OUR TOTAL AUDIENCE

Put your message in front every desk or digital desktop of every important decision maker in the drug store business.

31,595 Monthly subscribers

101,906 Total users – monthly with 218,000 monthly page views

22,000+ Daily recipients – with 34% open rates

19,000+ Total users – monthly with 297,005 monthly page views

80,500 Total average users – monthly across 3 weekly newsletters
At Drug Store News, we provide timely, relevant and meaningful news analysis, as well as product coverage and networking opportunities, to retailers, distributors and manufacturers who serve the retail pharmacy industry.
Drug Store News reaches retailers, dealers and distributors all over the United States, including major cities where the industry powerhouses are headquartered.
## THE DSN UNIVERSE

### Table: The DSN Universe

<table>
<thead>
<tr>
<th>RANK</th>
<th>COMPANY</th>
<th>2015 Rx SALES$</th>
<th>2015 TOTAL CORP. SALES$</th>
<th>TOTAL STORES</th>
<th>STORES WITH Rx</th>
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<th>RANK</th>
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<th>2015 Rx SALES$</th>
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*All sales in millions; reflect most recent fiscal year
### JANUARY
- **Report: Top Trends in Beauty**
  - 2017 Predictions
- **State of Retail Pharmacy Report**
- **Vitamin, Mineral & Supplements**
- **Diet & Weight Loss**
- **Skin Care & Bath**
- **Healthy Food**

**Show Distribution:**
- ECRM VMS
- ECRM Branded Rx
- ECRM Cosmetics

**Issue date:** 1/09  
**Ad close:** 12/06  
**Ads due:** 12/08

### FEBRUARY
- **Report: Cough & Cold**
  - Chronic Care Forum
  - Generics — GPHA
  - Pharmacy Tech & Automation
  - Home Health Care
  - Natural & Organic Beauty
  - Oral Care
  - Pet Care

**Show Distribution:**
- NACDS Regional
- ECRM Cough/Cold
- ECRM Home Health Care
- GPHA

**Issue date:** 2/6  
**Ad close:** 1/10  
**Ads due:** 1/12

### MARCH
- **Report: CHPA View from the Top**
  - Insert: Generics Report
  - Top Trends OTC
  - Issues Summit Report
  - Specialty Rx
  - Homeopathy
  - Men's Grooming
  - Batteries
  - Greeting Cards

**Show Distribution:**
- CHPA
  - Special Insert: ECRM Generics

**Issue date:** 3/13  
**Ad close:** 2/14  
**Ads due:** 2/16

### APRIL
- **NACDS Annual**
  - Health, Wellness and Technology Roundtable
  - State of the Industry Report: Top Retailers

**Show Distribution:**
- NACDS Annual

**Issue date:** 4/24  
**Ad close:** 3/28  
**Ads due:** 3/30

### MAY
- **Report: Skin, Cosmetics, Bath**
- **Annual Emerging Brands Report**
- **Hair Care**
- **Ethnic Products**

**Show Distribution:**
- ECRM Skin and Bath
- ECRM Multicultural Health & Beauty
- ECRM Hair Care

**Issue date:** 5/22  
**Ad close:** 4/25  
**Ads due:** 4/27

### JUNE
- **Report: Diet, Sport, Vitamin, Nutrition**
  - Vaccines
  - Pharmacy Tech & Automation
  - Healthy Snacks
  - Organic

**Show Distribution:**
- ECRM Diet, Vitamin and Sports Nutrition

**Issue date:** 6/19  
**Ad close:** 5/23  
**Ads due:** 5/25

---

**DSN monthly category coverage includes pharmacy, OTC, health, beauty, consumables and general merchandise.**
JULY
Report: Personal Care, Oral Care, Sun Care
Pharmacy State of the Industry: Retail Clinics Annual Report
Sexual Wellness First Aid Infant & Baby
Skin Care & Bath Beverages & Snacks
Show Distribution:
ECRM Personal Care ECRM Baby & Infant ECRM Sun Care

AUGUST
Total Store Expo Omnichannel Report Top Category Trends Health Care Report
Show Distribution:
NACDS TSE ECRM Health Care
Issue date: 8/21 Ad close: 7/24 Ads due: 7/25

