

# 2020 MEDIA KIT



## Connecting you to the retail industry

Publications. Website. E-News. Events. Social. Podcast. Supplier Directory.

**RCC** RETAIL  
COUNCIL  
OF CANADA

**CCCCD** CONSEIL CANADIEN  
DU COMMERCE  
DE DÉTAIL

## Grow Your Business With RCC

As a Retail Council of Canada advertising and/or sponsorship partner, your company becomes a trusted resource for thousands of retail decision-makers.

RCC's media properties deliver targeted reach for advertisers and sponsors interested in connecting with retail audiences, across all segments and functions. Our multi-platform media products offer unprecedented impact through strategically placed, integrated content that is presented across media channels. Our team will develop a program to meet your business' unique goals and objectives.

70% of consumers want to learn about products through content rather than through traditional advertising

Content Marketing Institute

Today's best content-driven, business-to-business marketing is highly dynamic and RCC has designed all of its platforms – whether it is industry news, whitepapers, industry research, educational videos and online learning, events, social media, or solution-focused information and directories – to work together to amplify your message and get noticed by the people that matter.

If your company does business with Canadian retailers, or you are looking to engage more directly with the retail community in Canada, contact Mary Markou, Director, Sponsorship and Partnerships, Retail Council of Canada, [mmarkou@retailcouncil.org](mailto:mmarkou@retailcouncil.org) or call toll free 1-888 373-8234 ext. 236.





# Retail This Week – eNewsletter

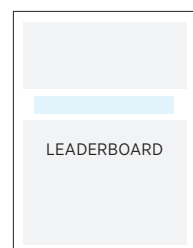
Featuring up-to-the-minute retail industry news from Canada and around the world, *Retail This Week* reaches an audience of 20,000 each week (51 times a year) coast-to-coast, in English and French. RCC's official industry eNewsletter also features regular 'spotlight' sections focusing on news and trends across supplier segments and synchronized with areas of content focus across channels to maximize targeted reach and impact for RCC advertising and sponsorship partners.

*Retail This Week* has a weekly circulation of 20,000 readers.

## Retail This Week eNewsletter – 2020 Ad Insertion Rates

Ad Size/Placement	1x	3x	6x	12x
Top of Newsletter – Leaderboard	\$1,200	\$1,050	\$900	\$750
Sponsored Spotlight Sections – Leaderboard	\$1,500	-	-	-
Sidebar (Square)	\$1,000	\$850	\$700	\$550

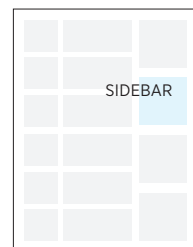
## Retail This Week eNewsletter – Advertising Artwork Specifications



600 x 90 px

### Leaderboard Advertisements

- 600 (w) x 90 (h) pixels
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted



200 x 200 px

### Small Square Advertisements

- 200 (w) x 200 (h) pixels
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted



# Détail en Bref – French member-only eNewsletter

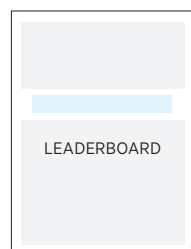
Featuring Quebec retail industry news and events in French, Détail en Bref is a member-only publication that reaches an audience of 800 retail decision makers each week (51 times a year).

Détail en Bref has a **weekly circulation of 800 readers.**

## Détail en Bref eNewsletter – 2020 Ad Insertion Rates

Ad Size/Placement	1x	3x	6x	12x
Top of Newsletter – Leaderboard	\$1,200	\$1,050	\$900	\$750
Sponsored Spotlight Sections – Leaderboard	\$1,500	-	-	-

## Détail en Bref eNewsletter – Advertising Artwork Specifications



600 x 90 px

### Leaderboard Advertisements

- 600 (w) x 90 (h) pixels
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted



# Retailcouncil.org & RCC Community Hubs

Showcase your content or ad message where 100,000 of Canada's retail decision-makers come each month for current industry news, critical developments in policy affecting the retail sector, the latest retail trends, and company and vendor solution profiles on RCC's redesigned website.

Select from a range of monthly packages and banner ad formats, and take advantage of frequency discounts that make it easy and affordable to keep your brand, product, service or solution top of mind with Canada's retail community. Ads can be targeted to users within specific geographical areas or by demographic characteristics (province, language, etc.).

French content also available on our French website: [commercedetail.org](http://commercedetail.org)

## Retailcouncil.org & Community Hubs – Advertising Rates (Per Month)

**\*LIMITED AVAILABILITY; MAXIMUM 3-MONTH PLACEMENT**

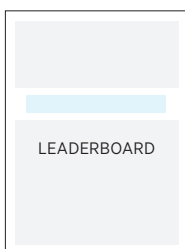
Ad Size/Placement	1X	2X	3X
Homepage – Leaderboard	\$2,100	\$1,700	\$1,250
Homepage – Big Box	\$1,800	\$1,400	\$1,000
Community Hub - Leaderboard/Big Box	\$1,500	\$1,100	\$800

Retailcouncil.org & Community Hubs have **100,000** unique visitors each month.

