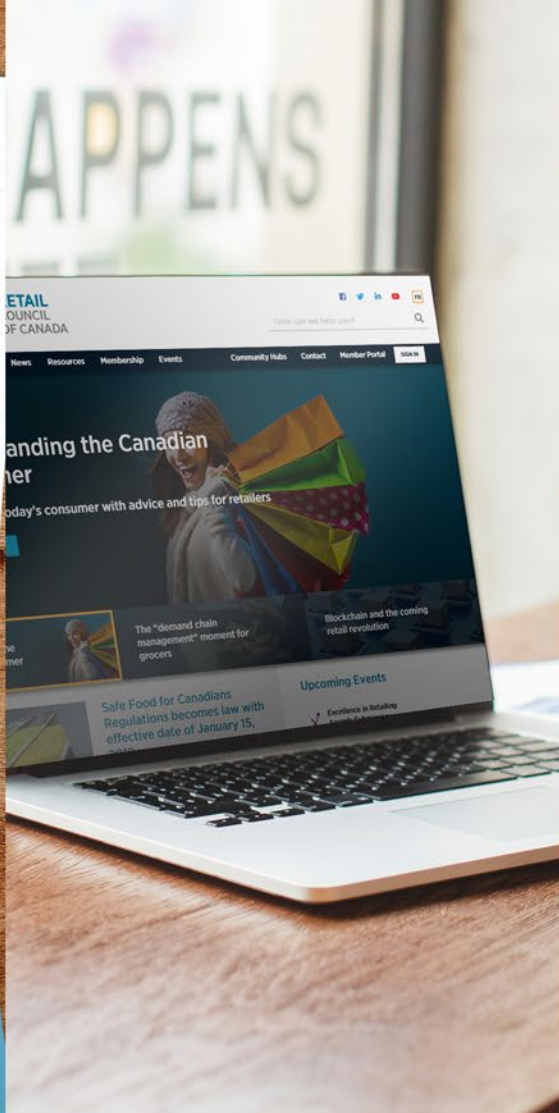


# 2019 MEDIA KIT



Connecting you to the retail industry  
Publications. Website. E-News. Events. Social.

## 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*

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

## 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:

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

## 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

	<i>Canadian Retailer</i> (Print)	+	<i>Canadian Retailer</i> (Digital Edition Banners)	+	Custom Content on Retailcouncil.org + Retail Community Hubs (Eng/Fr)	+	RCC Newsletters (English or French)	+	RCC Industry, Member or Private Event (>\$15K)
Cumulative Discount	--		5%		10%		15%		20%

# 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)

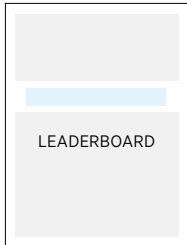
**\*LIMITED AVAILABILITY; MAXIMUM 3-MONTH PLACEMENT**

Ad Size/Placement	1X	2X	3X
Homepage – Leaderboard	\$2,100	\$1,700	\$1,250
Homepage – Big Box	\$1,800	\$1,400	\$1,000
Community Hub – Leaderboard/Big Box	\$1,500	\$1,100	\$800
Article Page – Leaderboard	\$1,400	\$1,000	\$725

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

Retailcouncil.org & Community Hubs have **85,000** unique visitors each month.

## Retailcouncil.org & RCC Community Hubs – Advertising Artwork Specifications



728 x 90 px

### Leaderboard Advertisements

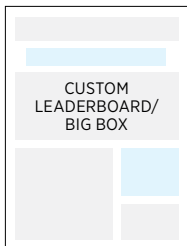
- 728 (w) x 90 (h) pixels (10.111 x 1.25" @ 72 dpi)
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted



300 x 250 px

### 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



728 x 90 px or  
250 x 250 px

### 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

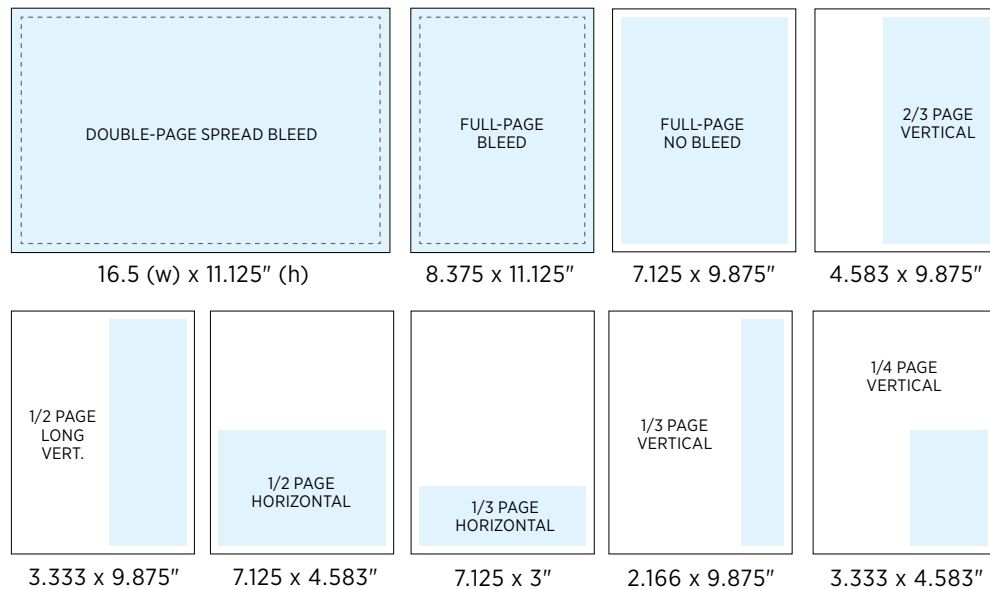
Banner ads must be submitted with URL and/or PDF for linking.  
**Note: All ad material is due three business days prior to the targeted release date of the advertisement.**

