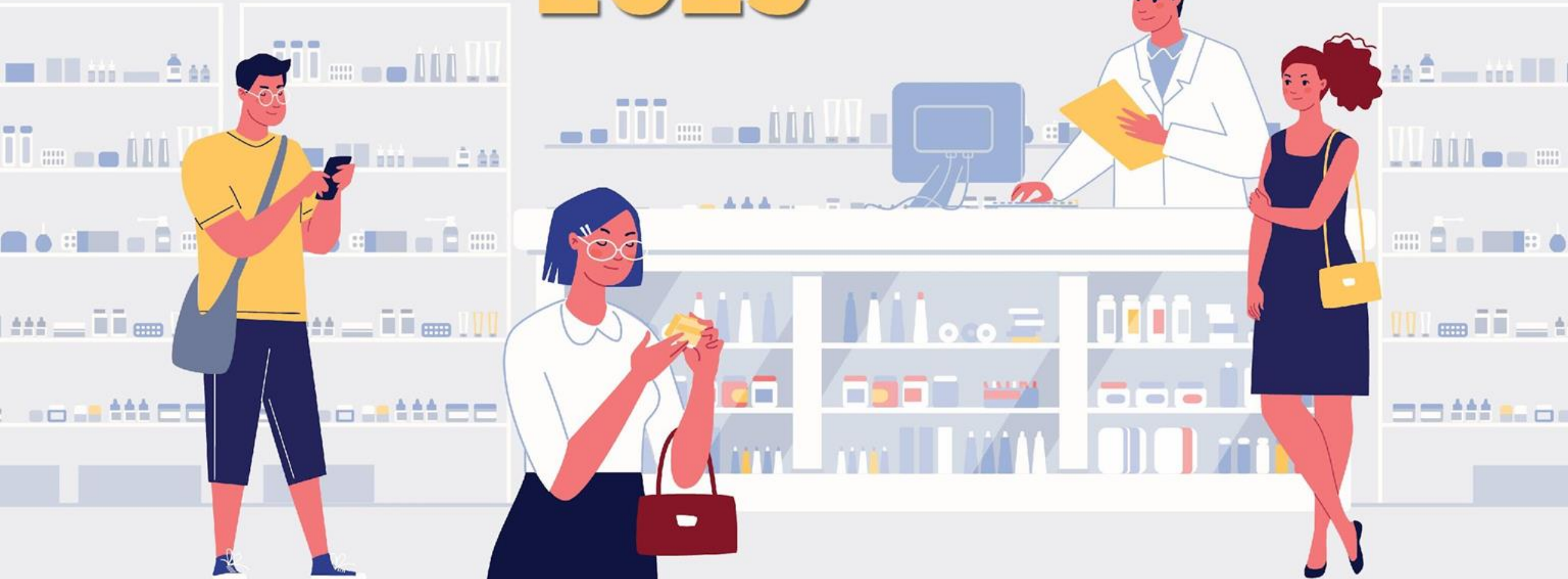
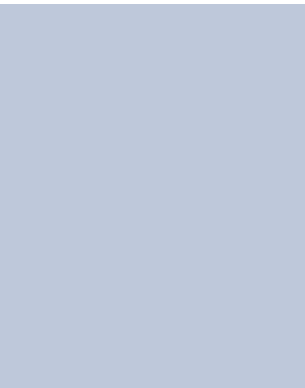


