

# THE SHELBY REPORT

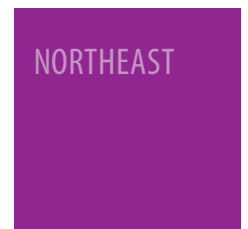
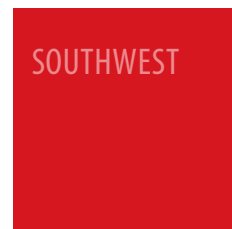
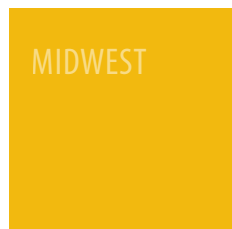
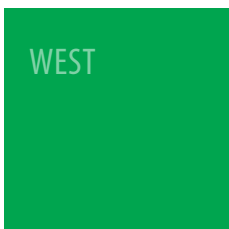
Your Source for Grocery News and Supermarket Insights

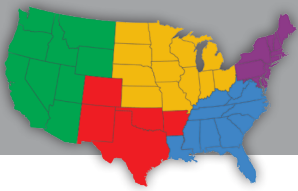


## *2020 Media Kit*

Digital Editions • Daily E-Newsletters • Breaking News  
Monthly Print Editions • Market Share Reports

[theshelbyreport.com](http://theshelbyreport.com)

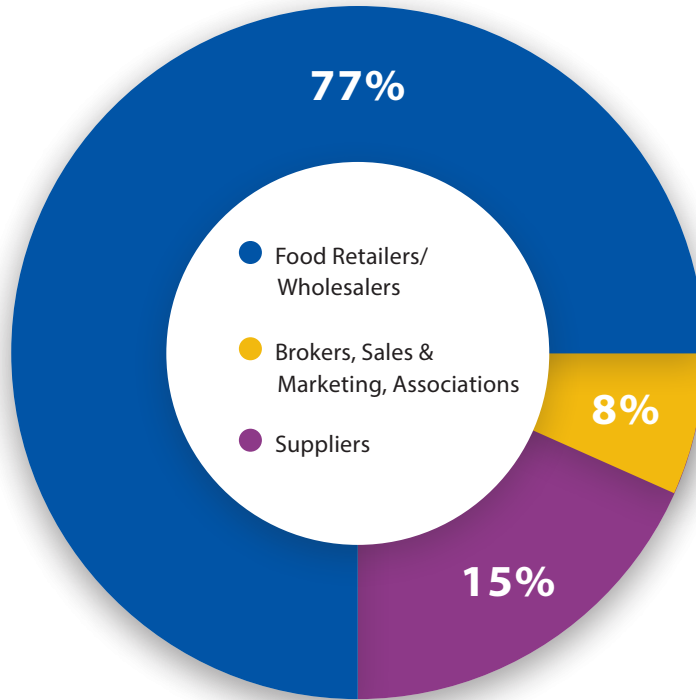




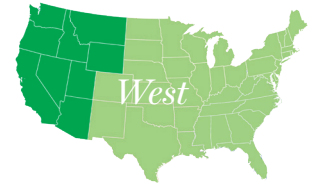
# THE SHELBY REPORT

covering the retail food trade since 1967

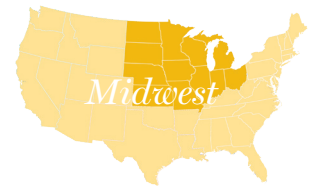
## Dominant Distribution to Food Retailer/Wholesaler Decision-Makers



**77,000+**  
Unmatched  
National  
Audience



14,994



18,522



14,721

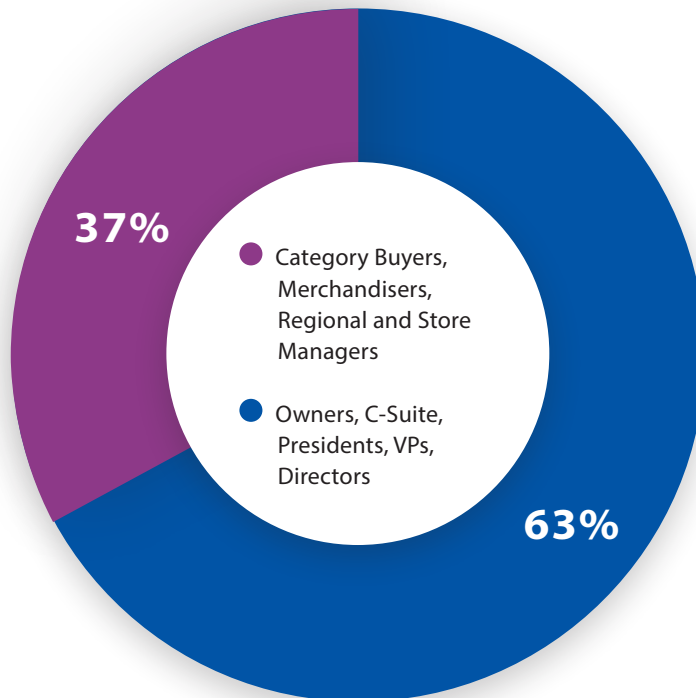


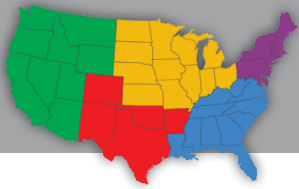
13,979



15,649

## Category Buyers, Merchandisers, Regional and Store Managers





## Unique Perspective...Unmatched Coverage Ranked #1 in Retail Trade Media

The third bi-annual analysis of the food retailing industry once again validates ***The Shelby Report*** as the “*preferred media brand*” among retailers, wholesalers, distributors and suppliers.

