

2022 MEDIA KIT



PATH TO
PURCHASE
INSTITUTE

Path TO **Purchase** **IQ**
END-TO-END STRATEGIES FOR DRIVING CONSUMER DEMAND

WHO WE ARE

Path to Purchase offers consumer product marketing executives and brand managers a holistic, 360-degree view of the shopper journey. Covering all components of the omnichannel path to purchase — from in-store to digital to mobile — Path to Purchase combines insights, research and inspiration to drive success and innovation for our executive audience. Tracking trends, spotlighting best practices and sharing the tools for end-to-end consumer demand strategies, Path to Purchase is the leading media brand serving consumer brand marketers, retailers, agencies and solution providers in the quickly evolving realm of shopper marketing. Through the lens of omnicommerce marketing, our areas of focus include **in-store experience/activations, digital commerce, retail media, brand marketing, consumer trends/shopper behavior, insights and analytics.**

THE COMMUNITY WE SERVE

PRIMARY BUSINESS

Manufacturing
Marketing
Retailers
Solution Providers

PRODUCT CATEGORY

Food & Beverage
Household Goods
General Merchandise
Consumer Electronics

JOB TITLE

Manager
Director
EVP/SVP/VP
C-Suite/President
Owner

JOB FUNCTION

Shopper/Customer Marketing
E-Commerce/Digital Marketing
Insights & Analytics
Corporate Management
Brand Marketing
Consumer Promotion
Sales
Trade Promotion
Category Management

WHO WE REACH



The **Path to Purchase Institute** audience comprises CPGs, retailers, direct-to-consumer brands, agencies and solution providers involved in connecting with consumers across the full spectrum of the shopper journey. A small sample of some of the most influential brands that rely on **Path to Purchase** for best practices and insights includes:

Abbott Laboratories
Bacardi U.S.A., Inc
Moët Hennessy USA
Pepsico
Mattel Inc.
Constellation Brands Inc
The Bountiful Company
Nestle-Purina
Nestle USA
CVS Health
Johnson & Johnson Consumer Inc
Duracell
Del Monte Foods Inc
CLIF Bar & Company
Bimbo Bakeries USA
General Mills, Inc
The Scotts MiracleGro Company
GE Consumer and Industrial
Reynolds Consumer Products
Nestle Coffee Partners (Starbucks)
General Mills

Hallmark Cards Inc
Boar's Head Brand
Church & Dwight Co. Inc
Intel Corporation
GeorgiaPacific
SC Johnson & Son Inc
Massimo Zanetti Beverage USA
LALA U.S
Johnsonville
Pernod Ricard USA
LG Electronics
Central Garden & Pet
Beiersdorf USA
Anheuser-Busch LLC
Saputo Cheese USA, Inc
Materne North America
Peet's Coffee & Tea
Driscoll's
Albertsons Companies
Zespri International Limited
Mars Wrigley Confectionery

Keurig Dr. Pepper
Bumble Bee
Deutsch Family Wine & Spirits
Conagra Brands Inc.
Heineken USA
Kellogg Company
Kimberly-Clark
Lowe's
McCormick & Company, Inc.
Post Consumer Brands
The Coca-Cola Company
Stonyfield
Target Corporation
Mondelez International
Henkel
fairlife
The Boston Beer Company
Brown-Forman Corporation
Ferrero USA Inc.
KIND LLC
The J.M. Smucker Company

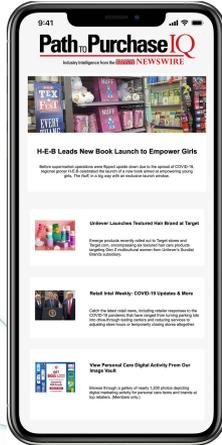
The Path to Purchase Institute is the most trusted industry voice for the next generation of omncommerce and the evolution of shopper marketing. Encompassing all aspects of the path to purchase, the Path to Purchase brand is an incubator of thought-provoking ideas, sharing relevant, inspirational and on-trend content from around the globe.

HOW WE REACH THEM

PRINT



DIGITAL



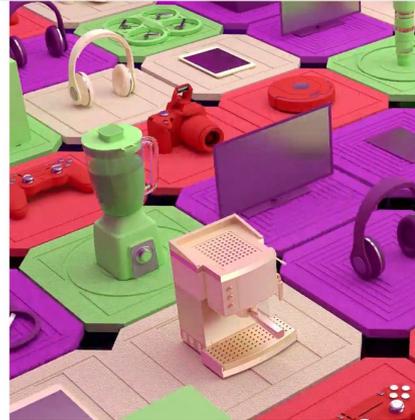
THOUGHT LEADERSHIP STUDIO

E-COMMERCE INTELLIGENCE REPORT | 2021

Spotlighting e-commerce capabilities and online priorities at 16 leading retailers building a seamless omnichannel shopping experience

[LEARN MORE](#)