SEPTEMBER
Pharmacy Tech & Automation Homeopathy Foot Care VMS Oral Care Greeting Cards

Issue date: 9/18 Ad close: 8/22 Ads due: 8/24

OCTOBER
Best of Supermarket Specialty Rx Analgesics Digestives Shave Natural & Organic Beauty
As Seen on TV

Issue date: 10/23 Ad close: 9/26 Ads due: 9/28

NOVEMBER
Top Trends OTC Generics Diabetes Diagnostics Women’s Health Cosmetics Beverage/Snacks Organic

Issue date: 11/20 Ad close: 10/24 Ads due: 10/26

DECEMBER
Year in Review Pharmacy Innovator Awards Pharmacy Tech & Automation Batteries

Issue date: 12/18 Ad close: 11/20 Ads due: 11/22

NACDS TOTAL STORE EXPO
DSN SHOW DAILY
AUGUST 19-22, 2017

DSN monthly category coverage includes pharmacy, OTC, health, beauty, consumables and general merchandise.
The Show Dailies are 3 issues produced live onsite at both NACDS Annual and NACDS Total Store Expo. DSN covers the ongoing events of the show, prints at night and delivers to the retailers’ hotel rooms first thing in the morning, and also distributes at the tradeshow floor. A digital version is also emailed out to our digital subscriber database of 32,000. This is a great way to build awareness and booth traffic at the show.
Every day, thousands of industry professionals visit drugstorenews.com for the news, analysis, competitive intelligence and tools they need to move their business forward. Place your ads alongside our high-visibility and category-specific content to target key audiences.

**KEY METRICS**
- 218,000+ total page views every month
- 101,906+ unique visitors every month
- Top rated news site on Alexa.com

Popular locations include:
- OTC zone
- Top Retailers zone
- News zone
- Beauty zone
- Pharma zone
Today's top news stories covering the retail drug industry, sent every morning, Monday through Friday.

**KEY METRICS – DSN A.M. (daily)**
- Circulation: 22,000
- Open rate: 34%
- 50% open rate on mobile devices

**KEY METRICS – Weekend Update (weekly)**
- Circulation: 30,000
- Open rate: 26%
- 47% open rate on mobile devices
E-NEWSLETTER
Breaking News

First-to-the-market with developing stories in the retail drug industry.

KEY METRICS
- Circulation: 27,000
- Open rate: 37%
- 55% open rate on mobile devices
E-NEWSLETTER

Beauty Report

The top stores in beauty delivered every Thursday morning.

KEY METRICS

• Circulation: 7,000
• Open rate: 24%
• 45% open rate on mobile devices
Pharmacist Journal is read by pharmacist and pharmacist technicians working in both chain and independent pharmacies. The newsletter is sent Monday, Wednesday and Fridays to 80,000 subscribers. We provide news, drug updates and CE lessons.

**KEY METRICS – News & Views** (weekly - Monday)
- Circulation: 80,000
- Open rate: 16%
- 71% open rate on mobile devices

**KEY METRICS – Practice Insights** (weekly - Wednesday)
- Circulation: 80,000
- Open rate: 16%
- 68% open rate on mobile devices

**KEY METRICS – Education & Training** (weekly - Friday)
- Circulation: 82,000
- Open rate: 15%
- 69% open rate on mobile devices
The Annual Drug Store News Industry Issues Summit is a must-attend event for manufacturers/suppliers of pharmaceutical, OTC, health, beauty, and personal care products sold in retail chain pharmacies throughout the market. From the corner office to every corner of the store, insight gained at this event will increase sales and strengthen relationships between retailers and suppliers.

For more information, visit www.dsnindustryissues.com
**New General Market (April 2017)**
The New General Market is a societal trend, embraced by a number of culturally competent organizations that understand that today's consumers should not be segmented demographically, but spoken to recognizing their values, opinions, attitudes, interests, and lifestyles. The NGM approach acknowledges and embraces the blending of ethnicities and cultures in the U.S. & around the world. This summit will be an intimate closed door event, which will be filmed, edited, and the highlights distributed to the industry digitally and in print in *Drug Store News*. Participation in this event is invite-only. For consideration, please contact Eric Savitch: esavitch@drugstorenews.com.