- **Publication I rely on most for industry news and trends**
- **Publication I read first and enjoy reading the most**
- **Publication whose advertising most influences my thought about a company, category or brand**
- **Best overall source for relevant information**
- **Publication I would read if I could only read one**
- **Publication I am most likely to find new vendors**



Litchfield Research 2019 Blind Third-Party Media Consumption Study

### Dustin Monke, Marketing Manager, Baker Boy, Dickinson, North Dakota

Our work with *The Shelby Report* prior to the 2019 IDDBA Show played a large role in generating quality leads and promoting our company and brands to potential grocery customers nationwide.



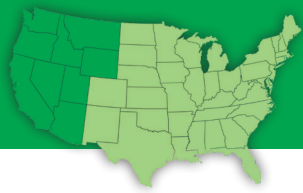
### Marc Jones, President & CEO, HAC Inc., Oklahoma City, Oklahoma

*The Shelby Report* is my one-stop resource for what’s going on in our industry today. It is concise and timely in presenting the news of our industry as well as discussing trends and what’s on the horizon. There is seldom an issue of *The Shelby Report* that I don’t find a useful idea to “borrow” and apply against our business. In a fast-moving industry such as ours, I am impressed that *The Shelby Report* consistently has the pulse of what’s new and upcoming. It is certainly a unique and invaluable resource!

### Ray Sprinkle, President & CEO, URM Stores, Spokane, Washington

We have always found the staff at *The Shelby Report* to be professional, accommodating and easy to work with. *The Shelby Report* has become the primary industry publication to keep our name in front of our member-owners, prospects and vendors.





# THE SHELBY REPORT *of the* WEST

*covering*

Arizona, California, Idaho, Montana, Nevada, Oregon, Utah, Washington & Wyoming

11,546 Retailers/Wholesalers 2,249 Suppliers 1,199 Brokers & Other

**14,994 Total Audience**

## 1st quarter

### JANUARY

profile: Arizona

#### FEATURE

Organics, Health, Wellness & Natural  
*plus* 8th Annual ROFDA Report

#### CONVENTIONS:

NRF—Retail's Big Show ..... 12-14  
FMI Midwinter Executive Conference..... 24-27

**RESERVATION DEADLINE: NOV. 25**  
**MATERIALS DEADLINE: DEC. 2**

### FEBRUARY

profile: Nevada

**FEATURE** Independent Grocers,  
Wholesalers & Distributors

#### CONVENTIONS:

KeHE Summer Selling Show ..... 4-5  
The NGA Show..... 23-26  
Refrigerated Foods Association Annual Conference..... 23-26  
American Frozen Food Institute Convention (AFFI-CON)..... Feb. 28-March 3

**RESERVATION DEADLINE: DEC. 27**  
**MATERIALS DEADLINE: JAN. 3**

### MARCH

profile: Southern California

**FEATURE**  
Frozen Food

#### CONVENTIONS:

Annual Meat Conference ..... 2-4  
Natural Products Expo West ..... 3-7  
IGA Global Rally..... 9-11  
The Inspired Home Show (formerly Home + Housewares)..... 14-17

**RESERVATION DEADLINE: JAN. 27**  
**MATERIALS DEADLINE: FEB. 3**

## 2nd quarter

### APRIL

profile: Oregon

#### FEATURE

Meat, Seafood & Poultry

#### CONVENTIONS:

VIVA Fresh Expo..... April 30-May 2

**RESERVATION DEADLINE: FEB. 25**  
**MATERIALS DEADLINE: MARCH 3**

### MAY

#### FEATURE

Dairy/Deli/Bakery

#### CONVENTIONS:

WAFC Annual Convention..... 2-6  
Sweets & Snacks Expo ..... 19-21  
IDDBA Show ..... May 31-June 2

**RESERVATION DEADLINE: MARCH 25**  
**MATERIALS DEADLINE: APRIL 1**

### JUNE

profile: Washington

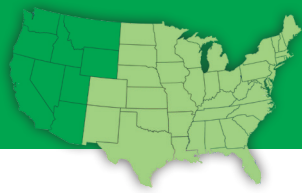
**FEATURE** E-Commerce:  
Online Shopping, Pickup & Delivery

#### CONVENTIONS:

GMDC GM Conference..... 4-8  
Plant-Based World Conference ..... 5-6  
United Fresh Market Expo/SmartFood Expo ..... 16-18  
NRF Protect ..... 22-24

**RESERVATION DEADLINE: APRIL 23**  
**MATERIALS DEADLINE: APRIL 30**

**WE ROUND OUT OUR COVERAGE WITH EXECUTIVE MOVES (SUPPLIERS) AND NEWS FROM SALES & MARKETING AGENCIES, PLUS OUR CALENDAR OF INDUSTRY EVENTS AND MONTHLY FEATURES (ABOVE).**



## 3rd quarter

### JULY

profile: **Montana**

#### FEATURE

### The Multicultural Marketplace

#### CONVENTIONS:

|  |       |
|--|-------|
| Organic Produce Summit.....                      | 8-9   |
| Fresh Produce & Floral Council (FPFC) Expo ..... | 14    |
| PMA Foodservice Conference.....                  | 24-25 |

**RESERVATION DEADLINE: MAY 22**

**MATERIALS DEADLINE: JUNE 1**

### AUGUST

profile: **Northern California**

#### FEATURE

### Plant-Based Products

#### CONVENTIONS:

|  |      |
|--|------|
| Western Foodservice & Hospitality Expo ..... | 9-11 |
|--|------|

**RESERVATION DEADLINE: JUNE 24**

**MATERIALS DEADLINE: JULY 1**

### SEPTEMBER

profile: **Utah**

#### FEATURE

### Snacks & Candy

#### CONVENTIONS:

|                                |       |
|--------------------------------|-------|
| GMA Leadership Forum .....     | 10-11 |
| Groceryshop .....              | 13-16 |
| CGA Strategic Conference ..... | 27-29 |

**RESERVATION DEADLINE: JULY 23**

**MATERIALS DEADLINE: JULY 30**

## FEATURED IN EVERY ISSUE:

**FOOD RETAIL & WHOLESALE NEWS:** Our signature Market Shares and Market Profiles as well as the latest from regional and national grocers, wholesalers, state and national grocery trade associations and our regular columnists.