EVENTS



RETAIL MEDIA
FORUM



SHOPPER INSIGHTS
& MEASUREMENT
FORUM



DIGITAL SHOPPER
COMMERCE
FORUM

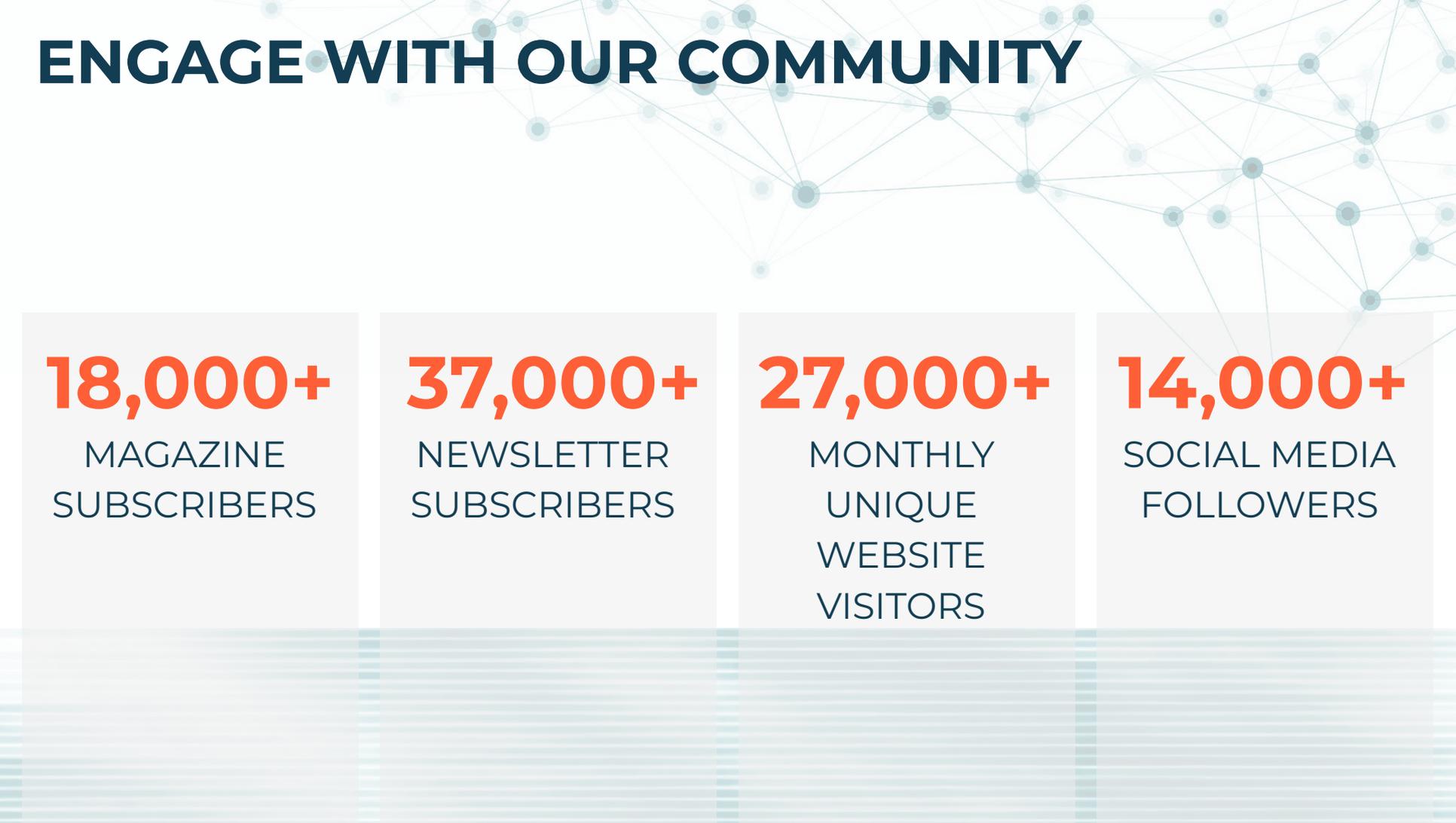
PATH TO PURCHASE INSTITUTE

**FUTURE
FORWARD**

PATH TO
PURCHASE

LIVE
THE DIGITAL EXPERIENCE

ENGAGE WITH OUR COMMUNITY

A network diagram background consisting of a complex web of light blue lines connecting various circular nodes of different sizes and shades of blue. The nodes are scattered across the top and right portions of the image, creating a sense of interconnectedness and digital communication.

18,000+

MAGAZINE
SUBSCRIBERS

37,000+

NEWSLETTER
SUBSCRIBERS

27,000+

MONTHLY
UNIQUE
WEBSITE
VISITORS

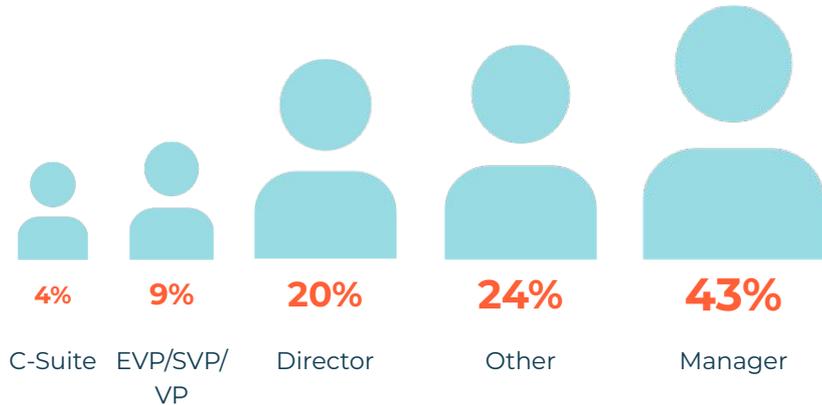
14,000+

SOCIAL MEDIA
FOLLOWERS

PATH TO PURCHASE IQ

ACCESS TO A COMMUNITY OF INFLUENCERS

The Path to Purchase Institute's magazine delivers actionable insights and information for product marketers and retailers who need to drive shopper engagement and sales across all consumer touchpoints.



IN EVERY ISSUE



Editor's Note

Letter from the Editorial Director on current topics/trends

Path to Purchase Institute Member Perspective

Expert insights from our Path to Purchase Institute member community

Path to Purchase Institute Member Spotlight

Snapshot of industry leaders from the Path to Purchase Institute member community

Author's Corner

Exclusive Q&A with a Featured Author from the 2022 Path to Purchase Book Club — a program spotlighting thought-provoking authors to drive discussion, community and innovative thinking.

In-Store Experience

Reporting on everything in-store, from at-shelf offerings, signage and POP displays to packaging, pop-ups, shop-in-shop concepts, brand activations, standalone brick-and-mortar experiences and more.

The New Consumer

Recent studies on consumer trends and shopper behavior.

Activation Gallery

Showcasing best-in-class omnichannel marketing campaigns.

Solutions & Innovations

The latest technology and solutions driving engagement and conversion along the path to purchase.