## Retailcouncil.org & RCC Community Hubs – Advertising Artwork Specifications

Ads can be geo-targeted to specific urban, provincial and/or regional markets. Pricing is unique to each custom program, but typically calculated based on estimated number of impressions.

Placements appear on a first-reserved first-listed basis.



728 x 90 px

### Leaderboard Advertisements

- 728 (w) x 90 (h) pixels
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted



300 x 250 px

### Big Box Advertisements

- 300 (w) x 250 (h) px
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted

Banner ads must be submitted with URL and/or PDF for linking.

**Note:** All ad material is due five business days prior to the targeted release date of the advertisement.

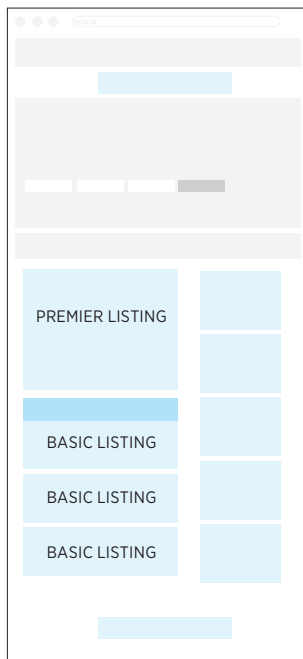


# Enhanced Supplier Directory

The newly redesigned Supplier Directory provides highly targeted exposure of Retail Council of Canada's non-retailer members' products and professional services to key retail decision makers. RCC's Supplier Directory is one of the most respected resources for retailers in Canada to search for reputable business partners.

In addition to a listing included with RCC membership, vendors, suppliers and advertisers also now have the option to also upgrade their presence in this online directory. The following features are available:

- 400+ SUPPLIERS
- 2220+ PAGE VIEWS/ MONTH
- 700+ VISITORS/ MONTH



## Premier Listing Package | \$300

Premier listings are designed to offer heightened visibility within the Retail Supplier Directory. Premier Listings appear on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information.

\*Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each. For full list of available categories, visit: [directory.retailcouncil.org](http://directory.retailcouncil.org)

### Premier Listings include:

- active links to website and social links
- full-colour logo 240 (w) x 120 (h) pixels
- full- colour product image and description 240 (w) 240 (h) pixels, file size not to exceed 100KB
- appear in up to 5 specific category areas

## Additional Upgrade Options:

\*Placements appear on a first-served, first-listed basis.

### Featured Listing

Featured Listings appear in the category column and on all sub-category pages, ensuring maximum impact of your message concerning your specific products and/or services.

- Cost: \$1,000 per 12 months

### Leaderboard banners (top and bottom)

- 728 (w) x 90 (h) pixels
- PNG, JPEG, GIF (animated GIFs accepted -but flash not accepted)
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted
- Cost: \$475 per 12 months

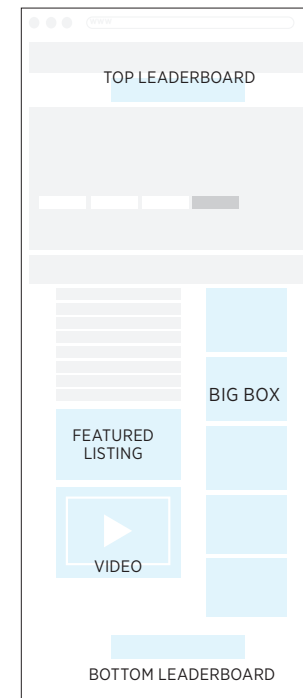
### Big Box ads (Rotating)

- 300 (w) x 250 (h) pixels
- PNG, JPEG, GIF (animated GIFs accepted – but flash animation not accepted)
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted
- Cost: \$475 per 12 months

### Video

- Standard formats excepted
- Cost: \$475 per 12 months

\* Guaranteed Placement – Available for companies who want to ensure top placement of Premium placement in Leaderboard Banners, Big Box ads or Video.



## For more information, contact:

### Jodi White

Manager, Membership Services

**Retail Council of Canada**

Direct: 416-467-3768

Toll Free: (888) 373-8245 ext. 285

E-mail: [jwhite@retailcouncil.org](mailto:jwhite@retailcouncil.org)

# Reach More Retail Decision-Makers Than Anywhere Else With RCC

Retail Council of Canada's diversified, multi-channel media platform provides supplier partners with targeted access to senior retail decision-makers, including senior management, buyers, and influencers organized within and across 12 defined industry supplier segments or "community hubs." RCC offers both direct and custom marketing opportunities to reach our influential audience of RCC members, representing over 90% of the country's mid-large retail organizations as well as several hundred independent retailers.