**FOODSERVICE@RETAIL:** We track what's happening in in-store bakeries and delis as grocers seek to meet the needs of consumers looking for meals to take home or eat in the store's café as well as those looking for meal kits to create meals at home.

**PERISHABLES:** "Fresh" is the word in grocery today. We look at trends, products and merchandising practices in the dairy, produce and meat/seafood departments.

**OPERATIONS:** This inclusive news collection includes in-store merchandising, equipment, transportation/logistics, sustainability and all things technology, like online shopping and delivery.

**CENTER STORE:** We're tracking sales trends, new products and company news from categories like GM, HBC, housewares, pet care and snacks as well as the traditional center store categories like cookies, crackers and other canned & boxed foods.

**BEVERAGES:** This dynamic category runs the gamut from water to soft drinks to juices, coffee, beer and wine, and we cover them all.

**NATION AT A GLANCE:** Thought-provoking stories from around the country.

## 4th quarter

### OCTOBER

profile: **Idaho**

#### FEATURE

### Produce

#### CONVENTIONS:

|  |       |
|--|-------|
| GMDC Selfcare Summit .....               | 1-5   |
| The NACS Show .....                      | 11-14 |
| PMA Fresh Summit Convention & Expo ..... | 15-17 |

**RESERVATION DEADLINE: AUG. 21**

**MATERIALS DEADLINE: AUG. 28**

### NOVEMBER

profile: **Wyoming**

#### FEATURE

### Private Brands

#### CONVENTIONS:

|                                     |       |
|-------------------------------------|-------|
| PLMA Private Label Trade Show ..... | 16-17 |
|-------------------------------------|-------|

**RESERVATION DEADLINE: SEPT. 22**

**MATERIALS DEADLINE: SEPT. 29**

### DECEMBER

#### FEATURE

### The Year in Review

**RESERVATION DEADLINE: OCT. 21**

**MATERIALS DEADLINE: OCT. 28**



# THE SHELBY REPORT *of the* MIDWEST

*covering*

Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota & Wisconsin

14,263 Retailers/Wholesalers 2,778 Suppliers 1,481 Brokers & Other

**18,522 Total Audience**

## 1st quarter

### JANUARY

profile: **Minnesota**

#### FEATURE

**Organics, Health, Wellness & Natural  
plus 8th Annual ROFDA Report**

#### CONVENTIONS:

NRF—Retail's Big Show ..... 12-14  
FMI Midwinter Executive Conference ..... 24-27

**RESERVATION DEADLINE: NOV. 27  
MATERIALS DEADLINE: DEC. 6**

### FEBRUARY

profile: **The Dakotas**

**FEATURE Independent Grocers,  
Wholesalers & Distributors**

#### CONVENTIONS:

KeHE Summer Selling Show ..... 4-5  
The NGA Show ..... 23-26  
Refrigerated Foods Association Annual Conference ..... 23-26

**RESERVATION DEADLINE: JAN. 2  
MATERIALS DEADLINE: JAN. 9**

### MARCH

profile: **Nebraska**

**FEATURE  
Frozen Food**

#### CONVENTIONS:

Annual Meat Conference ..... 2-4  
International Home & Housewares Show ..... 2-5  
Natural Products Expo West ..... 3-7  
IGA Global Rally ..... 9-11  
The Inspired Home Show (formerly Home + Housewares) ..... 14-17

**RESERVATION DEADLINE: JAN. 31  
MATERIALS DEADLINE: FEB. 7**

## 2nd quarter

### APRIL

profile: **Ohio**

#### FEATURE

**Meat, Seafood & Poultry**

#### CONVENTIONS:

WMU Food Marketing Conference ..... March 31-April 1  
VIVA Fresh Expo ..... April 30-May 2

**RESERVATION DEADLINE: MARCH 2  
MATERIALS DEADLINE: MARCH 9**

### MAY

**FEATURE  
Dairy/Deli/Bakery**

#### CONVENTIONS:

NRA Show ..... 16-19  
Sweets & Snacks Expo ..... 19-21  
Southwest Fuel & Convenience Expo ..... 22-24  
IDDBA Show ..... May 31-June 2

**RESERVATION DEADLINE: MARCH 31  
MATERIALS DEADLINE: APRIL 7**

### JUNE

profile: **Indiana**

**FEATURE E-Commerce:  
Online Shopping, Pickup & Delivery**

#### CONVENTIONS:

GMDC GM Conference ..... 4-8  
Plant-Based World Conference ..... 5-6  
KeHE Holiday & Product Innovation Show ..... 7-8  
United Fresh Market Expo/SmartFood Expo ..... 16-18  
NRF Protect ..... 22-24

**RESERVATION DEADLINE: APRIL 29  
MATERIALS DEADLINE: MAY 6**

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## 3rd quarter

### JULY

profile: **Michigan**

#### FEATURE

### The Multicultural Marketplace

#### CONVENTIONS:

Iowa Grocery Industry Association Convention.....7-9  
PMA Foodservice Conference.....24-25

**RESERVATION DEADLINE: MAY 29**  
**MATERIALS DEADLINE: JUNE 5**

### AUGUST

profile: **Iowa**

#### FEATURE

### Plant-Based Products

**RESERVATION DEADLINE: JUNE 30**  
**MATERIALS DEADLINE: JULY 7**

### SEPTEMBER

profile: **Missouri/Kansas**

#### FEATURE

### Snacks & Candy

#### CONVENTIONS:

GMA Leadership Forum .....10-11  
Groceryshop .....13-16

**RESERVATION DEADLINE: JULY 29**  
**MATERIALS DEADLINE: AUG. 5**

## 4th quarter

### OCTOBER

profile: **Wisconsin**

#### FEATURE

### Produce

#### CONVENTIONS:

GMDC Selfcare Summit .....1-5  
The NACS Show .....11-14  
PMA Fresh Summit Convention & Expo .....15-17

**RESERVATION DEADLINE: AUG. 28**  
**MATERIALS DEADLINE: SEPT. 4**

### NOVEMBER

profile: **Illinois**

#### FEATURE

### Private Brands

#### CONVENTIONS:

PLMA Private Label Trade Show .....16-17

**RESERVATION DEADLINE: SEPT. 28**  
**MATERIALS DEADLINE: OCT. 5**

### DECEMBER

#### FEATURE

### The Year in Review

**RESERVATION DEADLINE: OCT. 27**  
**MATERIALS DEADLINE: NOV. 3**

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**BEVERAGES:** This dynamic category runs the gamut from water to soft drinks to juices, coffee, beer and wine, and we cover them all.

