

2019 MEDIA KIT



DEFINING TOMORROW, TODAY.

Winsight Grocery Business is the premiere source of information, inspiration and ideation for retail decision-makers. We offer insights that enable retail executives to successfully run their businesses in this ever-evolving market.



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Guest Editor



Phil Lempert

Guest Editor

Food Retailing Redefined

Winsight Grocery Business is the 1st publication to provide a 360-degree view of the dynamic food retail universe.

A Horizontal Audience

From independent to publicly-traded, mass to digital, our approach reaches the leadership level across the board.

Award-Winning Design

We bring B2B content with a B2C feel, breaking down complex data and analyses into easily digestible formats.

THE GROCERY INDUSTRY

Food Retail Today	4
The WGB Reader	5

CONTENT OVERVIEW

2019 Editorial Calendar	6
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RATES & SPECS

Print Rates & Specs	11
Digital Rates & Specs	12

ANNUAL REPORTS

Center Store	13
Cheese	14
Equipment and Design	15
Health and Wellness	16
Fresh Food	17
Meat	18
Nonfoods	19

DIGITAL PORTFOLIO

Exploding Digital Growth	20
WGB Today	21
Dairy	22
Meat Market Insights	23
Focus on Fresh	24
WGB Breaking News & Special Report	25
WGB Top Stories	26
ICYMI	27
Website	28
Premium Digital Positions	29
Digital Premier	30

CUSTOM CONTENT

Premium Custom Options	31
Custom Research	32
Custom Slide Show	34
White Papers & eBooks	35
Custom List Rentals	36
Webinars	37
Pinpoint Custom Targeting	38

WGB EVENTS

Remarkable Independents	39
Grocery Business of the Year	40
Retail Dietitian Exchange	41
Champions of Change (IDDBA)	42
Retail Foodservice Summit	43
Champions of Change (GMDC)	44

WINSIGHT PORTFOLIO

Winsight Portfolio	45
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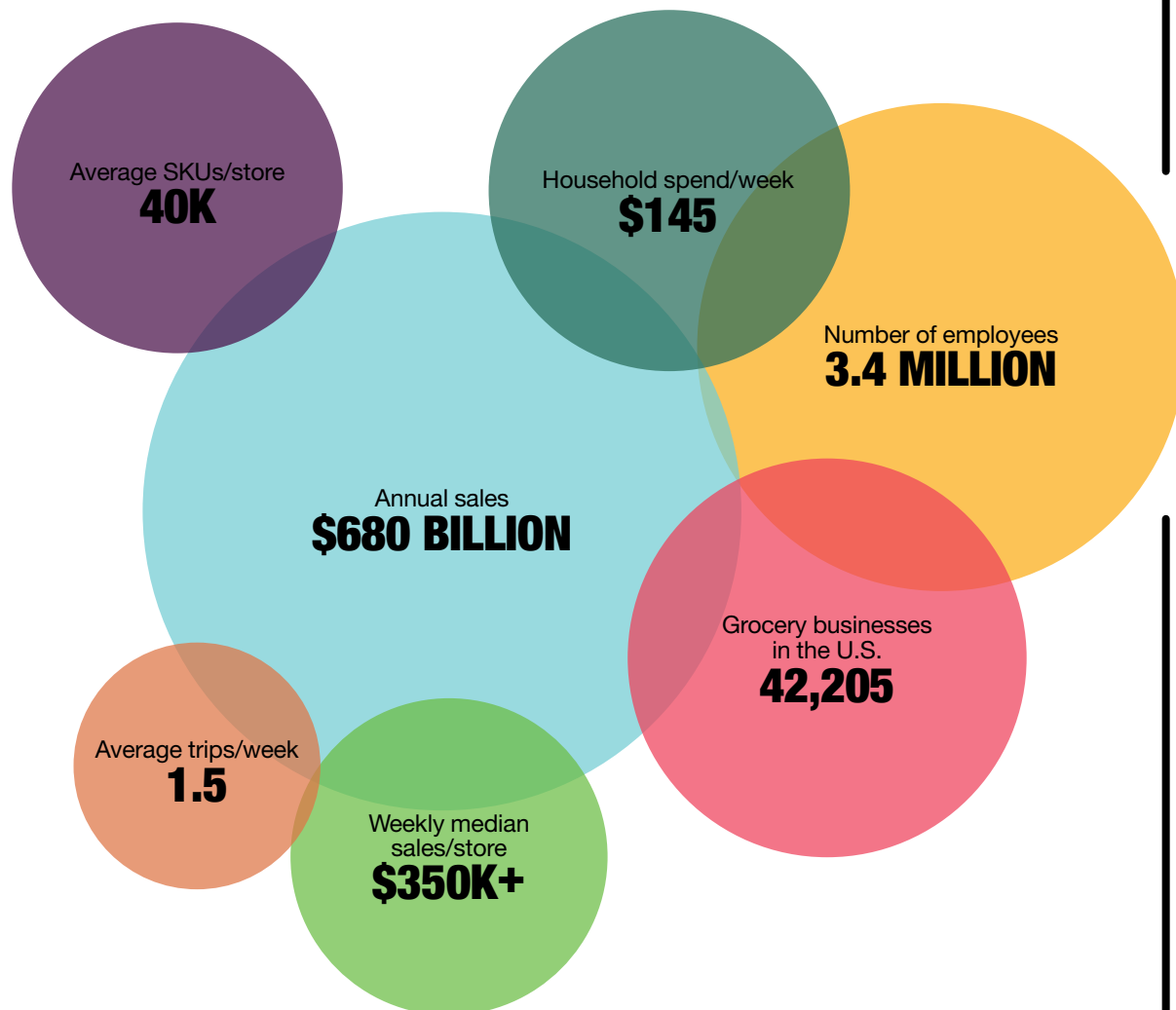
GROCERY BUSINESS CANADA

Helping Grow Your Business	46
Grocery Business Canada	47

TABLE OF CONTENTS

CLICK section above to jump to that page.

GROCERY INDUSTRY SNAPSHOT



Source: FMI Supermarket Facts 2016, FMI Grocery Trends 2017 & IBISWorld

WGB Coverage

35,000+

Magazine subscribers

6,746

Mass/Club/Drug

50,000+

eNL subscribers

91,000+

Monthly website users

85%

of readers directly request
Winsight Grocery Business

Classification by Store Size

Single Store	● ● ● ● ●	23.1%
2-10 Stores	● ●	11.4%
11-200 Stores	● ● ● ●	17.0%
201+ Stores	● ● ● ● ● ● ● ●	39.0%
N/A	●	9.4%

THE WGB READER

87%



are decision-makers or influencers. From the C-Suite to district managers, our readers are making and influencing purchase decisions.

201+

A blue icon of a multi-story building, representing large corporations.

39% represent companies with more than 200 stores.



58% read each copy for at least 30 minutes.

50%



pass along *WGB* to at least one other person, 36% pass along to at least two people.



Ads in *WGB* rank 6% higher in “excellent noticeability” and 8% higher in “excellent information content” than in other publications.

Source: August 2018 Signet Research, June 2018 BPA Audit Signet AdProbe Norms Report

73%

are involved in the purchase of one or more categories:



47% bought products or services advertised.

70% took one or more actions as a result of ads and/or content in *WGB*.



48% read through *WGB* for the advertising as much as the articles.

2019 EDITORIAL CALENDAR



Month	Cover Feature	Center Store Biz	Fresh Biz	Retail Foodservice Biz	Nonfood Biz	Equipment & Design Biz	Specialty Biz	Operations & Supply Chain Biz
January Close: 12/6 Materials Due: 12/12	Dashing through Delivery	<ul style="list-style-type: none"> • Winter Convenience: Healthy Alternative Frozen Meals 	<ul style="list-style-type: none"> • Kicking off the Season with Meal Kits • Fresh Packaging Innovations • Produce Wellness Trends 	Most Popular Proteins	Tobacco Report Part I	Retail Foodservice Expansion: Planning for the Future	Cheese Trends & Pairings	Demystifying A.I.
Close: 12/6 Materials Due: 12/12	Annual Report: Center Store An invaluable reference tool for retailers that dives into the top categories affecting the center store landscape today.							
Bonus Distribution		NRF, Winter Fancy Food Show, FMI Midwinter, NAFEM, CMA						
February Close: 1/10 Materials Due: 1/16 <i>Signet Study Issue</i>	<ul style="list-style-type: none"> • Top Independent Food Retailers • In What Do They Trust 	<ul style="list-style-type: none"> • Baking Ingredients • Fridge: Better for You Beverages 	<ul style="list-style-type: none"> • Greenhouse Produce/Vertical Farms • Fresh Meat Merchandising Trends 	Pizza Programs	<ul style="list-style-type: none"> • Greetings Cards Trends Report • Housewares Trends Report 	Kiosks are Key	Vegan/Plant-Based Products	Tightening Up the Cold Chain
Bonus Distribution		NGA, Annual Meat Conference, International Home & Housewares, Natural Products Expo West						
March Close: 2/7 Materials Due: 2/13	Food Retailers' Survival Guide	<ul style="list-style-type: none"> • Protein-Enhanced Shelf Stable • Fridge: Yogurt Grows Up • Fridge: Kefir 	<ul style="list-style-type: none"> • Produce: Fresh Cut Fruit • Protein State of the Industry Part 1: Seafood 	Vegetarian/Meatless	HBC Ingredients and Materials: A Deep Dive	On the Case (Case Innovation)	Creative Condiments	Demand and Replenishment
Bonus Distribution		Seafood Expo, Global Pet Expo, NFRA Executive Conference, Home Delivery World						

RECURRING FEATURES

12x/year Retales

WGB's signature new concept store series showcases the most inventive design and merchandising strategies from across the nation.

12x/year Health and Beauty Biz

From nutrition to grooming and beauty care, this recurring spotlight features the latest HBC news.

6x/year Private Label Biz

Trends update from the private label sector.

4x/year Pet Biz

Recurring feature that covers all pet-related trends and updates.

CLICK month to view publication.

