Connecting you to the retail industry
Grow Your Business With RCC

As a Retail Council of Canada advertising and/or sponsorship partner, your company becomes a trusted resource for the thousands of retail decision-makers who make up the Canadian retail community.

For 2019—and listening closely to our member organizations and retail industry supplier partners like you—RCC has significantly expanded its media options through the enhancement of existing traditional channels and through the introduction of new, highly-targeted digital offerings.

RCC’s media properties have been optimized and engineered to deliver precision reach for advertisers and sponsors targeting audiences in all retail segments, across functions, and across devices. Deployed together, and amplified by market-leading social media outreach, RCC’s new multi-platform media products offer unprecedented impact through integrated content distribution and strategic advertising placement across channels. Our team will design a program to meet your unique business goals and objectives.

With the emergence across industries of content-driven, business-to-business marketing, and the proven performance of custom/sponsored content, RCC has designed all of its platforms for 2019 to accommodate dynamic distribution of all digital content—whether that is industry news, whitepapers, industry research, product—or solution-focused information, video, or social media content.

If your company does business with Canadian retailers, or you are looking for more engagement with the retail community in Canada, contact a member of RCC’s client engagement team today to start your journey.

70% of consumers want to learn about products through content rather than through traditional advertising

Content Marketing Institute
Reach More Retail Decision-Makers Than Anywhere Else With RCC

Retail Council of Canada’s diversified, multi-channel media platform provides supplier partners with targeted access to senior retail decision-makers, including senior management, buyers, and influencers organized within and across 12 defined industry supplier segments or “community hubs.” RCC offers both direct and custom marketing opportunities to reach our influential audience of RCC members, representing over 90% of the country’s mid-large retail organizations as well as several hundred independent retailers.

CANADIAN RETAILER – PRINT EDITION

By The Numbers

32,500 Total audience
23,805 The number of additional readers due to pass-along readership
8,689 Controlled circulation
93.8% of readers agree that the content in Canadian Retailer is relevant to their jobs
75.2% of readers are directly involved in the purchasing process within their organizations
71% Rated the quality of Canadian Retailer as “high” or “very high”
60% Recipients of Canadian Retailer pass the issue on to at least one to five colleagues
95% of RCC members read Canadian Retailer

Readers Are Interested In:
In our most recent reader survey, our readers say they plan to purchase the following:
• Social media/advertising
• Human resources
• Store design
• Environmental sustainability
• Supply chain/logistics
• E-commerce
• Health and safety
• Omni-channel retailing
• Loss Prevention/Cyber-Security
• Marketing/Communications
• Mobile/Digital
• Technology
• Data analytics

Readers Span The Nation
Source: Canadian Retailer 2017 Reader Survey

<table>
<thead>
<tr>
<th>Province</th>
<th>Print</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Columbia/Yukon</td>
<td>616</td>
<td>811</td>
</tr>
<tr>
<td>Alberta/N.W.T./Nunavut</td>
<td>614</td>
<td>548</td>
</tr>
<tr>
<td>Saskatchewan/Manitoba</td>
<td>306</td>
<td>310</td>
</tr>
<tr>
<td>Ontario</td>
<td>6,488</td>
<td>5,630</td>
</tr>
<tr>
<td>Québec</td>
<td>301</td>
<td>597</td>
</tr>
<tr>
<td>Maritimes</td>
<td>235</td>
<td>304</td>
</tr>
<tr>
<td>International</td>
<td>129</td>
<td>333</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8,689</strong></td>
<td><strong>8,533</strong></td>
</tr>
</tbody>
</table>

CANADIAN RETAILER – DIGITAL EDITION

RCC Digital Audience Demographics

85,000 Unique web visitors monthly
7,500 Digital edition subscribers
26,000 Weekly newsletter recipients

SOCIAL MEDIA: 10,200 LinkedIn connections 10,400 Twitter followers

BONUS DISTRIBUTION TO INDUSTRY PROFESSIONALS: RCC will provide special distribution programs at our national and regional trade shows and events throughout 2019

2019 CANADIAN RETAILER BI-MONTHLY EDITORIAL LINE-UP

1. Unified Retail Commerce
2. Food & Grocery
3. Sustainable Retail
4. Technology & Digital Retail
5. Buy-Move-Sell (Supply Chain)
6. Physical Retail (Bricks & Mortar)
**RCC Multi-Platform Media**

