

20  
25

media kit

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experience  
.com

# our mission //



Help retailers differentiate on experience (rather than price) and gain competitive advantage through holistic understanding of consumers and how they want to shop.

RetailCustomerExperience.com reports on news, events, trends and people in the retail customer experience industry; we cover a broad array of relevant topics including:

- Retail technology
- Consumer behavior & service
- Digital merchandising & signage
- Merchandising & display
- Employee training
- In-store media
- Kiosks & self service
- Loyalty programs
- Marketing
- Multichannel & online retailing
- Point-of-purchase
- Social media
- Store layout & design
- And much more



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# about the editor //



## JUDY MOTTL // editor

[editor@retailcustomerexperience.com](mailto:editor@retailcustomerexperience.com) 

Judy Mottl is an experienced editor, reporter and blogger who has worked for top media including AOL, InformationWeek and InternetNews. She's written everything from breaking news to in-depth trends. She's also an acknowledged and unapologetic lover of food trucks. In addition to serving as the editor of Retail Customer Experience, Judy is also the editor of Rewards That Matter.



## KATHY DOYLE // ceo

[publisher@networldmediagroup.com](mailto:publisher@networldmediagroup.com) 

As the former group publisher of Purchasing, Semiconductor International, and Industrial Distribution magazines and websites at Reed Business Information, Kathy Doyle brings 20-plus years of print and online media experience to this position. Her background spans marketing, sales, communications and content distribution for a wide range of diverse audiences, connecting buyers and sellers in more than 10 vertical markets on a global spectrum.



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# editorial submissions //

## WANT TO BE FEATURED ON RETAILCUSTOMEREXPERIENCE.COM?

### Here's how to get in front of the editor:

**Press Releases.** We love them! But make it easy for us. Copy and paste your press release into the body of an email addressed to [Editor@RetailCustomerExperience.com](mailto:Editor@RetailCustomerExperience.com) (Don't attach it). Sending a PDF will not prevent copy-editing, but it will probably delay the posting of your news.

**Include photos.** Include photographs and/or video if available and of good quality. Standard-format digital files are accepted (.png, .jpg, .gif) as are video links, and embed codes. Identify the source and person or place shown; if more than one person, tell us who's who (by name, title, company).

**Avoid flowery descriptions and exaggerated or hyperbolic expressions of praise.** No opinions; stick to the facts and keep them short and sweet.

**Provide a quote from a specific brand leader.** Include name, title and employer of the person being quoted.

**Provide lists and/or stats when possible.**



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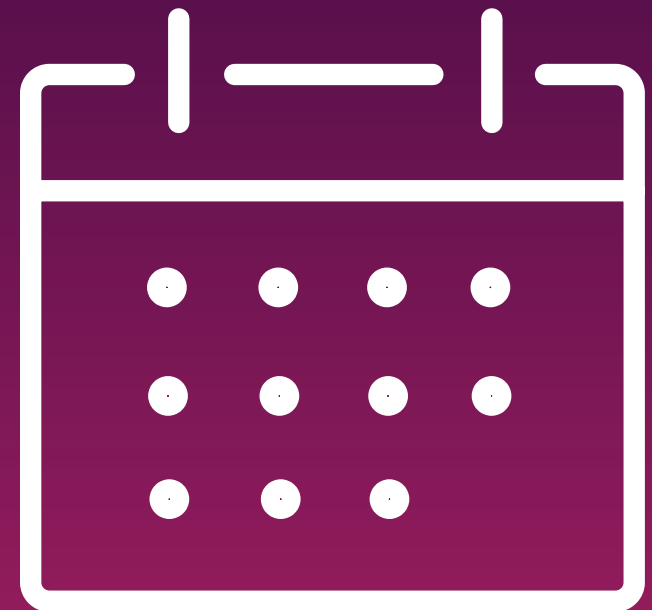


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# editorial calendar //

Below are just some of the topics we will cover throughout the year. Contact your Networld Media Group account representative to learn how your brand can be associated with our coverage of any of these topics.

- **Customer Experience in Action:** Case studies, retail trends, success stories
- **AI in Retail:** Retail adoption, customer service innovation, marketing initiatives
- **Consumer Behavior:** Shopping trends, the ever-changing customer, consumer expectations
- **AR/VR:** Retail adoption, consumer impact, emerging use cases
- **Payments:** Consumer preferences, trends, innovative approaches
- **Retail Workforce:** Store associate trends, retail employee tech, brand ambassador role
- **The Loyalty Factor:** Retailer loyalty initiatives, trends and consumer expectations
- **The Check-Out Experience:** Rise and fall of self-checkout, consumer preferences
- **Mapping a CX Strategy:** Retailer approaches, challenges, hurdles
- **Customer Service Evolution:** Call center tech, customer trends, the role of AI
- **Frictionless Shopping:** Examining challenges, hurdles in the seamless journey quest
- **Robotics in Retail:** Trends, adoption, consumer view



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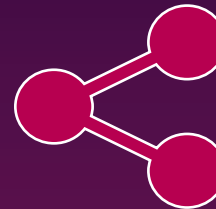
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# our audience //