**Future Leaders Forum (May 2017)**
CPG companies face a competitive environment that is unfamiliar and potentially hostile to their market share and profitability, as well as misaligned with their organizations and skills. The Future Leader Forum, presented by Mack Elevation Forum and DSN, is an intimate event held with a key retail partner, featuring seven leaders sharing how to create value in today's new economy. The event will be filmed and highlights communicated in *Drug Store News* in both a print and digital format.

**Boomer Healthcare Summit (June 2017)**
*Drug Store News* & Mack Elevation Forum are curating the best healthcare thinkers and companies in the development of a very special leadership event. The program is a “think tank” assisting the broader industry in uncovering the emerging practices in winning the hearts, minds and wallet of today's Boomers and seniors and Caregivers. The program and research highlights will be communicated in *Drug Store News*, in both a print and digital format.

**Disruptors, Transformers & Purpose Driven Brands Summit (August 2017)**
Disruption is occurring at the intersection of digital commerce, consumer experience and band communities. The consumer model is changing right before our eyes; the winners are purpose driven, transformational in nature, adapting, highly digital and experiential. This summit brings together the leaders who are transforming health, beauty and personal care. The summit, presented by Mack Elevation Forum and DSN, will showcase emerging ideas presented by key thought-leaders, as well as a high-impact panel discussions with senior retail executives. The key findings will be shared in *Drug Store News*. 
ADVERTISING

Reach the industry decision-makers wherever they are
PRINT RATES

4-Color rates (gross)

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INSERTS
Non-cancellable. Rates on request. Maximum weight: 100-lb. text. Contact Product Department for mechanical requirements and postal regulations. Single-page “magazine size” inserts, printed one-side only: 15% premium.

MULTIMEDIA CIRCULATION
Drug Store News is the multimedia industry news and information leader serving retail pharmacy industry executives, decision-makers and influencers in print, online and at events. Drug Store News’ combined gross circulation as audited by the Audit Bureau of Circulation is:

- Qualified Paid Circulation: 282
- Qualified Non-Paid Circulation: 31,034
- TOTAL QUALIFIED CIRCULATION: 36,316
- TOTAL ONLINE UNIQUE USERS: 101,906

TOTAL GROSS CONTACTS: 138,322
The complete ABC Multimedia Publisher’s Statement is available at drugstorenews.com.

- TOTAL AVERAGE CIRCULATION for six months ending June 30, 2016

AGENCY COMMISSION & PAYMENT TERMS
Earned frequency is based on the number of insertions used within a 12-month calendar year. 15% commission to recognized advertising agencies on gross billings for display advertising, color and premium. No commissions will be paid on invoices not paid within 30 days of billing date. Mechanical charges and special services are non-commissionable. Publisher reserves the right to hold the advertiser and/or the agency jointly and severally liable for such monies as are due and payable to the publisher.
ONLINE RATES

DrugStoreNews.com

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<tr>
<td>Category Pages 2 (top and bottom)</td>
<td>300 x 250</td>
<td>$3,000 net per month</td>
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GENERAL INSTRUCTIONS

Website specs: Please send a .jpeg, .gif or animated .gif (max size 20k) and a URL link. We also accept flash files in SWF format with clicktags (max size 30k). All flash files must include a .jpeg and .gif backup file.
# E-NEWSLETTER RATES

## DrugStoreNews Daily

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## GENERAL INSTRUCTIONS

**Newsletter specs:** Please send a .jpeg, .gif or animated .gif (max size 20k) and a URL link. NO flash files. Note: we accept animated .gifs, but they do not animate for recipients using Microsoft Outlook 2007. If using animation, make sure your first frame has all the pertinent information.
There is no shortage of agencies that promise life-changing creative advice, but how many have deep knowledge of your industry built into their DNA? Leveraging our history as a leading B2B retail publisher, our custom media team knows the inner workings of the retail business like no one else. That’s not to say we don’t make pretty pictures. But unlike a lot of creative marketers, we know how you operate, and we use this as the foundation for everything we do.

