



Journal of Retail Analytics Media Kit

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.

Circulation Demographics

The *Journal of Retail Analytics* is an electronic, downloadable PDF (no charge) 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 and Retail Analytics Council websites.

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

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.
 - Retail Industry Average: Open Rate—11.27 percent and click through rate—8.35 percent.

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

Usage Policy

Articles often are picked up by other media outlets (such as RIS News, the National Retail Federation, etc.)

In submitting an article for publication, you agree to allow PRI to publish the article in the *Journal of Retail Analytics*, as well as in any other publication and in any other form that PRI may choose to publish the article, on a worldwide basis, including: print, on the internet, and/or in any and all other forums. In some versions, we may use only parts of the article, and this also includes our right to display the article for promotional purposes, as well as to sell licenses to such articles. PRI owns any and all rights, title, and interest to any articles published, except as provided in the following sentence. **If you are the article author, PRI hereby grants you the right to reuse it in any way you choose, but no sooner than THREE MONTHS FROM THE DATE OF PUBLICATION BY PRI, unless PRI staff has written the article on your behalf, in which case you may not republish the article in any form or by any**

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Articles for potential publication are accepted only if written by the original author or by a staff member or publicist directed to submit material on behalf of the author. The articles **may not have been published in any other publication prior to publication by PRI.** By submitting material to PRI, you acknowledge that you are legally permitted to distribute the work, including any photos that you may provide, and allow its redistribution. If you are with a public relations company, please indicate this when submitting your article.

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):

- Robots and Artificial Intelligence.
- Retail industry trends and strategies.
- Location-based marketing.
- Mobile consumer marketing.
- In-store retail marketing and promotions.
- In-store retail technology.
- Retail analytics.
- Retail supply chain.
- Omni-channel marketing.
- Quantitative research relating to in-store retail marketing and promotional effectiveness.
- Articles that address consumer behavior and the psychological aspects of shopping.
- Online retailing.
- Digital signage technology and networks.
- 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/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 or the editor, Melissa Nelson, at melissan@plattretailinstitute.org.

Editorial Calendar for Upcoming Issues

| Issue | Promotional/Article Commitments | Promotional/Article Deadline | Editorial Deadline | Publication |
|---------------------|---------------------------------|------------------------------|--------------------|------------------|
| First Quarter 2018 | March 1, 2018 | March 9, 2018 | March 15, 2018 | Mid-April 2018 |
| Second Quarter 2018 | June 1, 2018 | June 10, 2018 | June 15, 2018 | Mid-July 2018 |
| Third Quarter 2018 | September 3, 2018 | September 10, 2018 | September 14, 2018 | Mid-October 2018 |
| Fourth Quarter 2018 | December 3, 2018 | December 11, 2018 | December 14, 2018 | Mid-Jan. 2019 |

Paid Promotion Rate Card

In addition to the exposure noted, we also offer a license to distribute paid promotions with PRI branding (upon prior written approval of the format per the license agreement).

Rates (circle for commitment, to be invoiced separately):

| Issue: | Half Page: | Full Page: |
|--------------|------------|------------|
| One Issue | \$1,250 | \$2,000 |
| Two Issues | \$2,250 | \$3,500 |
| Three Issues | \$3,280 | \$5,100 |
| Full Year | \$4,250 | \$6,400 |

Production Specs

- Live Area: Live text, logos and photos that should not be cut off, should be in a centered area.
- Press resolution JPG set at High Quality Print Standard.
- All images provided for ads should be final, color-corrected, with a resolution of 300 dpi or greater.
- Files sent via email or Dropbox are preferred.

Please Note

All promotional submissions will be run of press. No proofs will be sent. All ads submitted should be suitable to print as is. PRI cannot be responsible for any errors in content. If files are prepared improperly and mechanical requirements are not met, PRI cannot guarantee the reproduction of the ad.

Commitment

X _____ X _____ Date _____
 Contact Name (PLEASE PRINT) Signature

 Firm