Learn more at [WinsightGroceryBusiness.com](https://www.winsightgrocerybusiness.com)
 Editorial calendar is subject to change.

2019 EDITORIAL CALENDAR



Month	Cover Feature	Center Store Biz	Fresh Biz	Retail Foodservice Biz	Nonfood Biz	Equipment & Design Biz	Specialty Biz	Operations & Supply Chain Biz
April Close: 3/7 Materials Due: 3/14	Grocery Business of the Year	<ul style="list-style-type: none"> • Adult Beverages • Ice Cream, Novelties/Frozen Treats 	<ul style="list-style-type: none"> • Produce: Specialty and Ethnic • Transparency in Fresh 	Sandwich Programs	GM Cross-Merchandising In Stores	Baking Equipment Innovations	Meat Snacks, Meet Profits	<ul style="list-style-type: none"> • Blockchain • Traceability
Close: 3/7 Materials Due: 3/14	Annual Report: Cheese From cheddar to Gruyère, this comprehensive guide reveals the top trends driving specialty cheeses, including the latest flavor profiles, regional specialties, effective retail merchandising strategies, in-store consumer outreach/education and more.							
Bonus Distribution	NACDS, SIAL Canada, WAFC							
May Close: 4/11 Materials Due: 4/18	<ul style="list-style-type: none"> • Champions of Change 	Fridge: Breakfast Report Part 2 (Eggcellence in Action)	<ul style="list-style-type: none"> • Deli Meats • Produce: Stone Fruit • Premium Proteins 	Chicken Programs	Front End Insights	Retailers Kitchen Essentials	Ingredient Seasonings	Loss Prevention
Close: 4/11 Materials Due: 4/18	Annual Report: Equipment and Design This comprehensive compilation features the latest trends in designing and outfitting supermarkets and other retail outlets. From the parking lot to the back door, all aspects of equipment and design are covered in this special supplement.							
Bonus Distribution	NRA, Sweets & Snacks Expo, IDDBA, Plant Based World Expo							

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June Close: 5/9 Materials Due: 5/16	State of Retail Foodservice	<ul style="list-style-type: none">• Clean Label Foods• Frozen Fruits and Vegetables	<ul style="list-style-type: none">• Produce: Summer Vegetables/Grill Ready• Meat and Seafood Grilling		Greeting Cards Trends Report	Meat Department Equipment	Crunchy Snacks	eCommerce Delivery Services
Bonus Distribution United Fresh, GMDC, Restaurant Directions, GlobalShop, Summer Fancy Food Show								
July Close: 6/13 Materials Due: 6/20	Kantar Power 20: Top US Food Retailers Ranking	<ul style="list-style-type: none">• Fridge: Non-Dairy Based Beverages• Refrigerated Meats	<ul style="list-style-type: none">• Produce: Exotic• Grass-Fed	Franchise Programs	Nutrition, Vitamins and Supplements	Shelving and Merchandising	Cheese and Charcuterie	Content Management Systems
Bonus Distribution Organic Produce Summit, American Cheese Society, PMA Foodservice								
August Close: 7/11 Materials Due: 7/18 Signet Study Issue	Deep Dive on Top Regional Retailer	<ul style="list-style-type: none">• Hispanic Trends in Center Store• Fridge: Cultured Dairy	<ul style="list-style-type: none">• Produce: For Whom the School Bell Tolls• Value-Added Meats• In-Store Bakery Trend Report	In-Store Pubs	Baby Care	Franchises (Store Within a Store)	Back to School: The Latest in Kids' Lunchboxes	Workforce Management
Close: 7/11 Materials Due: 7/18	Annual Report: Health & Wellness A special publication that includes healthy living trends, such as gut-health, probiotic supplements, plant-based products and more.							
Bonus Distribution NACDS Total Store Expo, GMA Leadership Forum, Outlook Leadership Conference, Groceryshop								

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September Close: 8/8 Materials Due: 8/15	Retail Labor Trends	<ul style="list-style-type: none">• Meal-Builder Mainstays• Adult Beverages• Refrigerated Dressings, Dips and Toppings• Meating Convenience (Frozen Meats)	<ul style="list-style-type: none">• Produce: Celebrating Autumn's Core Loyalists• Protein State of the Industry Part 2: Pork	Catering	Tobacco Report Part II	Energy Efficient Equipment	Grab-n-Go Items	Sourcing, Procurement
Bonus Distribution								
Natural Products Expo East, CGA Strategic Conference, FSTEC, NACS								
October Close: 9/6 Materials Due: 9/12	2019 Grocery Game Changers	<ul style="list-style-type: none">• Oils, Vinegars and Dressings• Ethnic Cuisine Trends• Dairy Milk• Frozen Meals	<ul style="list-style-type: none">• Global Produce Sourcing• Protein State of the Industry Part 3: Beef• Fresh Packaging Innovations	Seasonal Fare	Converting Shoppers to HBC and GM		Innovative Food Pairing Trends	Marketing Technology
Close: 9/6 Materials Due: 9/12	Annual Report: Fresh Food This definitive reference manual features the latest trends for fresh food executives, buyers, category managers and merchandisers.							
Bonus Distribution								
PMA Fresh Summit, NFRA Convention								

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November Close: 10/10 Materials Due: 10/17	Most Trusted Retailer Ranking	<ul style="list-style-type: none"> • Cereal: Hot, Cold and Convenient • Better-for-You Baby Foods • Refrigerated Meals 	<ul style="list-style-type: none"> • Produce: Nuts and Salad Toppings • Protein State of the Industry Part 4: Poultry 	Meal Kits	Private Label HBC and GM Products	Imparting Authenticity with Premium Equipment	Private Label Specialty Items	Warehouse and Inventory Management Solutions
Bonus Distribution				PLMA Conference				
December Close: 11/7 Materials Due: 11/14	How To Succeed in 2020: Trends You Need to Know Now	<ul style="list-style-type: none"> • Coffee and Tea • Frozen Appetizers 	<ul style="list-style-type: none"> • Produce: Winter Wellness • Deli/Bakery Merchandising Trends 	Soups	Trash Bags and Paper Goods	Lighting and Display Fixtures	2020 Gourmet & Specialty Trends Report	
Close: 11/6 Materials Due: 11/13	Annual Report: Meat A supplement that includes gourmet and specialty meat, prosciutto, hams, pork, sausage, bacon, deli meats, all livestock, lamb, beef, grass-fed, duck and more.							
Close: 11/6 Materials Due: 11/13	Annual Report: Nonfoods An invaluable reference tool for retailers, containing statistical analysis, in-depth reporting and category close-ups.							

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 Editorial calendar is subject to change.

PRINT RATES & SPECS

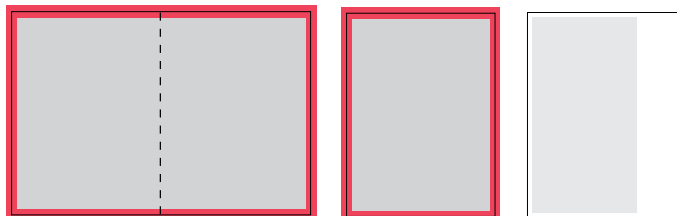
2019 RATES (GROSS)

Rates	1x	3x	6x	12x	14x
Full Page	\$10,400	\$9,880	\$9,360	\$7,800	\$6,240
2/3 Page	\$8,400	\$7,980	\$7,560	\$6,300	\$5,040
1/2 Vertical or Horizontal	\$6,400	\$6,080	\$5,760	\$4,800	\$3,840
1/3 Page	\$4,400	\$4,180	\$3,960	\$3,300	\$2,640
1/4 Page	\$2,990	\$2,840.50	\$2,691	\$2,243	\$1,796

Premium	1x	Unique Positions	
Inside Front	\$12,400	Cover Tip	French Door Cover
Inside Back	\$11,500	Removable Booklet	Double-gate Insert
Back Cover	\$13,900	Poster Unit	Die-cut Insert
Mock Cover	\$15,500	Gatefold	

AD SIZES/MAGAZINE TRIM SIZE: 9"W X 10.875"H

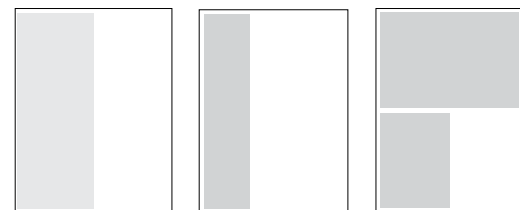
NON-BLEED BLEED



2-PAGE SPREAD

FULL PAGE

2/3 VERTICAL



1/2 VERTICAL

1/3 VERTICAL

1/2 HORIZONTAL
1/4 SQUARE

SIZE REQUIREMENTS

Winsight Grocery Business Magazine & Annual Reports

Ad Type	Non-Bleed (within margins)	Ad Specs
2-Page Spread	17.5"W x 10.375"H	Bleed: 18.25"W x 11.125"H Trim: 18"W x 10.875"H
Full Page	8.5"W x 10.375"H	Bleed: 9.25"W x 11.125"H Trim: 9"W x 10.875"H
2/3 Vertical	4.7"W x 9.6"H	-
1/2 Horizontal	7.85"W x 4.5"H	-
1/2 Vertical	3.8"W x 9.6"H	-
1/3 Vertical	2.1"W x 9.6"H	-
1/4 Square	3.8"W x 4.66"H	-

SIZE REQUIREMENTS

Annual Reports (Fresh Food & Nonfoods)

Ad Type	Non-Bleed (within margins)	Ad Specs
2-Page Spread	15.25"W x 10.3125"H	Bleed: 16"W x 11.0625"H Trim: 15.75"W x 10.8125"H
Full Page	7.375"W x 10.3125"H	Bleed: 8.125"W x 11.0625"H Trim: 7.875"W x 10.8125"H
2/3 Vertical	4.5625"W x 10"H	-
1/2 Horizontal	7"W x 4.875"H	-
1/2 Vertical	3.4375"W x 10"H	-
1/3 Vertical	2.1875"W x 10"H	-
1/4 Square	4.5625"W x 3.625"H	-

Ad submission

All ad files should be submitted via AdShuttle—go to: www.adshuttle.com/winsightmedia

