

Bringing Research to Retail<sup>SM</sup>

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## **2017 PRI Marketing Opportunities**

Thank you for your interest in working with the Platt Retail Institute.

By way of background, PRI is an international consulting and research firm that focuses on the use of technology to impact the customer experience. PRI develops marketing and technology deployment strategies, supported by analytics, to build brands and increase sales. PRI clients include retailers, media companies, financial institutions, hardware and software companies, educational institutions, and other businesses. PRI also publishes the quarterly *Journal of Retail Analytics* and other pioneering industry research. PRI also partnered with Northwestern University to create the Retail Analytics Council, whose mission is the study of consumer behavior across shopping platforms to provide an understanding of how these impact retailers, particularly as new technologies are introduced.

PRI actively supports your firm's marketing activities with our extensive network of industry contacts. In addition to our strong social media campaigns, PRI maintains powerful ties with many online and print publications (i.e., Digital Signage Connection, the National Retail Federation, Retail Information Systems News, Retail Wire, etc.). Our marketing activities, on behalf of your firm, can raise its visibility to generate new clients, as well as establish your firm as an industry thought leader.

The following is a summary of our marketing services and the related costs. (Custom project pricing is not provided, as it depends upon the specific requirements in your scope of work.)

### **1. PRI Membership**

Membership details can be found [here](#). In summary, your company's logo will rotate on PRI's website;<sup>1</sup> a unique landing page will be created for you in our members' section; you will be provided with the ability to promote your firm's products and services on our technology innovation showcase landing page; your organization will be noted in the *Journal of Retail Analytics*; you will also have the opportunity to publish articles in the *Journal of Retail Analytics*; your firm will be listed on all PRI PR releases to more than 8,500 decision makers; and our professionals are available to assist you on project- and research-related matters.

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<sup>1</sup> Approximately 1,500 views per month.

Current members include:

- BarTender by Seagull Scientific
- ComQi
- D3LED
- Digital Signage Expo
- Intel
- LG
- NEC Display Solutions
- Reflect

A one-year membership is \$5,000.

## **2. Sponsorship of and Promotional Ads in the [\*Journal of Retail Analytics\*](#)**

*Journal* sponsorship is available on a quarterly or annual basis. Two announcements regarding the publication's release are made each quarter to 8,500+ individuals on our email list. As well, visitors to our site will see promotional messages about your firm's sponsorship of the publication on our home page. Your firm's name will be prominently featured on the cover of the publication and a license to distribute the publication is granted. Sponsorship is \$2,500 per quarter. Advertising space in the *Journal* is also available at the following rates:

- 1 issue-1/2 page-\$1,250; Full-\$2,000
- 2 issues-1/2 page-\$2,250; Full-\$3,500
- 3 issues-1/2 page-\$3,280; Full-\$5,100
- 4 issues-1/2 page-\$4,250; Full-\$6,400

See the current and archived issues of the [\*Journal of Retail Analytics\*](#).

### Circulation Demographics

The *Journal of Retail Analytics* is an electronic, downloadable PDF with a distribution of 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.

The *Journal of Retail Analytics* is also actively promoted on social media. This includes more than 2,500 industry leaders via LinkedIn and over 500 Twitter followers.

Metrics:

- Opens by device: mobile—37 percent and desktop—63 percent.
- The *Journal of Retail Analytics* Average: Open Rate—14 percent and click through rate—10 percent (versus retail industry average: Open Rate—11.27 percent and click through rate—8.35 percent).

## **3. Sponsorship of Industry Roundtables**

PRI hosts and publishes facilitated roundtable discussions on topics relevant to the industry. For example the latest event, published in the second quarter of 2017, was on the Role of Emerging Technologies in Retail.

Participants included:

- Manik Aryapadi, Principal, Strategy and Operations, A.T. Kearney
- Carl Ceresoli, Director, Infrastructure Retail Services, Starbucks
- Nitin Chaturvedi, Global Managing Director, Retail Sales and Operations, Google

- Charlie Larkin, Senior Director, GameStop Technology Institute, GameStop
- Sean MacCarthy, Global Analytics and Store Segmentation, Claire's
- Mark Matthews, VP, Research Development & Industry Analysis, National Retail Federation
- Matt Sorenson, VP, Procurement, Hudson's Bay Company

Roundtable participants generally include senior executives from a variety of retailers, technology companies, educators, and others. The transcript of the session is published as a PRI Research Article and widely distributed and promoted. An extensive summary of the roundtable is published in the *Journal of Retail Analytics* and it is promoted in social media and on the PRI website. Each roundtable is available for sponsorship, which includes your company's name and business description prominently displayed in all uses of the content, and a license to distribute the publication is granted.

Sponsorship of a Research Roundtable is \$5,000.

#### **4. Technology Innovations Showcase**

Promote your firm's newest product or service in our website's Technology Innovations Showcase. This is a highly visible product/service promotional opportunity. Placement in our technology innovations showcase is \$750/quarter or \$2,500/year. Additional information can be found [here](#).

#### **5. Research Sponsorship**

In concert with leading universities and researchers, PRI undertakes extensive studies related to in-store marketing and customer-facing technology. These are published as [Working Papers](#) or [Research Articles](#). PRI research receives extensive media coverage (a recent example can be found [here](#)). Depending on the level of sponsorship, these generally cost from \$5,000 to \$15,000.

#### **6. Educational Events**

PRI can lead educational sessions for members of and guests of your firm on leading retail technology and analytics related issues. This can include securing retail speakers, help with event promotion, etc.

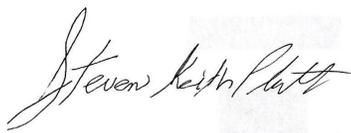
#### **7. PRI Event Sponsorships**

Sponsorships are available for two annual PRI events – the PRI [Digital Retail Forum](#) at Digital Signage Expo and the Retail Analytics Council [Executive Development Program](#). Depending on the level of sponsorship, these generally cost from \$5,000 to \$15,000.

#### **8. Marketing Analysis and Planning**

As we have a good understanding of customer-facing retail technologies, and a strong presence in both North America and the EU, we can help in the formulation of your firm's marketing plan and execution.

If you have any questions, please let me know.



Steven Keith Platt  
Director and Research Fellow