**Content Focus Calendar**
Reach retail decision-makers across Canada through integrated, synchronized, multichannel ad placement or sponsored content through RCC’s industry-leading media properties:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Canadian Retailer – Print &amp; Digital Editions</th>
<th>Retailcouncil.org + RCC Community Hubs</th>
<th>E-News Spotlight</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Unified Retail Commerce &lt;br&gt; Release Date: February 27, 2019 &lt;br&gt; Ad Submission Deadline: February 8, 2019</td>
<td>Marketing &amp; Merchandising</td>
<td>Spotlight on Marketing</td>
</tr>
<tr>
<td>2</td>
<td>Food &amp; Grocery &lt;br&gt; Release Date: April 26, 2019 &lt;br&gt; Ad Submission Date: March 22, 2019</td>
<td>Food &amp; Grocery</td>
<td>Spotlight on Food &amp; Grocery</td>
</tr>
<tr>
<td>3</td>
<td>Sustainable Retail &lt;br&gt; Release Date: June 21, 2019 &lt;br&gt; Ad Submission Date: May 24, 2019</td>
<td>Sustainability</td>
<td>Spotlight on Sustainability</td>
</tr>
<tr>
<td>4</td>
<td>Digital Retail (STORE 2019) &lt;br&gt; Release Date: August 23, 2019 &lt;br&gt; Ad Submission Date: July 26, 2019</td>
<td>Digital Retail</td>
<td>Spotlight on Digital Retail</td>
</tr>
<tr>
<td>5</td>
<td>Buy, Move, Sell &lt;br&gt; Release Date: October 25, 2019 &lt;br&gt; Ad Submission Date: September 27, 2019</td>
<td>Supply Chain</td>
<td>Spotlight on Supply Chain</td>
</tr>
<tr>
<td>6</td>
<td>Physical Retail &lt;br&gt; Release Date: December 20, 2019 &lt;br&gt; Ad Submission Date: November 22, 2019</td>
<td>Store Operations</td>
<td>Spotlight on Store Operations</td>
</tr>
</tbody>
</table>

**Multi-Platform Program – 2019 Incentive Pricing**
In addition to standard frequency discounts for multiple insertions in any single RCC media channel, advertisers and sponsors participating in two or more RCC media channels or properties will receive progressive, multi-product discounts of 5% for each additional channel investment (cumulative).

**Sample Multi-Platform Incentive Pricing Scenario**

<table>
<thead>
<tr>
<th>Canadian Retailer (Print)</th>
<th>Canadian Retailer (Digital Edition Banners)</th>
<th>Custom Content on Retailcouncil.org + Retail Community Hubs (Eng/Fr)</th>
<th>RCC Newsletters (English or French)</th>
<th>RCC Industry, Member or Private Event (&gt;$15K)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cumulative Discount</td>
<td>--</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
</tr>
</tbody>
</table>
Retailcouncil.org & RCC Community Hubs

Showcase your content or ad message where 85,000 of Canada’s retail decision-makers come each month for current industry news, critical developments in policy affecting the retail sector, the latest retail trends, company and vendor solution profiles on RCC’s redesigned website.

Select from a range of monthly packages and banner ad formats, and take advantage of frequency discounts that make it easy and affordable to keep your brand, product, service or solution top of mind with Canada’s retail community. Ads can be targeted to users within specific geographical areas or by demographic characteristics (province, language, etc.).

Retailcouncil.org & Community Hubs – Advertising Rates (Per Month)

*LIMITED AVAILABILITY; MAXIMUM 3-MONTH PLACEMENT

<table>
<thead>
<tr>
<th>Ad Size/Placement</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage – Leaderboard</td>
<td>$2,100</td>
<td>$1,700</td>
<td>$1,250</td>
</tr>
<tr>
<td>Homepage – Big Box</td>
<td>$1,800</td>
<td>$1,400</td>
<td>$1,000</td>
</tr>
<tr>
<td>Community Hub - Leaderboard/Big Box</td>
<td>$1,500</td>
<td>$1,100</td>
<td>$800</td>
</tr>
<tr>
<td>Article Page – Leaderboard</td>
<td>$1,400</td>
<td>$1,000</td>
<td>$725</td>
</tr>
</tbody>
</table>

Can be added to all article pages within a Community Hub.

Retailcouncil.org & RCC Community Hubs – Advertising Artwork Specifications

**Leaderboard Advertisements**
- 728 (w) x 90 (h) pixels (10.111 x 1.25” @ 72 dpi)
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted

**Custom Leaderboard or Big Box Advertisements**
- Ads can be geo-targeted to specific urban, provincial and/or regional markets. Pricing is unique to each custom program, but typically calculated based on estimated number of impressions.
- 728 (w) x 90 (h) pixels (10.111 x 1.25” @ 72 dpi) or 300 (w) x 250 (h) px (4.167 x 3.472” @ 72 dpi)
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted

**Big Box Advertisements**
- 300 (w) x 250 (h) px (4.167 x 3.472” @ 72 dpi)
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted

Banner ads must be submitted with URL and/or PDF for linking.