MEDIA PLANNER 2023



THE VOICE OF THE INDUSTRY

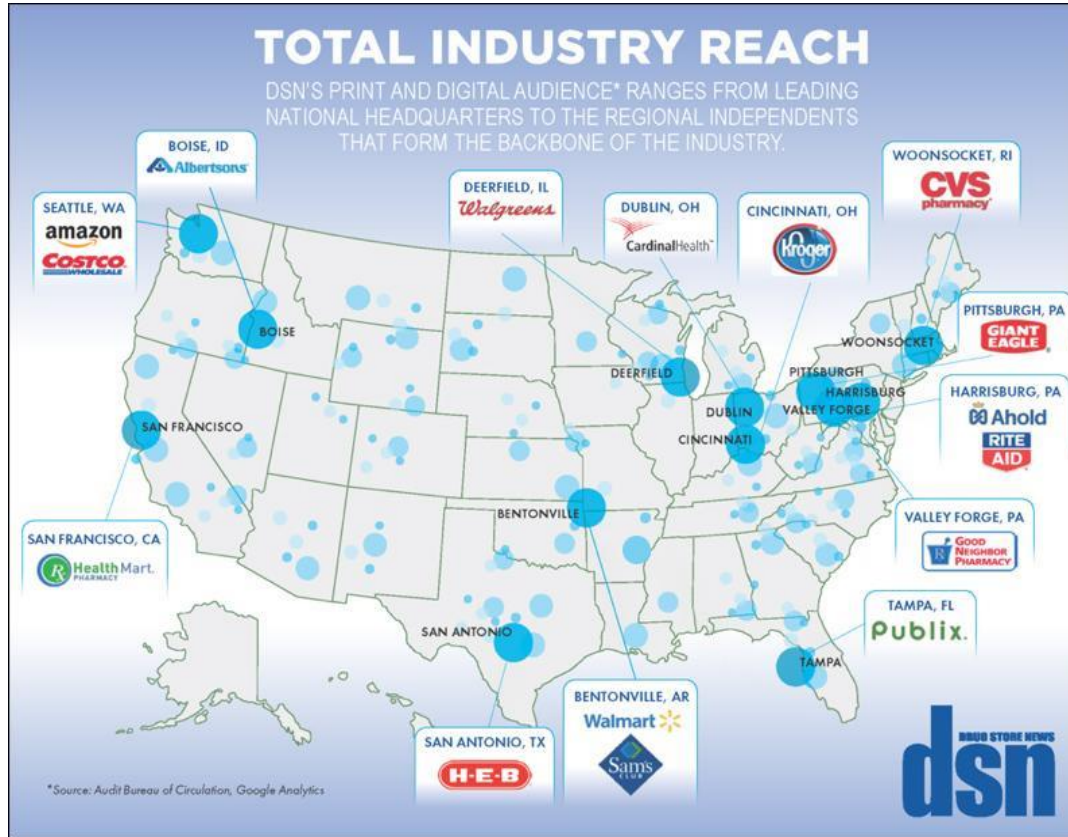


AT DRUG STORE NEWS, we provide timely, relevant and meaningful news analysis, as well as product coverage and networking opportunities, to retailers, distributors and manufacturers who serve the retail pharmacy industry.



2023 MEDIA PLANNER OUR AUDIENCE

WWW.DRUGSTORENEWS.COM



MAGAZINE

35,000

Monthly subscribers



WEBSITE

96,805

Unique visitors every month



NEWSLETTER – DSN AM

60,611

Daily Subscribers

62% average open rate



73,106

Weekly recipients – with 60% open rate



65,595

Weekly recipients – with 60% open rate



72,494

Weekly recipients – with 65% open rate



63,086

Daily recipients – with 60% open rate



82,325

Weekly recipients with 46% open rate



29,895

Followers

MEET OUR EDITORIAL ADVISORY BOARD



John O. Beckner, R.Ph.

Senior director, Strategic initiatives, National Community Pharmacists Association



Becky Dant, PharmD, BCACP

AGMM professional services, Costco Wholesale Pharmacy



J. Jeremy Faulks, PharmD

Vice president, pharmacy operations, Thrifty White Pharmacy



Doug M. Long

Vice president, industry relations, IQVIA



Nancy Lyons, BSPHarm, MBA, CDCES

Vice president, chief pharmacy officer, pharmaceutical solutions and services, Health Mart Pharmacy



Katie Scanlon

Senior director pharmacy administration, Publix Super Markets



Heidi Snyder, R.Ph., MBA

Owner, Drug World Pharmacies

PRINT RATES

| Ad Size | 1x | 3x | 6x |
|--------------------|---------|---------|---------|
| Full Page | \$7,500 | \$6,750 | \$6,000 |
| 1/2 Page | \$5,000 | \$4,500 | \$4,000 |
| 1/3 Vertical Strip | \$4,250 | \$3,900 | \$3,500 |

