The essential source of technology information for retail executives seeking best-in-class solutions and strategies to make smarter IT and business decisions.

In an industry as fast paced and hyper competitive as retail, business executives have a strong need to understand factors that are disruptive, transformational and engines of innovation. *RIS* is the essential source of information for retail executives, connecting them with relevant content, to engage with their peers and find best-in-class business solutions and strategies to make smarter IT and business decisions.

The diverse *RIS* portfolio provides retail industry executives access to the intelligence they need to adapt to change, stay competitive and maximize profits and productivity.

Animated visual storytelling formats for special reports and studies are changing the game and maximizing retailer engagement.

*RIS* delivers strong ROI to its customers by developing solutions that connect them with customers and prospects, build brand awareness, generate qualified leads and develop business relationships that drive business forward.
SOLUTIONS THAT ACCELERATE YOUR BUSINESS

No matter your goals, RIS’s multi-pronged media network and highly active community offers seamless solutions to give you the competitive edge.

We work closely with clients to break through challenges, illuminate your unique value, and build relationships to accelerate your business.
To deepen our industry understanding and gather first-hand information about the changing needs across the retail market, RIS’ Executive Advisory Council and Research Advisory Board is comprised of industry leaders and game changers across the business and technology sectors sharing their real-life insights, intelligence, and influence to help move the entire industry forward.

FINGER ON THE PULSE OF THE INDUSTRY

EXECUTIVE COUNCIL

Kirk Ball  
EVP, Chief Technology Officer  
Giant Eagle

Frank Bruni  
SVP, Food & Beverage Supply Chain  
Target

Tony Costa  
SVP, Chief Information Officer  
Bumble Bee Foods

Michael Forhez  
Global Managing Director, Consumer Markets  
Oracle Industry Strategy Group

Derek Gaskins  
CMO  
Yesway

Ron Gilson  
VP, CIO  
Johnsonville

Jon Harding  
CIO  
Conair

Justin Honaman  
Head, Worldwide Business Development, Consumer Products - Food & Beverage  
AWS

E.J. Kenney  
SVP & Global Head of Consumer Products  
SAP

Suzanne Kopcha  
VP Consumer Products & Retail Industry  
Siemens Digital Industries Software

Lisa Malleus  
Worldwide Director, Digital Capabilities & Solutions | Global Colgate-Palmolive Company

Shubham Mehrish  
VP Digital  
Mars Inc.

Ralph Niebles  
VP IT  
The Art of Shaving

John Phillips  
SVP Customer Supply Chain & Go-To-Market  
PepsiCo

Ben Pivar  
SVP, CIO  
Carter’s

Surabhi Pokhriyal  
Global Director eCommerce Acceleration  
Johnson & Johnson

Reed Rainey  
Chief Operating Officer  
Kum & Go

Stephen Sigrist  
VP of Customer Service  
Newell Rubbermaid

Tara Vaishnav  
VP & Chief Architect, Enterprise Technology Architecture  
The Clorox Company

Richard Widdowson  
VP, Global Retail & CPG Solutions  
SAS

Cheryl Williams  
Chief Information Officer  
Wakefern Food Co.

Ethelbert Williams  
Head of eCommerce  
The Boston Beer Company

Guy Yehia  
Zebra Technologies General Manager  
Zebra Analytics
By gathering the collective insights of the industry’s most forward-thinking leaders, RIS’ League of Leaders delivers incredible benefits to its participants and simultaneously drives the entire marketplace towards a more vibrant, robust and successful future.

Membership in the League of Leaders is comprised of an elite group of executives representing all major industry segments.

By viewing the collective insights of the industry’s most forward-thinking leaders, RIS’ League of Leaders delivers incredible benefits to its participants and simultaneously drives the entire marketplace towards a more vibrant, robust and successful future.

