



media kit

Vending Times

our mission //



Vending Times is an online publication serving the \$30 billion vending industry, which includes companies that provide merchandise vending services, refreshment services, industrial foodservice, recreational services, entertainment services, amusement machines and bulk vending machines. The site provides news, feature articles and opinion pieces that address the industry's business, legal and regulatory concerns.







about the editor //



SANDRA CARPENTER // editor

editor@vendingtimes.com in

Sandra Carpenter is the editor of Kiosk Marketplace and Vending Times. She has been working in editorial and research roles for over a decade and has experience in print, blog, social media and peer-reviewed publications.



KATHY DOYLE // ceo

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.







editorial submissions //

WANT TO BE FEATURED ON VENDINGTIMES.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@VendingTimes.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 hyperbolical 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.







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.

- Convenience services industry outlook
- · Cashless technology innovations and challenges
- Coffee service outlook
- Micro market best practices
- · Amusement machine equipment and technology enhancements
- Diversification opportunities for convenience services
- Convenience services software innovations
- Vending machine maintenance best practices
- Vending machine stocking best practices
- Selecting a vending machine
- Outlook for family entertainment centers
- Coffee brewer update
- · Candy, snack and beverage trends
- Vending machine ROI
- · Refrigerated and frozen food vending machines
- · Vending machines for educational purposes
- · Public health vending machines
- Pros and cons of bulk vending
- Pros and cons of operating a commissary for vending food
- · Cash and cashless payments pros and cons
- Vending machine loyalty programs
- Vending machine customer service best practices
- Healthy food vending machines dos and don'ts
- · Family entertainment centers update



Vending Times





our audience //







our audience //

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

4 Seasons Coffee Co 7-Eleven Accent Food Service Acme Music & Vending Co Adventure Island **Adventure Park** All Star Services Inc. Alpha-Omega Amusements & Sales **Alpine Vending Co** Answer Vending Inc. **Aramark Refreshment Services** Army & Air Force Exchange Service **Arzo Sports & Fun Park** Atnip Co Inc Austin's Park n' Pizza Automated Services **B & B Theatres Bavarian Inn Lodge** Bay Coffee & Tea Co. **Best Choice Vending Betson Enterprises Big Apple Fun Center Bigfoot Fun Park Black Oak Casino Resort** Blackbeard's Cove Family Fun Park **Boston University Breaktime Coffee Service** Bullwinkle's Pizza **Burdette Beckmann** Cache Valley Fun Park **Camelback Vending Services** Campland on the Bay **Canteen Corp**

Canteen Refreshment Services Capital Amusement Service Caribou Coffee Champion Amusement Chinook Winds Casino Resort Churchville Golf Center Cici's Pizza **Circus Circus Hotel Casino Clubhouse Fun Center** Coinstar Inc. **Coming Attractions Theatres** Compass Grp **Continental Services Costa's Family Fun Park** Dave & Buster's Disney **Elliots Vending** Equinox Laser Tag **Evolve Bank & Trust Family Fun Center Fantasy Raceway** Fiesta Fun Center **First Choice Vending** Five Star Food Service, Inc. Frankenmuth Jellystone Park Fun Stop Amusements & Bulk Ven **GameTown Pizza** Gatti's Pizza **Goldman Sachs** H Lazar & Son Inc **Hilton Worldwide Hinkle Family Fun Center** Holiday Lanes

Incredible Pizza Company **Iowa State University** Jay-Gee's Fun Center Ka-Ko Jo's Family Fun Center King Putt Lahey Family Fun Park Legacy Coin Live Oak Bank Luigi's Pizza and Fun Center Main Event Entertainment Maple Family Centers Mark Vend Company Max Bowl Miami University **Michigan State University** Mitsubishi Fuso Truck Of America **Morgan Stanley Mtech Distributors** National Association Blind Merchants Navy Exchange **Navy Exchange Service Command NEB's Fun World** Northwestern University **Oasis Family Fun Center** Paramount Coffee Co Patterson Co., Inc Pelican Vending Peter Piper Pizza **Pinballz Arcade** Pinnacle Entertainment Group Poppa Rollo's Pizza Pueblo Bank & Trust **OubicaAMF Worldwide**

Ouiznos **River City Vending RPM Racewav Ryan Family Amusements** Sam's Club Sandusky Star Lanes Sarnow Vend Supply Saverino & Associates Shenaniganz Simple Simon Pizza Skate World Skate Center **Sky High Sports** Sodexo Southeastern Vending Services Spare Time Entertainment Center **Sparkles Family Fun Center Staples** Starbucks Sunstar Vending Inc **Superior Vending Services Inc The Container Store** The Track Family Fun Parks The University of Chicago The Wittern Group **Tri County Vending** Tri State Amusement Inc. U.S. Bank **UCLA Housing Services** Vend-O-Matic Vistar Corp Walmart Workout Anytime Zao Island

Vending Times



connecting you to a large audience interested in automation and self-service innovation

Vending Times is part of the Networld Media Group family of technology media and events that reach **more than 1.3 million** site visitors, subscribers, followers and event attendees every year.



