



RetailWire

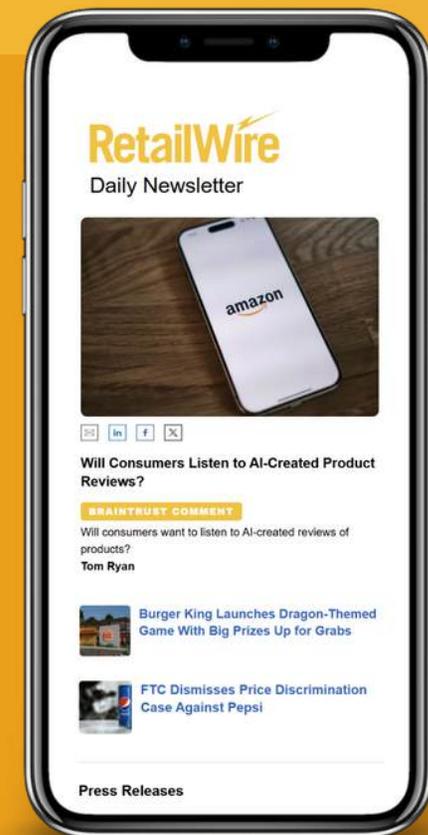
Marketing Kit

RetailWire WHO WE ARE

The premier news source for retail professionals, **servicing the retail industry for over 23 years** with a unique blend of in-depth content and community engagement. We offer **powerful advertising solutions** that showcase your products and services to a highly targeted audience.

BY THE NUMBERS...

- **750k** average monthly visitors
- **590k+** monthly impressions on social media
- Network of **75k retail professionals**
- BrainTrust panel of retail experts with **120+ members**



RetailWire BRAINTRUST

The Most Informed Opinions in Retail

The BrainTrust is a panel of experts and thought leaders who contribute their insights and analysis at RetailWire.



RetailWire
WEBINAR

Key Metrics and
Benchmarks for Retailers

2024 OMNICHANNEL
RETAIL INDEX

 RICH DIEFERT
OSF Digital OSF DIGITAL

 MICHELLE GRANT
Salesforce salesforce

 PATRICIA V. WALDRON
Moderator RetailWire

JULY 24TH AT 12:00PM EST

Register

The panel consists of 120+ members who regularly speak at industry events, webinars, podcasts, and write insightful articles & commentary.

← *Webinar Moderator*

SPEAKERS

AUTHORS

INFLUENCERS

RESEARCHERS

EXECUTIVES

KEYNOTES

ANALYSTS



RetailWire FEATURED IN...

TV MEDIA



SPEAKING & EVENTS



PUBLISHERS



PLATFORMS



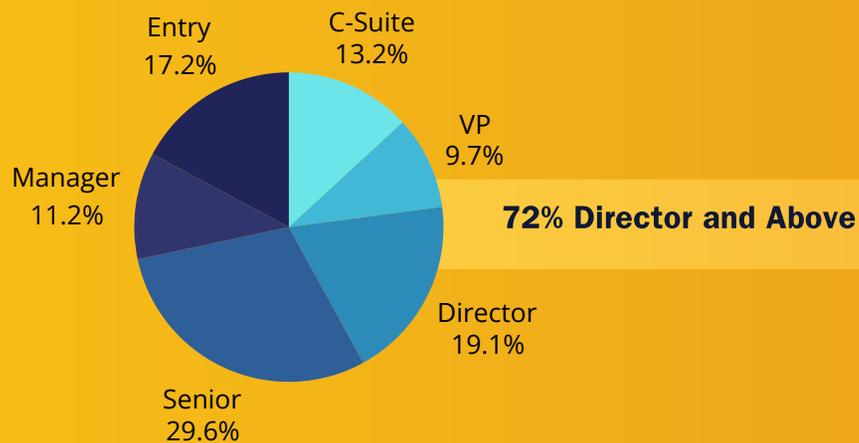
ACADEMIA



RetailWire DEMOGRAPHICS

DEMOGRAPHICS OF OUR SUBSCRIBERS

SENIORITY LEVEL



GEOGRAPHY

Majority US & Canada



REVENUE SIZE

- 45%** SME \$50m or less
- 18%** Midmarket \$50m to \$500m
- 37%** Enterprise \$500m+

JOB FUNCTION



NOTABLE READERS

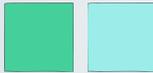
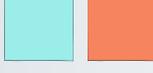


Solutions THAT FIT YOUR GOALS

We can help with...