## SITE TRAFFIC

**453,000+** annual users  
**653,000+** annual page views

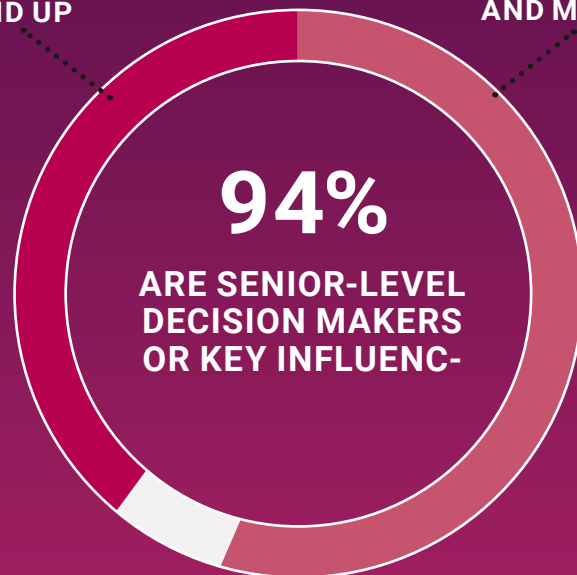


## SUBSCRIBERS AND FOLLOWERS

**17,100+** email newsletter subscribers  
**28,500+** social media followers  
**40,000+** push notification subscribers

40% VP-LEVEL  
AND UP

54% DIRECTORS  
AND MANAGERS



## – WHERE OUR READERS ARE FROM –

**52%**  
North America

**27%**  
Europe

**18%**  
Asia/Pacific



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# our audience //

Our audience includes representatives of these brands and more...

Abercrombie & Fitch	Dick's Sporting Goods	Nordstrom
Ace Hardware	Dillard's	Office Depot
Adidas	EXPRESS	Old Navy
Advance Auto Parts	Family Dollar	Petsmart
Amazon	Gap	REI
American Eagle Outfitters	Giant Eagle	Safeway
American Signature Furniture	Goodyear Tires	Sam's Club
Apple	Harley-Davidson Motor Co	Sephora
Army & Air Force Exchange Svc	Harry & David	Shell
Ascena Retail Group	H-E-B	Sherwin-Williams
AT&T	Helzberg Diamonds	Shoe Sensation
Banana Republic	Home Depot	Signet Jewelers
Barneys New York	Hy-Vee	Stein Mart
Bath & Body Works	IKEA	SuperValu
Bed Bath and Beyond	Kohl's	Swarovski
Belk	L.L.Bean	Target
Best Buy	Lands End	TJX Companies
Bose Corporation	Lane Bryant	Tommy Hilfiger
Burlington Coat Factory	La-Z-Boy, Inc.	True Value Company
Cabela's	LEGO	UPS Store
Canadian Tire	LensCrafters	Verizon Wireless
Chevron	Levi Strauss & Co	Victoria's Secret
Christopher and Banks	Lowe's	Vitamin Shoppe
Chicos	Luxottica	Walgreens
Coach	Macy's	Walmart
Costco	Menards	Whole Foods
Crate and Barrel	Nike	Winn Dixie



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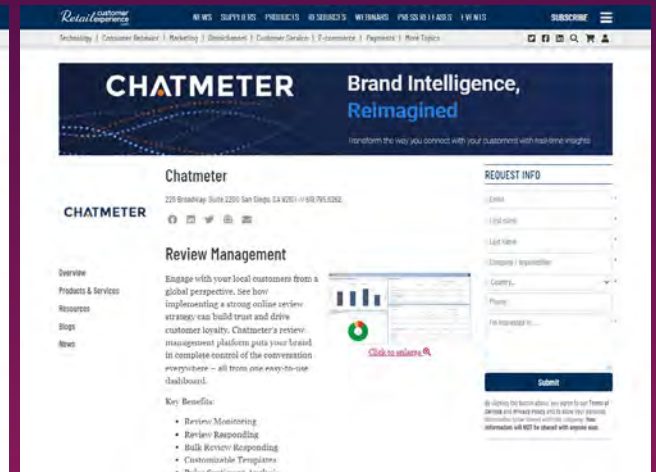
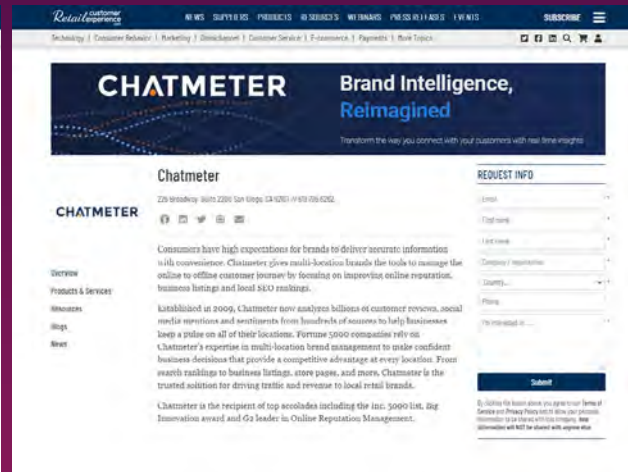
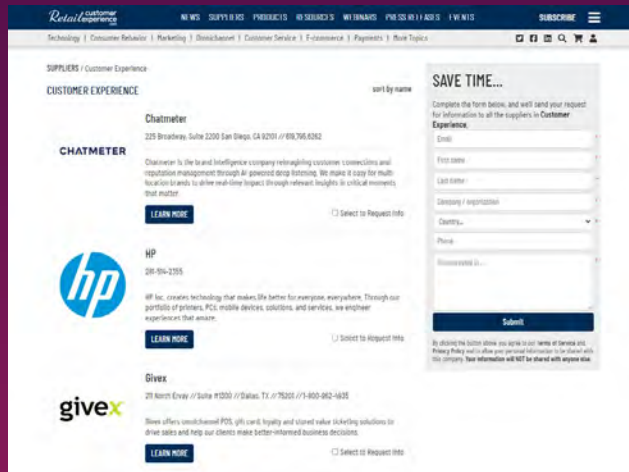