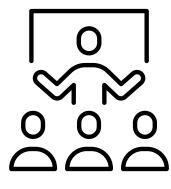


1.1 MILLION Site Visitors Annually

171,000 Email & Push Notification Subscribers



48,000 Social Media Followers



300 Event Attendees





Subscribe

Vending Times







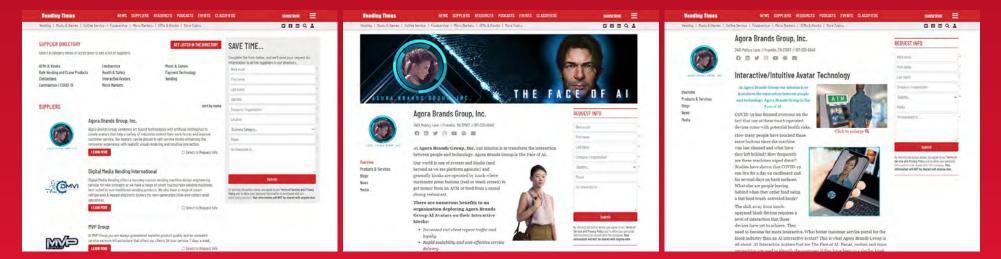




company showcase //

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.



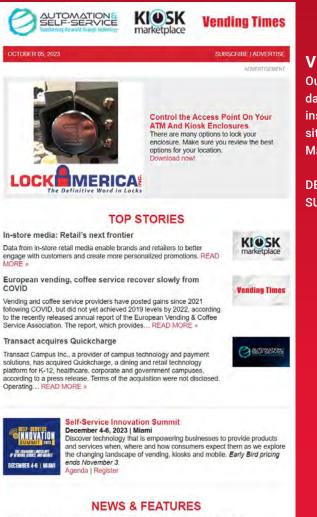
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Subscribe

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.



Retail group lauds Supreme Court decision to hear swipe fee case

VENDING TIMES NEWSLETTER

Our regular newsletter keeps readers up to date on the top industry news, trends and insights and includes content from our sister sites, Automation & Self-Service and Kiosk Marketplace.

DELIVERY SCHEDULE: Wednesday, Saturday SUBSCRIBERS: 27,000+

TOP 10

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

> DELIVERY SCHEDULE: Monthly SUBSCRIBERS: 11,300+

Vending Times

TOP 10 NEWS & FEATURES

1. Tata Consumer Products makes offer for Coffee Day Enterprises' vending business
2. Mondeléz names Laura Stein EVP/general counsel
3. Beyond micro markets: Any product in any location
4. Biden OBM director pick supported national soda tax
5. Fresh food vending's time is here; pioneers explore why
6. Vending machine features eff singing Christmas songs
7. Why louchless now drives self service
8. Amusement Expo International in May features John Kriesel keynote
9. Immersive entertainment rises on several fronts despite pandemic
10. AMI Entertainment Network features Stevie Nicks aibum giveaway

THALES ON-DEMAND WEBINAR SERIES



ON-DEMAND WEBINAR SERIES Enhance security and reduce fraud. Discover how next generation document readers and identity verification technology can make your transactions more secure.

TOP RESOURCES

- 1. Cellular Networks Driving New Retall Business Models
- 2. Thriving During A Pandemic: Opening A New Business & Pop-Up Arcade
- 3. The Low Touch Economy Going Contactless
- 4. Next Generation Document Readers
- 5. Prospering During A Pandemic: Scary Strokes Launches Embed's Mobile Wallet
- 6. Document Readers in E-Commerce

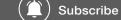
TOP SHOWCASES

1. Digital Media Vending International 2. Embed

Vending Times

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) mediakit@vendingtimes.com





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.

Vending Times

Special Product Edition | July 2020

Fiorucci Appetaggios – Product of the Year!

Florucci Appetagois were voted Product of the Year in Automatic Merchandiser's 2020 Reader's Choice Awards for best meat and protein snack! These single serve snacks are available in four varieties with smoky prosclutto or hard salami wrapped around cranberry or peach infused mozzarella cheese. Appetagois bring fresh innovation to the snacking industry while also meeting the key consumer need for 100% vegetarian-fed, antibiotic free pork, with no added preservatives, flavors, ingredients or nitrates.