PDF file preparation

- PDF X-1A version 1.3 (Adobe 4) mandatory
- Convert all color space to CMYK
- Convert all fonts to outlines if possible
- All images should be 300 dpi
- Flatten layers/transparencies
- Proofs are no longer required

David Gall

Production Coordinator

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Rates as of 6/19

DIGITAL RATES & SPECS

WGB Today	Weekly	Specs
Leaderboard	\$3,452	728x90 & 300x50 (mobile)
Upper Medium Rectangle	\$3,152	300x250
Middle Medium Rectangle	\$1,952	300x250
Text and Logo	\$1,952	180x150 & 300 character max (including spaces)
Branded Article*	\$1,800	

ICYMI	Weekly	Specs
Focus on Fresh	Bi-Weekly	Specs
Leaderboard	\$3,600	728x90 & 300x50 (mobile)
Upper Medium Rectangle	\$3,350	300x250
Middle Medium Rectangle	\$2,150	300x250
Text and Logo	\$2,150	180x150 & 300 character max (including spaces)
Branded Article*	\$2,150	

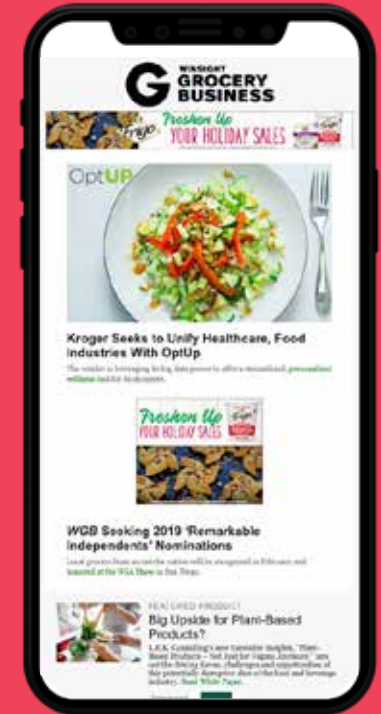
Dairy	Bi-Monthly	Specs
Meat Market Insights	Monthly	Specs
Leaderboard	\$3,600	728x90 & 300x50 (mobile)
Upper Medium Rectangle	\$3,350	300x250
Middle Medium Rectangle	\$2,150	300x250
Text and Logo	\$2,150	180x150 & 300 character max (including spaces)
Branded Article*	\$2,150	

Breaking News/Special Report	Weekly	Specs
Leaderboard	\$3,000	728x90 & 300x50 (mobile)

WGB Top Stories	Weekly	Specs
Leaderboard	\$3,100	728x90 & 300x50 (mobile)
Upper Medium Rectangle	\$2,800	300x250
Middle Medium Rectangle	\$1,750	300x250

WGB Website	Cost	Specs
Prestitial	\$2,000/Week	
Leaderboard	\$100/CPM	970x60, 728x90 or 970x90 & 300x50 (mobile)
Medium Rectangle	\$90/CPM	300x250
Leaderboard Footer	\$30/CPM	728x90 & 300x50 (mobile)
Category	Variable	

Premium Positions	Cost	Specs
Wallpaper	Upon Request	620x1280
In-Article Video	Upon Request	525x350 w/ 860x510 background or two 250x150
Digital Edition Sponsor	\$5,500	728x90 & 300x50 (mobile)
In-Banner Video	Upon Request	300x250



Ad submission

Please send all digital ad material to onlinemats@winsightmedia.com

File preparation

Please refer to specific ad unit for sizes and acceptable file types. For product inquiries, email Paul Schmidt, Digital Ad Trafficker, at pschmidt@winsightmedia.com.

*\$1,000 content creation fee. Price Listed is for single insertion. \$600 fee for hosting on advertiser website.

All prices listed as Net

ANNUAL REPORT CENTER STORE

This report dives into the future of center store including CPG innovation, private label trends, specialty snacks, SKU rationalization and more.

Bonus Distribution

NRF, Winter Fancy Food Show, FMI Midwinter, NAFEM, NGA Show, Sweets and Snacks Expo

Print offerings

- Spread Ad; 4-Color + Full Page Q&A
- Full Page Ad; 4-Color + Half Page Q&A
- Half Page Ad; 4-Color

Digital offerings available

View last year's edition here.

Contact your sales representative for availability and pricing.

WHAT'S IN THE ISSUE?

- How CPG Companies Are Driving Sales
- Alternative Desserts
- Healthy Frozen Meals
- Getting Serious About Cereal
- Center Store Category Performance

Close Date: 12/6

Materials Due: 12/12



ANNUAL REPORT CHEESE

From cheddar to Gruyère, this comprehensive guide reveals the top trends driving specialty cheeses, including the latest flavor profiles, regional specialties, effective retail merchandising strategies, in-store consumer outreach/education and more.

Bonus Distribution

Natural Products Expo West + East, NACDS, SIAL Canada, WAFC, IDDBA, Summer Fancy Food Show

Print offerings

- Spread Ad; 4-Color + Full Page Q&A
- Full Page Ad; 4-Color + Half Page Q&A
- Half Page Ad; 4-Color

Digital offerings available

View last year's edition here.

Contact your sales representative for availability and pricing.



WHAT'S IN THE ISSUE?

- Trends, Actionable Ideas
- Pairing
- Case Studies
- Snacking Cheeses
- Wisconsin's Cheese Production

Close Date: 3/9

Materials Due: 3/13



ANNUAL REPORT EQUIPMENT AND DESIGN

From the parking lot to the back door, all aspects of equipment and design are covered in this special supplement.

Bonus Distribution

NAFEM, NRA, Sweets & Snacks Expo, IDDBA, Plant Based World Expo

Print offerings

- Spread Ad; 4-Color
- Full Page Ad; 4-Color
- Half Page Ad; 4-Color

Digital offerings available

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WHAT'S IN THE ISSUE?

- Energy Efficiency
- Equipping the Grocery Store of the Future
- Creative Store Design
- High-Tec Applications
- New Store Designs
- Omnichannel Influence

Close Date: 4/11

Materials Due: 4/18

ANNUAL REPORT HEALTH AND WELLNESS

Includes healthy living trends such as gut-health, probiotic supplements, plant-based products and more. Also features the latest new products and trends in the healthy-living marketplace.

Bonus Distribution

Winter + Summer Fancy Food Show, Natural Products Expo West + East, NGA, IDDBA, Organic Produce Summit, GMA Leadership Forum

Print offerings

- Spread Ad; 4-Color + Full Page Q&A
- Full Page Ad; 4-Color + Half Page Q&A
- Half Page Ad; 4-Color

Digital offerings available

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WHAT'S IN THE ISSUE?

- Sell Healthy
- In the News
- Plant-Based Growth
- Healthy Innovations in Frozen
- Brick-and-Mortar Expansion
- Product Showcase

Close Date: 7/7

Materials Due: 7/13



ANNUAL REPORT FRESH FOOD

This definitive reference manual features the latest trends for fresh food executives, buyers, category managers and merchandisers. Articles explore the preparation, merchandising, displaying and selling of fresh foods.

Bonus Distribution

The NGA Show, Seafood Expo, SIAL Canada, IDDBA, United Fresh MKT Expo, NFRA Convention, PMA Fresh Summit

Print offerings

- Spread Ad; 4-Color + Full Page Q&A
- Full Page Ad; 4-Color + Full Page Q&A
- Half Page Ad; 4-Color

Digital offerings available

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WHAT'S IN THE ISSUE?

- Fresh in Focus
- Fresh Department Performance
- Meat
- Produce: Vegetables
- Produce: Fruit
- Deli: Meat
- Deli: Cheese
- Deli: Prepared
- Fresh & Packaged
- Seafood

Close Date: 8/9

Materials Due: 8/13

ANNUAL REPORT MEAT

Provides meat executives, buyers, category managers and merchandisers an analysis of the latest trends affecting their businesses.

Bonus Distribution
Annual Meat Conference

Print offerings

- Spread Ad; 4-Color + Full Page Q&A
- Full Page Ad; 4-Color + Half Page Q&A
- Half Page Ad; 4-Color

Digital offerings available

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WHAT'S IN THE ISSUE?

- Meat Versatility
- Time for Pork
- Popular Proteins
- Fresh Beef
- Premium Convenience
- Meat by the Numbers

Close Date: November 11/6
Materials Due: November 11/9



ANNUAL REPORT NONFOODS

Contains statistical analyses, in-depth reporting and category close-ups. The ultimate guide for general merchandise and HBC in the grocery industry.

Bonus Distribution

ECRM 2020, NACDS Annual- and Marketplace, NACS, GMDC 2020, Natural Products Expo West- and East, Intl. Home and Housewares

Print offerings

- Spread Ad; 4-Color + Full Page Q&A
- Full Page Ad; 4-Color + Full Page Q&A
- Half Page Ad; 4-Color

Digital offerings available

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WHAT'S IN THE ISSUE?