**NATION AT A GLANCE:** Thought-provoking stories from around the country.



# THE SHELBY REPORT *of the* SOUTHEAST

*covering*

Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia & West Virginia

11,336 Retailers/Wholesalers 2,208 Suppliers 1,177 Brokers & Other

## 14,721 Total Audience

### 1st quarter

#### JANUARY

profile: Georgia

##### FEATURE

Organics, Health, Wellness & Natural  
*plus* 8th Annual ROFDA Report

##### CONVENTIONS:

NRF—Retail’s Big Show ..... 12-14  
FMI Midwinter Executive Conference..... 24-27

**RESERVATION DEADLINE: DEC. 5**

**MATERIALS DEADLINE: DEC. 12**

#### FEBRUARY

profile: Alabama

**FEATURE** Independent Grocers,  
Wholesalers & Distributors

##### CONVENTIONS:

KeHE Summer Selling Show ..... 4-5  
The NGA Show..... 23-26  
Refrigerated Foods Association Annual Conference..... 23-26  
SE Produce Council Southern Exposure..... 27-29

**RESERVATION DEADLINE: JAN. 8**

**MATERIALS DEADLINE: JAN. 15**

#### MARCH

profile: South Florida

**FEATURE**  
Frozen Food

##### CONVENTIONS:

Annual Meat Conference ..... 2-4  
IGA Global Rally..... 9-11  
The Inspired Home Show (formerly Home + Housewares)..... 14-17

**RESERVATION DEADLINE: FEB. 6**

**MATERIALS DEADLINE: FEB. 13**

### 2nd quarter

#### APRIL

profile: Central Florida

##### FEATURE

Meat, Seafood & Poultry

##### CONVENTIONS:

NACDS Annual Meeting..... 25-28  
VIVA Fresh Expo..... April 30-May 2

**RESERVATION DEADLINE: MARCH 6**

**MATERIALS DEADLINE: MARCH 13**

#### MAY

##### FEATURE

Dairy/Deli/Bakery

##### CONVENTIONS:

Sweets & Snacks Expo. .... 19-21  
IDDBA Show..... May 31-June 2

**RESERVATION DEADLINE: APRIL 6**

**MATERIALS DEADLINE: APRIL 13**

#### JUNE

profile: North Florida

**FEATURE** E-Commerce:  
Online Shopping, Pickup & Delivery

##### CONVENTIONS:

GMDC GM Conference..... 4-8  
Plant-Based World Conference ..... 5-6  
United Fresh Market Expo/SmartFood Expo ..... 16-18  
NRF Protect ..... 22-24

**RESERVATION DEADLINE: MAY 5**

**MATERIALS DEADLINE: MAY 12**

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## 3rd quarter

### JULY

profile: Louisiana/Mississippi

#### FEATURE

### The Multicultural Marketplace

#### CONVENTIONS:

|   |       |
|---|-------|
| Georgia Food Industry Association Convention..... | 15-19 |
| PMA Foodservice Conference.....                   | 24-25 |

**RESERVATION DEADLINE: JUNE 4**

**MATERIALS DEADLINE: JUNE 11**

### AUGUST

profile: Tennessee

#### FEATURE

### Plant-Based Products

#### CONVENTIONS:

|                              |      |
|------------------------------|------|
| NACDS Total Store Expo ..... | 8-11 |
|------------------------------|------|

**RESERVATION DEADLINE: JULY 6**

**MATERIALS DEADLINE: JULY 13**

### SEPTEMBER

profile: Kentucky

#### FEATURE

### Snacks & Candy

#### CONVENTIONS:

|                                  |       |
|----------------------------------|-------|
| GMA Leadership Forum .....       | 10-11 |
| Groceryshop .....                | 13-16 |
| SPC Innovations Conference ..... | 18-20 |

**RESERVATION DEADLINE: AUG. 4**

**MATERIALS DEADLINE: AUG. 11**

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**BEVERAGES:** This dynamic category runs the gamut from water to soft drinks to juices, coffee, beer and wine, and we cover them all.

**NATION AT A GLANCE:** Thought-provoking stories from around the country.

## 4th quarter

### OCTOBER

profile: Carolinas

#### FEATURE

### Produce

#### CONVENTIONS:

|  |       |
|--|-------|
| GMDC Selfcare Summit .....               | 1-5   |
| The NACS Show .....                      | 11-14 |
| PMA Fresh Summit Convention & Expo ..... | 15-17 |

**RESERVATION DEADLINE: SEPT. 3**

**MATERIALS DEADLINE: SEPT. 10**

### NOVEMBER

profile: Virginia

#### FEATURE

### Private Brands

#### CONVENTIONS:

|                                     |       |
|-------------------------------------|-------|
| CBD Expo East .....                 | 15-16 |
| PLMA Private Label Trade Show ..... | 16-17 |