MULTIMEDIA CIRCULATION

Drug Store News is the multimedia industry news & information leader serving retail pharmacy industry executives, decision makers and influencers through print, online and at events. Drug Store News' combined gross circulation is:

| | |
|------------------------------------|-------------------------|
| Qualified Paid Circulation | 204 |
| Qualified Non-Paid Circulation | 34,796 |
| TOTAL QUALIFIED CIRCULATION | 35,000 |
| TOTAL ONLINE UNIQUE USERS | 96,805 per month |
| TOTAL GROSS CONTACTS | 131,805 |

AVERAGE CIRCULATION QUARTER ENDING OCTOBER 31, 2023

INSERTS

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

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.

2023 MEDIA PLANNER

WWW.DRUGSTORENEWS.COM

ALL NEW MOBILE NACDS SHOW DAILY

NACDS Show Dailies

The only publication with live coverage of the NACDS Annual and Total Store Expo events. Start your day and swipe on-the-go with all the highlights and photos from NACDS Annual.

- Daily Show Coverage
- Photo Galleries of Speakers, Exhibit Booths and Nightlife Receptions
- Exclusive product spotlights

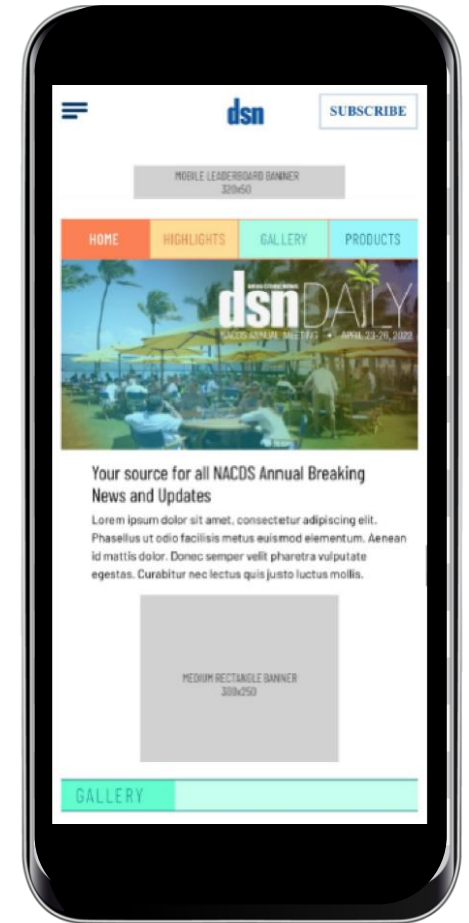
| Sponsorship Packages Include | Cost (net) |
|------------------------------|------------|
| Leadership Banner | \$8,000 |
| Top 300x250 Rectangle | \$6,000 |
| Lower 300x250 Rectangle | \$5,000 |

*All sponsorships include exhibit booth photo and a product feature (150-word description, image & booth number)

Get your brand in the hands and minds of retail executives where all the connections are happening.

DISTRIBUTION:

- Postcard delivered each day to attendees' hotel rooms with QR code linking to the Mobile Show Daily (3 days)
- Lead story in the DSN AM Newsletter on Monday, Tuesday and Wednesday (80k Impressions)
- Posted on DSN LinkedIn, Facebook & Twitter (26,500 followers)