(Categories below are as sample of total coverage)

- Batteries
- Hygiene/Shampoo/Soap
- Lightbulbs
- Vitamins
- Baby care
- Razors
- Fire logs
- Pharmaceuticals
- Toothpaste/Mouthwash
- Pet foods/Pet care
- Greeting cards

Close Date: November 11/6
Materials Due: November 11/9

EXPLODING DIGITAL GROWTH

Year
over
Year
Growth

**More unique users. More returning users.
More time spent.
We are constantly growing our digital presence.**

+99%

Sessions

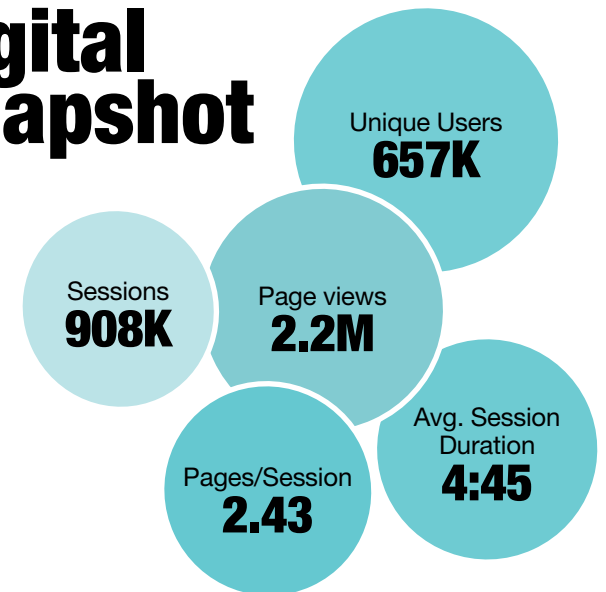
+88%

Unique Users

+162%

Page Views

Digital Snapshot



*YOY growth comparison period: 3/7/2017 - 3/7/2018 vs. 3/8/2018 - 3/8/2019
Digital Snapshot 3/8/2018 - 3/8/2019

1 WGB Today

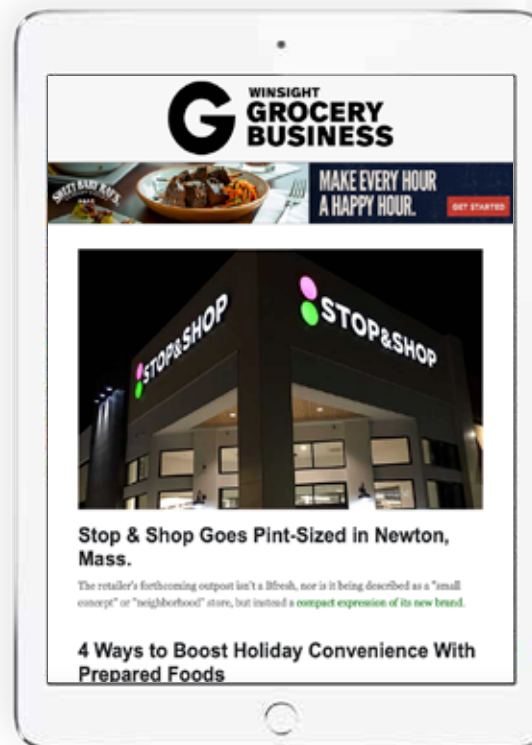
WGB Today is the perfect companion piece to *Winsight Grocery Business*, delivering timely industry information from a variety of related sectors.

- **Frequency:** Daily
- **Distribution:** 50,000

View *WGB Today* here.

Ad Units (Sold Weekly)	1x	6x	12x
Leaderboard—728x90 & 300x50 (mobile)	\$3,452	\$3,104	\$2,760
Upper Medium Rectangle—300x250	\$3,152	\$2,836	\$2,520
Middle Medium Rectangle—300x250	\$1,952	\$1,756	\$1,560
Text & Logo—180x150; max 300 characters including spaces	\$1,952	\$1,756	\$1,560
Branded Article*	\$1,800	\$1,500	\$1,200

*\$1,000 content creation fee. Price listed is for single insertion. \$600 fee for hosting on advertiser website. All prices listed are net.



Kroger Seeks to Unify Healthcare, Food Industries With OptUp

The retailer is leveraging its big data power to offer a streamlined, **personalized wellness tool** for its shoppers.



WGB Seeking 2019 'Remarkable Independents' Nominations

Local grocers from across the nation will be recognized in February and honored at the NGA Show in San Diego.



FEATURED PRODUCT

Big Upside for Plant-Based Products?

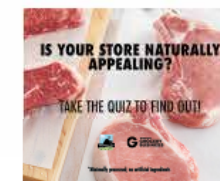
L.E.K. Consulting's new Executive Insights, "Plant-Based Products – Not Just for Vegans Anymore," lays out the driving forces, challenges and opportunities of this potentially disruptive slice of the food and beverage industry. [Read White Paper.](#)

Sponsored By



Kroger Reveals Location of First Ocado-Powered Fulfillment Center

The retailer **plans to open 20 facilities** across the country but has remained mum on the details.



Tops Completes Financial Restructuring

The retailer **has emerged from Chapter 11** and resolved its labor and pension issues.

SpartanNash to Acquire Midwest Indie Martin's Super Markets

The deal **expands the distributor's retail footprint** while providing

2 Dairy

Dairy takes a deep dive into the cheese and dairy category from specialty and gourmet to private label and everything in between.

- **Frequency:** Bi-Monthly
- **Distribution:** 7,500

View *Dairy* here.

Dairy	1x	3x	6x
Leaderboard — 728x90 & 300x50 (mobile)	\$3,600	\$3,250	\$2,900
Upper Medium Rectangle — 300x250	\$3,350	\$3,250	\$2,700
Middle Medium Rectangle — 300x250	\$2,150	\$1,950	\$1,750
Text and Logo — 180x150 & 300 character max (including spaces)	\$2,150	\$1,950	\$1,750
Branded Article*	\$2,150	\$1,800	\$1,450

*\$1,000 content creation fee. Price listed is for single insertion. \$600 fee for hosting on advertiser website. All prices listed are net.

Dairy



Creative Ways to Chase the Cheese

Retailers are employing creative promotions, from in-store events to competitive pricing, to **cash in on consumers' affinity** for the specialty favorite.



Eggs Are Cracking Into New Eating Occasions

Shoppers' **move toward meatless proteins** is making the category shine.

Retailers Get Cheesy With Holiday Promotions

Steep discounts and recipe ideas help further **drive sales of specialty cheese** for seasonal occasions.



The Golden Age of Vegan Ice Cream Is Here

The Lempert Report: Sales of the niche product **increased by nearly 50%** from 2016 to 2017.



WINSIGHT GROCERY BUSINESS MAGAZINE | CONTACT US | ADVERTISE

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win@eal.winsightgrocery.com

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3 Meat Market Insights

Meat Market Insights takes a look at major news stories affecting the meat case from new products to regulations and everything in between.

- **Frequency:** Monthly
- **Distribution:** 11,000

View *Meat Market Insights* here.

Meat Market Insights	1x	3x	6x
Leaderboard — 728x90 & 300x50 (mobile)	\$3,600	\$3,250	\$2,900
Upper Medium Rectangle — 300x250	\$3,350	\$3,250	\$2,700
Middle Medium Rectangle — 300x250	\$2,150	\$1,950	\$1,750
Text and Logo — 180x150 & 300 character max (including spaces)	\$2,150	\$1,950	\$1,750
Branded Article*	\$2,150	\$1,800	\$1,450

*\$1,000 content creation fee. Price listed is for single insertion. \$600 fee for hosting on advertiser website. All prices listed are net.

Meat Market Insights



HAND-SELECTED. PASTURE PERFECTED.

LEARN MORE



Getting to the Meat of Meal Kits

Retailers and suppliers are driving growth with convenient, creative and value-added fresh offerings.



How Protein Purchases Are Evolving: Report

A study from Acosta tackles the plant-based movement and label confusion.

Publix Debuts Online Culinary Video Series

The retailer readies for the rollout of new Aprons Cooking School classes on Jan. 12, showcasing "smart, fast simple ways to get cooking in the new year."

Whole Foods Refreshes Online Product Catalog for Dietary Preferences

The new filters allow shoppers to search for vegan, keto-friendly items and more to help them achieve their wellness goals.



WINSIGHT GROCERY BUSINESS MAGAZINE | CONTACT US | ADVERTISE

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4 Focus on Fresh

Focus on Fresh takes a deep dive into the perishable food category with featured articles about industry legislation, product launches and emerging trends.

- **Frequency:** Bi-Weekly (Tuesday)
- **Distribution:** 39,000

View *Focus on Fresh* here.

Focus on Fresh	Weekly (1x)	Monthly (2x)	6x
Leaderboard — 728x90 & 300x50 (mobile)	\$3,600	\$3,250	\$2,900
Upper Medium Rectangle — 300x250	\$3,350	\$3,250	\$2,700
Middle Medium Rectangle — 300x250	\$2,150	\$1,950	\$1,750
Text and Logo — 180x150 & 300 character max (including spaces)	\$2,150	\$1,950	\$1,750
Branded Article*	\$2,150	\$1,800	\$1,450

*\$1,000 content creation fee. Price listed is for single insertion. \$600 fee for hosting on advertiser website. All prices listed are net.



Focus on Fresh



Getting Fruits and Vegetables to the Center of the Plate

Led by items such as cauliflower, beets, beans and berries, fresh fruits and vegetables are filling up a bigger part of the retail foodservice plate.

Maximize Opportunities by Refreshing Prepared Foods

With convenience and personalization trends driving deli and prepared food sales, retailers need to be innovative.



Ahold Delhaize Testing Dynamic Discounts to Reduce Waste

At an Albert Heijn store in the Netherlands, chicken and fish prices will change in real time as the retailer looks to reduce unsold food.



Banana Importer Debuts Sustainable Wrap

Fyffes says the compostable and recyclable band, now in select markets, can reduce plastic consumption and waste.