**RESERVATION DEADLINE: OCT. 2**

**MATERIALS DEADLINE: OCT. 9**

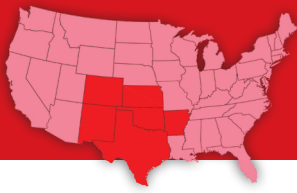
### DECEMBER

#### FEATURE

### The Year in Review

**RESERVATION DEADLINE: NOV. 2**

**MATERIALS DEADLINE: NOV. 9**



# THE SHELBY REPORT *of the* SOUTHWEST

*covering*

Arkansas, Colorado, Oklahoma, New Mexico & Texas

10,765 Retailers/Wholesalers 2,096 Suppliers 1,118 Brokers & Other

**13,979 Total Audience**

## 1st quarter

### JANUARY

profile: **New Mexico**

#### FEATURE

**Organics, Health, Wellness & Natural  
plus 8th Annual ROFDA Report**

#### CONVENTIONS:

NRF—Retail's Big Show ..... 12-14  
FMI Midwinter Executive Conference..... 24-27

**RESERVATION DEADLINE: DEC. 13  
MATERIALS DEADLINE: DEC. 20**

### FEBRUARY

profile: **West Texas**

**FEATURE Independent Grocers,  
Wholesalers & Distributors**

#### CONVENTIONS:

KeHE Summer Selling Show ..... 4-5  
The NGA Show..... 23-26  
Refrigerated Foods Association Annual Conference..... 23-26

**RESERVATION DEADLINE: JAN. 14  
MATERIALS DEADLINE: JAN. 21**

### MARCH

profile: **North Texas**

**FEATURE  
Frozen Food**

#### CONVENTIONS:

Annual Meat Conference ..... 2-4  
Made In Oklahoma (MIO) Coalition Expo..... 4  
IGA Global Rally..... 9-11  
The Inspired Home Show (formerly Home + Housewares)..... 14-17

**RESERVATION DEADLINE: FEB. 12  
MATERIALS DEADLINE: FEB. 19**

## 2nd quarter

### APRIL

profile: **Houston**

#### FEATURE

**Meat, Seafood & Poultry**

#### CONVENTIONS:

Affiliated Foods Amarillo Spring Show ..... 23  
VIVA Fresh Expo..... April 30-May 2

**RESERVATION DEADLINE: MARCH 12  
MATERIALS DEADLINE: MARCH 19**

### MAY

**FEATURE  
Dairy/Deli/Bakery**

#### CONVENTIONS:

WAFC Annual Convention ..... 2-6  
Oklahoma Super Trade Show ..... 6  
Grocers Supply Show ..... 19  
Sweets & Snacks Expo. .... 19-21  
IDDBA Show ..... May 31-June 2

**RESERVATION DEADLINE: APRIL 10  
MATERIALS DEADLINE: APRIL 17**

### JUNE

profile: **South Texas**

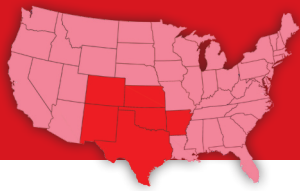
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Online Shopping, Pickup & Delivery**

#### CONVENTIONS:

GMDC GM Conference..... 4-8  
Plant-Based World Conference ..... 5-6  
United Fresh Market Expo/SmartFood Expo ..... 16-18  
Southwest Fuel & Convenience Expo ..... 22-24  
NRF Protect ..... 22-24

**RESERVATION DEADLINE: MAY 12  
MATERIALS DEADLINE: MAY 19**

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## 3rd quarter

### JULY

profile: **On The Border**

#### FEATURE

### The Multicultural Marketplace

#### CONVENTIONS:

|   |       |
|---|-------|
| Texas Retailers Association Retailers Forum ..... | 20    |
| PMA Foodservice Conference.....                   | 24-25 |
| NEW Executive Forum .....                         | 28-30 |

**RESERVATION DEADLINE: JUNE 10**  
**MATERIALS DEADLINE: JUNE 17**

### AUGUST

profile: **Arkansas**

#### FEATURE

### Plant-Based Products

#### CONVENTIONS:

|  |      |
|--|------|
| NACDS Total Store Expo .....                 | 8-11 |
| Western Foodservice & Hospitality Expo ..... | 9-11 |
| Affiliated Foods Amarillo Fall Show .....    | 20   |

**RESERVATION DEADLINE: JULY 10**  
**MATERIALS DEADLINE: JULY 17**

### SEPTEMBER

profile: **Colorado**

#### FEATURE

### Snacks & Candy

#### CONVENTIONS:

|                                   |                 |
|-----------------------------------|-----------------|
| AWG-Oklahoma City Food Show ..... | 10              |
| GMA Leadership Forum .....        | 10-11           |
| Groceryshop .....                 | 13-16           |
| NEW Leadership Forum .....        | Sept. 29-Oct. 2 |

**RESERVATION DEADLINE: AUG. 10**  
**MATERIALS DEADLINE: AUG. 17**

## FEATURED IN EVERY ISSUE:

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**NATION AT A GLANCE:** Thought-provoking stories from around the country.

## 4th quarter

### OCTOBER

profile: **Oklahoma**

#### FEATURE

### Produce

#### CONVENTIONS:

|  |       |
|--|-------|
| GMDC Selfcare Summit .....               | 1-5   |
| The NACS Show .....                      | 11-14 |
| PMA Fresh Summit Convention & Expo ..... | 15-17 |
| CBD Expo—Mountain.....                   | TBD   |

**RESERVATION DEADLINE: SEPT. 9**  
**MATERIALS DEADLINE: SEPT. 16**

### NOVEMBER

profile: **Texas Roundup**

#### FEATURE

### Private Brands

#### CONVENTIONS:

|                                     |       |
|-------------------------------------|-------|
| PLMA Private Label Trade Show ..... | 16-17 |
|-------------------------------------|-------|

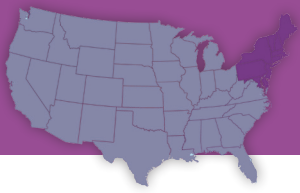
**RESERVATION DEADLINE: OCT. 8**  
**MATERIALS DEADLINE: OCT. 15**