- **Content Creation:** Partner with our expert BrainTrust Panelists to create compelling content aligned with industry trends and your brand goals.
- **Brand Awareness:** Leverage RetailWire's trusted reputation to establish credibility with potential customers.
- **Lead Generation:** Connect with qualified prospects using diverse ad formats and data-driven targeting.

Products

	WEBINARS
	PODCASTS
	INTERVIEWS
	EBOOKS
	EMAIL PROMOS
	TARGETED LEADS
	DISPLAY ADS

Targeted Leads

Get more retail decision-makers in your sales pipeline with our targeted lead campaigns.



Senior leaders in retail: C-Suite, VPs, and Directors

Tap into our engaged audience of retail decision-makers



Choose your lead quantity

Scale up or down depending on your marketing needs



Customize your lead targeting

Customize your criteria or choose our account-based option (ABM)

Leads Captured



Email Campaigns

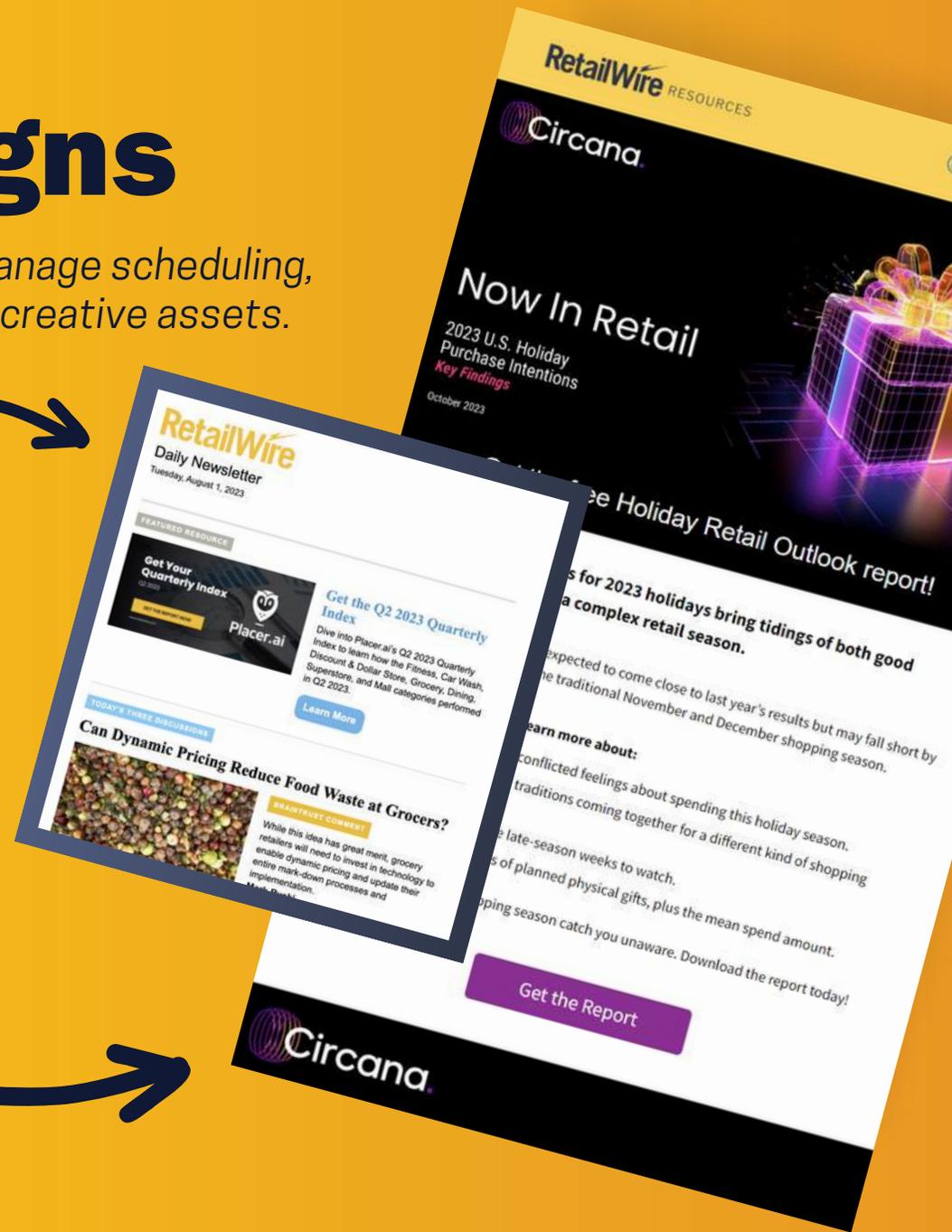
Experience our seamless service where we manage scheduling, execution, and lead delivery - just supply your creative assets.