Mother Nature Deals a Blow to Farmers and Retailers



eNEWSLETTER PORTFOLIO

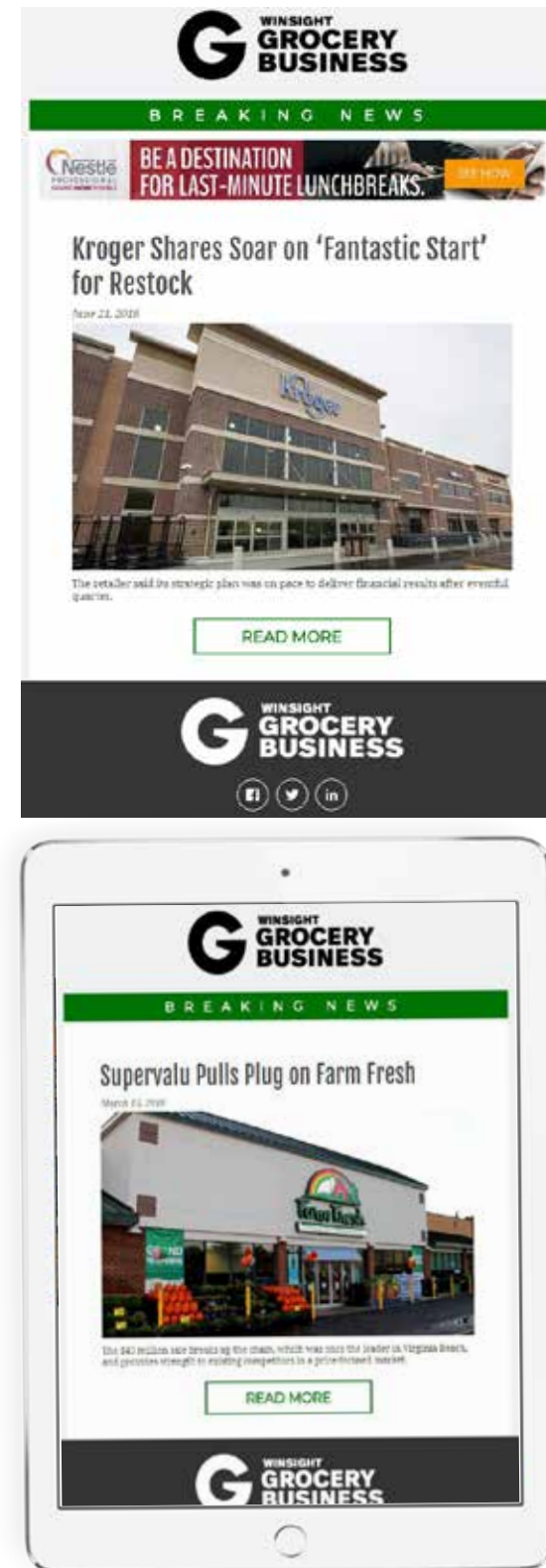
5 WGB Breaking News & Special Report

Breaking news delivered right to retailers' inboxes, the moment it happens. This special edition helps readers keep their fingers on the pulse of the industry.

- **Frequency:** Weekly
- **Distribution:** 50,000

Ad Units (Sold Weekly)	1x	6x	12x
Leaderboard - 728x90	\$5,400	\$4,860	\$4,320

*\$1,000 content creation fee. Price listed is for single insertion. \$600 fee for hosting on advertiser website. All prices listed are net.



6 WGB Top Stories

WGB Top Stories looks at the week's most important headlines and delivers them all in one concise eNewsletter delivered every Friday.

- **Frequency:** Weekly (Friday)
- **Distribution:** 50,000

View WGB Top Stories here.

Ad Units (Sold Weekly)	1x
Leaderboard—728x90 & 300x50 (mobile)	\$3,100
Upper Medium Rectangle—300x250	\$2,800
Lower Medium Rectangle—300x250	\$1,750

*\$1,000 content creation fee. Price listed is for single insertion. \$600 fee for hosting on advertiser website. All prices listed are net.



This Week's Top Stories

1. Kroger Pulling Out of Raleigh-Durham Market

RETAILERS

A lack of ability to grow business and oversteering of the region were among the reasons the retailer gave for the sudden announcement.

2. Supervalu Proposes New Corporate Structure

RETAILERS

The wholesaler said a transformation to a holding company would speed efficiency and financial results of strategic reset.



3. Shopper Survey Points to Building Momentum at Lidl

RETAILERS

A survey by Oliver Wyman indicates the discounter is improving its perception and stealing share from incumbents.

4. A Feast for the Senses: Inside Uncle Giuseppe's Marketplace

RETAILERS

The Italian specialty grocer boasts expansive gourmet, homemade and interactive offerings at its newest and largest location in Melville, N.Y.

5. Dan Croce Joins Sprouts as SVP

RETAILERS

The former Acme Markets exec begins duties with fresh-focused retailer this week as East Coast expansion ensues.



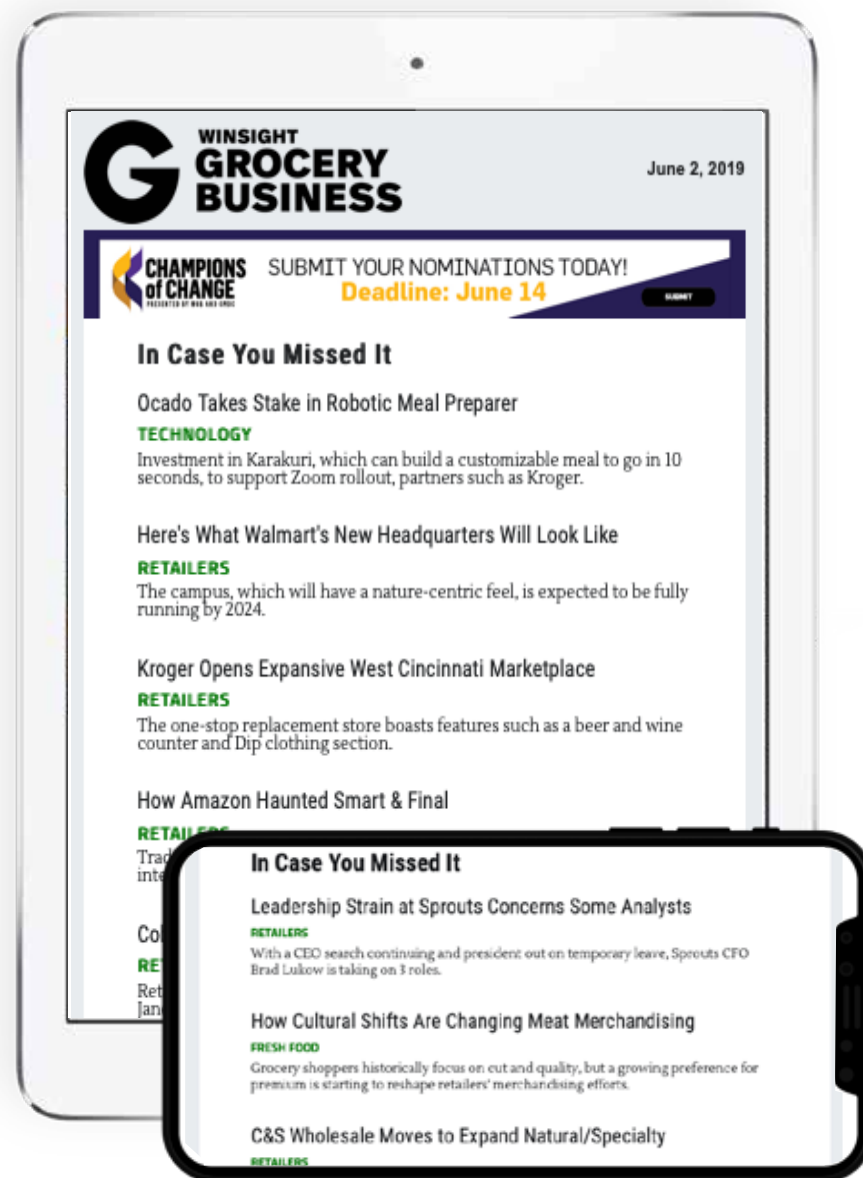
7 ICYMI

The *ICYMI* (In Case You Missed It) eNL features curated highlights of some of the most important stories of the week. Take a second look at the events that will be sure to have a lasting impact on the industry.

- **Frequency:** Weekly
- **Distribution:** 41,000

ICYMI	1x	6x	12x
Leaderboard — 728x90 & 300x50 (mobile)	\$3,600	\$3,250	\$2,900
Upper Medium Rectangle — 300x250	\$3,350	\$3,250	\$2,700
Middle Medium Rectangle — 300x250	\$2,150	\$1,950	\$1,750
Text and Logo — 180x150 & 300 character max (including spaces)	\$2,150	\$1,950	\$1,750
Branded Article*	\$2,150	\$1,800	\$1,450

*\$1,000 content creation fee. Price listed is for single insertion. \$600 fee for hosting on advertiser website. All prices listed are net.



REACH ENGAGED RETAILERS

WinsightGroceryBusiness.com is the daily news source for the latest information and highlights. Draw users in with high-quality, relevant content and keep them coming back with an intuitive and engaging digital experience.

Advertising opportunities

WGB Website	Cost	Specs
Prestitial	\$2,000/week	
Leaderboard	\$100/CPM	970x60, 728x90 or 970x90 & 300x50 (mobile)
Medium Rectangle	\$90/CPM	300x250
Leaderboard Footer	\$30/CPM	728x90 & 300x50 (mobile)
Category	\$750/Month	



Category	Share of Voice	Price (per month)
Retailers	25%	\$3,500
CPGs	25%	\$1,500
Industry Partners	25%	\$1,500
Technology	25%	\$2,000
Fresh Food	25%	\$2,500
Center Store	25%	\$2,000
Nonfoods	25%	\$1,500
Wellness	25%	\$1,500
Operations	25%	\$1,500
Equipment & Design	25%	\$1,500
Specialty	25%	\$1,500
Products	25%	\$1,500
Retail Foodservice	25%	\$2,500

Product Categories (Leaderboard and Upper Medium rectangle throughout sections, served in tandem)

PREMIUM DIGITAL POSITIONS

Digital Edition Sponsor

Highlight in subject line for digital edition email, top leaderboard and full-page ad facing opening of digital edition

Size: 728x90 and 300x50 (mobile)