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# company showcase //

A Company Showcase is your springboard to a successful marketing campaign on our site and puts your company at the fingertips of potential buyers as they browse our Supplier Directory. It provides you with both brand awareness and lead generation opportunities.

The Company Showcase includes these key elements:



## SUPPLIER DIRECTORY LISTING

Gain exposure to potential customers who use the directory to find vendors by name or by category. Users can request information from suppliers straight from the directory. Your listing leads to your Company Showcase.

## COMPANY SHOWCASE

Visitors can learn about your company and products/services, download your white papers and case studies, and access news and other content on our site that mentions you. A contact form makes it easy for users to request more information from you. You can also include links to your website and social media pages.

## PRODUCT/SERVICE SHOWCASES

Found within your Company Showcase, these provide visitors with more information about your specific offerings.



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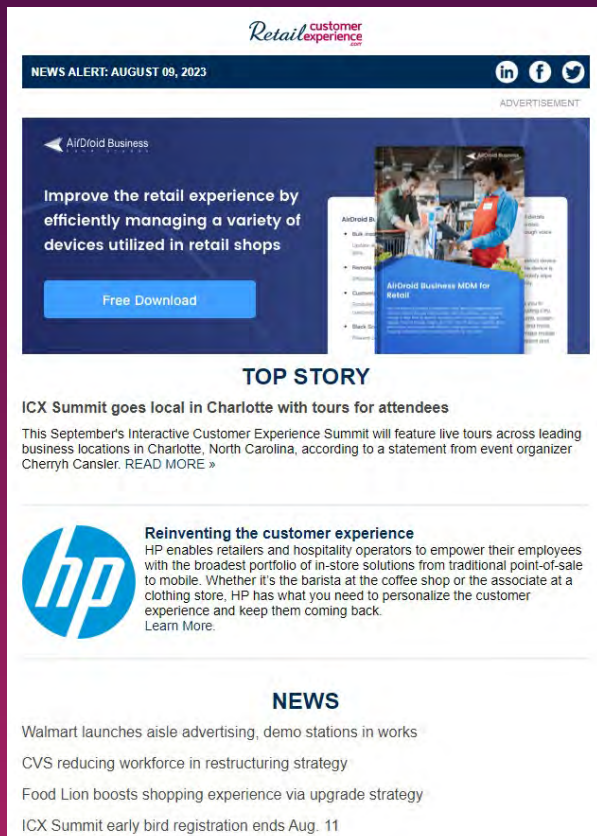


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# email newsletters //

Our newsletters offer a variety of ad opportunities to meet any budget. They're a cost-effective way to get your brand message in front of your target audience.



The screenshot shows the top of the newsletter with the 'Retail customer experience' logo and a 'NEWS ALERT: AUGUST 09, 2023' banner. Below is an advertisement for 'AiDroid Business' with a 'Free Download' button. The 'TOP STORY' section features 'ICX Summit goes local in Charlotte with tours for attendees'. A featured article is titled 'Reinventing the customer experience' with the HP logo. The 'NEWS' section lists three items: 'Walmart launches aisle advertising, demo stations in works', 'CVS reducing workforce in restructuring strategy', and 'Food Lion boosts shopping experience via upgrade strategy'.

## NEWS ALERTS

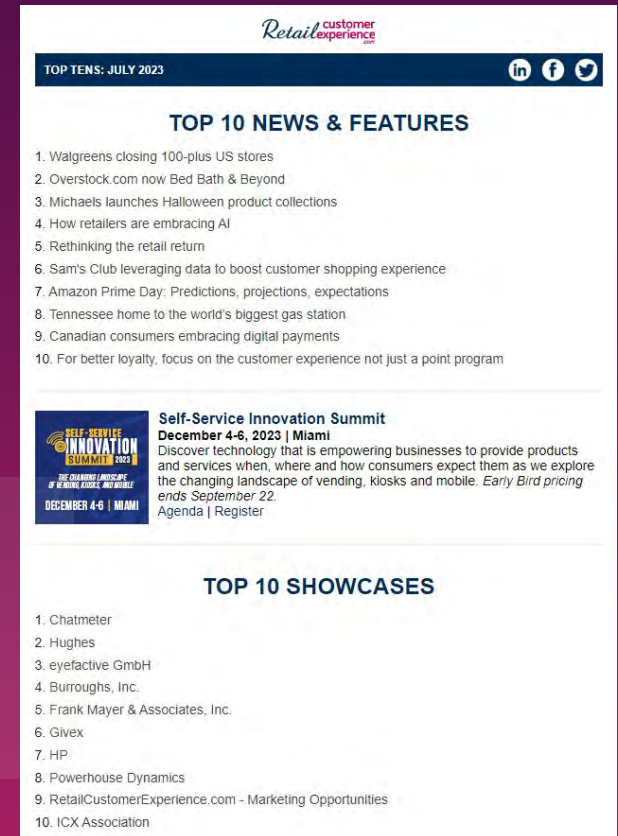
Our regular newsletter keeps readers up to date on the top industry news, trends and insights.