E-MAIL SHOWCASE

Put your product and service offerings in the spotlight with an ad in this monthly e-mail to all of our opt-in subscribers.

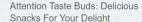
DELIVERY SCHEDULE: MONTHLY SUBSCRIBERS: 11,300+







Learn More



Nothing flies off the shelves quite like delicious snack cakes from Fieldstone Bakeryl These irresistible packages of happiness make taste buds come alive. Keep it classic with a Glazed Honey Bun, or take snacktime out of this world with a Cosmo Blast Brownie. Either way, vending machines stocked with these favorites won't stay stocked for long. Perfect for vending, micro markets, catering, and cafeterias.

Learn More

High-tech coolers unlocking new opportunities and giving consumers what they want when they want it most!

With people on the go, convenience technologies in places where we need them has become increasingly necessary. The all-new PicoCooler provides operators with the opportunity to grow into semi-public areas, such as hotels,





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.



Vending Times



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.



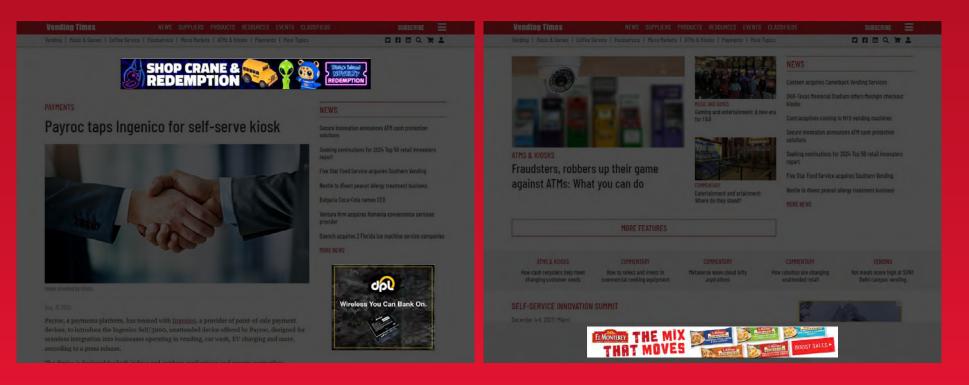
16,000+ Push Notification **Subscribers** 9:17Tuesday 16 October Ingenico's Self-Service Solutions Learn more about key benefits of engaging your self-service customers.







display ads //



BANNER ADS

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

STICKY FOOTER ADS

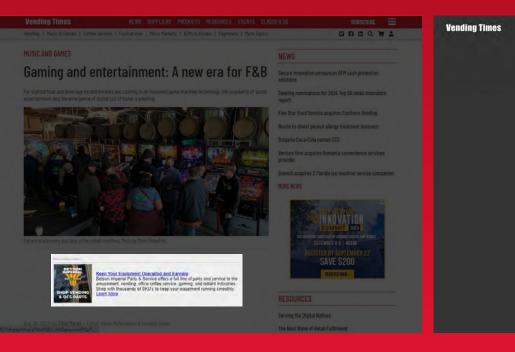
Place your leaderboard banner in our Sticky Footer ad unit that remains visible as the user scrolls the page.



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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.

<section-header><section-header><section-header><section-header><section-header><text>

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."



CONTINUE TO SITE »

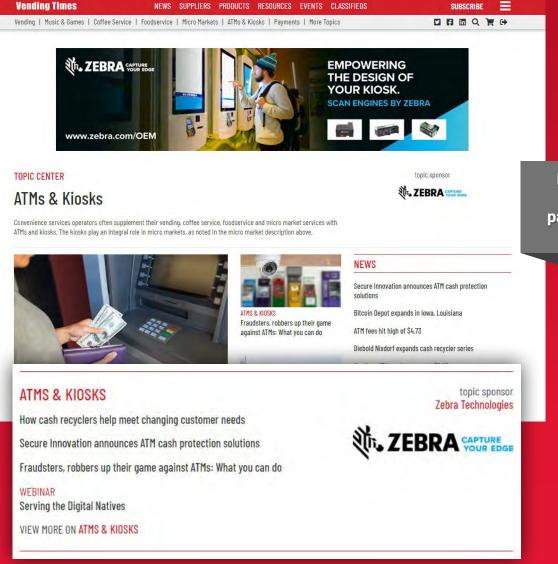
or wait 4 seconds

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topic centers //



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.