Cost: \$5,500 net

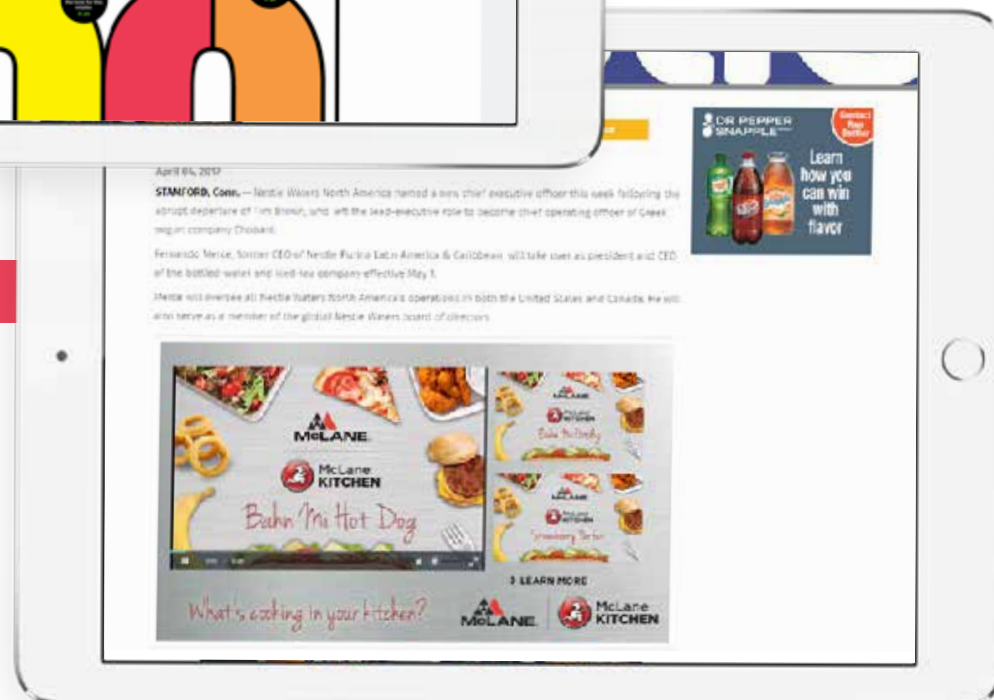


In-Article Video

Can accommodate 2 videos, is placed between sections of the article

Size: Main video 525x350 with 860x510 background or two 250x150 videos

Cost: Available upon request



EXTENDED LOOK AT CONTENT

Give retailers a truly in-depth look at content with a Digital Premier. WGB takes a feature article and artfully crafts a landing page with related article pages that you can be the exclusive sponsor of. These Premiers are designed to draw attention with large banner images, graphs, charts and easy navigability. Your ad units will run on all positions as the exclusive sponsor for 90 days.

Digital Premier

- Top Leaderboard on landing page and all article pages
- Large Rectangle and Medium Rectangle on landing page and all article pages
- Footer Banner on landing page and all article pages
- Leaderboard on Premier Alert eNewsletter
- Cost: \$5,500

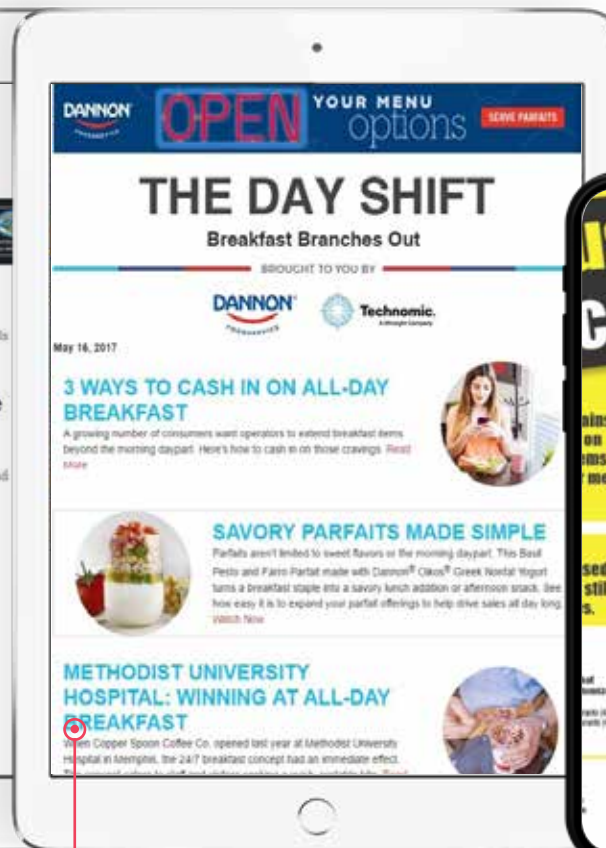
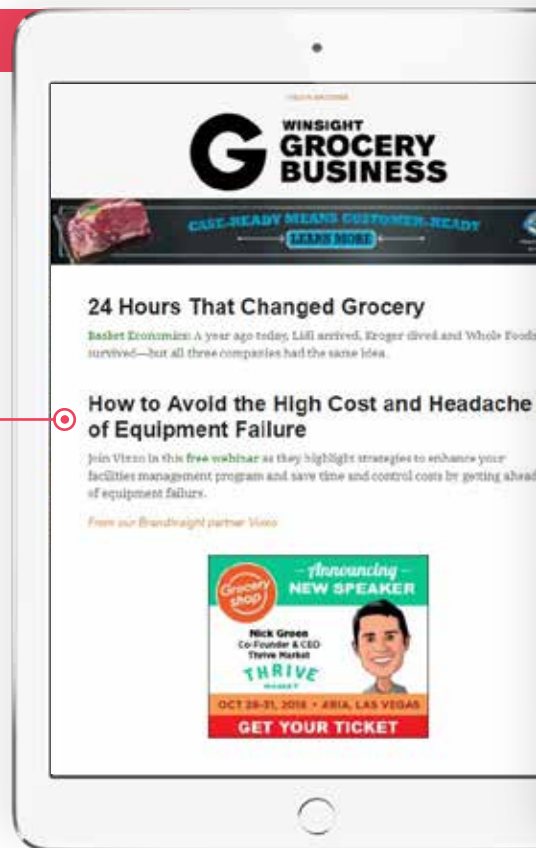




PREMIUM CUSTOM OPTIONS

Branded Articles

Your sponsored message that looks and feels like organic content



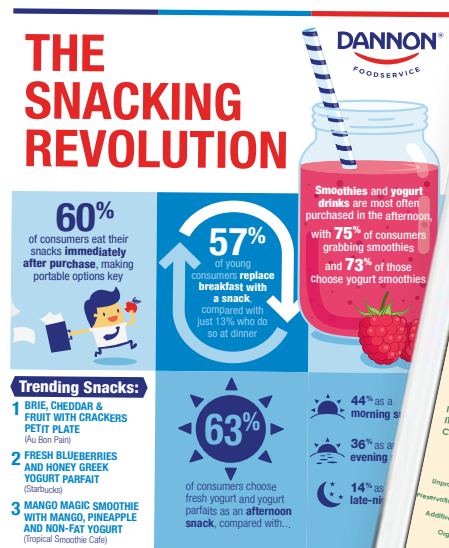
Custom eNewsletters

Custom designed eNewsletters that put your brand on display

Infographic

Custom designed and attention-grabbing graphic

Prices available upon request



2 Custom Quantitative Surveys

Technomic collaborates with you to create a questionnaire and design a sample that is statistically representative of your target audience.

Packages	Cost	Deliverable
Consumer		
5-10 Questions	\$10,000	Data tables with key demographic consumer segmentations, including special targeted populations (e.g., Chain Customers, Millennials)
10-15 Questions	\$14,000	
15-20 Questions	\$17,500	
Operator		
5-10 Questions	\$15,000	
10-15 Questions	\$19,000	
15-20 Questions	\$22,500	

1 Omnibus Quantitative Surveys

Technomic works with you to draft custom survey questions to meet your specific needs.

Packages	Cost	Deliverable
Consumer		
5 Questions	\$5,000	Data tables with key demographic consumer segmentations
10 Questions	\$7,000	
Operator		
5 Questions	\$8,000	
10 Questions	\$10,000	

3 Custom Reporting

Based on your strategic business questions, Technomic writes an in-depth report detailing all key findings for each study question, as well as an executive summary that includes strategic recommendations derived from the findings.

Packages	Cost	Deliverable
Up to 10 Question Survey	\$1,750	PowerPoint based report with data tables
10-20 Question Survey	\$3,000	

All prices listed are net.

Note: Available for all BrandInsight packages



BROUGHT TO YOU BY TECHNOMIC

1. **Brand tracking** — Your target audience's awareness and perception of your organization are likely to change over time. Use surveys to get a more holistic understanding of your brand and to see how it compares with that of rivals. Also, survey before and after major marketing initiatives to accurately track the impact they have on your brand.
 2. **Content creation** — Need help finding a topic for your next blog post? Want to pick out a strong story for an upcoming white paper? Feedback from your target audience can help guide the direction of your content—and improve it. The content you end up creating might just go viral in your target market.
 3. **Market research** — What's the appetite for a new product or service you're designing? Test the market, modify your target customer segments and create a launch plan based on the feedback you receive. Ask: "If our new product or service were available today, how likely would you be to recommend it?"
 4. **New product development** — Use frequent surveying as part of agile product development in your business, iterating designs based on user feedback. Have a new mobile app you think will be a hit? Test it with your target audience. Ask: "What do you like most about our new product?" or "What changes would most improve our new product?" Modify proposed product features and road maps based on user preferences.
 5. **Brand personality** — Learn how consumers think and feel about your brand with our 10-question survey.
 6. **Brand awareness** — Track people's awareness and perception of your brand with this 10-question survey.
 7. **Brand conversion** — Understand consumers' preference for purchasing your products over that of rivals with our 10-question template.
 8. **New product research** — With 10 quick questions, this survey lets you find out what your customers think about your new product: what they like, what they don't, and if they prefer it to the competition's.
 9. **Website feedback** — Use this 11-question survey to discover how you can optimize your online experience for customers and prospects.
- Packages include**
- Up to 10 questions
 - Fielded to a targeted audience of up to 1,500
 - Client receives all data tables
 - Client receives 30-minute meeting with expert consultant
- Cost: \$10,000**

CUSTOM SLIDE SHOW



VISUAL CONTENT MARKETING

Establish your company as a market leader by creating content that can be re-purposed online.

Sponsor-Supplied Slide Show

Provide your content and images for WGB to create content for six slides

- One image per slide: 885 pixels wide x 524 pixels high, 72 dpi
- Up to 200 words of copy per slide
- Last slide will be the sponsor slide
- Cost: \$3,200

All prices listed are net.

Winsight-Created Slide Show

WGB creates content for five slides.