### DECEMBER

#### FEATURE

### The Year in Review

**RESERVATION DEADLINE: NOV. 6**  
**MATERIALS DEADLINE: NOV. 13**



# THE GRIFFIN REPORT *of the* NORTHEAST

*covering*

Connecticut, Delaware, Maine, Maryland, Massachusetts, New Jersey,  
New Hampshire, New York, Pennsylvania, Rhode Island & Vermont

12,051 Retailers/Wholesalers 2,347 Suppliers 1,251 Brokers & Other

## 15,649 Total Audience

### 1st quarter

#### JANUARY

profile: **Maine**

#### FEATURE

**Organics, Health, Wellness & Natural  
plus 8th Annual ROFDA Report**

#### CONVENTIONS:

NRF—Retail's Big Show ..... 12-14  
FMI Midwinter Executive Conference..... 24-27

**RESERVATION DEADLINE: DEC. 20  
MATERIALS DEADLINE: DEC. 27**

#### FEBRUARY

profile: **Delaware**

**FEATURE Independent Grocers,  
Wholesalers & Distributors**

#### CONVENTIONS:

KeHE Summer Selling Show ..... 4-5  
The NGA Show ..... 23-26  
Refrigerated Foods Association Annual Conference ..... 23-26

**RESERVATION DEADLINE: JAN. 20  
MATERIALS DEADLINE: JAN. 27**

#### MARCH profile: **New Hampshire/Vermont**

**FEATURE  
Frozen Food**

#### CONVENTIONS:

Annual Meat Conference ..... 2-4  
IGA Global Rally ..... 9-11  
The Inspired Home Show (formerly Home + Housewares)..... 14-17  
Seafood Expo North America..... 15-17  
New England Food Show..... 22-24

**RESERVATION DEADLINE: FEB. 18  
MATERIALS DEADLINE: FEB. 25**

### 2nd quarter

#### APRIL

profile: **Connecticut**

#### FEATURE

**Meat, Seafood & Poultry**

#### CONVENTIONS:

NACDS Annual Meeting ..... 25-28  
VIVA Fresh Expo..... April 30-May 2

**RESERVATION DEADLINE: MARCH 18  
MATERIALS DEADLINE: MARCH 25**

#### MAY

**FEATURE  
Dairy/Deli/Bakery**

#### CONVENTIONS:

Sweets & Snacks Expo. .... 19-21  
IDDBA Show ..... May 31-June 2

**RESERVATION DEADLINE: APRIL 16  
MATERIALS DEADLINE: APRIL 23**

#### JUNE

profile: **Massachusetts**

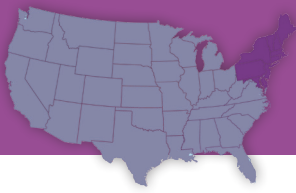
**FEATURE E-Commerce:  
Online Shopping, Pickup & Delivery**

#### CONVENTIONS:

GMDC GM Conference..... 4-8  
Plant-Based World Conference ..... 5-6  
United Fresh Market Expo/SmartFood Expo ..... 16-18  
NRF Protect ..... 22-24

**RESERVATION DEADLINE: MAY 15  
MATERIALS DEADLINE: MAY 22**

**WE ROUND OUT OUR COVERAGE WITH EXECUTIVE MOVES (SUPPLIERS) AND NEWS FROM SALES & MARKETING AGENCIES, PLUS OUR CALENDAR OF INDUSTRY EVENTS AND MONTHLY FEATURES (ABOVE).**