Membership in the League of Leaders is comprised of an elite group of executives representing all major industry segments.
### TOP 3 SUPPLY CHAIN TECH INVESTMENTS

1. Real-Time Inventory Visibility
2. Returns Management
3. Radio Frequency Identification (RFID)

### TOP 3 STORE TECH INVESTMENTS

- Location-Based Marketing/Communication
- In-Store Pickup/Return of Web Goods
- Real-Time Store Monitoring

### TOP 3 MERCHANDISING INVESTMENTS

- Space Planning
- Enterprise Resource Planning (ERP)
- Item Master Data Management

### TOP 3 INVESTMENT STRATEGIES IN NEXT 18 MONTHS

1. Improved Network and IT Systems Security
2. Expanding Unified Commerce Initiatives
3. Advanced Mobile Commerce

### TOP 3 ANALYTIC INVESTMENTS

1. Shopper Tracking
2. Inventory Optimization
3. Price Optimization

Of retailers will increase or maintain current IT spending levels. 

**Source:** 2020 RIS Retail Tech Study
ENGAGE WITH OUR COMMUNITY

A TARGETED AUDIENCE OF KEY RETAIL DECISION MAKERS

114,000+
TOTAL E-NEWSLETTER
RETAIL SUBSCRIBERS

MORE THAN
1,000,000
ANNUAL UNIQUE VISITORS

MORE THAN
150,000
MONTHLY WEBSITE
PAGEVIEWS
AUDIENCE

WHO YOU’LL REACH

BUSINESS TYPE

Convenience Store 28%
Supermarket/Grocery 22%
Apparel/Footwear 14%
Drug Store 12%
Specialty 12%
General/Mass Merchandise/Variety 6%
Hardware/Home Center 6%

NO. OF EMPLOYEES

1-99 32.5%
100-999 18.1%
1000-9999 28.7%
10,000+ 20.7%

JOB LEVEL/TITLE

50% Top Level Executive (C-Level/President)
22% Manager Level
10% VP Level
18% Director Level
**AUDIENCE**

**WHO YOU’LL REACH**

- **45.7%** Brick & Mortar
- **33.8%** Online
- **10.3%** Catalog
- **10.2%** Call/Contact Center

**GEOGRAPHIC BREAKOUT**

- **89.6%** United States
  - PLUS readers in Canada, Europe, Asia, Africa and Latin America

**NO. OF STORES**

- **25.0%** Over 500
- **22.2%** 51-500
- **9.5%** 11-50
- **22.4%** 1-10
- **20.8%** Online Only
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<td>Automated Decision Making</td>
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CO-BRANDED LEAD GENERATION

SPECIAL REPORTS

Innovative, animated formats draw more attention, more retailers and more time with the content.

- Sophisticated presentations maximize sharing, social and repeat views
- Enhanced experience for mobile users

MAIN SPONSORSHIP INCLUDES:
- Clickable logo and 728x90 rotating leaderboard ad at top of page
- Logo with sponsor-provided description
- Active 90-day RIS promotion via e-mail, e-newsletter and social
- Full contact information for all leads generated for 90 days

TITLE SPONSORSHIP INCLUDES:
All main sponsorship benefits, PLUS...
- Webinar participation and leads
- Additional branding exposure with webinar promotion
- Premium logo treatment next to RIS logo

JULY
Retail Gets Hyper-Personal

AUGUST
Checkout Tech & Trends

SEPTEMBER
Preparing Your Workforce Management for Success

OCTOBER
Direct-to-Customer Tips and Trends

NOVEMBER
Apparel Top 25

DECEMBER
NRF Preview Guide
A FULL YEAR OF LEAD GENERATION

ANIMATED BENCHMARK REPORTS FOR THOUGHT LEADERSHIP AND LEAD GENERATION
Exciting digital storytelling equals more engagement, more sharing and more retailer views

18th Annual
Store Experience Study (Jan 2021)
Produced in conjunction with RIS Research
Partner IHL Group
This study provides insight into upgrades and purchasing decisions. POS hardware and software, including peripherals and payment processing, plus an in-depth look into store operations, cross-channel retailing, merchandising, and inventory management.
Main Sponsorship: $9,500 (limited to 8)
Title Sponsorship: $25,000

31st Annual
Retail Technology Study (Mar 2021)
The oldest and most respected technology trends study in retailing, retailers use this study to shape their future IT investment plans and strategies.
Main Sponsorship: $9,500 (limited to 8)
Title Sponsorship: $25,000