Insider Intel

Campaigns and case studies from our Path to Purchase Institute membership.

On Trend

Must-know trends in commerce and omnichannel/shopper marketing

Category Closeup

Sector-specific insights, including Q&As with marketers from the different verticals

Brand Watch

Brands innovating across the path to purchase

2022 EDITORIAL CALENDAR

SPECIAL REPORTS, IN-DEPTH FEATURES & AWARDS COVERAGE

January/ February

Ad Close:
January 5

Ad Material Due:
January 12

Special Report:
Path to Purchase Trends
(B2B)

In-Depth Feature:
Innovations in brand
experiences, pop-ups
and DTC

March/ April

Ad Close:
March 8

Ad Material Due:
March 15

Special Report:
The Evolution of In-Store
Experience, Part 1
(Consumer)

In-Depth Feature:
Next-Gen Grocery:
Experiential vs.
E-commerce

Awards:
Profiles of the Hall of
Fame 2022 Inductees

May/ June

Ad Close:
May 6

Ad Material Due:
May 13

Special Report:
The Evolution of In-Store
Experience, Part 2
(Consumer)

In-Depth Feature:
The Social Commerce
Playbook

Awards:
The inaugural Path to
Purchase 40 under 40
Awards

July/ August

Ad Close:
July 7

Ad Material Due:
July 14

Special Report:
Retail Media Measurement
and Evolution (B2B)

In-Depth Feature:
Brand-Retailer Relationships:
Tips & Strategies for Success

Awards:
REGGIE Awards case studies,
in partnership with ANA

Solution Guide:
Shopper Marketing Agency
Guide

September/ October

Ad Close:
September 7

Ad Material Due:
September 14

Special Report:
Demystifying the LatinX
Consumer (consumer)

In-Depth Feature:
Cannabis — the CPG industry's
new multi- billion-dollar
segment

Awards:
Student Design Competition
2022: POP Focus

Solution Guide:
P-O-P Design & Manufacturing
Companies

November/ December

Ad Close:
November 3

Ad Material Due:
November 10

Special Report:
Personalization Tactics
(B2B)

In-Depth Feature:
Packaging & Advances in
Sustainability

Awards:
Winners of the 2022
OmniShopper and
Women of Excellence
Awards

THOUGHT LEADER POSITIONING

2022 SOLUTION GUIDES

Showcase your expertise, enhance your reputation and promote your organization with a comprehensive profile, print advertisement and a digital download that generates leads. Make a powerful and lasting impression by combining an extensive profile of your company with your print and digital advertising assets.

DELIVERABLES

- Two-page spread in the print edition of *Path to Purchase IQ*
- Downloadable digital version in gated section delivering lead generation data for three months
- Promoted on PathtoPurchaseIQ.com and in the Path to Purchase IQ email newsletter

GUIDE SCHEDULE

The 2022 Guide to Shopper Marketing Agencies

Ad sales close: July 7, 2022

The 2022 Guide to P-O-P Design & Manufacturing Companies

Ad sales close: Sept. 7, 2022

THE 2021 SOLUTIONS GUIDE:
**SHOPPER
MARKETING
AGENCIES**

SEPTEMBER 2021

Path to Purchase IQ
A publication of

FEATURING PROFILES OF

| | | |
|-------------------------------|------------------------|-----------------|
| ARC USA Chicago | HMT Associates Inc. | The Mars Agency |
| Blue Chip | IN Connected Marketing | VMLY&R |
| Collaborative Marketing Group | Phoenix Creative Co. | |
| Edge Marketing | Propac | |