DELIVERY SCHEDULE: Wednesday  
SUBSCRIBERS: 17,100+

## TOP TENS

This newsletter recaps the previous month's most-read stories, most-downloaded resources, most-visited company showcases and more.

DELIVERY SCHEDULE: Monthly  
SUBSCRIBERS: 17,100+



The screenshot shows the 'TOP TENS: JULY 2023' section of the newsletter. It features a list of 10 news items and a 'TOP 10 NEWS & FEATURES' list. Below is a featured event: 'Self-Service Innovation Summit December 4-6, 2023 | Miami'. At the bottom is a 'TOP 10 SHOWCASES' list.

### TOP 10 NEWS & FEATURES

1. Walgreens closing 100-plus US stores
2. Overstock.com now Bed Bath & Beyond
3. Michaels launches Halloween product collections
4. How retailers are embracing AI
5. Rethinking the retail return
6. Sam's Club leveraging data to boost customer shopping experience
7. Amazon Prime Day: Predictions, projections, expectations
8. Tennessee home to the world's biggest gas station
9. Canadian consumers embracing digital payments
10. For better loyalty, focus on the customer experience not just a point program

### Self-Service Innovation Summit

December 4-6, 2023 | Miami

Discover technology that is empowering businesses to provide products and services when, where and how consumers expect them as we explore the changing landscape of vending, kiosks and mobile. *Early Bird pricing ends September 22.*  
Agenda | Register

### TOP 10 SHOWCASES

1. Chatmeter
2. Hughes
3. eyefactive GmbH
4. Burroughs, Inc.
5. Frank Mayer & Associates, Inc.
6. Givex
7. HP
8. Powerhouse Dynamics
9. RetailCustomerExperience.com - Marketing Opportunities
10. ICX Association



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# e-blasts //

Deliver your customized message to subscribers who have opted in to receive promotional messages from our advertisers and partners. You provide the subject line, copy, images and HTML code or, for an additional fee, we can develop a custom email message for you. E-blasts are great for promoting new products, special offers, free downloads, and much more.




**HYOSUNG**  
INNOVUE

## Seamless Self-Checkout

Our latest step to improve the day-to-day is here. The JetCheck Series delivers friction-less and versatile solutions while featuring a sleek and adaptable design. **Create memorable moments that elevate your retail experience.**

[Discover JetCheck](#)





### Your shortcut to the best ecommerce platform.



Choosing an ecommerce platform can be like going down a rabbit hole with endless tunnels. Crowds of vendors are fighting for your attention and promise they can fulfill your needs better than anyone else. Fortunately, you don't need to spend hours of research when there's one clear winner.

Read *Why Adobe Commerce?* to learn four simple reasons why prominent B2B and B2C businesses choose Adobe.

[Get the guide](#)



### IoT for Retail, Kiosks and ATMs



**Case Study: IoT System For Food Retailers Depends On LTE For Isolated On Site Networking**


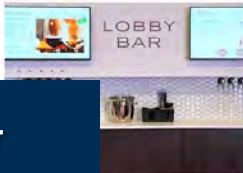
Learn how Cradlepoint's NetCloud Service for IoT and plug-and-play LTE routers, along with sensors and systems controllers, make it easy for retail IT teams to manage widespread connectivity and security from anywhere.

[Download Now](#)

**Case Study: ChargeItSpot Securely Connects Phone Charging Kiosks in Venues & Retail Stores.**

Explore how ChargeItSpot deploys their kiosks in stores and other retail venues with their own Wireless WAN network and LTE connectivity.

[Download Now](#)