**Our custom capabilities include:**
- Campaign strategy, design, implementation & management
- Advertising – online and print
- E-newsletters and digital special reports
- Posters and signage
- Magazines and newsletters
- E-blasts and announcements
- Videos
- Webinars
- Web development and design
- Retailer research
- Collateral and brochures
- Landing pages and microsites
LEAD GENERATION

Want highly qualified leads? We’ll deliver them to you for maximum ROI. Drug Store News will work with you to identify your objectives and create a custom lead generation program using one or a combination of the following:

- White papers
- Webinars
- Surveys
- Special reports
- Magazines and newsletters
- E-blasts
- Targeted marketing campaigns
**AD SPECS & REQUIREMENTS**

**AD SPECS**

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<tr>
<td>Bleed Full Page*:</td>
<td>9 1/4” x 11”</td>
</tr>
<tr>
<td>Non-Bleed Full Page:</td>
<td>8 1/2” x 10 1/4”</td>
</tr>
<tr>
<td>Bleed Spread:</td>
<td>18 1/4” x 11”</td>
</tr>
<tr>
<td>1/2 Page (Horizontal):</td>
<td>8 1/2” x 4 3/4”</td>
</tr>
<tr>
<td>1/3 Page (Vertical):</td>
<td>3” x 9”</td>
</tr>
<tr>
<td>Front Cover:</td>
<td>8” x 7 1/2”</td>
</tr>
</tbody>
</table>

*Bleed ads and bleed spreads require a 1/2” safety margin in from the Bleed Size.

**GENERAL INFORMATION**

**Copy and Layout:** We will prepare copy and layout upon request. Ask your area manager for details.

**Storage:** Advertising digital files will be deleted from our servers 12 months after last use if not requested to be returned.

**Ship Pre-Printed inserts:**
- **Drug Store News**
  - c/o Publishers Press
  - 13487 South Preston Highway
  - Lebanon Junction, KY 40150
  - Attn: Marty Roberson

**Ship Advertising Material:**
- **Drug Store News - Print Material**
  - 150 W. 30th Street, 19th Floor
  - New York, NY 10001
  - Attn: Betty Dong
  - (212) 756-5134 | dong@LF1925.com

- **Drug Store News - Digital Material**
  - Attn: Teresa Dombach
  - (212) 756-5015 | tdombach@LF1925.com

**DIGITAL**

Digital ads are the preferred format for *Drug Store News*. Digital advertising is submitted by the advertiser and accepted by Lebhar-Friedman with the agreement that the material will perform satisfactorily with no intervention required on the part of Lebhar-Friedman. If the supplied digital advertising materials do not meet the criteria required or require intervention or handwork to prepare material for press, the advertiser will be billed for all costs incurred.

**MECHANICAL**

**Method:** Printed Web-Offset (Wet), Saddle stitched.

**Issuance Dates:** See editorial calendar.

**Closing Dates:** All closing dates mean receipt of material in publisher’s New York office:
- 150 W. 30th Street, 19th Floor
- New York, NY 10001
- Attn: Betty Dong

**Cancellation:** No cancellation accepted after the closing date.

**Bleeds:** Full bleeds accepted on all spreads and full pages at no additional cost. 1/8” safety required on four sides from trim size.
<table>
<thead>
<tr>
<th>Name</th>
<th>Region</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eric Savitch</td>
<td>Publisher</td>
<td>856-489-3336</td>
<td><a href="mailto:ESavitch@drugstorenews.com">ESavitch@drugstorenews.com</a></td>
</tr>
<tr>
<td>Alex Tomas</td>
<td>East Coast, Southwest</td>
<td>212-756-5155</td>
<td><a href="mailto:ATomas@drugstorenews.com">ATomas@drugstorenews.com</a></td>
</tr>
<tr>
<td>Catherine Stephany</td>
<td>Central, Northwest</td>
<td>312-440-0516</td>
<td><a href="mailto:CStephan@drugstorenews.com">CStephan@drugstorenews.com</a></td>
</tr>
</tbody>
</table>

150 WEST 30TH STREET  | 19TH FLOOR  | NEW YORK, NY 10001

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