PATHTOPURCHASEIQ.COM

27K+

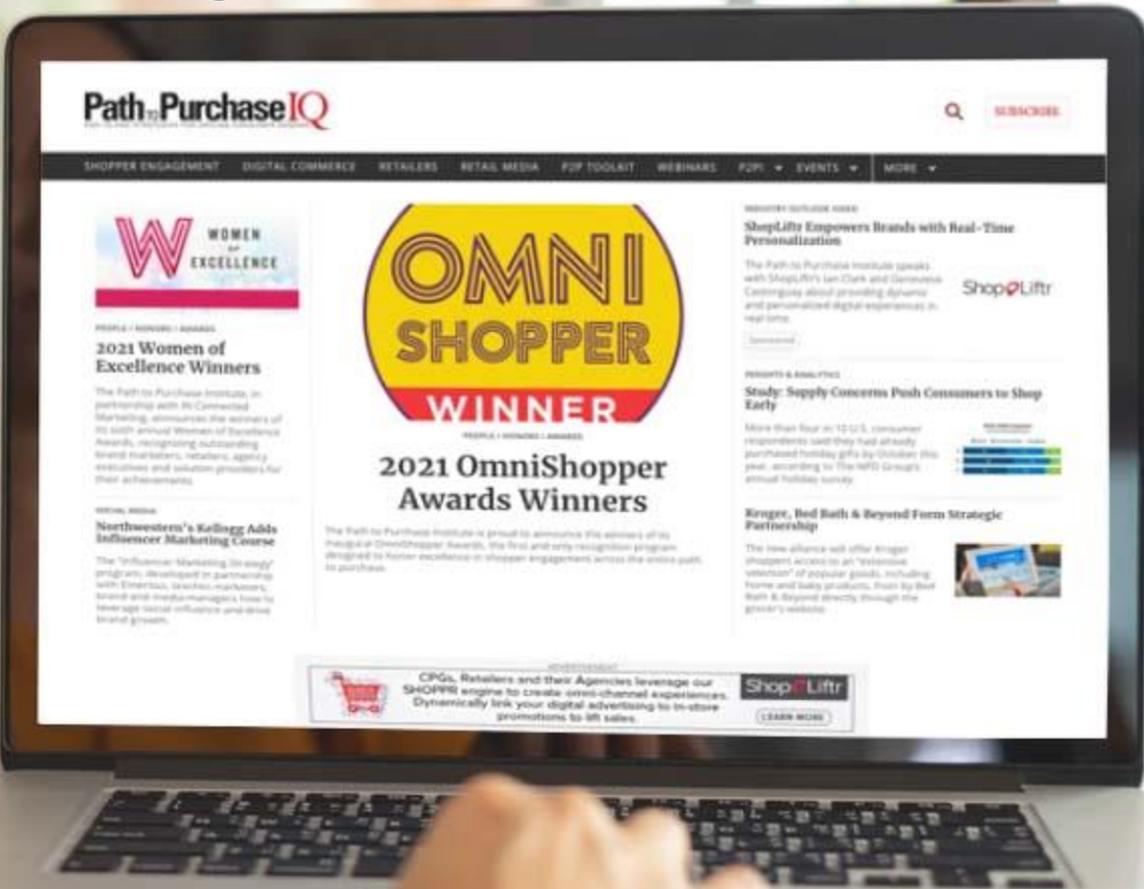
Monthly website visitors

↑39%

In 2021

46%

Increase in Social Engagement



Leaderboard 728x90

Bottom Leaderboard 728x90

Med. Rectangle Top 300x250

PATHTOPURCHASEIQ.COM

CONTENT DEVELOPMENT

Path to Purchase IQ
END-TO-END STRATEGIES FOR DRIVING CONSUMER DEMAND



SUBSCRIBE

SHOPPER ENGAGEMENT DIGITAL COMMERCE RETAILERS RETAIL MEDIA P2P TOOLKIT WEBINARS P2PI ▾ EVENTS ▾ MORE ▾



PEOPLE / HONORS / AWARDS

2021 Women of Excellence Winners

The Path to Purchase Institute, in partnership with IN Connected Marketing, announces the winners of its sixth annual Women of Excellence Awards, recognizing outstanding brand marketers, retailers, agency executives and solution providers for their achievements.

SOCIAL MEDIA

Northwestern's Kellogg Adds Influencer Marketing Course

The "Influencer Marketing Strategy" program, developed in partnership with Emeritus, teaches marketers, brand and media managers how to leverage social influence and drive brand growth.



PEOPLE / HONORS / AWARDS

2021 OmniShopper Awards Winners

The Path to Purchase Institute is proud to announce the winners of its inaugural OmniShopper Awards, the first and only recognition program designed to honor excellence in shopper engagement across the entire path to purchase.

INDUSTRY OUTLOOK VIDEO

ShopLiftr Empowers Brands with Real-Time Personalization

The Path to Purchase Institute speaks with ShopLiftr's Ian Clark and Genevieve Castonguay about providing dynamic and personalized digital experiences in real time.



Sponsored

INSIGHTS & ANALYTICS

Study: Supply Concerns Push Consumers to Shop Early

More than four in 10 U.S. consumer respondents said they had already purchased holiday gifts by October this year, according to The NPD Group's annual holiday survey.



Kroger, Bed Bath & Beyond Form Strategic Partnership

The new alliance will offer Kroger shoppers access to an "extensive selection" of popular goods, including home and baby products, from by Bed Bath & Beyond directly through the grocer's website.



CPGs, Retailers and their Agencies leverage our SHOPPR engine to create omni-channel experiences. Dynamically link your digital advertising to in-store promotions to lift sales.

ShopLiftr

LEARN MORE

Webinars

Advertising Opportunities

Interactive Experiences

Research Reports

Member Features

Custom Lead Generation

NEWSLETTER

3X

Tuesday, Wednesday, and Thursday Editions

+37K

Subscribers



SPECIAL REPORT:
PURCHASE PREFERENCES AT THE CATEGORY LEVEL
One Size Doesn't Fit All
> Learn More



Path_{TO}Purchase IQ

Industry Intelligence from the  **NEWSWIRE**



Consumer Survey: Supply Chain Woes Grow, COVID-19 Concerns Wane

A recent holiday study from Oracle shows consumers on edge over high prices, out-of-stock products and delivery delays, turning some to gift cards and last-minute, on-demand gift delivery to avoid the hassle.

ENGAGING VIDEO CONTENT

TO SHOWCASE YOUR BRAND

Deliver your thought leadership through an easy-to-implement, engaging video, with our highly-respected editors, to our **37,000+ email newsletter subscribers**. Use the video in your company's own outreach and marketing communications as well.

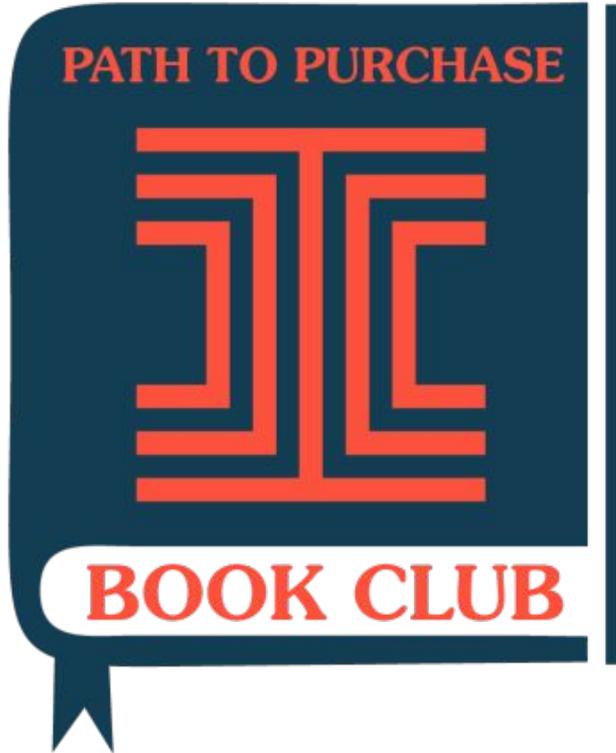
- *Path to Purchase IQ* editor conducts and records 10-minute Zoom interview with sponsor company leader focused on the future of the industry, discussing case study or research insights
- Video is packaged by our producer, posted on YouTube and embedded with brief summary on PathtoPurchaseIQ.com
- Video is linked to/from one regularly-scheduled issue of *Path to Purchase IQ* email newsletter and promoted through the Path to Purchase Institute social media account. Posted on PathtoPurchaseIQ.com home page in one of the three article promotion positions for five business days
- MP4 provided for company use
- Interaction with editorial team includes one 30-minute video chat to plan the interview, and a second 60-minute Zoom to rehearse and conduct interview