**Combine E-blasts and Push Notifications for powerful marketing outreach.**



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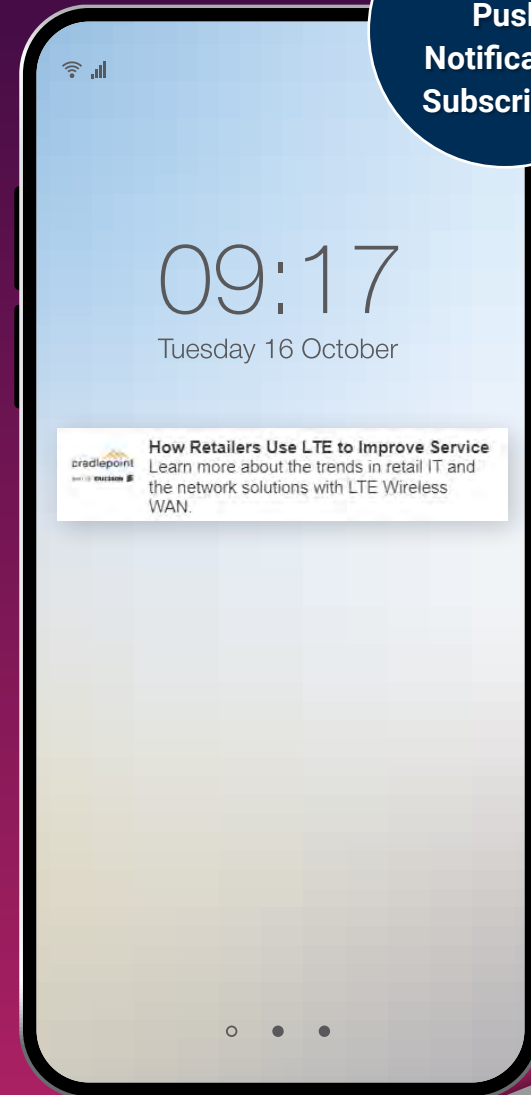
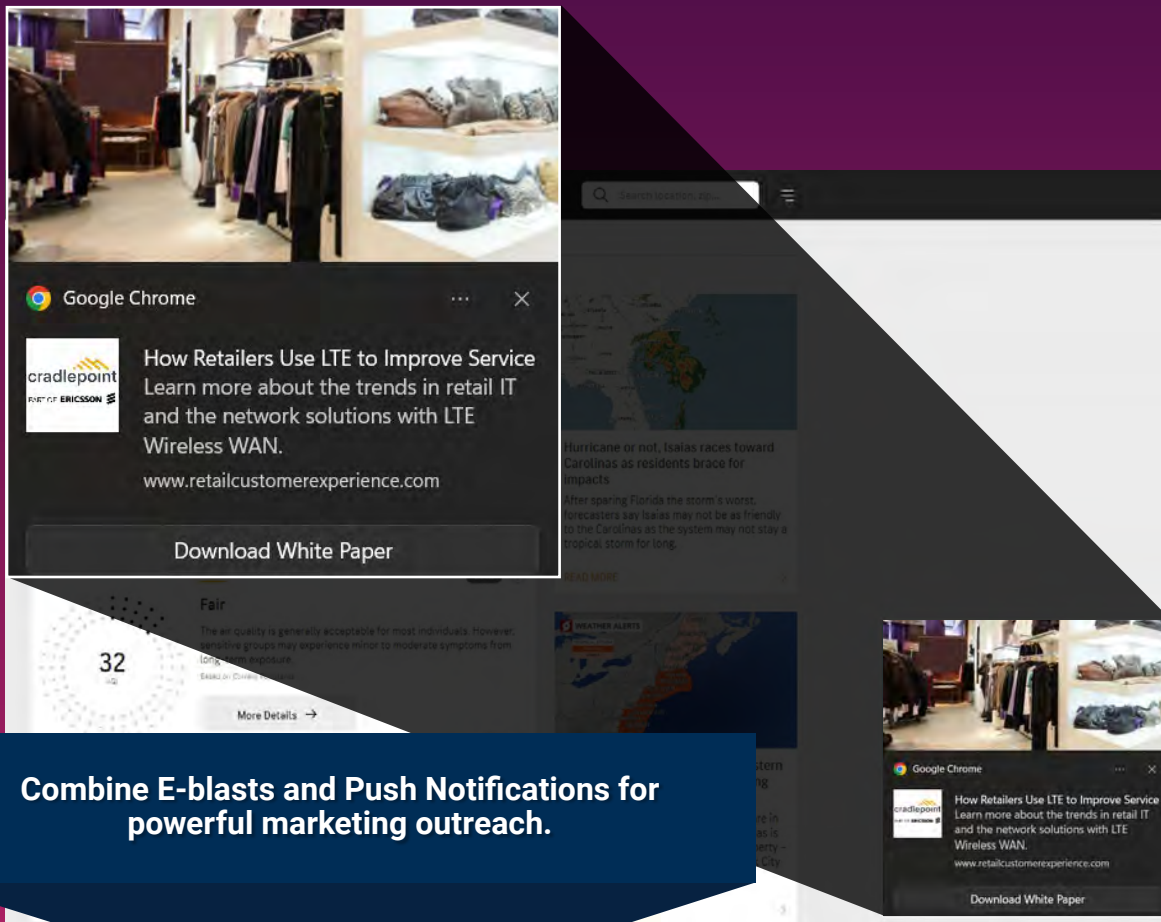
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# push notifications //

Push notifications are a high impact marketing solution. Subscribers visit the website and opt-in to receive notifications from us directly to their device of choice. Your message is then sent directly to these devices (desktop, laptop, tablet, and phone). Subscribers do not even have to be viewing our site to receive these notifications.

40,000+  
Push  
Notification  
Subscribers



Combine E-blasts and Push Notifications for powerful marketing outreach.



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# display ads //

**Hikvison Smart Retail Solution**  
Four intelligent ways to bring shoppers to your mall

### CONSUMER BEHAVIOR

## Grocery shopping reflects inflation-coping strategies

Aug. 24, 2023

Grocery shoppers are buying more items on sale, eating at home more and choosing more store brands over national brand products, and all those actions are inflation coping strategies, according to a study conducted by The Feedback Group.

### NEWS

- Grocer taps Birdzi to personalize customer experience, optimize data
- Back-to-school sales, higher wages drive retail sales
- UK apparel retailer Intros return kiosks
- Grocery shopping reflects inflation-coping strategies
- July retail sales boost healthy increases
- Longtime retailer may close due to downturn issues
- Aldi acquiring Winn-Dixie, Harveys grocery businesses

MORE NEWS

**BURROUGHS**  
DELIVERS A POSITIVE CUSTOMER EXPERIENCE WITH TRUSTED DEVICES  
DIGITALIZATION PIONEER

## BANNER ADS

Build or reinforce your brand awareness with a banner campaign designed to meet your budget.