## 3rd quarter

### JULY

profile: **New York**

#### FEATURE

### The Multicultural Marketplace

#### CONVENTIONS:

PMA Foodservice Conference.....24-25

**RESERVATION DEADLINE: JUNE 16**

**MATERIALS DEADLINE: JUNE 23**

### AUGUST

profile: **Rhode Island**

#### FEATURE

### Plant-Based Products

#### CONVENTIONS:

NACDS Total Store Expo .....8-11

**RESERVATION DEADLINE: JULY 16**

**MATERIALS DEADLINE: JULY 23**

### SEPTEMBER

profile: **Pennsylvania**

#### FEATURE

### Snacks & Candy

#### CONVENTIONS:

GMA Leadership Forum.....10-11

Groceryshop.....13-16

Natural Products Expo East.....23-26

**RESERVATION DEADLINE: AUG. 14**

**MATERIALS DEADLINE: AUG. 21**

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## 4th quarter

### OCTOBER

profile: **New Jersey**

#### FEATURE

### Produce

#### CONVENTIONS:

GMDC Selfcare Summit .....1-5

The NACS Show .....11-14

PMA Fresh Summit Convention & Expo .....15-17

**RESERVATION DEADLINE: SEPT. 15**

**MATERIALS DEADLINE: SEPT. 22**

### NOVEMBER

profile: **Maryland**

#### FEATURE

### Private Brands

#### CONVENTIONS:

PLMA Private Label Trade Show .....16-17

**RESERVATION DEADLINE: OCT. 14**

**MATERIALS DEADLINE: OCT. 21**

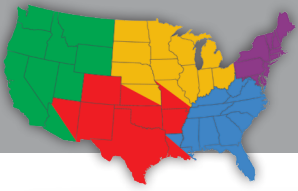
### DECEMBER

#### FEATURE

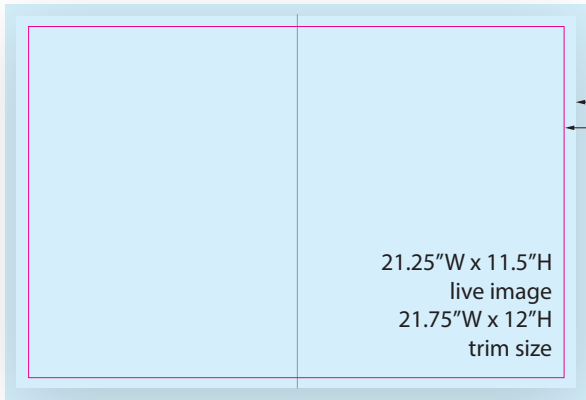
### The Year in Review

**RESERVATION DEADLINE: NOV. 16**

**MATERIALS DEADLINE: NOV. 23**

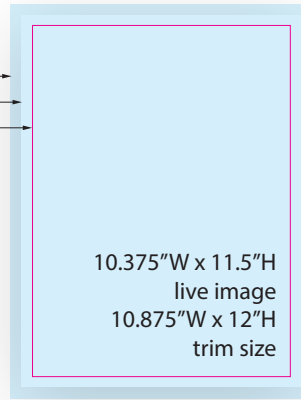


# THE SHELBY REPORT *Ad Requirements*



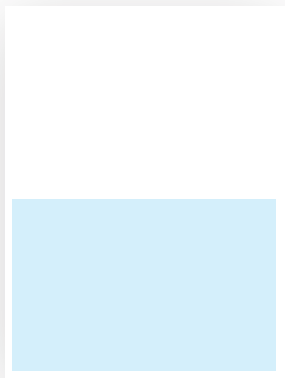
## Full Page Spread

Bleed Size  
22.25"W x 12.5"H



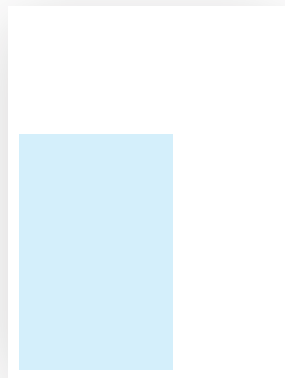
## Full Page

Bleed Size  
11.375"W x 12.5"H



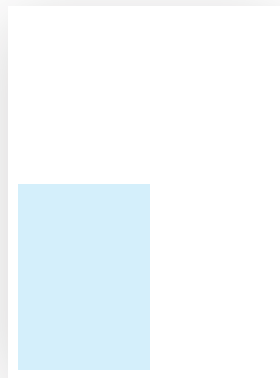
## Half Page

10.375"W x 5.625"H



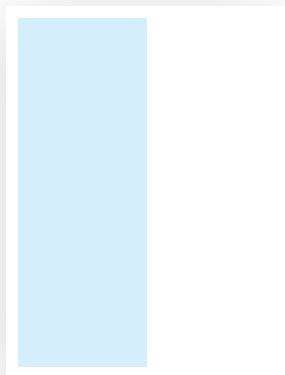
## Third Page

6.175"W x 7"H



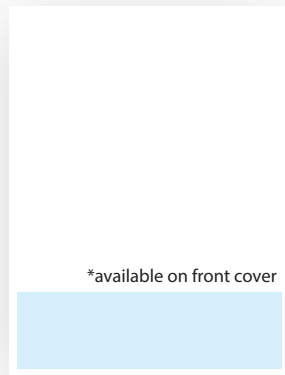
## Quarter Page

5.06"W x 5.625"H



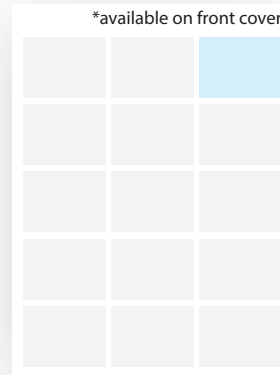
## Vertical Banner

5.06"W x 11.5"H



## Small Banner

10.375"W x 2.16"H



## Sponsor Box

3.25"W x 2"H

## COMPLETED ADS & ARTWORK

- We only accept HIGH RESOLUTION PDF files; 300dpi or higher
- Black/Gray must be created using Black (K); not Four Color (CMYK)
- Allow for bleed on Full Page Spread and Full Page ads
- Maximum Ink Density is 300
- Ads/Art with heavy ink coverage often cause ink transfers or smudges
- We recommend you DO NOT use small reverse type for better legibility

## SHELBY IN-HOUSE DESIGN SERVICES

- DIGITAL FILES ONLY
- All photos and/or logos must be submitted at 300dpi or higher
- Please send INDIVIDUAL, NATIVE ART FILES ONLY
- Acceptable file formats include: EPS, AI, PSD, TIF, PDF, JPEG
- Unacceptable file formats include: Word, Powerpoint, QuarkXpress, Corel and files designed for use online/low resolution



All Rates NET

103,341 Unique Users  
**177,286 Pageviews**

\*Source: Google Analytics, July 2019

THE SHELBY REPORT  
Region Wide, Nationwide

728x90 Leaderboard

970x250 Billboard

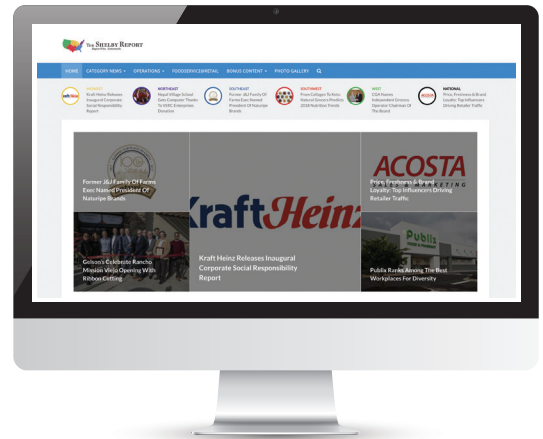
Top 300x250 Medium Rectangle

300x600 Large Rectangle

Middle 300x250 Medium Rectangle

300x250 Medium Rectangle

x 728x90 Adhesion



## EXCLUSIVE HIGH-IMPACT

THE SHELBY REPORT  
Region Wide, Nationwide

Interstitial 640x480

## RUN OF SITE

### Sold Monthly

- 970x250 Billboard
- 728x90 Leaderboard
- 728x90 Adhesion
- 300x600 Large Rectangle
- Top 300x250 Medium Rectangle
- Middle 300x250 Medium Rectangle



**TheShelbyReport.com** provides all of the essential elements for your integrated retail food trade communications campaign. Visitors are highly targeted and arrive mainly via daily eNewsletter links, browser bookmarks, targeted search engine queries and social media interactions. **TheShelbyReport.com** is uniquely positioned to offer a highly engaged retail food audience that is receptive to your advertising communications.