The image shows a screenshot of a webinar slide. At the top left is the Path to Purchase Institute logo. Below it is a small video feed of a man speaking. The main content area features the title "Winning the Digital Aisle with Kroger Precision Marketing" in white text over a dark background. Below the title are logos for Kroger, Precision Marketing, and PromoteIQ. A navigation bar at the top right includes "Slides", "About the Webinar", and "About the Speakers". A red circular button with the text "view sample" is overlaid on the right side of the slide. At the bottom left, there is a small copyright notice: "All materials Copyright 2020 EnsembleIQ. All rights reserved." At the bottom right, it says "Powered by 451".

CONNECT WITH THE COMMUNITY

IN AN INNOVATIVE WAY: PATH TO PURCHASE BOOK CLUB



Sponsor Bi-Monthly Book Club Series

Designed to cultivate community and thought-provoking discussion, inspiring marketers with new ways of thinking that disrupt the status quo and drive innovation.

- 6 Books/Authors Featured Annually
- Book/Author Promoted to Book Club via Website, Newsletter and Social (participants provide their own book and sign up online)
- Q&A (story/bylined article) with Author Published in *Path to Purchase IQ* and on PathtoPurchaseIQ.com
- Participate in "Meet the Author" Virtual Coffee Hour with Author, with Interactive Audience Q&A
- Lead Gen from the program
- Logo on all Book Club Marketing
- <https://www.pathtopurchaseiq.com/bookclub>

SPONSOR INVESTMENT: \$12,480

CONNECT WITH THE COMMUNITY

IN AN INNOVATIVE WAY: SPECIAL REPORTS

Special Reports result in a high-impact gated digital storyscape and immersive print magazine experience of institute research and analysis enhanced by your thought leadership.

Our Institute editors and research team have established an editorial calendar of high-interest topics for Special Report proprietary research and analysis to provide high-value business insights to our product marketer audience.

Raise awareness of your capabilities and your ongoing partnership with the Path to Purchase Institute, and generate customer leads by underwriting the research, participating in the analysis, and be credited in a robust digital and print marketing package.

Jan/Feb

Path to Purchase Trends (B2B)

March/April

The Evolution of In-Store Experience, Part 1 (Consumer)

May/June

The Evolution of In-Store Experience, Part 2 (Consumer)

July/Aug

Retail Media Measurement and Evolution (B2B)

Sept/Oct:

Demystifying the LatinX Consumer (consumer)

Nov/Dec:

Personalization Tactics (B2B)



AISLES OF OPTIONS

Exclusive Path to Purchase Institute research finds that even the best-laid shopping plans can be swayed in-store.

In cooperation with
GREAT NORTHERN instore

See a
Special
Report

SPECIAL REPORTS

INTEGRATED PRINT & DIGITAL STORYSCAPE FOR MAXIMUM EXPOSURE

Complete research report and insights delivered from survey data analysis performed by Path to Purchase Institute editors.

Bylined article from sponsor providing unique perspective on research results.

Dynamic interactive content designed by in-house award-winning creative agency.

Special Report Underwriting Investment: \$45,000

DIGITAL Exposure

- Brand displayed on title page of storyscape with “In Cooperation With” titling. Links to sponsor’s website.
- Gated Report with opt-in lead data from viewers.
- Brand included in complete research data published exclusively for Institute members only on p2pi.org.

PRINT Exposure

- Brand displayed on print magazine cover, table of contents, with feature article and feature contents.
- Bylined sidebar alongside Special Report feature article by *Path to Purchase IQ* editors.

PROMOTION Package

- Top leaderboard ad for one month on PathtoPurchaseIQ.com website with sponsor branding.
- Four weeks Path to Purchase IQ Newswire email newsletter promotion with sponsor branding.
- Custom email blasts, social posts, with sponsor branding promoting storyscape.
- Full Page ad in print magazine.

WEBINARS

Content rich thought leadership experiences provide your brand the ability to communicate directly and garner quality leads from the convenience of your computer.

path to purchase

NOW

Omnicommerce thought leaders examine the most effective ways for brands and retailers to adapt to the evolving nature of retail and capitalize on changes in shopper behavior.

