



## ***Journal of Retail Analytics*** **Article Submission Guidelines and License**

Thank you for your interest in the *Journal of Retail Analytics*.

### **Background**

The *Journal of Retail Analytics* is a comprehensive quarterly publication that includes news and case studies regarding retail analytics, digital customer-facing technologies, and related topics. In addition, it examines trends in the use of retail analytics and details developments in the digital communications industry. Authors include industry thought leaders and leading academics, among others.

The *Journal of Retail Analytics* has an electronic distribution to more than 8,500 email addresses:

- 65 percent are end users including retailers, transit companies, and hospitality operators. Others include financial institutions, corporate networks, educational institutions, and public space venues such as stadiums.
- 25 percent are suppliers (including software and hardware firms, content suppliers, and consultants).
- 10 percent represent media outlets and others.

Approximately 60 percent of these individuals are based in North America and 30 percent are found in Europe, with 10 percent in other regions (Asia, Middle East, South America, and Africa). Back issues of the Journal are available for download on the PRI website.

Please observe the usage policies, license, and guidelines that follow.

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PRI's publications are for educational purposes only and the *Journal* is not a for-profit publication. Articles should be objective and informative, not overtly promotional. Content is never published that is essentially advertising to promote products or services. We neither pay authors nor charge to publish articles.

## Topics

We will consider submissions in the following areas (but are not limited to):

- Retail industry trends and strategies.
- Digital signage technology and networks.
- Location-based marketing.
- Mobile consumer marketing.
- In-store retail marketing and promotions.
- In-store retail technology.
- Retail analytics.
- Omni-channel marketing.
- Place-based advertising networks.
- Quantitative research relating to in-store retail marketing and promotional effectiveness.
- Articles that address consumer behavior and the psychological aspects of shopping.
- Online retailing.
- Case studies in any of the above areas.

## Guidelines and Checklist

- ✓ Stories should contain timely, relevant, original, and factual data.
- ✓ A minimum of 1,000 words in length in a Word document. Longer articles are welcomed.
  - Include photos/images/supporting graphics approximately every 300-500 words (jpg format, 300 dpi).
- ✓ A recent headshot (jpg format, 300 dpi) and one-sentence author description, e.g., "Jane Doe is the CEO of Acme Digital Signage."
- ✓ No external links will be published.
- ✓ Include appropriate references as footnotes (numerical listing).

## Please Note

We cannot guarantee publication of your article in the *Journal of Retail Analytics* or in any other PRI publication. Should your article be accepted for publication, we may edit it in the interest of space constraints and for style requirements. PRI has the right to edit any article submitted for publication, however, you may have the opportunity to review your edited article prior to publication.

To submit content, please email the managing editor, Margot Myers, at [margotm@plattretailinstitute.org](mailto:margotm@plattretailinstitute.org) or the editor, Melissa Nelson, at [melissan@plattretailinstitute.org](mailto:melissan@plattretailinstitute.org).

## Editorial Calendar for Upcoming Issues

Issue	Deadline	Publication
Third Quarter 2016	September 15, 2016	Mid-Oct.
Fourth Quarter 2016	December 15, 2016	Mid-January (2017)
First Quarter 2017	March 15, 2017	Mid-April 2017
Second Quarter 2017	June 15, 2017	Mid-July 2017