Note: All ad material is due three business days prior to the targeted release date of the advertisement.
## Advertising & Custom Content Rates

### Canadian Retailer Print & Digital Editions – Insertion Rates

<table>
<thead>
<tr>
<th>Ad Size/Placement</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
<th>5X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-Page Spread</td>
<td>$11,500</td>
<td>$10,900</td>
<td>$10,300</td>
<td>$9,700</td>
<td>$9,200</td>
<td>$8,600</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$8,200</td>
<td>$7,800</td>
<td>$7,500</td>
<td>$7,200</td>
<td>$6,900</td>
<td>$6,500</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$7,400</td>
<td>$7,000</td>
<td>$6,700</td>
<td>$6,400</td>
<td>$6,100</td>
<td>$5,700</td>
</tr>
<tr>
<td>Full-Page</td>
<td>$6,500</td>
<td>$6,200</td>
<td>$5,900</td>
<td>$5,500</td>
<td>$5,200</td>
<td>$4,900</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$5,600</td>
<td>$5,300</td>
<td>$5,100</td>
<td>$4,800</td>
<td>$4,500</td>
<td>$4,200</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,100</td>
<td>$3,900</td>
<td>$3,700</td>
<td>$3,500</td>
<td>$3,300</td>
<td>$3,100</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$3,100</td>
<td>$2,900</td>
<td>$2,800</td>
<td>$2,600</td>
<td>$2,500</td>
<td>$2,300</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,400</td>
<td>$2,200</td>
<td>$2,100</td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

### Canadian Retailer Print – Advertising Artwork Specifications

**Magazine Trim Size:** 8.125”(w) x 10.875”(h)

**DPS Live Area:** 15.417” x 9.875”

**Full-Page Live Area:** 7.125”x 9.875”

**Requested File Format:**
Press-quality PDF including 0.125” bleed with crop marks.

**Note:** All text or logos must be placed within the Live Area of any full-page or DPS ad. All embedded imagery must have a minimum resolution of 300dpi.

Artwork that fails to meet this requirement will need to be resubmitted.
### Canadian Retailer Digital Edition – Banner Ad Insertion Rates

<table>
<thead>
<tr>
<th>Ad Size/Placement</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
<th>5X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belly Band (Spans Cover of Issue)</td>
<td>$2,400</td>
<td>$2,100</td>
<td>$1,900</td>
<td>$1,700</td>
<td>$1,450</td>
<td>$1,250</td>
</tr>
<tr>
<td>Full Banner (Top or Bottom)</td>
<td>$2,000</td>
<td>$1,800</td>
<td>$1,600</td>
<td>$1,400</td>
<td>$1,200</td>
<td>$1,000</td>
</tr>
<tr>
<td>Leaderboard (Top or Bottom)</td>
<td>$1,900</td>
<td>$1,700</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,100</td>
<td>$950</td>
</tr>
<tr>
<td>Digital Edition Toolbar (Top)</td>
<td>$1,800</td>
<td>$1,600</td>
<td>$1,400</td>
<td>$1,200</td>
<td>$1,025</td>
<td>$875</td>
</tr>
<tr>
<td>Big Box (Right or Left)</td>
<td>$1,700</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,100</td>
<td>$925</td>
<td>$800</td>
</tr>
<tr>
<td>Skyscraper (Right or Left)</td>
<td>$1,600</td>
<td>$1,400</td>
<td>$1,200</td>
<td>$1,000</td>
<td>$850</td>
<td>$725</td>
</tr>
</tbody>
</table>

### Canadian Retailer Digital Edition – Advertising Artwork Specifications

- **Belly Band (Spans Cover of Issue)**
  - 2,513 (w) x 1,350 (h) pixels (8.375 x 4.5” @ 300 dpi)
  - Creative accepted: .PDF, .JPG, .PNG
  - No videos
  - No max file size
  - Ad consists of two surfaces. If one image is supplied, it will be duplicated

- **Digital Edition Toolbar (Top)**
  - 360 (w) x 50 (h) px (1.2 x 0.167” @ 300 dpi)
  - Creative accepted: High-resolution .GIF, .JPG or .PNG ad content
  - Ad content can be static (.JPG or .PNG) or animated (.GIF). No videos.
  - No max file size
  - Ad will be in the left-hand side position
  - Position does not allow for expandable drop-down text

- **Big Box (Right or Left)**
  - 300 (w) x 250 (h) px (1.0 x 0.833” @ 300 dpi)
  - PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
  - No max file size
  - File size not to exceed 100KB
  - Rotations permitted

- **Full Banner (Top or Bottom)**
  - 468 (w) x 60 (h) pixels (1.56 x 0.2” @ 300 dpi)
  - High-resolution .GIF, .JPG or .PNG ad content
  - Ad content can be static (.JPG or .PNG) or animated (.GIF).
  - No videos.
  - No max file size
  - Position does not allow for expandable drop-down text