## CATEGORY TAKEOVERS 6-month minimum

**INCLUDES:** 970x250, 728x90, 300x600 and 300x250

## NATIVE CONTENT

**INCLUDES:** Advertiser-supplied article and ad takeover on content page.

**Categories include:**

- Bakery
- Beverages
- Center Store
- Dairy
- Deli/Prepared Foods
- Foodservice@Retail
- Frozen
- Health/Wellness
- Meat/Seafood/Poultry
- Merchandising
- Multicultural
- Nonfood
- Packaging
- Private Label
- Produce
- Snacks
- Store Design
- Store Equipment
- Supply Chain/Logistics
- Technology

Category eNewsletter – deploys 1x per month to 35,000 subscribers. Includes two 728x90's.

**PLUS:**

eNewsletter Promotion

Content distribution via *The Shelby Report* eNewsletter, **TheShelbyReport.com** and social media.





All Rates NET

## National Delivery to **35,000** Subscribers

Delivering timely and significant retail food news. No other industry resource provides national trade information **by region**—Midwest, Northeast, Southeast, Southwest & West.

### Daily eNewsletter

Delivering timely national retail food news by region. Monday - Friday

### The Best of the Week

Delivering the top retail food news of the week every Saturday

### Breaking News

Delivered right when the news hits

## DAILY E-NEWSLETTERS

728x180 Header  
or  
728x90 Header

THE SHELBY REPORT  
*Region Wide, Nationwide.* Header

News 1

728x90

News 2

728x90

News 3

728x90

News 4

728x90

### Header

728x180

or

728x90

runs in Daily, Best of the Week & Breaking News eNewsletters; 6x minimum insertions/week.

### News 1

728x90

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### News 2

728x90

runs in all Daily eNewsletters; 5x frequency /week.

### News 3

728x90

runs in all Daily eNewsletters; 5x frequency/week.

### News 4

728x90

runs in all Daily eNewsletters; 5x frequency/week.

## REGIONAL E-NEWSLETTERS

Like our print/digital publications, *The Shelby Report eNewsletter* can be delivered explicitly to subscribers in each of the following regions: **Midwest, Northeast, Southeast, Southwest & West.**

Editorial content is relative to each individual region. Advertisers receive 100% share of voice by occupying all ad units.

728x90 Header and 728x90 Footer

THE SHELBY REPORT  
*Region Wide, Nationwide.*

970x250 Billboard

728x90 Header

THE SHELBY REPORT  
*Region Wide, Nationwide.*

Shelby regional article

Shelby regional article

Shelby regional article

728x90

300x600 Large Rectangle

300x250 Medium Rectangle

728x90 Adhesion

**PLUS:** Website exposure! Ad takeover on all article pages featured in your regional exclusive eNewsletter.



## SOLE SPONSORED FEATURE E-NEWSLETTERS

728x180 Header



### Featured Topics:

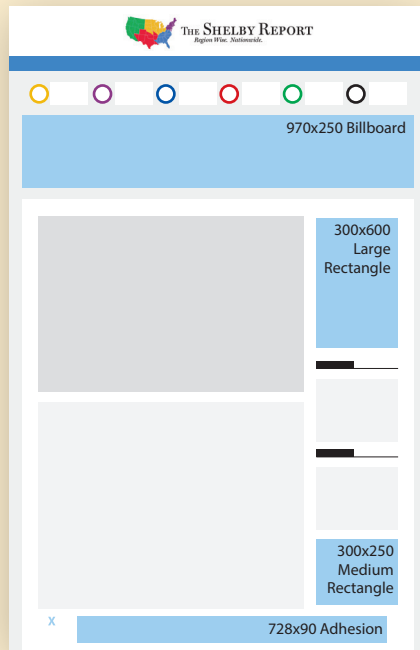
CBD@Retail  
Featuring Frozen  
Multicultural Matters  
Driving Dietary Solutions

## CUSTOM E-NEWSLETTERS

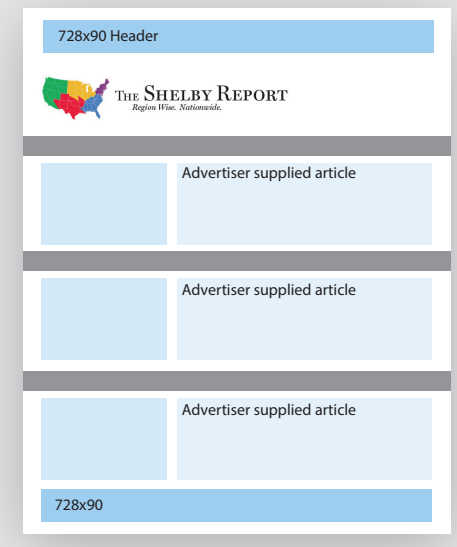
Custom eNewsletters provide recognition as an educator or thought leader. **Supply us with a subject line, eNewsletter title, three article teasers (including headlines, clickthrough URLs and article images) on the topic of your choice along with the following banner ads:**

728x90 Header  
and 728x90 Footer

### PLUS:



Also included are multiple ad units on feature eNewsletter article pages on our website!



Exclusive sponsorship opportunity to position your product or service in eNewsletters dedicated to featured topics.

728x180 Header  
and 728x90 Footer

Advertisers enjoy 100% share of voice by occupying all eNewsletter ad units.

Feature eNewsletters deploy one time a month to 35,000 subscribers.

## CUSTOM E-BLASTS

Custom eBlasts are great for showcasing your product's features and benefits or to outline/expand upon your company's services. **You provide us with your html file, subject line, test/seed list**—we take care of the rest.