### NEWS

- More than half of retailers will deploy AI, machine learning tech in next year
- Grocer taps Birdzi to personalize customer experience, optimize data
- Back-to-school sales, higher wages drive retail sales
- UK apparel retailer Intros return kiosks
- Grocery shopping reflects inflation-coping strategies
- July retail sales boost healthy increases
- Longtime retailer may close due to downturn issues

MORE NEWS

### CUSTOMER SERVICE

## Starboard Cruise Services tapping former crew workers for exceptional shopper experience

MORE FEATURES

- OMNICHANNEL**  
Reasons why retailers are marching fast toward automation
- OMNICHANNEL**  
Redefining omnichannel capabilities to deliver the ultimate customer experience
- TECHNOLOGY**  
How AI, digital can elevate traditional in-store displays
- TECHNOLOGY**  
4 use cases of AI in the retail industry
- MARKETING**  
City Furniture's shopping experience is all about knowing the customer

**SELF-SERVICE SOLUTIONS**  
Innovative, secure and flexible customer experience

**ingenico**  
Download Now

## STICKY FOOTER ADS

Place your leaderboard banner in our Sticky Footer ad unit that remains visible as the user scrolls the page.



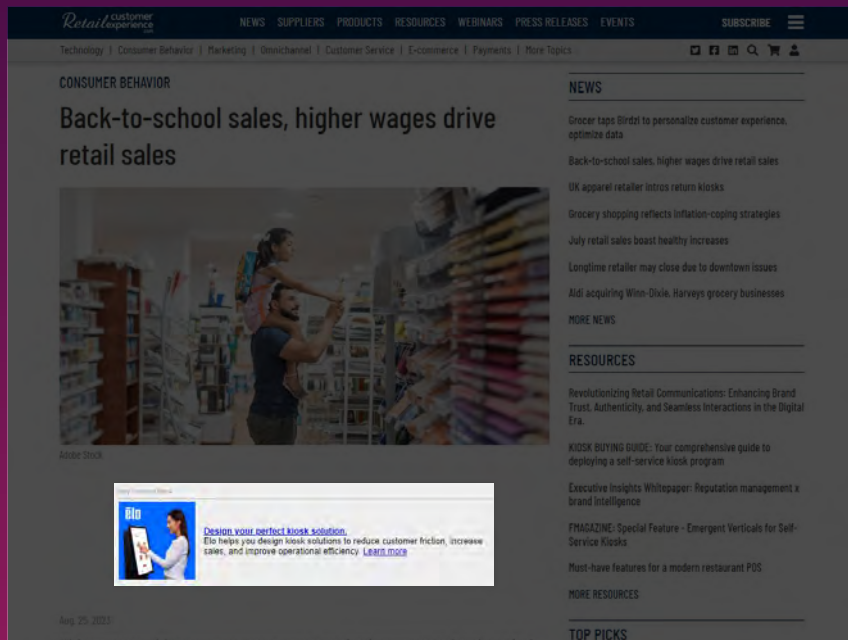
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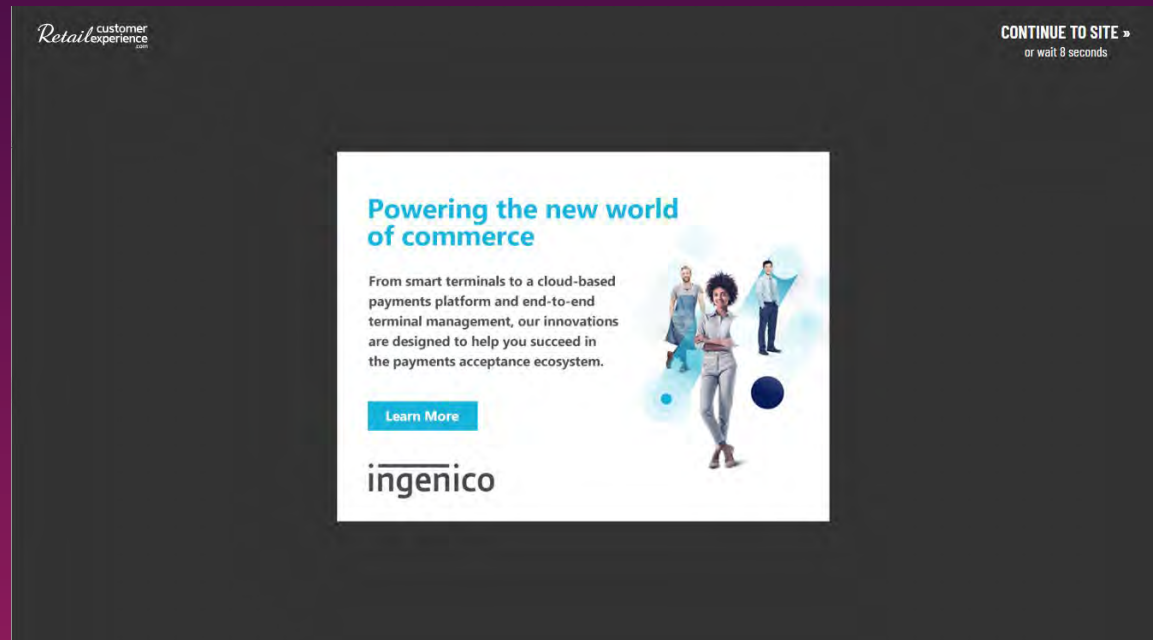


# display ads //



## SPEEDBUMP ADS

Speedbump ads appear in articles, blogs and news items just below the main image of the story. They will naturally pass through the reader's field of vision as they scroll to read.