2023 MEDIA PLANNER

WWW.DRUGSTORENEWS.COM

DrugStoreNews.com

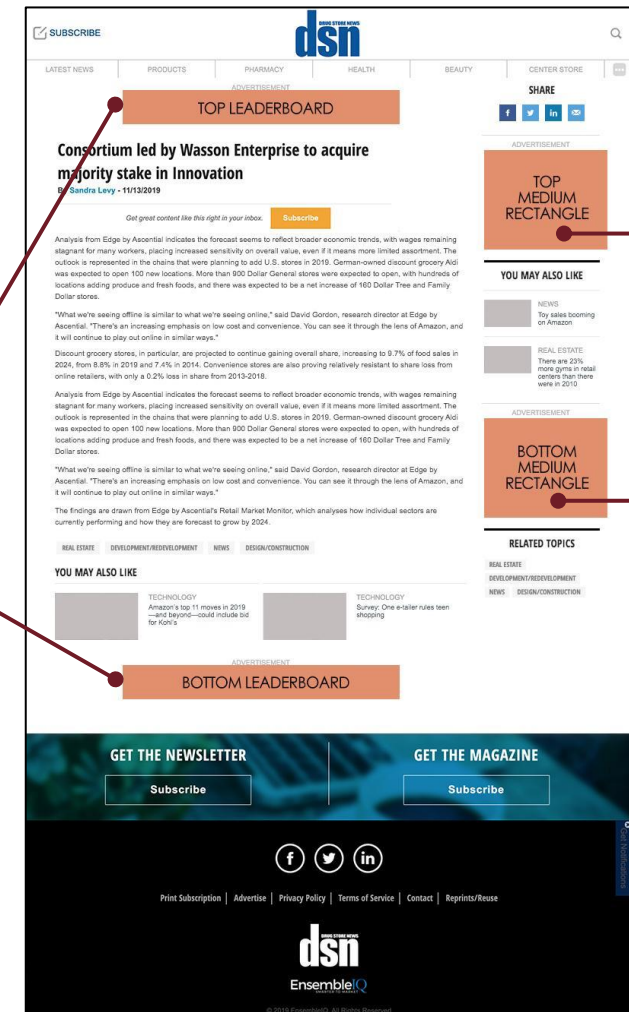
Every day, thousands of industry professionals visit drugstorenews.com for the news, analysis, competitive intelligence and tools they need to move their business forward. Place your ads alongside our high-visibility and category-specific content to target key audiences.

KEY METRICS

154,959 total page views every month

96,805 unique visitors every month

| Position | Size | Impressions | ROS |
|----------|---|---------------|---------|
| 1 | Leaderboard 728x90 | 50K per month | \$4,500 |
| 1a | Leaderboard Pushdown 728x90 | 50K per month | \$5,500 |
| 1c | Bottom Leaderboard 728x90 | 35K per month | \$3,000 |
| 2 | Med. Rectangle Top 300x250 | 50K per month | \$4,000 |
| 2a | Med. Rectangle Pushdown 300x250 | 50k per month | \$5,000 |
| 3 | Med. Rectangle Bottom 300x250 | 35k per month | \$3,000 |
| 4 | Exclusive category pages only 300 x 250 | 35K per month | \$3,000 |
| | Remarketing 250,000 impressions | | \$4,000 |



2023 MEDIA PLANNER

WWW.DRUGSTORENEWS.COM

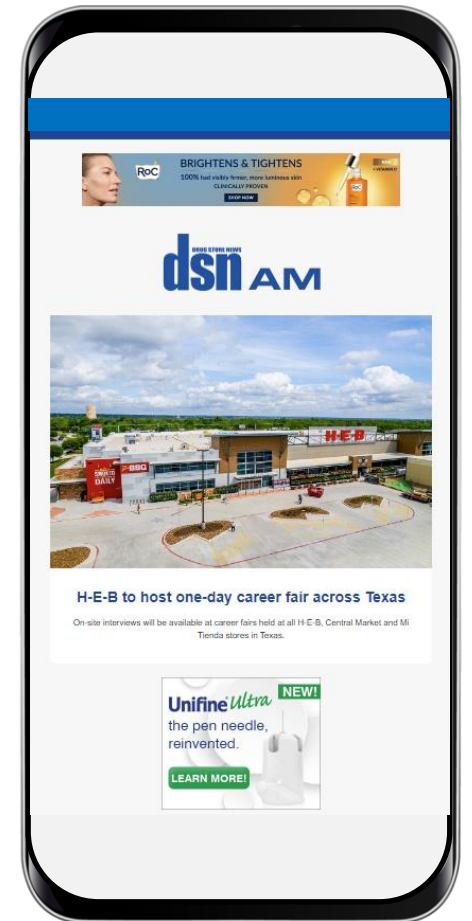
E-NEWSLETTERS

DSN AM | Generics Report | Health & Wellness | Beauty Report | Weekend Update | Breaking News