## CANADIAN RETAILER SPECIAL EDITION- PRINT - October 2020 (Additional issues tbc)

### By The Numbers

- 32,500** Total audience
- 23,805** The number of additional readers due to pass-along readership
- 8,689** Controlled circulation
- 93.8%** of readers agree that the content in *Canadian Retailer* is relevant to their jobs
- 75.2%** of readers are directly involved in the purchasing process within their organizations
- 71%** Rated the quality of *Canadian Retailer* as "high" or "very high"
- 60%** Recipients of *Canadian Retailer* pass the issue on to at least one to five colleagues
- 95%** of RCC members read *Canadian Retailer*

### Readers Are Interested In:

In our most recent reader survey, our readers say they plan to purchase the following:

- Social media/advertising
- Human resources
- Store design
- Environmental sustainability
- Supply chain/logistics
- E-commerce
- Health and safety
- Omni-channel retailing
- Loss Prevention/Cyber-Security
- Marketing/Communications
- Mobile/Digital
- Technology
- Data analytics

### Readers Span The Nation

Source: *Canadian Retailer 2017 Reader Survey*

Province	Print	Online
British Columbia/Yukon	616	811
Alberta/N.W.T./Nunavut	614	548
Saskatchewan/Manitoba	306	310
Ontario	6,488	5,630
Québec	301	597
Maritimes	235	304
International	129	333
<b>Total</b>	<b>8,689</b>	<b>8,533</b>

## CANADIAN RETAILER - DIGITAL EDITION - October 2020 (Additional issues tbc)

### RCC Digital Audience Demographics

- 100,000** Unique web visitors monthly
- 7,500** Digital edition subscribers
- 20,000** Weekly newsletter recipients
- SOCIAL MEDIA: **16,000** LinkedIn followers
- 11,500** Twitter followers

### CANADIAN RETAILER 2020 SPECIAL EDITION: TECHNOLOGY ISSUE

- Help shape editorial around topics including the Internet of Things; Predictive Analytics; Extended Reality; the Future of Frictionless.
- Congratulate winners of the 2020 Awards of Distinction, Excellence in Retailing and Grand Prix Awards.

# Advertising & Custom Content Rates

## Special Print & Digital Editions of Canadian Retailer - Insertion Rates

### Ad Size/Placement

Double-Page Spread	\$11,500
Outside Back Cover	\$8,200
Inside Front or Inside Back Cover	\$7,400
Full-Page	\$6,500
2/3 Page	\$5,600
1/2 Page	\$4,100
1/3 Page	\$3,100
1/4 Page	\$2,400

Special Edition Canadian  
Retailer Deadlines:

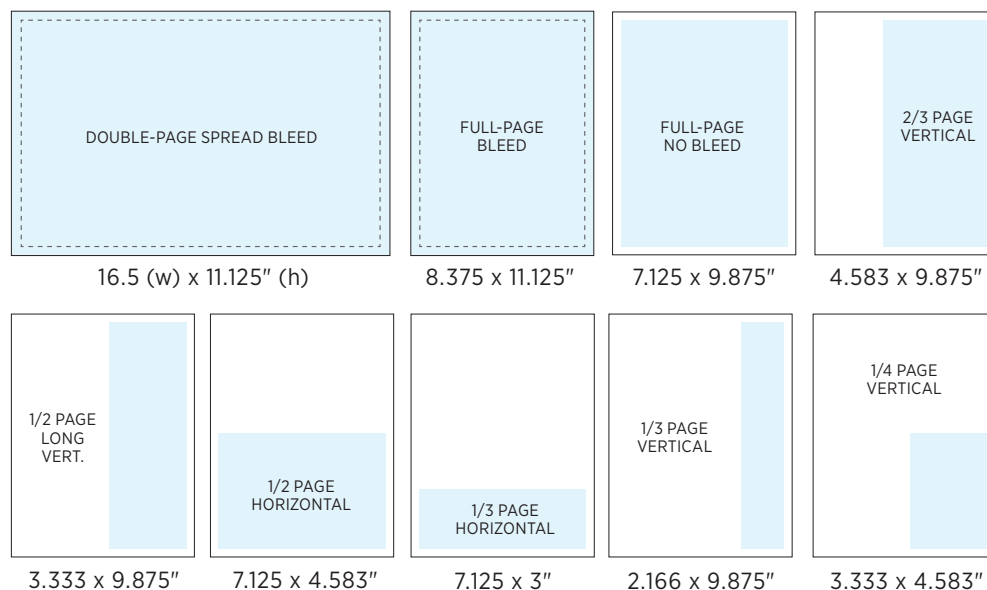
### October ISSUE

Space close: Sep 13, 2020

Material close: Sep 20, 2020

Issue date: Oct 17, 2020

## Canadian Retailer Print – Advertising Artwork Specifications



**Magazine Trim Size:** 8.125"(w) x 10.875"(h)

**DPS Live Area:** 15.417" x 9.875"

**Full-Page Live Area:** 7.125" x 9.875"

### Requested File Format:

Press-quality PDF including 0.125" bleed with crop marks.