## PRESTITIAL ADS

Prestitial ads are great for making an immediate and significant impression on site visitors. These ads typically serve when a user enters the site for the first time each day. The ad stays visible for 15 seconds or until the user clicks "Continue to Site."



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# topic centers //

The screenshot shows the website's navigation bar with links for NEWS, SUPPLIERS, PRODUCTS, RESOURCES, WEBINARS, PRESS RELEASES, and EVENTS. A 'SUBSCRIBE' button is also present. Below the navigation is a banner for 'Support customers on-demand.' and a 'Get in touch > elo' button. The main content area features a 'TOPIC CENTER' for 'Retail Systems & Technology' sponsored by 'elo'. A sub-header reads: 'The technology behind the retail experience can be incredibly complex and is constantly changing. Here you can keep you up-to-date with what is new and innovative in retail systems and technology.' Below this is a featured article titled 'Reasons why retailers are marching fast toward automation' under the 'OMNICHANNEL' category, accompanied by a photo of a man. To the right, a 'NEWS' section lists several articles: 'More than half of retailers will deploy AI, machine learning tech in next year', 'Grocer taps Birdzi to personalize customer experience, optimize data', 'University of San Diego intros automated c-store', 'Thinking about adding self service? Don't miss this ICX Summit session', 'Trader Joe's not adopting self-checkout any time soon', 'Seeking nominations for 2024 Top 50 retail innovators report', and 'French grocer taps SymphonyAI as SaaS cloud partner'. At the bottom, a 'TECHNOLOGY' section highlights the same AI article, lists 'Grocer taps Birdzi...' and 'University of San Diego...', and includes a 'WHITE PAPER' titled 'Must-have features for a modern restaurant POS'. A 'VIEW MORE ON TECHNOLOGY' link is provided. The 'elo' logo is prominently displayed at the bottom right of the content area, with 'sponsored by Elo Touch Solutions' text above it.

Topic Centers are where we compile all of the content we publish on a given topic, including articles, blogs, news, white papers, case studies and more. Think of it as the home page for the topic.

Topic Center sponsorships are a great way to connect your brand to topics of significant interest to our readers. They also offer valuable lead generation opportunities.

Exclusive sponsorships come with an additional Topic Center widget that appears on our home page and at the end of content related to the topic, giving you even more brand impressions.



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# sponsored content //

Is content marketing crucial to your overall go-to-market strategy? Let us put the thought leadership content you've worked so hard to create in front of the right audience.

Sponsored content opportunities are available for any of the following types of content:



White Papers &  
Case Studies



Blog Posts



Podcasts



Videos



Webinars



Press Releases

No Content? We can help you produce what you need to kickstart your content marketing strategy.



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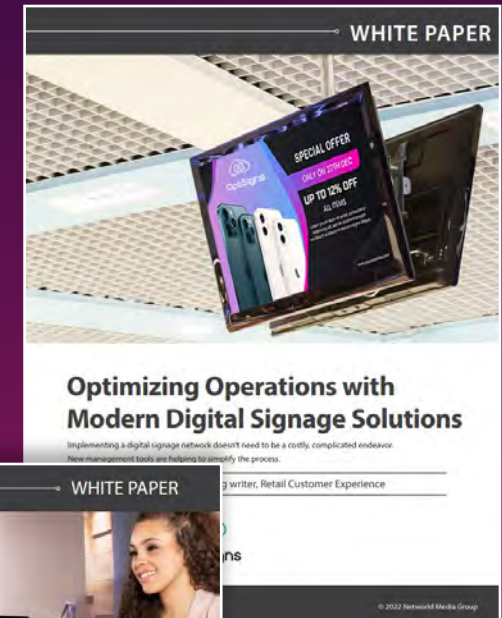
# special publications //

Content marketing is great for elevating your brand as an industry thought leader and for generating potential sales leads.

But not every company has the ability or bandwidth to create compelling content that drives engagement. That's why we offer a turnkey service for writing, designing, publishing and promoting custom white papers, case studies and more.

When you partner with us to create a special publication, you get:

- Credibility in the marketplace
- Knowledge and support from known industry experts
- Inclusion in our online Resources library
- Budget-friendly promotion to our large audience of executives, senior decision makers and influencers
- Lead generation to fill the top of your sales funnel



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# podcasts //

Our podcasts feature interviews with industry movers and shakers and offer listeners a view into the news and trends affecting their businesses.

Sponsoring our podcasts is a great way to get your message across, in partnership with our editors, to a targeted and engaged audience. They're perfect for increasing brand awareness and establishing your company as an industry thought leader.



Join your host Mandy Wolf Detwiler for the Pizza Marketplace podcast. Each episode features interviews with industry insiders and covers topics that are critical to the success of pizza restaurant operators of all sizes.