From your morning briefing of the day's top stories to category-focused coverage across the store to up-to-the-minute breaking news alerts.

| Key Metrics | DSN A.M. | Generics Report | Health & Wellness | Inside Beauty | Weekend Update | Breaking News |
|------------------|----------------------|-----------------|-------------------|---------------|----------------|---------------|
| Circulation | 60,000 | 65,000 | 73,000 | 63,000 | 72,000 | 82,000 |
| Open Rate (OR) | 62% | 60% | 60% | 60% | 65% | 46% |
| Est. Impressions | 186k /week | 156k/month | 172k/month | 151k/month | 187k/month | 113k/month |
| Run | Daily (M - F) | Wednesdays | Tuesdays | Thursdays | Saturdays | 3 times/mo |

| Ad Pricing (net) | DSN A.M. | Generics Report | Health & Wellness | Inside Beauty | Weekend Update | Breaking News |
|---------------------|---------------------|-----------------|-------------------|---------------|----------------|---------------|
| Leaderboard 600x100 | \$5,000/week | \$4,000/mo | \$4,000/mo | \$3,500/mo | \$5,000/mo | \$3,000/ea |
| Lower 300x250 | \$4,000/week | \$3,500/mo | \$3,500 /mo | \$3,000 /mo | \$4,500/mo | — |
| Native Text Ad | \$3,000/week | \$3,000/mo | \$3,000/mo | \$3,000 /mo | \$3,000/mo | — |



DIGITAL PRODUCTS

Lead Generation

CLIENT-SUPPLIED WHITE PAPER

- Promoted via the newsletter, banner ad, and e-blast(s) to the target audience.
- Content resides on DrugStoreNew.com and requires user registration to access.

Cost: \$13,500

DSN-DEVELOPED WHITE PAPER

- DSN develops, writes, and designs content at client's direction.
- Promoted via the newsletter, banner ad, and e-blast(s) to the target audience.
- Content resides on DrugStoreNews.com and requires user registration to access.

Cost: \$15,500

CONSUMER/B2B RESEARCH & WHITE PAPER REPORT

- DSN can conduct consumer/b2b research on your behalf and release findings as a co-branded white paper with a registration form.

[Click here for an example](#)

Cost: \$17,500

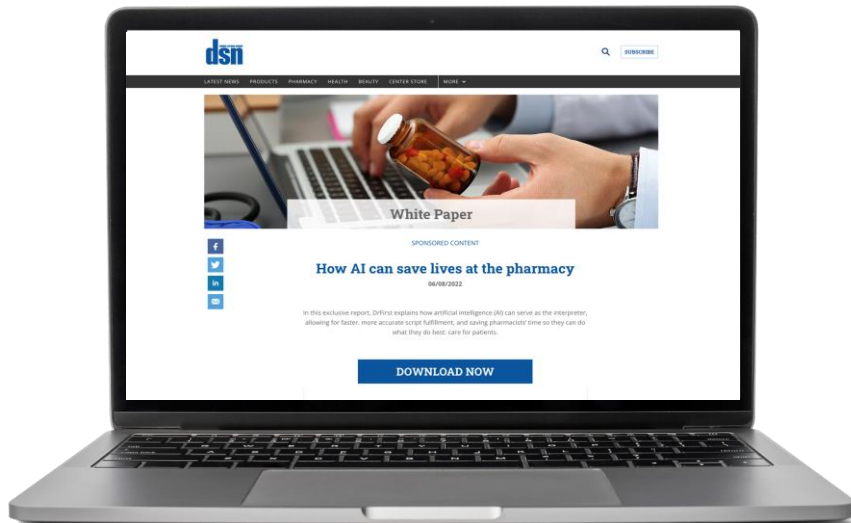


WEBINAR

- DSN is co-sponsor and moderator of a webinar developed and presented by the client.
- Promoted via the newsletter, banner ad, and e-blast(s) to the target audience.
- A recorded version of the webinar will reside on DrugStoreNews.com and archived for one year.

