

Chain Drug Review

REPORTER FOR THE CHAIN DRUG INDUSTRY

www.chaindrugreview.com

NON Media Kit & Advertising Guide

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The **reach** you need. The **audience** you want.



Brand & History

We reach decision makers that matter to your business!

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MEDIA KIT

Don't wait until the line review to tell your story. Advertising with Chain Drug Review will help you with an acquisition strategy AND continue long after with retention.

This Media Kit & Planner is designed to help you determine the best placement, feature and ROI for your brand, product and company. The CDR Media Kit contains...

- Print advertising rates & ad specifications
- Digital advertising, sponsorship opportunities & rates
- Contact information
- Panel & Events Networking opportunities

Chain Drug Review (CDR): Founded in 1983, CDR has been there for the industry through the evolution of retail, and revolutions of e-commerce and its impact. Physical stores have been a staple of American retail for hundreds of years, and now with the growth of e-commerce, CDR brings retailers news as it occurs, in print and online.



Racher Press

Racher Press owns and operates both **Mass Market Retailer** and **Chain Drug Review** publications and e-newsletters. Racher Press, whose expertise is focused on reaching executives across all retail channels, providing coverage on shopping trends, as well as in-depth category coverage on health, beauty, OTC and wellness.

Why should you connect and get involved with the Racher Press family of business publications? In total, Racher Press reaches...

5,235,534

Annual Content Viewership

That's how many times your message is in front of top executives, suppliers, pharmacists, decision makers, innovators, buyers at headquarters or affiliated offices with MMR and CDR. The Racher Press influence is substantial in the retail industry!



Annual Print Reach
2,206,090

Annual Digital Reach
3,029,444

1,900,200
MMR Digital

691,075
MMR Print

1,515,015
CDR Print

1,129,224
CDR Digital



Print &

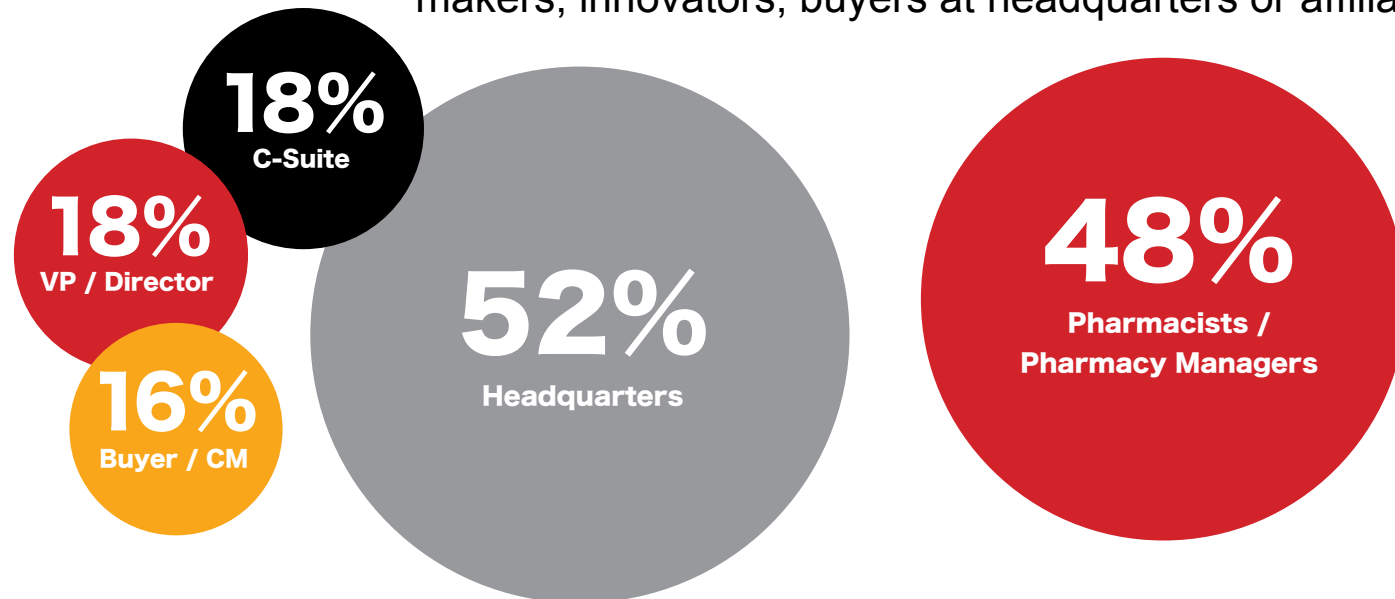
Readership Audience

Get in front of business.