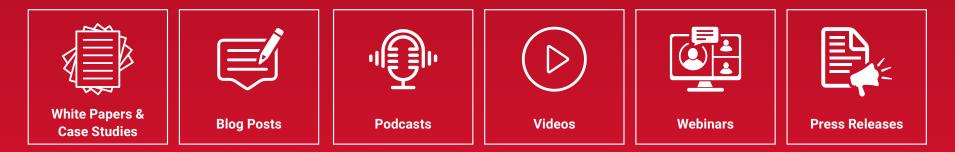




sponsored content //

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:



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



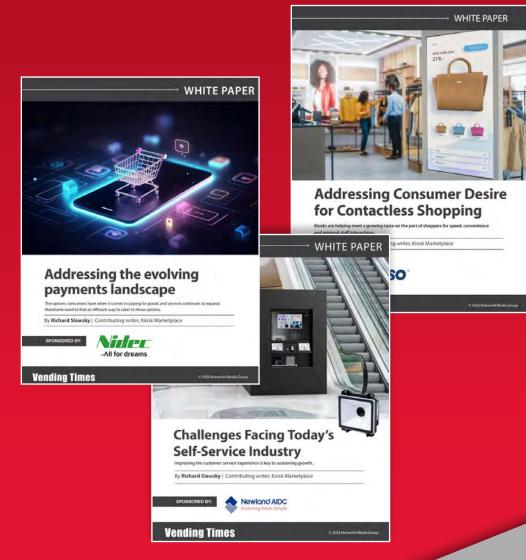
special publications //

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



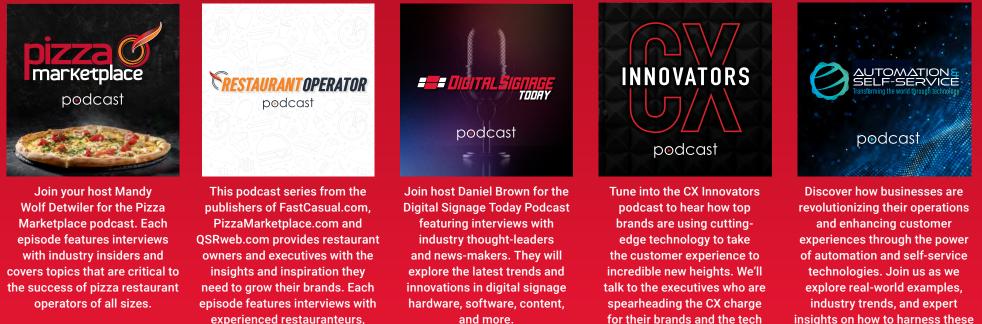




podcasts //

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.



insights on how to harness these tools for maximum impact.

Vending Times

companies they rely on to make

the magic happen.

experienced restauranteurs, industry experts, and thought leaders, who share practical tips and advice for running a successful restaurant business.

Subscribe

mediakit@vendingtimes.com

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.

刹 ZEBRA

Serving the Digital Natives

Providing a multi-dimensional shopping experience that exceeds digital savvy customer expectations

By Richard Thompson Director, Global OEM Sales & Mark Thomson, Director of Retail & Hospitality Solutions EMEA



Vending Times



executive summit //



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 >











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!





In

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

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

NETWORLD MEDIA GROUP | mediakit@networldmediagroup.com

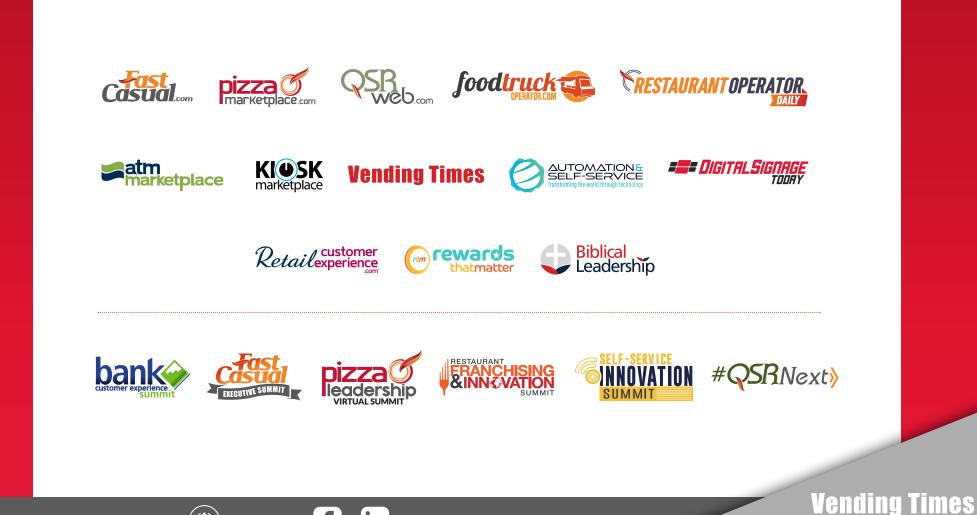








Through these media & events properties, Networld Media Group brings critical business knowledge to more than 500,000 people around the world every month.



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