9th Annual
Retail and Consumer Goods Analytics Study (Jun 2021)
The annual RIS/CGT Retail and Consumer Goods Analytics Study takes a deep dive into industry-shaping spend trends, practical strategies, and executable tactics for optimizing advanced analytics with a focus on how they can be leveraged during times of crisis.
Main Sponsorship: $10,500 (limited to 10)
Title Sponsorship: $30,000

2nd Annual
Supply Chain Tech Study (Aug 2021)
This benchmark research report will examine the current state of the retail supply chain and pinpoint the areas savvy retailers will be investing in both the short- and long-term.
Main Sponsorship: $9,500 (limited to 10)
Title Sponsorship: $20,000

20th Annual
Software Leaderboard (Dec 2021)
BONUS DISTRIBUTION AT NRF BIG SHOW
For more than 20 years, this “reputation barometer” has been developed from the detailed feedback of end-users to offer a “voice of the user” perspective.
Added Opportunity: “Custom Profile” of only your company’s results.
Price: Custom Profile
4-Page $10,000; 2-Page: $5,000

9th Annual
Grocery Technology Study (Jun 2021)
BONUS DISTRIBUTION IN PROGRESSIVE GROCER
Benchmark study that examines the rapidly changing landscape of grocery stores, supermarkets and food retailers. Grocers are investing more heavily in technology than any other retail segment. This study benchmarks where these tech investments are going and why.
Main Sponsorship: $9,500 (limited to 10)
Title Sponsorship: $25,000

9th ANNUAL GROCERY TECHNOLOGY STUDY (Jun 2021)
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Benchmark study that examines the rapidly changing landscape of grocery stores, supermarkets and food retailers. Grocers are investing more heavily in technology than any other retail segment. This study benchmarks where these tech investments are going and why.
MAIN SPONSORSHIP: $9,500 (LIMITED TO 8)
TITLE SPONSORSHIP: $25,000

20TH ANNUAL
SOFTWARE LEADERBOARD
(Dec 2021)
BONUS DISTRIBUTION AT NRF BIG SHOW
For more than 20 years, this “reputation barometer” has been developed from the detailed feedback of end-users to offer a “voice of the user” perspective.
ADDED OPPORTUNITY: “Custom Profile” of only your company’s results.
PRICE: CUSTOM PROFILE
4-PAGE $10,000; 2-PAGE: $5,000

VIEW SAMPLE

A FULL YEAR OF LEAD GENERATION

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PRICE: CUSTOM PROFILE
4-PAGE $10,000; 2-PAGE: $5,000

VIEW SAMPLE
Webinars are an engaging way to communicate with retailers and share relevant, timely information and showcase case studies, success stories and market analysis. Work with RIS to create a customized webinar that can include a panel of influential retailers, industry analysts and senior RIS editors. Webinars are an outstanding showcase for thought leadership content and registration for both online and on-demand events ensures quality lead generation. Webinars require 8 weeks lead time.

**RIS WEBINARS**

Promote your thought leadership and help the industry find new solutions. Share your informative point of view with retail technology professionals. RIS will help you promote your unique message.

**SPONSORSHIP INCLUDES:**
- One newsletter promotion per month
- Option to add display ads on article page

**PRICE: $3,500 PER MONTH**

**COMMUNITY GATHERING**

Connect directly to your audience through a community gathering. The platform allows for community interaction during a presentation. The structure of the content is very different from a webinar to allow for the Q&A and audience networking capabilities. Typically features a panel of industry experts (sponsor expert, industry analyst, consultant, retailer client) moderated by an RIS editorial director, to deliver relevant case studies, success stories and market analysis that retailers seek out and apply to their businesses.

- Promotion through all RIS channels
- Live event will air on selected date and will run for three months past the event date as “On Demand”
- Final list of registrants provided post event

**PRICE: $17,000 FOR 45 MINUTES**

**PODCAST**

Collaborate with RIS in the form of a podcast to reach your potential listeners on all major streaming platforms. Together with the RIS Editorial and Online Event Team, develop a theme for a series of podcasts. Each podcast recording is approximately 12 minutes in length. The recommended frequency for podcast episodes is 2 times per month.

**PRICE: $9,000 for a minimum of 6**
CUSTOMIZABLE THOUGHT LEADERSHIP WITH LEADS

CRITICAL CONTENT THAT SUPPORTS YOUR MESSAGE

INFOGRAPHICS
Each month RIS will analyze a major industry trend or issue with an easy to read, simple to understand infographic. Infographics have high reader engagement and are a very powerful marketing tool.