**Note:** All text or logos must be placed within the Live Area of any full-page or DPS ad. All embedded imagery must have a minimum resolution of 300dpi.

Artwork that fails to meet this requirement will need to be resubmitted.



# RCC On-Air

Be seen and heard in RCC On-Air - one of RCC’s most innovative media offerings. This new, on-demand resource provides education for RCC members and their teams, keeping them up-to-date on the latest technology, consumer trends, and legislative issues affecting retail.

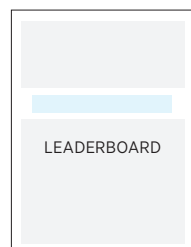
Become one of the exclusive thought leaders sharing your knowledge and expertise with the industry to help improve retail efficiencies, inspire innovation and enhance the overall retail experience.

The RCC On-Air audience subscribes to receive the latest videos in the On-Air series and have access to the video archive to view all of the content produced to date.

French content also available on our French website: [commercedetail.org](http://commercedetail.org)

Video Sponsorship	Rate per episode
Paid Speaker	\$7,500
Curated Video	\$7,500
Sponsor provided video	\$3,500

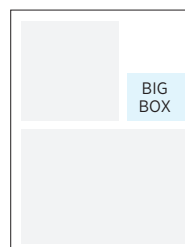
Video Page Advertising	Rate per episode
Leaderboard	\$1,200
Big Box	\$ 1,200
Curated Video	\$7,500
Sponsor provided video	\$3,500



728 x 90 px

## Leaderboard Advertisements

- 728 (w) x 90 (h) pixels
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted



300 x 250 px

## Big Box Advertisements

- 300 (w) x 250 (h) px
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# The Voice of Retail™ Podcast

Take advantage of one of the fastest growing retail industry podcasts in North America. Sponsor the Voice of Retail (TVOR) podcast to promote your insights, data and the features of your business.

Produced in conjunction with Retail Council of Canada, TVOR is produced and hosted by industry pioneer, senior retail advisor, and veteran retailer Michael LeBlanc. Each week listeners enjoy two interviews with retail industry leaders and a curated look at the top retail stories in Canadian, U.S., and international retail for the past week. And, with over 100 episodes in the archives, TVOR's top quality content is always available, delivering important insights that listeners have come to rely on.

Hosted on Simplecast, an IAB-certified platform, a new episode of TVOR is released every Friday morning and can be downloaded and subscribed to from all major podcasting platforms including Apple Podcasts, iTunes, Google podcasts, Stitcher, Spotify, Tune In and via in-home devices such as Google Home and Amazon Echo. For more information see:  
<https://www.iab.com/guidelines/podcast-measurement-guidelines/>

## New: Podcast Studio Sponsorship at RCC Events!

Michael LeBlanc will be at all RCC events conducting interviews for TVOR in 2020.

Sponsor a TVOR Podcasting Studio where Michael interviews retail leaders both speaking at and attending the conference in a co-branded space that creates presence, and draws interest and excitement at the conference and on the show floor.

*Custom pricing available, please inquire.*



Episode Sponsorship (Basic)	Rate per episode	Episode Example
Episode Sponsorship	\$1,000	<a href="https://tinyurl.com/wylca7r">https://tinyurl.com/wylca7r</a>
Feature Interview	\$1,500	<a href="https://tinyurl.com/ucev9yd">https://tinyurl.com/ucev9yd</a>
Episode Sponsorship + 10-12 minute interview	\$2,000	<a href="https://tinyurl.com/yx5colq5">https://tinyurl.com/yx5colq5</a>

In-Podcast Ads	Rate per episode
15 second spot ad during podcast (read or supplied)	\$250
30 second spot ad during podcast (read or supplied)	\$350

Feature Ad read by host or supplied	
1.5-3 minute ad during podcast (read or supplied)	\$500





## RCC Advertising and Sponsorship Inquiries

### Mary Markou

Director, Sponsorship and Partnerships  
Retail Council of Canada

Direct: 416-467-3755

Toll Free: 1-888-373-8245 ext. 236

E-mail: [mmarkou@retailcouncil.org](mailto:mmarkou@retailcouncil.org)

Advertiser indemnifies Retail Council of Canada against losses or liabilities arising from this advertising. Retail Council of Canada, Inc. assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30 will be levied against all returned cheques. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay Retail Council of Canada any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).