2022 SCHEDULE

January 25 | 2pm ET

Harnessing the DTC Strategy

February 22 | 2pm ET

Omnichannel Grocery Trends and Tactics

April 12 | 2pm ET

The Brands Pioneering Social Commerce

June 15 | 2pm ET

Bev/Alc Best in Class Case Studies

August 17 | 2pm ET

40 Under 40 Winners Panel: The up-and-coming leaders in omnichannel marketing

September 13 | 2pm ET

Consumer Trends & Shopper Behavior

November 9 | 2pm ET

In-Store Experience

Subject to change

CUSTOM WEBINARS

SUPPLIED AND AMPLIFIED

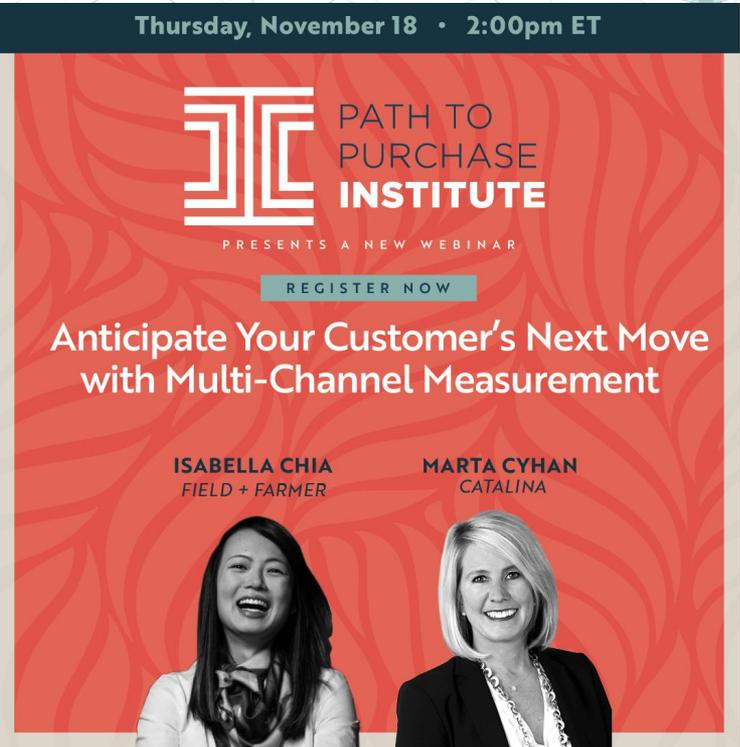
Tailored to meet your needs, in consultation with our editors, to maximize audience engagement.

An engaging way to communicate and share relevant, timely information and showcase your expertise through case studies, success stories and market analysis.

Marketed through the Institute's channels, including email distribution, social media posts and digital ads on pathtopurchaseiq.com

Either purchase and schedule individually or in packages of multiple events depending on business partner needs and available inventory.

Thursday, November 18 • 2:00pm ET



PATH TO PURCHASE INSTITUTE
PRESENTS A NEW WEBINAR

[REGISTER NOW](#)

**Anticipate Your Customer's Next Move
with Multi-Channel Measurement**

ISABELLA CHIA
FIELD + FARMER

MARTA CYHAN
CATALINA

BUILD CONNECTIONS THAT COUNT

2022 EVENT AND AWARDS CALENDAR



Omnicommerce
Strategy Series: Digital
(VIRTUAL)

FUTURE
FORWARD
(IN-PERSON)

40 Under 40
Awards
(IN-PERSON)

Retail Media 2.0
Forum &
Member Connect
(IN-PERSON)

P2PLIVE
(IN-PERSON)

OmniShopper
Awards
(IN-PERSON)

Women of
Excellence
Awards
(IN-PERSON)

Shopper Insights
& Measurement
Forum
(VIRTUAL)



BUILD CONNECTIONS THAT COUNT

VIRTUAL & IN-PERSON FORUMS

PATH TO PURCHASE INSTITUTE
OMNICOMMERCE
STRATEGY SERIES:
DIGITAL

MARCH 15-16, 2022
VIRTUAL

Share your thought leadership and unique capabilities with marketers seeking to understand the most effective strategies for driving brand awareness, shopper engagement and sales in the digital shopping environment.

2021 Attendees: +260



RETAIL MEDIA
FORUM

JUNE 28-30, 2022
IN-PERSON

Share your thought leadership with insights professionals and marketing executives seeking to understand effective methods of capturing shopper understanding and measuring performance.

2021 Attendees: +420



SHOPPER INSIGHTS
& MEASUREMENT
FORUM

DECEMBER 6-7, 2022
VIRTUAL

Share your thought leadership with marketers seeking to leverage retail media to grow brand awareness, shopper engagement and product sales.

2021 Attendees: +420

BUILD CONNECTIONS THAT COUNT

IN-PERSON EVENTS

PATH TO PURCHASE INSTITUTE

**FUTURE
FORWARD**

May 16 -19 2022

Sheraton Grand Chicago Riverwalk
301 East North Water St
Chicago, IL, 60611

PATH TO
PURCHASE

LIVE

October 17- 20, 2022

Hilton Chicago
720 S. Michigan Ave.
Chicago, IL 60605

BUILD CONNECTIONS THAT COUNT

INDUSTRY AWARDS THAT SHOWCASE LEADERS



Presented at Future Forward
May 2022, TBD

Honors the top 40 professionals under the age of 40 who are leading the next generation of commerce marketing along the path to purchase. Meet the talented trailblazers — from the top brands, retailers, agencies and companies — who are shaping the shopper journey for this next era of commerce. Nominations open in early 2022, with the winners profiled in the May/June issue of the magazine and celebrated at Path to Purchase Institute: Future Forward in May 2022.



Presented at: Path to Purchase LIVE
October 2022, Chicago

Get introduced to the leading innovators in cohesive approaches to driving shopper commerce across the path to purchase - including integrated, in-store, media, mobile, collaborative and direct-to-consumer activations.



Presented at: Path to Purchase LIVE
October 2022, Chicago

The awards program celebrates and connects women leaders that are contributing to the growth of the industry as well as promoting diversity and inclusion in their fields. The program has grown consistently year-over-year, building an alumni network of accomplished leaders while also providing a platform for exploring a wide range of topics including the challenges faced and progress made in the advancement of women in the workplace. Elements of the program include educational content, networking opportunities, as well as editorial content across both print and digital mediums.

WHO WE ARE



The Path to Purchase Institute is the only community that connects thousands of media, shopper, omnichannel and commerce marketing professionals to the intelligence, innovation and resources essential for solving today's business problems and driving growth.

300+ companies representing over 18,000 industry executives and thought leaders.

The most comprehensive collection of commerce insights and perspectives in North America.

All the right tools, knowledge and expertise necessary to understand shopper marketing demands.

PATH TO PURCHASE INSTITUTE

MEMBERSHIP BENEFITS

Complete Member Exclusive Research Reports

Learning Labs and Virtual Forums

Access to comprehensive omncommerce database of articles, images, proprietary research, retailer profiles, in-store and online activations image library and the latest industry trends.

Visit

Contact: Katrina to discuss joining

2022 MEMBERSHIP BENEFITS

The Path to Purchase Institute

The ONLY community that connects THOUSANDS of MEDIA, SHOPPER, OMNI-CHANNEL and COMMERCE MARKETING professionals essential for solving today's business problems and driving growth.

300+ COMPANIES representing over 18,000 industry executives and thought leaders.