EXCLUSIVE SPONSORSHIP INCLUDES:
- Collaborative input into content direction
- Opportunity to be cited as source in the Infographic
- Logo
- Q&A with your company on second page
- Access to lead reports of all downloads for 90 days via Lead Portal
- Active 90-day RIS promotion via e-mail, e-newsletter and social

PRICE: $10,000

ROADMAP REPORTS
The RIS Roadmap Report Series helps retailers understand the steps they need to take to maximize the benefits of a technology implementation. The series offers tactical advice, best practices, pitfalls to avoid and resources to turn to for help.

EXCLUSIVE SPONSORSHIP INCLUDES:
- Collaborative input into content direction
- 728x90 leaderboard and 300x250 banner ad within the article
- Logo
- Q&A with your company on second page
- Access to lead reports of all downloads for 90 days via Lead Portal
- Active 90-day RIS promotion via e-mail, e-newsletter and social

PRICE: $15,000

OPTIONAL: FOR ADDITIONAL FEE, EMBED A SPONSOR VIDEO INTERVIEW

TARGETED RESEARCH
Collaborate on the development of a Targeted Research Report. Each month RIS surveys select retailers to garner key insights into how retailers are addressing specific industry topics. Contact your Account Executive for further details.

EXCLUSIVE SPONSORSHIP INCLUDES:
- Collaboration with RIS on topic & survey questions
- Analysis provided by senior RIS editors
- 250-word sponsor message and logo recognition
- Active 90-day RIS promotion via e-mail, e-newsletter and social
- Weekly lead report

PRICE: $15,000

GATED HTML DRIVES LEADS AND ENGAGEMENT

VIEW SAMPLE

VIEW SAMPLE

VIEW SAMPLE
Do you have a great story to tell retail technology executives, but lack the content asset?

Let the RIS team collaborate with you in the development of a white paper, e-book or video to spread your message.

Reach and influence customers and prospects with this impactful campaign that delivers brand awareness and generates targeted and actionable leads.

The RIS thought leadership content program ensures that your white paper, video or other retail technology content asset reaches a defined, targeted audience of retail technology influencers — on the RIS site and across the web. The three-month campaign provides you with brand awareness and qualified leads.

THE PROGRAM INCLUDES:

- A custom landing page on the RIS website for your downloadable PDF or viewable video asset — plus exclusive ownership of the Banner and Leaderboard ad units on the page
- Native advertising campaign including home page and relevant category page promotion
- Three e-mail newsletter promotions — one per month — each deployed to 30,000 retailers
- One exclusive targeted e-mail promotion-deployed to 50,000 retailers
- Exit intent ad promotion on the RIS site — estimated impressions per campaign 5,000
- Remarketing effort targeting retail executives across the Web — up to 250,000 retail executive targeted impressions. Text ad; banner ad submission is optional
- Three months of detailed retail downloads delivered to you via the RIS lead portal

PRICE: $15,000
BILDBOARD TO THE INDUSTRY

WEB ADVERTISING

Generate **maximum brand exposure** through ROS, targeted, and high impact ads surrounding **RISnews.com**’s trusted editorial content.

**LEADERBOARD AND BANNER**

Limited inventory ensures greater monthly impressions and a better opportunity for ad to be seen as there is much less clutter on the site.

*Maximum of 4 ads per ad unit in rotation

**PRICING:** $2,500 PER MONTH NET

**ENHANCEMENT TO ADVERTISING UNITS INCLUDE**

**VIDEO ADS**

Video advertising can be supported in **RIS’ 728 x 90 Leaderboard, 300 x 250 Banner, and Welcome Ad positions** for an additional fee.