# Advertising & Custom Content Rates

## Canadian Retailer Print & Digital Editions – Insertion Rates

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

## 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

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

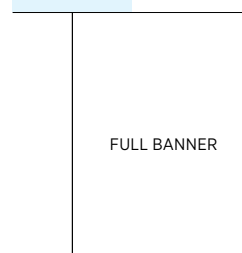
## Canadian Retailer Digital Edition – Advertising Artwork Specifications



2,513 x 1,350px

### Belly Band (Spans Cover of Issue)

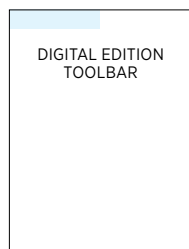
- 2,513 (w) x 1,350 (h) pixels (8.375 x 4.5" @ 300 dpi)
- Creative accepted: .PDF, .JPG, .PNG
- No videos
- No max file size
- Ad consists of two surfaces. If one image is supplied, it will be duplicated



468 x 60px

### Full Banner (Top or Bottom)

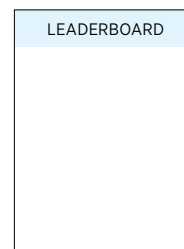
- 468 (w) x 60 (h) pixels (1.56 x 0.2" @ 300 dpi)
- High-resolution .GIF, .JPG or .PNG ad content
- Ad content can be static (.JPG or .PNG) or animated (.GIF). No videos.
- No max file size
- Position does not allow for expandable drop-down text



360 x 50px

### Digital Edition Toolbar (Top)

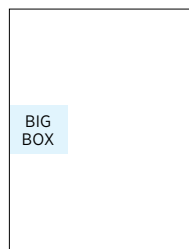
- 360 (w) x 50 (h) px (1.2 x 0.167" @ 300 dpi)
- Creative accepted: High-resolution .GIF, .JPG or .PNG ad content
- Ad content can be static (.JPG or .PNG) or animated (.GIF). No videos.
- No max file size
- Ad will be in the left-hand side position
- Position does not allow for expandable drop-down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



728 x 90px

### 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



300 x 250 px

### 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



200 x 783px

### 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

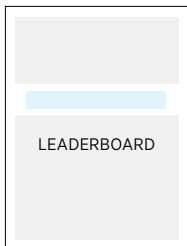
Featuring up-to-the-minute retail industry news from Canada and around the world, *Retail This Week* reaches an audience of 26,000 each week (51 times a year) coast-to-coast, in English and French. RCC's official industry e-newsletter also features regular 'spotlight' sections focusing on news and trends 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* has a weekly circulation of 26,000 readers.

## Retail This Week eNewsletter – 2019 Ad Insertion Rates

Ad Size/Placement	1x	3x	6x	12x
Top of Newsletter – Leaderboard	\$1,200	\$1,050	\$900	\$750
Sponsored Spotlight Sections – Leaderboard	\$1,500	-	-	-
Sidebar (Square)	\$1,000	\$850	\$700	\$550

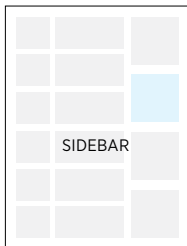
## Retail This Week eNewsletter – Advertising Artwork Specifications



728 x 90 px

### 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



200 x 200 px

### 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

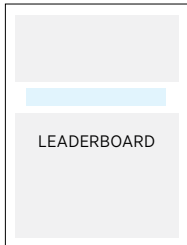
Featuring retail industry news and events in French, *Détail en Bref* reaches an audience of 800 each week (51 times a year).

*Détail en Bref* has a weekly circulation of 800 readers.

## Détail en Bref eNewsletter – 2019 Ad Insertion Rates

Ad Size/Placement	1x	3x	6x	12x
Top of Newsletter – Leaderboard	\$1,200	\$1,050	\$900	\$750
Sponsored Spotlight Sections – Leaderboard	\$1,500	-	-	-

## 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

728 x 90 px





## RCC Advertising and Sponsorship Inquiries

### Mary Markou

Director, Sponsorship and Partnerships  
Retail Council of Canada

Direct: [416-467-3755](tel:416-467-3755)

Toll Free: [1-888-373-8245](tel:1-888-373-8245) ext. 236

E-mail: [mmarkou@retailcouncil.org](mailto: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/or 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).