In addition to our FDM HQ, CDR is the ONLY Retail publication that reaches the desk of EVERY Supermarket, Drug, Mass, Club, and Store-level Pharmacy decision maker. **Readership for CDR print edition is...**

1,691,075

That's how many times we can put your message in front of top executives, suppliers, decision makers, innovators, buyers at headquarters or affiliated offices, and influencers - annually.



22,274 Retail Decision Makers

CDR is the most widely circulated publication at CVS, Walgreens, RiteAid, Walmart, Kroger, Target, Costco, BJ's, and Sam's chains.



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Digital & Readership Audience

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We are an extension of your team.

In addition to our **FDM HQ Reach**, CDR is the ONLY Retail publication that reaches the desk of EVERY Supermarket, Drug, Mass, Club, and Store-level Pharmacy decision maker. **Readership for CDR digital edition is...**

1,129,224



That's how many times we can put your message in front of top executives, suppliers, decision makers, innovators, buyers at headquarters or affiliated offices, and influencers - annually.

Similar to the reach of our print edition for retailers, CDR is the most widely circulated publication at CVS, Walgreens, Walmart, Target, Costco, BJ's, and Sam's chains.

Profiles & CPG Partners



CDR influences decision makers who are responsible for

\$2 Trillion
of product sales from
87,000 Stores

Readership



Brand Members



Trade Partners



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Why?

In today's rapidly evolving retail and business landscape, we are your support when you need it.

- reach retailers before, during and after your sales calls
- bonus circulation at all major trade shows

CDR provides expanded editorial coverage including breaking news, timely data, stats and expert opinion on retail. We also provide deep dives on every category: Beauty, HBA, OTC, Diet & Nutrition, General Merchandise and monthly Rx coverage, branded and generic drugs and Rx Pharmacy automation.

Industry Insights & Trends

CDR covers topics such as emerging technologies, new product launches, market research, and industry developments. This information can help businesses stay on top of the latest trends and make informed decisions about their operations.

Networking Opportunities

CDR has a wide readership position within the retail industry, providing you with an excellent platform for networking. By participating, CPG manufacturers and suppliers can communicate news, innovation and your commitment to FDM Retail in print and in person.



Editorial content informs, raises awareness and drives action.

At its core, editorial content keeps readers abreast of developments that impact business in the retail and CPG industries. In tandem with advertising, it also increases brand awareness — that's why so many **Fortune 500** companies make CDR an integral part of their go-to-market strategy.

Successful brands benefit from having their stories told in a forum that business leaders consistently turn to for news, analysis and opinion. With an experienced editorial team, many of whose members have covered the retail pharmacy and CPG sectors for more than 25 years, CDR stands apart, earning the trust and respect of executives at the C-Suite level.

The editors of CDR are interested in what's going on at your company. Contact us whenever newsworthy events happen.

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Print & Pricing Advertising Options

Let's get straight to the point.

Print reaches a better-focused audience. Print converts better. Print builds trust. And there are many other reasons why advertising in print should be a part of your marketing strategy. For instance, print and digital reinforce each other, especially when it comes to building brand awareness. A good combination of both ensures that you are seen regularly and therefore stay top-of-mind among your target group. Furthermore, the lifetime of a print ad is often much longer than its digital counterpart and can be circulated throughout HQ, passed down, up and in meetings.

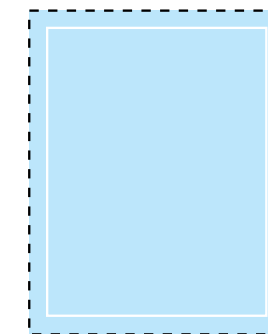
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Ad Unit / Frequency	1-2	3-5	6-11	12-23	24+
Full Page 10 x 14	\$8,500	\$6,950	\$6,300	\$5,880	\$5,200
Full Page Spread 20 x 14	\$16,500	\$13,900	\$12,000	\$10,900	\$9,800
Standard 8 x 10	\$7,150	\$6,205	\$5,675	\$5,200	\$4,750
Half Page 7 x 10	\$4,275	\$3,680	\$3,500	\$3,175	\$2,700
3 Columns 6 x 14	\$4,155	\$3,450	\$3,225	\$2,775	\$2,685
6 x 6	\$3,550	\$3,200	\$3,050	\$2,850	\$2,700
4 x 4	\$3,250	\$3,100	\$2,850	\$2,500	\$2,300
Full Page 10 x 14 (B/W)	\$6,000	\$5,500	\$5,100	\$4,800	\$4,500