- **Leaderboard (Top or Bottom)**
  - 728 (w) x 90 (h) px (2.427 x 0.3” @ 300 dpi)
  - Creative accepted: .JPG, .PNG, .GIF
  - No videos
  - No max file size

- **Skyscraper (Right or Left)**
  - 200 (w) x 783 (h) px (0.667 x 2.61” @ 300 dpi)
  - Creative accepted: .JPG, .PNG, .GIF
  - No videos
  - No max file size
Retail This Week – eNewsletter

Featuring up-to-the-minute retail industry news from Canada and around the world, Retail This Week reaches an audience of 26,000 each week (51 times a year) coast-to-coast, in English and French. RCC’s official industry e-newsletter also features regular ‘spotlight’ sections focusing on news and trends across supplier segments and synchronized with areas of content focus across channels to maximize targeted reach and impact for RCC advertising and sponsorship partners.

Retail This Week eNewsletter – 2019 Ad Insertion Rates

<table>
<thead>
<tr>
<th>Ad Size/Placement</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top of Newsletter – Leaderboard</td>
<td>$1,200</td>
<td>$1,050</td>
<td>$900</td>
<td>$750</td>
</tr>
<tr>
<td>Sponsored Spotlight Sections – Leaderboard</td>
<td>$1,500</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Sidebar (Square)</td>
<td>$1,000</td>
<td>$850</td>
<td>$700</td>
<td>$550</td>
</tr>
</tbody>
</table>

Retail This Week eNewsletter – Advertising Artwork Specifications

**Leaderboard Advertisements**
- 728 (w) x 90 (h) pixels (10.111 x 1.25" @ 72 dpi)
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted

**Sidebar (Square) Advertisements**
- 200 (w) x 200 (h) pixels (2.778 x 2.778" @ 72 dpi)
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted
## Détail en Bref – French eNewsletter

Featuring retail industry news and events in French, Détail en Bref reaches an audience of 800 each week (51 times a year).

### Détail en Bref eNewsletter – 2019 Ad Insertion Rates

<table>
<thead>
<tr>
<th>Ad Size/Placement</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top of Newsletter – Leaderboard</td>
<td>$1,200</td>
<td>$1,050</td>
<td>$900</td>
<td>$750</td>
</tr>
<tr>
<td>Sponsored Spotlight Sections – Leaderboard</td>
<td>$1,500</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

### Détail en Bref eNewsletter – Advertising Artwork Specifications

#### Leaderboard Advertisements
- 728 (w) x 90 (h) pixels (10.111 x 1.25" @ 72 dpi)
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted

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For advertisement opportunities please contact mmarkou@retailcouncil.org
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## The Voice of Retail™ Podcast

Take advantage of this new media opportunity. Sponsor The Voice of Retail™ podcast to promote your insights, data and the features of your business to a growing listener audience.

Produced in conjunction with Retail Council of Canada, The Voice of Retail™ is a weekly podcast hosted by retail pioneer and industry veteran Michael LeBlanc. Along with expert commentary and interviews, TVOR takes us through a curated look at the top retail stories in Canadian, U.S. and International retail for the past week.

This audience downloads, subscribes and listens to the Voice of Retail™ on Apple Podcasts, Google Podcasts, Stitcher, Spotify, iHeartRadio, TuneIn and other online platforms.

### Episode Sponsorship (Basic)

<table>
<thead>
<tr>
<th>Includes “Sponsored by” at the beginning and end of the podcast.</th>
<th>Rate per episode</th>
<th><a href="https://tinyurl.com/y3ksbpj7">https://tinyurl.com/y3ksbpj7</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Episode Sponsorship (Featured)</td>
<td>$1,000</td>
<td><a href="https://tinyurl.com/yxa8m6dm">https://tinyurl.com/yxa8m6dm</a></td>
</tr>
</tbody>
</table>

### Feature Interview

<table>
<thead>
<tr>
<th>Includes a 10-12 minute interview conducted by M. LeBlanc.</th>
<th>Rate per episode</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$750</td>
</tr>
</tbody>
</table>

### Spot Ads (max. 2-3 per episode)

| 15 second spot ad during podcast (read or supplied) | $250 |
| 30 second spot ad during podcast (read or supplied) | $350 |

### Feature Ad (max. 1 per episode)

| 1.5-3 minute ad during podcast (read or supplied) | $500 |
RCC Advertising and Sponsorship Inquiries

Mary Markou
Director, Sponsorship and Partnerships
Retail Council of Canada
Direct: 416-467-3755
Toll Free: 1-888-373-8245 ext. 236
E-mail: mmarkou@retailcouncil.org

Advertiser indemnifies Retail Council of Canada against losses or liabilities arising from this advertising. Retail Council of Canada, Inc. assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of $30 will be levied against all returned cheques. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/agency agrees to repay Retail Council of Canada any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).