Cost: \$15,000

(Additional \$500 applies for copy of the mp4 file)



DIGITAL PRODUCTS

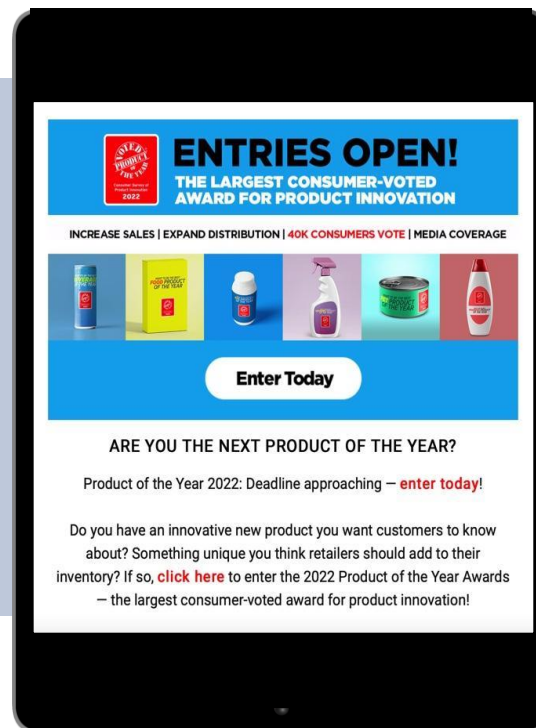
Custom Media & Marketing

3RD PARTY E-BLAST

- All creative and branding will be the client's, **with no reference to DSN.**
- Email metrics report provided.

Cost structure:

- 20,000 emails = \$11,500
- 8,000 emails = \$4,600
- For additional emails, pricing increases at \$500 CPM
- Optional: DSN-developed HTML = \$1,000



3RD PARTY E-BLAST

- All creative and branding will be the client's, **with no reference to DSN.**
- Email metrics report provided.

Cost structure:

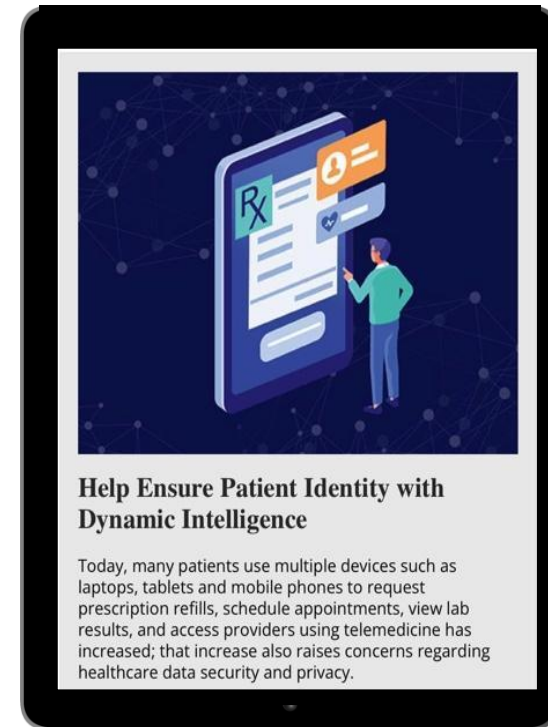
- 20,000 emails = \$11,500
- 8,000 emails = \$4,600
- For additional emails, pricing increases at \$500 CPM
- Optional: DSN-developed HTML = \$1,000

SPONSORED CONTENT E-BLAST

- Email developed and branded by DSN for target audience.
- Email metrics report provided.

Cost structure:

- 20,000 emails = \$13,500
- 8,000 emails = \$6,600
- For additional emails, pricing increases at \$500 CPM
- Custom DSN landing page = \$2,000



DIGITAL PRODUCTS

Remarketing

DSN Remarketing allows your company to connect with the drug store retail executives that visit the *Drug Store News* website by displaying your ads to them as they browse the web or even search on Google.