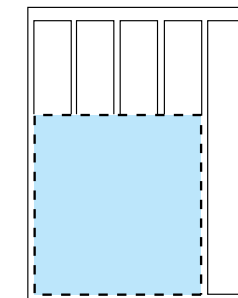
*Rates are listed at NET Cost



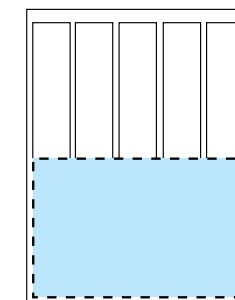
Full Page Spread



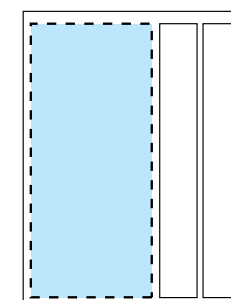
Full Page



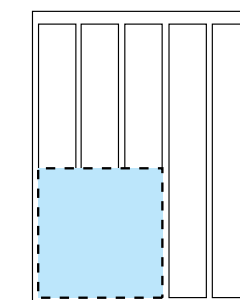
Standard Page



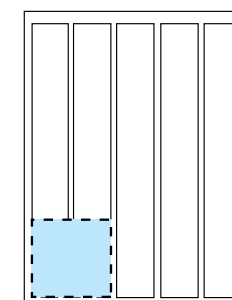
Half Page



3 Columns



6 X 6



4 X 4

Tiered Benefit Program



Get included in Event Sponsorships, Sampling, Category Editorial, Company Profiles, Advertorials, Executive Q&As, Networking, Retail Safari... much more!

Call us for more details...

For front cover ad and gatefold specs, contact MMR production manager:
Peggy Navarre at 646-372-0500 or pnavarre@racherpress.com

Digital Pricing & Advertising Options

Supplier Spotlight & E-NewsBreak



Pricing for e-Newsbreak Banner Ad		Supplier Spotlight
Frequency	Rate Per Blast	Rate Per Blast
1-3 times	\$1000 *	\$3500
4-7 times	\$950	\$3000 *
8-11 times	\$800 *	\$2650
12+ times	\$650	\$2000

* Most Popular

Web Advertising



Top Leaderboard:

\$1,500

Size: 1170 X 120

Sidebar Rectangle:

\$1,200

Sidebar Skyscraper: \$900

Size: 336 X 600

Left Leaderboard: \$750

Size: 728 X 90

Bottom Leaderboard: \$750

Size: 728 X 90

Footer Ad: \$300

Size: 336 X 60

**A la Carte Rate: \$3500 per
Combined w/ Print Program: \$1900**

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Questions? cstanton@racherpress.com

much more!

Industry-Leading Editorial & Executive Engagement



Vendor Profile Inserts

A complete picture of the supplier company, products or services, markets they serve, and critical information for buyers and decision makers.

Pricing:

8 Page - \$37,000

4 Page - \$25,000

2 Page - \$16,000

Volume discounts available. Includes placement, production and reprints.

Events, Panels & Insights

Events

- Retailer of the Year
- Women in Business
- NACDS Annual Breakfasts
- TSE Breakfasts
- People Who make a difference

Panels

- Six On One Industry Discussions
- Live & Virtual Sessions

Retail Immersions

- Health Equity Conference with Kearney
- Retail Immersions / Safari

Insight Collaborations

Questions?

Reach out to us!

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Advertising Materials

Questions regarding print advertising material, contact **Peggy Navarre** at **646-372-0500** or pnavarre@racherpress.com

Questions regarding digital advertising material, contact **Chris Stanton** at **312-961-6180** or cstanton@racherpress.com

Back Issues / Special Reports

Back issues of MMR can be ordered directly by contacting

Pam Vandernoeth at **212-699-2362** or
pvandernoeth@racherpress.com

Or you may order directly from the Special Reports page on our website.