**PRICING:** $1,000 NET ADDITIONAL

**BANNER ADVERTISING**

- **728 x 90 Top Leaderboard (1 available)**
- **300 x 250 Banner (1 available)**

**PRICING:** $1,000 NET ADDITIONAL

**REMARCETING**

**RIS remarketing helps you identify, follow and serve targeted ads to your best prospects on brand-safe sites across the web. We will connect your company with the retail executives who visit the RIS website by displaying your ads to them as they browse the web or search on Google. These turnkey campaigns require a supplied text ad, and optional 300 x 250 and 728 x 90 banners. Each flight delivers up to 250,000 impressions and 150 to 250 clicks in a 7-day period.**

**PRICE:** $4,000 PER 250,000 IMPRESSIONS

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**2021 RATES (net)**

- **Leaderboard** $2,500/month
- **Banner Ad** $2,500/month
- **Prestitial Ad** $2,500/week
- **Native Web Advertising** $3,500/month

*Rich Media Enhancements add $1500 per unit*
REACH & INFLUENCE

RIS EXECUTIVE INSIGHTS E-NEWSLETTER

RIS delivers its e-Newsletter to more than 80,000 retail executives three times per week, providing insights into the latest trends, case studies, best practices, and news shaping the retail industry.

ADVERTISING OPTIONS

2021 RATES (NET) PER WEEK
Leaderboard $2,000
Banner Ad $2,000
Native Ad $2,000

POSITIONS OFFERED AS 1 WEEK, 1 MONTH & 3 MONTH PACKAGES

E-MAIL PROGRAM

RIS’s email program provides you with a direct connection to retail executives.

It is a great solution for exclusive marketing opportunities, special invites and content delivery. Use this high impact vehicle to promote product launches, event participation, whitepapers, multiple solution offerings, even audio or video! In addition, inventory is limited on a monthly basis to ensure maximum open and click through rates from our readers.

PRICING: $7500
Stand out from the crowd with CORAL—a cutting edge graphic display that creates an interactive digital content experience. Vibrant visual stories, animations, and embedded media enables users to deeply engage with digital content through self-guided exploration.

- Dedicated URL hosted on the RIS website
- Promotional targeted email sent to retail decision makers
- Promoted via RIS browser alert
- Monthly engagement report
- Option to embed link on your company’s site and social

INTERACTIVE CONTENT LEADS TO:

- **80%** increase in dwell times
- **10x** increase in CTR
- **22%** increase in conversions

PRODUCTS INCLUDE:

- **STORYSCAPE (Level I)**
  Native digital article brought to life with video, animation and interactive hotspots

- **STORYSCAPE (Level II)**
  Designed for maximum engagement with multi-layered interactive content panels, micro-infographics, animated charts, and more

- **ANIMATED INFOGRAPHIC**
  Highly visual, data-driven, quick scan content with full animation and interactive elements

- **PRODUCT SPOTLIGHT**
  Animated page illuminating features and product benefits with call to action

- **INTERACTIVE CONTENT HUB**
  Branded, experiential microsite featuring multiple pages, interactive menu, and serialized to add new content throughout campaign

IMMERSE. INSPIRE. ENGAGE.
LEAGUE OF LEADERS

League of Leaders is an elite task force of industry executives committed to identifying best practices and deepening the understanding of business and technology efforts across the enterprise to address pace of change. This exclusive group will LEARN through sharing, ACT through collaboration, and LEAD through collective support.

ANALYTICS UNITE SUMMIT

The Analytics Unite Summit’s global event brings together the industry’s top executives to learn from expert keynote speakers, panels and presentations, share insights through interactive workshops, and connect with providers and peers through engaging exhibit booths and networking opportunities.

One-of-a-kind experiences connecting you directly to qualified industry leaders, decision makers, and buyers. Build relationships, generate solid leads, and enhance your market presence through sponsorship of RIS’ live events.
To generate maximum brand awareness seamlessly with a custom integrated campaign leveraging the trusted authority of RIS and the extensive reach of EnsembleIQ’s family of powerhouse brands.

EnsembleIQ is the premier business intelligence resource that believes in Solving Big Problems and Inspiring Bold Ideas.

Our brands work in harmony to inform, connect, and provide predictive analysis for retailers, consumer goods manufacturers, technology vendors, marketing agencies, and service providers.

EnsembleIQ’s integrated suite of solutions-based resources gives you all the insights, tools, and access to achieve a strategic market advantage giving you insights, positioning focus and access.
YOUR BUSINESS IS OUR BUSINESS

At RIS, we understand the business of consumer goods and are committed to partnering with you to ensure your marketing drives maximum results.

- Amplify your brand
- Influence your target audience
- Reach your business goals faster