Newsletter Ad Slot:

- Perfect for raising brand awareness, promoting new offerings, and generating initial interest

Full Page Email:

- Craft a tailor-made message aligned with your specific campaign goals
- Ideal for launching new products, promoting in-depth content, and driving targeted leads



Webinars

Elevate your marketing strategy with webinars designed to capture the attention of retailers and ignite results.

Content tailored to your target audience

Work with the BrainTrust moderator to make sure your messaging is compelling to your ideal audience

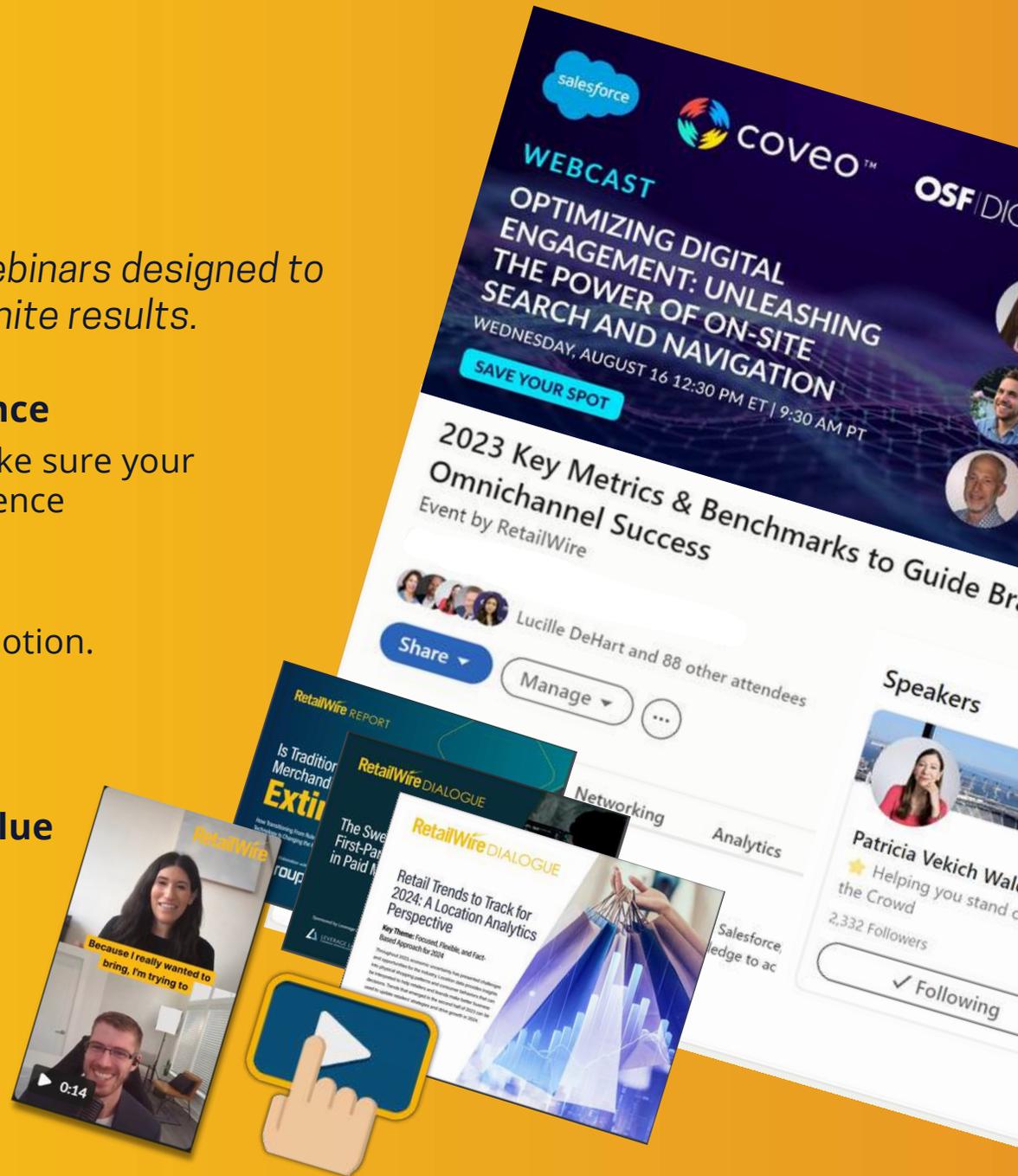
Streamlined logistics management

Leave the details to us, from setup to promotion.

Powerful audience reach

Repurpose your content for lasting value

- On-Demand Webinar
- eBook Companion Piece
- Video Clips



eBooks

We transform webinars, research, presentations, and more into captivating eBooks, attracting leads and solidifying your expertise.

Breathe new life into your existing content

Extend the shelf life and reach of your valuable materials, eliminating the need for extra content creation

Fresh, engaging format

Capture attention with a visually appealing and professionally designed eBook, perfect for online reading and easy sharing

Run a Targeted Campaign

Zero in on your exact target customer, with effective lead generation that matches your business needs