- One image per slide: 885 pixels wide x 524 pixels high, 72 dpi
- Up to 200 words of copy per slide
- Sponsor supplies up to 200 words of copy and one image for their one slide
- Last slide will be the sponsor slide
- Cost: \$4,400

Promotion

Content lives in WGB's online content stream:

- Home page of WinsightGroceryBusiness.com
- WGB social media outlets
- Two native ads in WGB eNewsletters
- Slide show comes with surround ads at article level

CATEGORY CAPTAIN POSITIONING

Our white papers and eBooks give you an opportunity to reach out to your target audience and show them that your brand aligns with relevant, unique data.

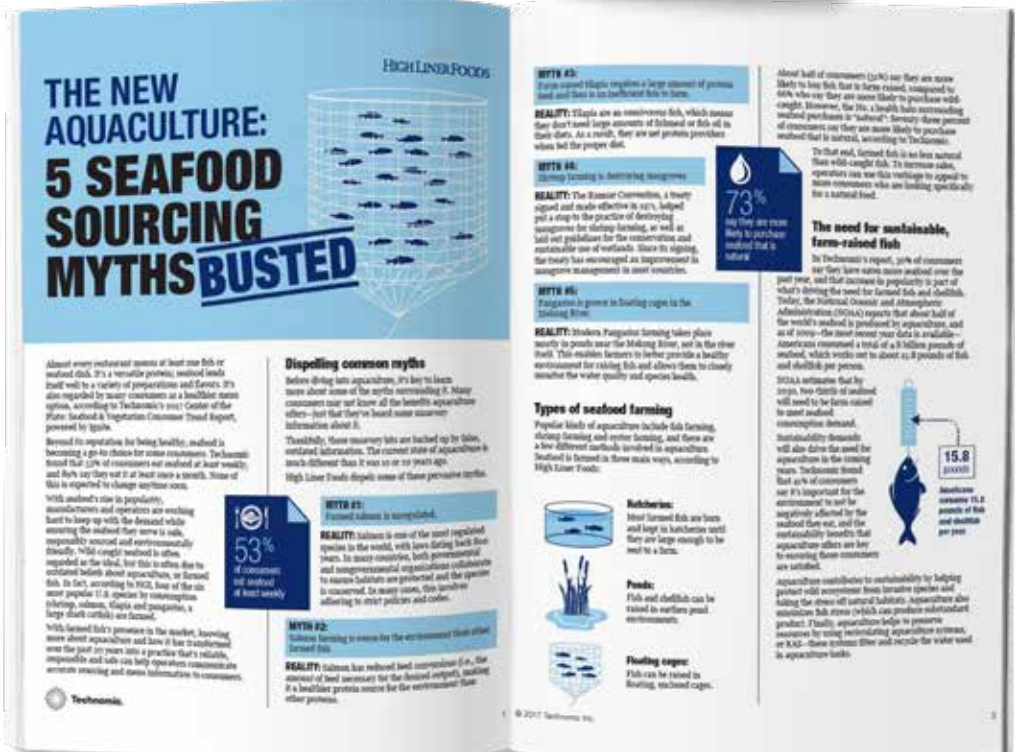
4-page white paper

- Delivered via PDF; standard page size is 8.5x11
- 4 pages of content, with additional title page
- Promotion includes 2 eBlasts and 3 branded articles
- Includes gated content form, if desired
- Cost: \$28,500

7-page eBook

- Delivered via PDF; standard page size is 11x8.5
- 7 pages of content, with additional title page
- Promotion includes 2 eBlasts and 3 branded articles
- Included gated content form, if desired
- Cost: \$20,000

All prices listed are net.



CUSTOM LIST RENTALS

PICK YOUR TARGET

Take advantage of the most extensive industry of grocery and food retail decision-makers. WGB makes it simple to combine your email creative with a targeted segment of our audience.

Hand-pick the list based on:

- Business type
- Number of stores
- Annual sales volume
- Job title
- Headquarters location
- Cost: \$500 CPM

All prices listed are net.



EDUCATE, DIFFERENTIATE, GENERATE LEADS

Winsight Grocery Business makes it simple to showcase your industry expertise and connect to your target audience with webinars. With support of our editorial team, this customizable offering aligns your brand with invaluable industry insights.

Winsight-Driven Webinar

- Platform Hosting
- Co-Branding with WGB Editor Moderation
- Marketing Promotion
- Topic/Slides Provided
- Cost: \$25,000

Sponsor-Driven Webinar

- Platform Hosting
- Sponsor-Provided Content
- Marketing Promotion
- Cost: \$15,000

All prices listed are net.



TARGET YOUR AUDIENCE

PinPoint is the most intelligent, data-rich, and precise audience targeting tool ever available to food retail marketers.

Through our audience data platform, we have built 2.4 million individual audience profiles, fueled by:

- Subscriber (print and digital) demographics
- Event registrant demographics
- Behavioral data (what content they engage with across all our digital platforms)
- Technomic data (layering over chain and menu data from Technomic's Ignite platform)

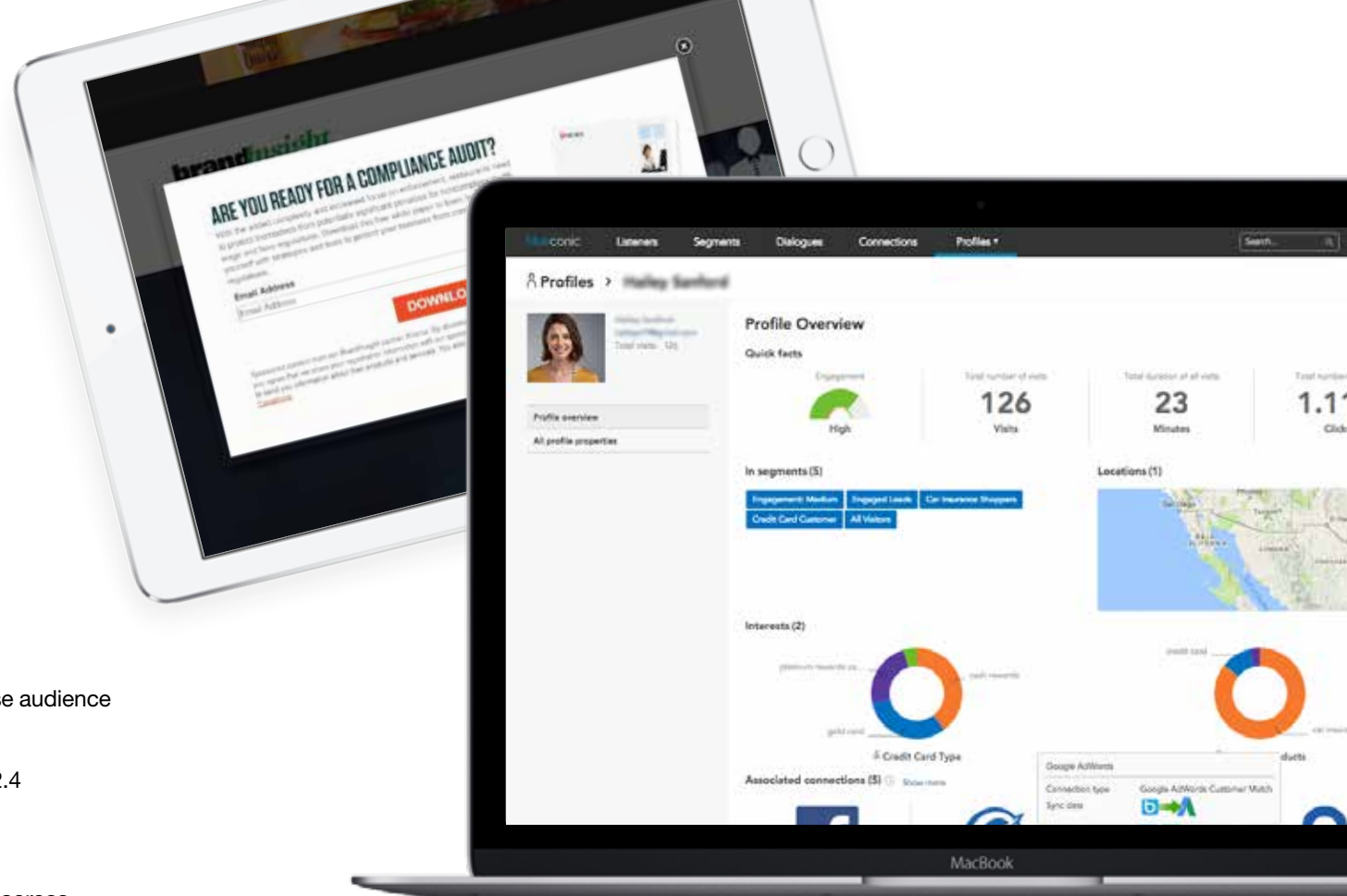
Ad Units Available

Available on Winsight and Winsight Partner Websites

- Leaderboard
- Medium Rectangle
- Skyscraper

Dialog Box Options

- Lightbox
- Toaster
- Slide-Out Message



Pricing

	Segment Type	Examples	Pricing (Estimate)
Level 1	Custom segment based on demographics	Sales/Marketing at Multi-Store Chains	\$150 CPM
Level 2	Custom segment based on demographics and behavioral data points	High interest in retail foodservice	\$200 CPM

remarkable independents

FEBRUARY 25, 2019

San Diego Convention Center

This ceremony shines a light on key independent retailers meticulously selected by the WGB editorial team. The independent awards recognizes excellence in four distinct categories and places sponsors hand-in-hand with winners and nominees.

PLATINUM SPONSORSHIP

\$15,500 (3 available)

- Full-Page, Full-Color ad in February Issue of Winsight Grocery Business
- 4 executive passes to event
- Logo recognition on all videos & signage
- Key executive to toast retailers and help bestow awards
- Table top for literature or product distribution
- 10 VIP invites for special retail guests
- 2 minute overview on company or services

GOLD SPONSORSHIP

\$7,500 (5 available)

- 4 executive passes to event
- Logo recognition on all videos & signage



Winsight Events

GROCERY PORTFOLIO

grocery business OF THE YEAR

APRIL 2019

Get exclusive access to the winning retailer with this intimate award ceremony celebrating innovation and excellence throughout the year. Retailers are rated on several categories by WGB editors and staff, with the winner receiving a charitable donation and the coveted Grocery Business of the Year Award.