Range for Campaigns We've Run:

150,000 to 250,000

Impressions

What You'll Get:

Text Ad

Title: two lines each max
30 characters

Description: max 80 characters.
Visible URL

Banner Ad

300 x 250 banner ad

728 x 90 banner ad

320 x 50 banner ad

Investment: \$4,000/week
for 250,000 impressions.

Blog

THE ULTIMATE THOUGHT LEADERSHIP PROGRAM

AN ENGAGING, EFFECTIVE WAY TO SHARE INFORMATION AND INSIGHTS AND SHOWCASE THOUGHT LEADERSHIP

- Dedicated section of the site on home page
- Featured throughout the site, where topically appropriate
- Promotional activities include:
 - Email deployed to full DSN newsletter list
 - Blog deployed to full DSN newsletters for one week
 - Archived on dsnews.com
 - Share via DSN social network
 - Native Advertising

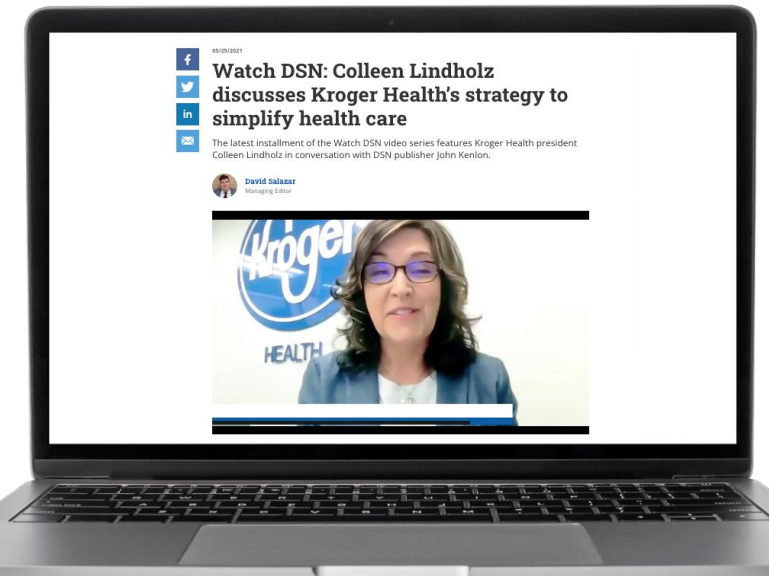
Investment: \$4,000 per month
3 month minimum

Retailer Video Sponsorships

DSN is conducting one-on-one video interviews with leading retail executives. As the exclusive sponsor, you receive: 15 second pre-roll commercial and all 4 ads surrounding the video for 1 full year.

[Click here to see an example.](#)

Investment: \$5,000



DIGITAL PRODUCTS

An Immersive Digital Content Experience

VISUAL STORYTELLING

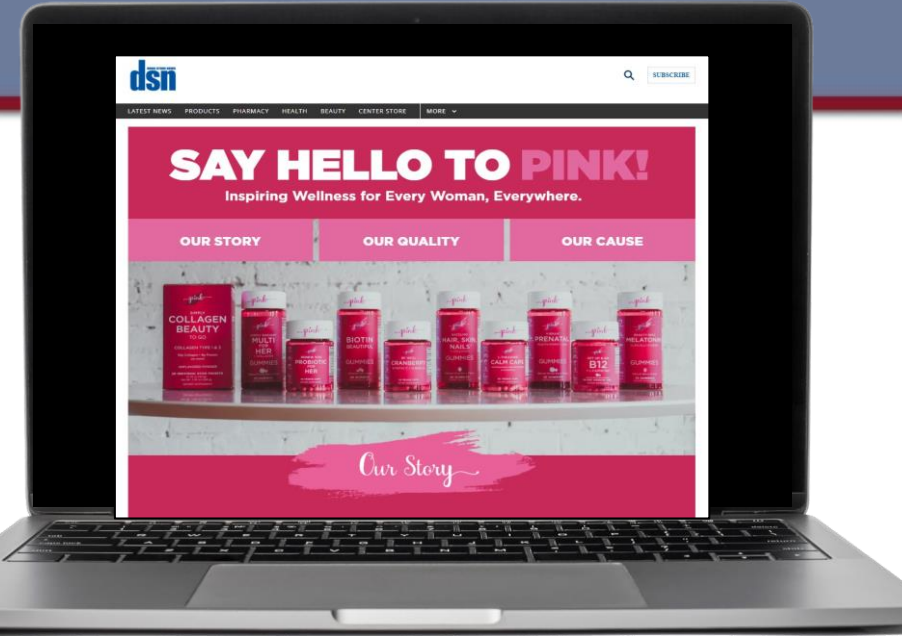
Coral leverages cutting-edge graphic display, animation and embedded media to create vibrant visual stories. The platform enables readers to deeply engage with digital content through self-guided exploration, creating memorable connections with your brand. [Explore Coral](#)