This podcast series from the publishers of FastCasual.com, PizzaMarketplace.com and QSRweb.com provides restaurant owners and executives with the insights and inspiration they need to grow their brands. Each episode features interviews with experienced restauranteurs, industry experts, and thought leaders, who share practical tips and advice for running a successful restaurant business.



Join host Daniel Brown for the Digital Signage Today Podcast featuring interviews with industry thought-leaders and news-makers. They will explore the latest trends and innovations in digital signage hardware, software, content, and more.



Tune into the CX Innovators podcast to hear how top brands are using cutting-edge technology to take the customer experience to incredible new heights. We'll talk to the executives who are spearheading the CX charge for their brands and the tech companies they rely on to make the magic happen.



Discover how businesses are revolutionizing their operations and enhancing customer experiences through the power of automation and self-service technologies. Join us as we explore real-world examples, industry trends, and expert insights on how to harness these tools for maximum impact.



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# webinars //

## WHAT A WEBINAR CAN DO FOR YOUR BUSINESS

- Position you as a thought leader and increase your brand awareness
- Generate strong, qualified sales leads
- Educate the market about your products and services

## YOU PROVIDE THE CONTENT AND THE SPEAKERS, WE PROVIDE EVERYTHING ELSE...

**Production** – We guide you through the process and work with your speakers to ensure your webinar is well-crafted for the audience.

**Moderator** – A member of our editorial team will welcome the audience, introduce speakers and facilitate the Q&A session at the end of the webinar.

**Promotion** – We drive registrations for your webinar through an aggressive campaign that includes e-blasts, newsletter mentions, and social media posts.

**Registration / Reminders** – Users register for the webinar on our site and immediately receive an email enabling them to quickly add the webinar to their calendar. About 24 hours before the live webinar, we'll email a reminder to all registrants to encourage their attendance.

**On-Demand Hosting** – After the live webinar, we host the recording on our site for visitors to view at their convenience. Registration is required to view the recording.

**Lead Generation** – We send you the contact information of everyone who registers for the live webinar and everyone who registers to view the on-demand recording.

The image shows a webinar slide and two video thumbnails. The slide has a dark green background with an orange horizontal band. The word "WEBINAR" is in orange at the top left. The main title "SUPER CONVERTERS" is in white on the orange band. Below it, the subtitle "How To Turn Your Stores Into Super Converting Stores in Time for the Holiday Season" is in white. The central image shows a hand adjusting a dial on a device labeled "CONVERSION RATE" and "METRICS". At the bottom right of the slide is the "HeadCount" logo and a photo of Mark Ryski, identified as a Retail Analytics Expert, two-time author, and Founder & CEO of HeadCount. To the right of the slide are two video thumbnails: the top one shows a woman with glasses, and the bottom one shows Mark Ryski.



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# executive summits //

9th Annual



June 2-3 | Indianapolis

Digitally minded consumers are forcing financial institutions to rethink the way they do business. These consumers want to bank when and how it suits them. Financial institutions must innovate quickly to keep up with consumer demands and to respond to challenges from non-traditional competitors. Bank Customer Experience (BCX) Summit will provide bank executives with powerful insights on these trends and highlight innovative technology to help today's financial institutions transform themselves to serve consumers now and into the future.

[Learn More >](#)

5th Annual



December 10-12 | Tampa

Self-Service Innovation Summit will examine advances in technology that are empowering businesses to provide products and services when, where and how consumers expect them. The event will cover self-service, kiosk and vending solutions that can be applied in a wide range of settings.

[Learn More >](#)



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# at the watercooler //

*At the Watercooler* is a sponsored content opportunity.

Here's how it works:

1. An executive from your company completes a short Q&A (4-6 questions).
2. We edit the executive's responses for grammar, spelling, clarity, etc. and send a final draft for your approval.
3. We publish the approved draft as a sponsored blog post on the website.
4. Your company logo is displayed at the top of the blog post.
5. The blog post will appear on the home page for a minimum of 1 week and will be accessible via the Features and Blogs archives for a minimum of 1 year.
6. If you have a Company Showcase, your blog post will also appear there for as long as your Company Showcase is active.
7. Posted on our social media pages.
8. You have the right to re-publish the blog post on your own website.



***Get started today!***



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# contact us //

## CREATIVE INQUIRIES

If you have any questions or concerns about creative specifications and submission, please contact:

**JENNIFER A. RECKTENWALD** | VP OF CLIENT SERVICES/ASSOCIATE PUBLISHER-BUSINESS SITES  
marketingservices@networldmediagroup.com | tel: 502.241.7545 ext. 139 | fax: 502.241.1385

## ADVERTISING AND PACKAGE OPTIONS

**GAYLE GARRETT** | LEAD AND CRM COORDINATOR  
adv@networldmediagroup.com | toll free: 877.441.7545 | direct: 502.241.7545 ext 123 | fax: 502.241.1385

**KATHY DOYLE** | CEO  
publisher@networldmediagroup.com | Twitter: @katmdoyle

**NETWORLD MEDIA GROUP** | [mediakit@networldmediagroup.com](mailto:mediakit@networldmediagroup.com)



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# NETWORLD MEDIA group

Through these media & events properties, Network Media Group brings critical business knowledge to more than 500,000 people around the world every month.