GROCERY PORTFOLIO



MAY 20-22, 2019

McCormick Convention Hall, Chicago

Bringing you exclusive content from the Retail Dietitian Business Alliance and Winsight Grocery Business, RDE is an experiential and educational event focused on the business and educational needs of retail dietitians all across the nation. Featuring exclusive content from the RDBA Advisory Board, the Retail Dietitian of the Year Award presentation, targeted one-to-one RD exchange meetings, the sponsored Health & Wellness Lounge and much more.

PLATINUM SPONSORSHIP

\$25,000 (3 available)

- Three executive passes for event
- Full-Page, Full-Color ad in program guide
- Exclusive half-hour presentation (subject to approval by WGB and RDBA)
- 30 one-on-one private meetings
- Logo highlighted on all marketing and promotion
- One eBlast directly to RDBA community
- Exclusive product integration into meals and reception
- Product in sample bag
- Table top in Health & Wellness Lounge

GOLD SPONSORSHIP

\$10,000 (15 available)

- Two executive passes for event
- Half-Page, Full-Color ad in program guide
- Logo highlighted on all marketing and promotion
- 15 one-on-one private meetings
- Table top in Health & Wellness Lounge
- Product in sample bag
- Product integration based on availability

SILVER SPONSORSHIP

\$5,000 (20 available)

- One executive pass for event
- Logos highlighted on all marketing and promotion
- Product in sample bag

[Other sponsorship opportunities available upon request.](#)



GROCERY PORTFOLIO



JUNE 2, 2019

Orange County Convention Center, Orlando

WGB's annual awards recognition program honoring innovators in the bakery, dairy and deli industries. Held during the IDDBA show, Champions of Change recognizes emerging and established leaders in the retail food industry from the retailer/wholesaler and supplier/vendor communities. Winners are selected from three categories: Store Department Directors/Managers, Emerging Champions and Legendary Champions.

PLATINUM SPONSORSHIP

\$12,500 (5 available)

- Highlight as Platinum Sponsor in May issue
- Full Page ad in May issue celebrating winners
- Full Page ad in Conference Guide
- Highlight on all event signage and marketing promotion
- Full product integration for event
- Key Executive to deliver 1 minute overview and hand out awards
- Full attendee list
- Table top for literature or product
- 10 VIP invites to attend

GOLD SPONSORSHIP

\$7,500 (5 available)

- Highlight as Gold Sponsor in May issue
- Full page ad in May issue celebrating winners
- Half Page ad in Conference Guide
- Highlight on all event signage and marketing promotion
- Product or literature in gift bags
- Full attendee list
- 6 VIP invites to attend

SILVER SPONSORSHIP

\$5,000 (10 available)

- Highlighted as Silver Sponsor in May issue
- Half Page ad in May issue celebrating winners
- Highlight on all event signage and marketing promotion
- 3 VIP invites to attend

Winsight Events

GROCERY PORTFOLIO



Retail Foodservice Summit

SEPTEMBER 25-27, 2019

Chicago Marriott O'Hare

Taking place over a day and a half, Retail Foodservice Summit features the industry's most forward-thinking speakers, targeted one-to-one suite meetings and a robust experiential zone. Focused on the foodservice and food-to-go needs of grocery retailers in the U.S., RFS offers the latest research and trends to key industry thought-leaders. Topics range from foodservice design and implementation to meal kits, innovative menu development, product differentiation, leveraging blockchain and much more.

PLATINUM SPONSORSHIP

\$30,000 (3 available)

- 3 attendees, 10 private meetings
- Two minute intro & introduction of key speaker
- Product integration in all meal breaks
- Full-page ad in conference guide
- Standalone signage as Platinum Sponsor
- Logo recognition on all marketing & promotion as Platinum Sponsor
- 10 retailer guest invitations at no charge
- 30 minute speaking platform (content to be vetted by WGB)

GOLD SPONSORSHIP

\$15,000 (20 available)

- 2 attendees, 5 private meetings
- Half-page ad in conference guide
- Gold Sponsor signage
- Logo recognition on all marketing & promotion as Gold Sponsor
- 5 retailer guest invitations at no charge
- Product integration based on availability

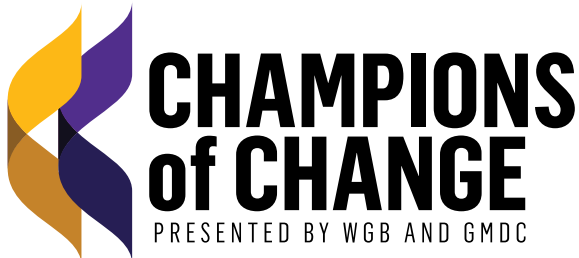
SILVER SPONSORSHIP

\$9,500 (10 available)

- 2 attendees, NO meetings
- Half-page ad in conference guide
- Silver Sponsor signage
- Logo recognition on all marketing & promotion as Silver Sponsor
- Product integration based on availability

[Other sponsorship opportunities available upon request.](#)





OCTOBER 3, 2019

J. W. Marriott, Indianapolis

WGB's annual awards recognition program honoring unique individuals in the Health, Beauty and Wellness industries. Held during the opening night of the GMDC Selfcare Summit, Champions of Change honors transformative emerging and established leaders in the general merchandise industry from the retailer/wholesaler and supplier/vendor communities.

Winners are selected from three categories:

- Store Department Directors/Managers
- Emerging Champions
- Legendary Champions

PLATINUM SPONSORSHIP

\$15,000 (5 available)

- Highlight as Platinum Sponsor in September issue
- Full Page ad in September issue celebrating winners
- Ad in Conference Guide
- Exclusive highlight on all event signage and marketing promotion
- Full product integration for event
- Key Executive to deliver 1 minute overview and hand out awards
- Full attendee list
- Table top for literature or product
- 10 VIP invites to attend
- Product or literature in gift bags

GOLD SPONSORSHIP

\$7,500 (5 available)

- Highlight as Gold Sponsor in September issue
- Half page ad in September issue celebrating winners
- Ad in Conference Guide
- Highlight on all event signage and marketing promotion
- Product or literature in gift bags
- Full attendee list
- 6 VIP invites to attend

SILVER SPONSORSHIP

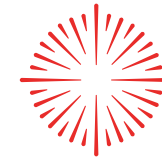
\$2,500 (10 available)

- Highlighted as Silver Sponsor in September issue
- Half Page ad in September issue celebrating winners
- Highlight on all event signage and marketing promotion
- 3 VIP invites to attend

WINSIGHT PORTFOLIO



Technomic®



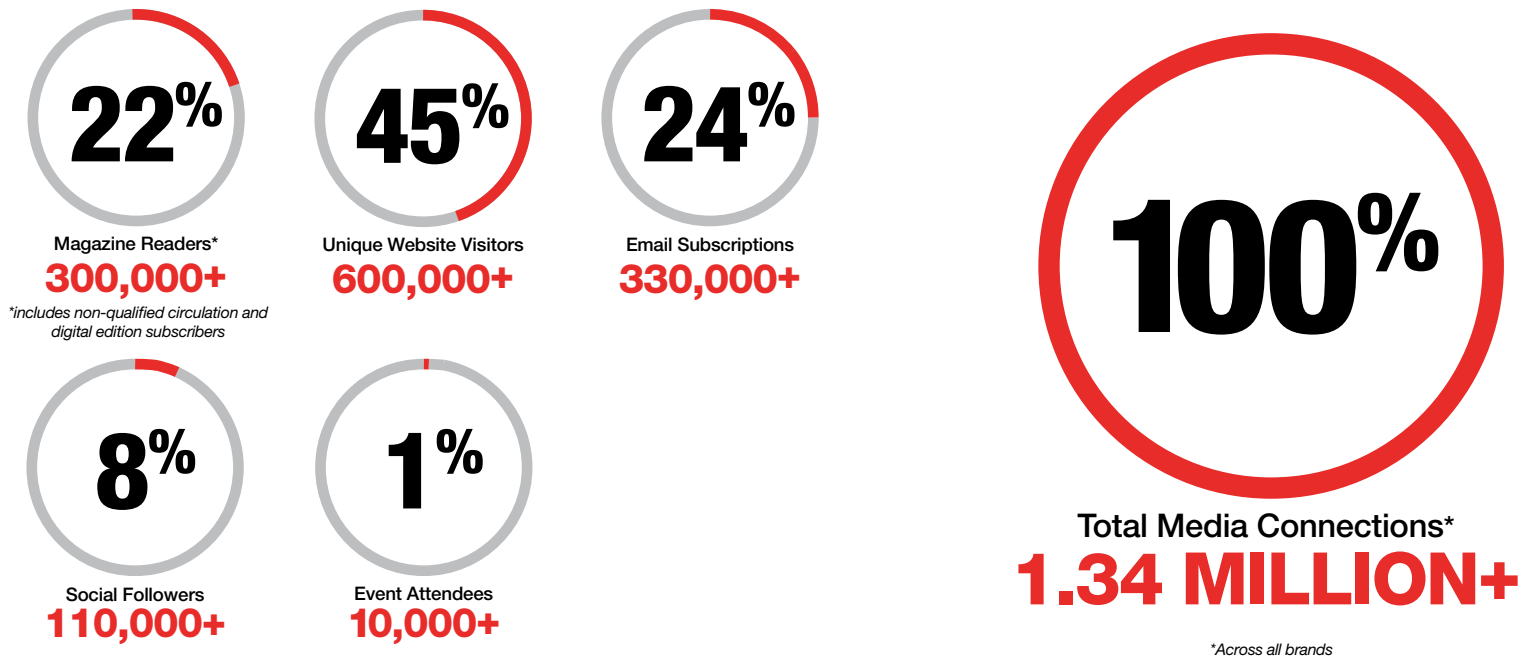
Winsight®
Events

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Source: 2016 BPA Statements and publisher's own collected data.

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