The most comprehensive collection of commerce insights and perspectives in North America.

Sharing the TOOLS, KNOWLEDGE & EXPERTISE necessary to activate and execute against today's shopper marketing demands.

Community

We gather leaders from across the industry for a candid exchange of ideas and strategies around key issues.

Shopper Marketing EXCELLENCE

BACi

COMMERCE EXECUTIVE NETWORK

A collaborative community of senior commerce executives who solve real-world problems, establish best practices, and develop standards to implement bold initiatives and inspire change.

Insights & Perspectives

Expert, editorial, and actionable insights covering in-store, digital, retail marketing and industry trends to help our members drive shopper engagement.

Path to Purchase IQ MAGAZINE

POP 100

MEMBERS ONLY INTELLIGENCE BRIEFINGS

retail intel

THE ZONE FORMULA

EXPERT WEBINARS

BUILDING BEER

CUSTOM THOUGHT LEADERSHIP

SPECIAL MEMBER-ONLY REPORTS with access to detailed research findings & data tabs

2022 REPORTS

JAN/FEB: Path to Purchase Trends (B2B)

MAR/APRIL: The Evolution of In-Store Experience, Part 1 (Consumer)

MAY/JUNE: The Evolution of In-Store Experience, Part 2 (Consumer)

JULY/AUG: Retail Media Measurement and Evolution (B2B)

SEPT/OCT: Dismantling the LatinX Consumer (Consumer)

NOV/DEC: Personalization Tactics (B2B)

MEMBER PERSPECTIVES

Members are invited to be guest columnists in Path to Purchase IQ.

Tools & Training

Have access to our comprehensive, searchable omncommerce database filled with articles, images, proprietary research, webinars, case studies including:

- Detailed Retailer Profiles
- Image Library of In-Store and Online Activations
- Latest Industry Trends

P2PI.ORG

LEARNING LAB

Expanded learning curriculum with classes on critical topics for all levels of professional development included with all memberships

- LAB 01 OMNI RESOLUTIONS
- LAB 21 PAID SEARCH
- LAB 31 RETAIL MEDIA MISCUE
- LAB 41 OMNISHOPPER
- LAB 51 AMAZON STRATEGY
- LAB 61 SALES LEADERSHIP

Events & Experiences

World-class virtual and live events to unite the community, offer exceptional education and fresh thinking from best-in-class thought leaders.

2022 EVENT SCHEDULE

(VIRTUAL) FORUM SERIES

- RETAIL MEDIA FORUM
- DIGITAL SHOPPER COMMERCE FORUM
- SHOPPER INSIGHTS & MEASUREMENT FORUM

LIVE EVENTS

- FUTURE FORWARD
- PATH TO PURCHASE LIVE

ACCESS TO INDUSTRY LEADERS



COMMERCE EXECUTIVE
N E T W O R K

The **Commerce Executive Network (CEN)** provides an unparalleled opportunity for brand and retailer members to connect with one another in an open forum, discussing the most important issues at the top of marketers' minds.

This exclusive group of industry marketers and thought leaders represents forward-thinking, cross-functional executives from all major industry segments including retailers, consumer goods manufacturers, agencies and solution providers.

In 2022, this elite group will gather for **three virtual** quarterly meetings and **one in-person conference** to exchange ideas and openly discuss the key trends and business issues impacting the rapidly shifting space of shopper commerce.

IMMERSE. INSPIRE. ENGAGE.

BRAND LAB: INTERACTIVE MARKETING CONTENT

Stand out from the crowd with cutting-edge, interactive digital content experiences designed by the BrandLab creative team.

Vibrant visual stories, graphic display, animations, and embedded media enables users to deeply engage with digital content through self-guided exploration.

- Dedicated URL hosted on ConsumerGoodsTechnology.com
- Promotional targeted email sent to consumer goods decision makers
- Promoted via a CGT browser alert
- Monthly engagement report
- Option to embed link on your company's site and social

ANIMATED PRODUCT SPOTLIGHT

Pop-off-the-page product feature showcasing key attributes, imagery, and call to action.

ANIMATED INFOGRAPHIC

Must-click animated illustration of data points and brand elements designed for shareability.

STORYSCAPE

Narrative-driven, multi-layered interactive content brought to life with animation, micro-infographics and embedded media.

STORYSCAPE MASTERCLASS

Longer-format, research-driven Storyscape with heavy emphasis on data visualization. Includes interactive menu and sidebar panels for intuitive content segmentation.

WORLDSCAPE

Illustrated micro-world with interactive map and scene depictions featuring multiple products, solutions, topics or brands in a unified immersive environment.

INTERACTIVE MICROSITE/CONTENT HUB

Branded, experiential microsite with multiple content pages featuring different topics or chapters or an overarching theme.



THE WINNING COMBO

FORD GUM DELIVERS BIG FLAVOR AND BIGGER RETURNS!

As the exclusive manufacturer and distributor of gum and squeeze candy for a stellar combination of America's most beloved sweets brands, Ford Gum is on a mission to bring a smile to every shopper and increased revenue to every store.

BIG LEAGUE CHEW
• BUBBLE GUM •

Silly Selli

NOZZY

SUGAR FREE GUM

SMARTIES
bubblegum & candy

M-E-G



DIGITAL RATES

WEBSITE/NEWSLETTER/DIGITAL ADVERTISING RATES

Website Ad Rates/Month

Top Leaderboard | 728x90

| | |
|------------|----------|
| Standard | \$7,210 |
| Expandable | \$10,300 |

Medium Square | 300x250

| | |
|------------|---------|
| Standard | \$5,150 |
| Expandable | \$7,725 |

Prestitial | 600x450 (desktop only)

| | |
|------------|---------|
| Expandable | \$7,210 |
|------------|---------|

Remarketing Campaign

| | |
|------------------|---------|
| 250K impressions | \$4,300 |
|------------------|---------|

Newsletter Monthly

| | |
|----------------------|---------|
| Top Leaderboard: | \$6,180 |
| Medium Square: | \$5,665 |
| Text Sponsored Link: | \$2,060 |