Podcasts

Spotlight your brand on *The RetailWire Podcast* with an episode or podcast series.

Expert-led interview

Discuss your chosen topic with a relevant BrainTrust member, sparking engaging conversation

Seamless Production

Relax as we handle recording, editing, and podcast distribution

Syndicated across major platforms

We'll broadcast your message on Apple, Spotify, YouTube, and over 30 additional podcast platforms

Amplified promotion

Gain further visibility through social media promotion and newsletter placement



Leadership Interviews

An effective way to spotlight your brand, positioning you as an authority in the retail industry on a platform trusted by a vast audience.

RetailWire
INTERVIEWS

Elevate Your Brand Presence

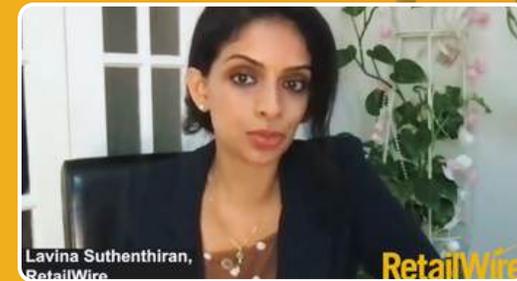
Position your brand as an authority in the retail sector with our vast audience through a written interview

Expert Video Interview

Combine your written interview with a mini video interview which serves as a powerful tool that adds a personal touch to your brand voice

Multi-channel Promotion

Our integrated approach ensures maximum visibility for your content by sharing it with our email list and social channels



Display Ads

Publish your ads to a highly-concentrated audience of directors, VPs, and C-suite leaders in the retail industry.

