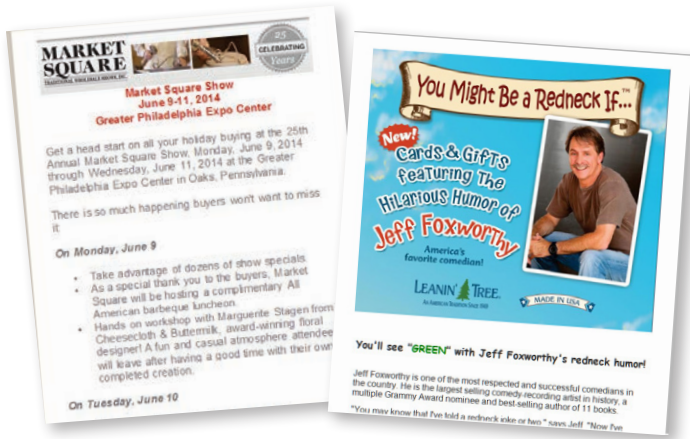
The American connection is a large part of both the company's and its founding family's legacy. To this day, the Crescent Sock Company is still made in Rhode Island.

How Sweet It Is
 You may be tempted to take a bite, but please don't! Perfect for Mother's Day or any special event, the scent of these adorable cupcake and lollipop soaps will bring back your childhood memories.

www.smartretailer.com 59



CUSTOM DEDICATED E-MAIL BROADCAST & OPPORTUNITIES



Reach buyers in between issues by sending your Custom E-mail Blast message to *Smart Retailer's* nearly thousands of e-mail subscribers.

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

Digital Opportunities

To reach this expanding Internet market, each issue of *Smart Retailer* is digitized and released to our digital subscribers 14 days after the print edition.

Advertising Opportunities

The digital issue provides additional advertising opportunities for vendors and includes the added bonus of having your websites and email addresses hyperlinked for the convenience of our readers.

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

Sponsor the digital issue and receive a banner ad above the digital delivery letter emailed to subscribers and your full-page advertisement to the left of the digital cover.



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

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

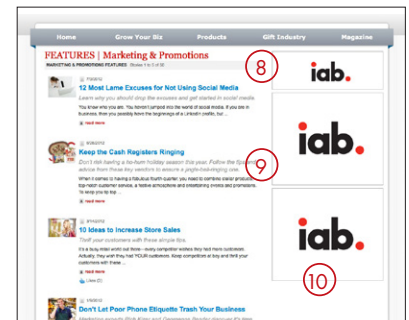
Zone 8 Rectangle A (300 x 100): \$325

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 x 118.

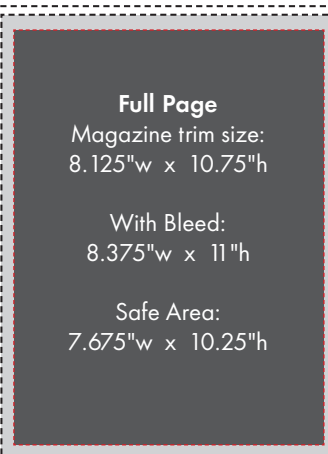
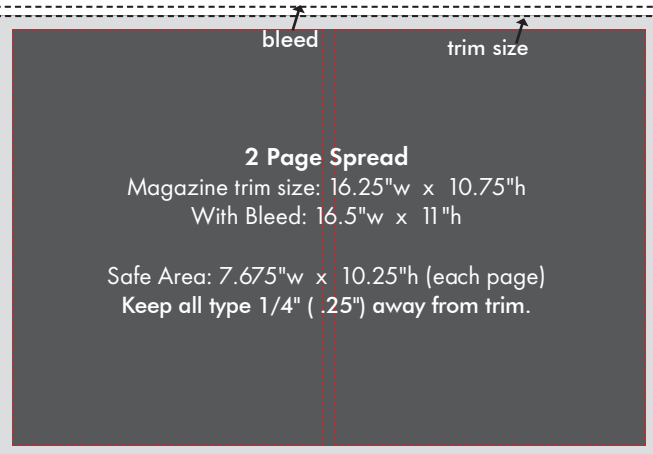
Zones are numbered and circled in red:



* 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.



2/3-Page Vertical:
4.625" w x 9.75" h

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

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

1/2-Page Island:
4.625" w x 7.25" h

1/3-Page Vertical:
3.375" w x 6.5" h

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

Sneak Peek:
3.375" w x 3" h

Sneak Peek:
3.375" w x 3" h

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

- A. Use your own FTP program if you have one and setup a connection to remote.jonespublishing.com
- B. When the prompt box opens, enter the following in the prompt box:

User ID: advftfuser
Password: jones

C. A screen will show 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:

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

NET RATES PER ISSUE DISPLAY ADVERTISING

Supplied Completed Ad*	1x	4x	8x
2-Page Spread (inside F/B)	\$5,910	\$5,142	\$4,314
2-Page Spread	\$4,996	\$4,347	\$3,647
Full Page	\$2,996	\$2,547	\$2,277
2/3-Page Vertical	\$2,629	\$2,235	\$1,998
1/2-Page Island	\$2,486	\$2,113	\$1,889
1/2-Page Horizontal/Vertical	\$1,830	\$1,556	\$1,391
1/3-Page Horizontal/Vertical	\$1,489	\$1,266	\$1,132
1/4-Page Vertical	\$999	\$849	\$759
1/6-Page Sneak Peek	\$549	\$467	\$417

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

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.

MECHANICAL REQUIREMENTS

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

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.

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

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.

SMART
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HELPING YOUR GIFT BUSINESS SUCCEED