Interactive/Thought Leadership

Shopper Engagement Showcase

| | |
|----------|----------|
| Premium | \$12,500 |
| Standard | \$3,700 |

Industry Outlook Video

| | |
|---------|----------|
| 10 min. | \$12,500 |
|---------|----------|

Sponsored Research

| | |
|------|---------|
| Quiz | \$5,150 |
| Poll | \$2,575 |

Sponsored Blog

| | |
|---------|-------------|
| 6-month | \$5,150/mo. |
|---------|-------------|

Infographic/Trendagram

| | |
|------------|---------|
| Production | \$8,755 |
|------------|---------|

Content Syndication

| | |
|---------|----------|
| Package | \$15,450 |
|---------|----------|

Webinars

| | |
|-----------|----------|
| Custom | \$17,000 |
| Editorial | \$20,000 |

Audience Direct Campaign

| | |
|--------|----------|
| Custom | \$10,800 |
|--------|----------|

Branded Coral Experiences

Storyscape

\$15,000 to \$35,000*

Animated Infographic

\$17,500

Product Spotlight

\$9,500*

Content Hub

\$45,000*

*Investment may vary depending on custom work required for any specific project

PRINT RATES

Path to Purchase IQ

4-Color

Full Page*

| | | | |
|----|---------|----|---------|
| 1X | \$7,576 | 3X | \$7,344 |
| 6X | \$7,181 | | |

1/2 Page

| | | | |
|----|---------|----|---------|
| 1X | \$5,890 | 3X | \$5,718 |
| 6X | \$5,611 | | |

1/3 Page

| | | | |
|----|---------|----|---------|
| 1X | \$4,426 | 3X | \$4,290 |
| 6X | \$4,180 | | |

Standard SWOP specifications apply
(process magenta, yellow, cyan)

Cover/Center Gatefold

1/2 Page

| | |
|-------|----------|
| Cover | \$18,500 |
|-------|----------|

1 Page

| | |
|-------|----------|
| Cover | \$19,500 |
|-------|----------|

2 Page

| | |
|-------|----------|
| Cover | \$26,500 |
|-------|----------|

3 Page

| | |
|----------------|----------|
| Cover Gatefold | \$18,500 |
|----------------|----------|

4 Page

| | |
|----------------|----------|
| Cover Gatefold | \$34,500 |
|----------------|----------|

Full Page

| | |
|--------------|---------|
| Hard Cover 2 | \$6,500 |
|--------------|---------|

2 Page Solution Guide

| | |
|--------|---------|
| Spread | \$8,750 |
|--------|---------|

Internal Gatefold

3 Page

| | |
|----------|----------|
| Internal | \$21,400 |
|----------|----------|

4 Page

| | |
|----------|----------|
| Internal | \$26,400 |
|----------|----------|

6 Page

| | |
|----------|----------|
| Internal | \$35,000 |
|----------|----------|

4 Page

| | |
|-----------------|----------|
| Center Stitched | \$27,500 |
|-----------------|----------|

6 Page

| | |
|-----------------|----------|
| Center Stitched | \$37,500 |
|-----------------|----------|

8 Page

| | |
|-----------------|----------|
| Center Stitched | \$44,000 |
|-----------------|----------|

Full-page print ads include mobile-friendly inline digital ad embedded in magazine articles.

Rates for standard units based on total insertions placed in 12-month period.

Each page of a multi-page advertisement counts as one insertion, each fractional advertisement counts as one insertion.

Premium Positions: Inside front or back cover, 15% premium; Back cover, 20% premium

PRINTED MAGAZINE SPECS

Path to Purchase IQ

Mechanical Requirements

A. Publication Trim Size: 8" x 10- $\frac{3}{4}$ "

B. Non-Bleed Ad Sizes:

Full Page: 7- $\frac{1}{4}$ " x 10"

$\frac{1}{2}$ Page Vertical: 3- $\frac{1}{2}$ " x 10"

$\frac{1}{2}$ Page Horizontal: 7- $\frac{1}{4}$ " x 4- $\frac{7}{8}$ "

$\frac{1}{3}$ Page Square: 4- $\frac{3}{4}$ " x 4- $\frac{7}{8}$ "

$\frac{1}{3}$ Page Vertical: 2- $\frac{1}{4}$ " x 10"

C. Bleed Ad Sizes

Full Page: 8- $\frac{1}{4}$ " x 11"

2 Page Spread: 16- $\frac{1}{4}$ " x 11"

Note: Add $\frac{1}{8}$ " **bleed** on all four sides and **keep trim marks out of the bleed area.**

Live Matter: To avoid trimming type and artwork, bring all in $\frac{3}{8}$ " from the trim dimensions.

Production Charges: Artwork, copy edits and other advertiser requests are billed as required.

Media/Format/ Software

A. Media Transfer

Email or FTP ad to Production Director.

B. File Formats

High-res, one-page PDF/X-1a files with fonts and images embedded. Please contact the Production Director for more information on specifications.

C. Software Applications

(EPS, TIFF) InDesign, Illustrator, Photoshop, Quark Xpress. Preferred file format is PDF/X-1a. If ad is entirely in Photoshop, keep file in layers. Page files must be constructed so that upon opening the page file, all elements (fonts, images, etc.) are positioned correctly.

Print Requirements

A. Printing

Web offset, SWOP Standards

B. All Colors and images must be CMYK

Spot & Pantone colors are not permitted. Images must be SWOP compliant with a minimum resolution of 300 dpi.

B. Furnished Inserts

Please contact Publisher for mechanical specs, quantity needed, and shipping instructions.

C. Insert Stock Weight

Maximum weight (25" x 38" basis): 100 lb. coated, 80 lb. uncoated. Thickness cannot exceed 0.007". For inserts exceeding 4 pages, or for those deviating from standards outlined, consult Publisher.

D. Binding

Saddle Stitch

E. Furnished Inserts

Printed on 50 lb., gloss-coated stock

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