Leaderboard Ads

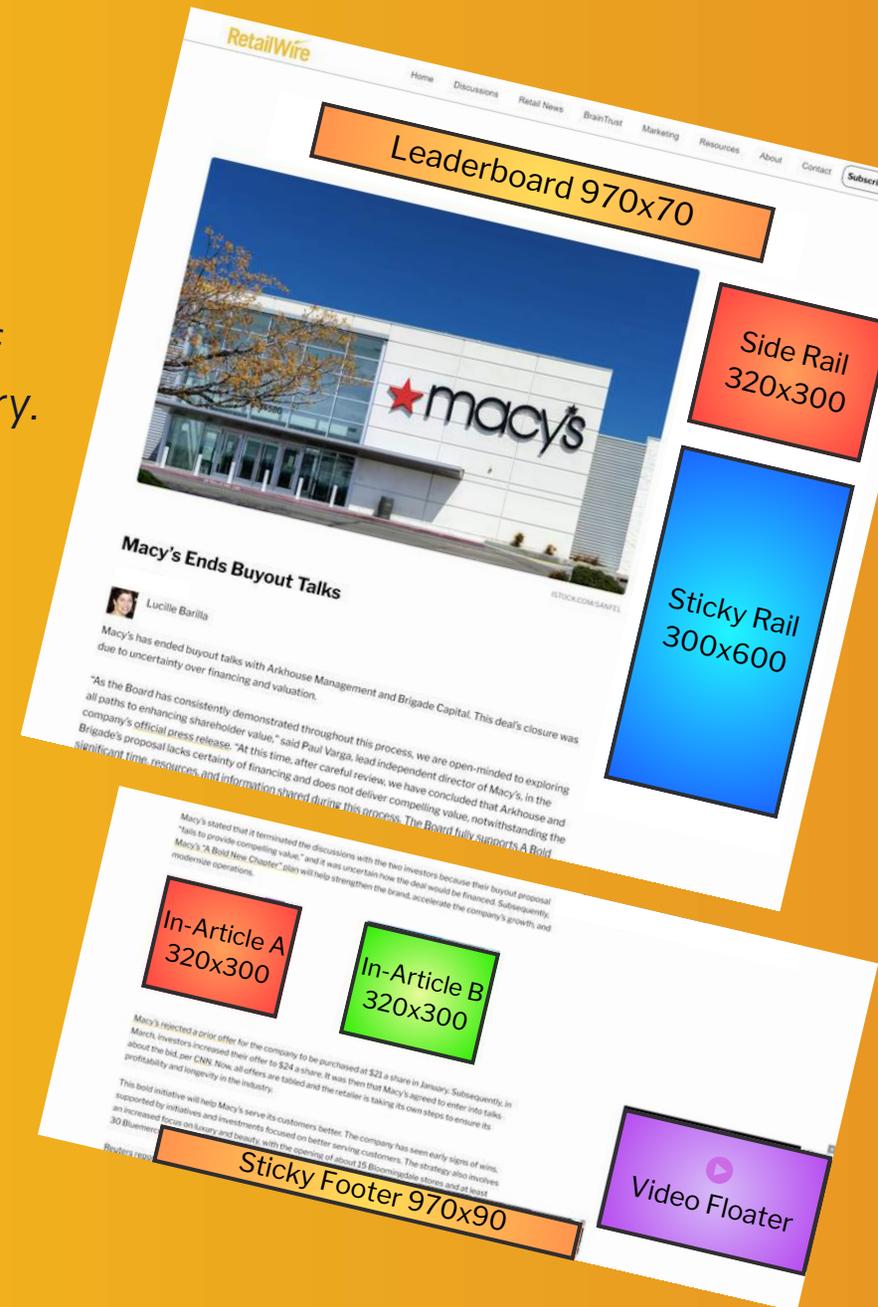
Put your brand at the top of the news with a display banner that gets views and click-throughs to your page

Drive Traffic and Visibility

Point visitors to a co-branded landing page on RetailWire or drive the traffic to your external page

Reporting

Validated reporting through Google 360 Campaign Manager





RetailWire

Ready to join our list of renowned sponsors?



Book a Call

Questions?

Looking for a custom or bespoke product?

Email us

info@retailwire.com