+ ANIMATED INFOGRAPHIC - \$12,500

Must-click animated illustration of data points and brand elements designed for shareability. Best for Category insights, case studies, or other research supporting the brand's marketing. [Click Here](#).

+ ANIMATED PRODUCT SPOTLIGHT - \$10,000

Pop-off-the-page product feature showcasing key attributes, imagery, and call to action. Best for new product launches, line extensions, rebranding, brand acquisition, new packaging, seasonal promotion, etc. [Click Here](#).



+ STORYSCAPE - \$17,500

Narrative-driven, multi-layered interactive content brought to life with animation, micro-infographics and embedded media. Best for Strategic thought leadership focus and/or emphasis on brand's story, purpose, and innovation. [Click Here](#).

EVENT SPONSORSHIP



November 2023

DSN's Top Women in Health, Wellness and Beauty Awards honor the difference-making efforts of women in our industry in the following categories:

BUSINESS EXCELLENCE AWARD

(senior directors and vice president levels): Recognizes a woman who has demonstrated achievement, growth and success in the health, wellness and beauty retail space. The recipient understands the importance of innovative ideas, education, decision-making, mentoring and community service.

COMMITMENT TO CARE AWARD

(bench pharmacists, corporate pharmacists): Recognizes a pharmacist who leads in her community through volunteer work, charitable organizations and an overall commitment to patient care.

RISING STARS AWARD

The Rising Stars winner is a woman to watch who has had significant early-career accomplishments and/or achieved notable success.

Click here to see 2022 winners

For more information, visit www.dsntopwomen.com



EVENT SPONSORSHIP

dsn DRUG STORE NEWS INDUSTRY ISSUES SUMMIT

November 2023

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



2023 MEDIA PLANNER

WWW.DRUGSTORENEWS.COM

EDITORIAL CALENDAR

EVERY ISSUE WILL INCLUDE:

Editor's Note | Industry News | Products to Watch | Guest columns | One-on-One | Women in the News | CBD News

| January | February | March | April |
|--|--|--|---|
| Ad Close: 12/9/22 Material deadline: 12/16/22 | Ad Close: 1/13/23 Material deadline: 1/20/23 | Ad Close: 2/15/23 Material deadline: 2/23/23 | Ad Close: 3/17/23 Material deadline: 3/24/23 |
| Cover story: Retail pharmacy and the rise of clinical trials Issue Summit Panel 1 Inside Beauty: Trends in skin, bath and cosmetics Pharmacy: Tech & automation Health 1: Cough-Cold and Allergy Report Health 2: Hearing Aids General Merchandise: Greetings Cards | Cover story: Legislative agenda Issue Summit Panel 2 Inside Beauty 1: Hair Care Report Pharmacy 1: Generic drug report Health 1: Diabetes Report Health 2: Sleep report Health 3: Feminine care Consumables: Snacks General Merchandise: Pet supplies | Cover story: What would the ideal retail pharmacy model look like? Inside Beauty: Men's grooming Pharmacy: Regional chain pharmacies Health 1: VMS/nutritional products Health 2: CBD report Consumables: Energy products General Merchandise: Housewares | Cover story: State of Pharmacy Inside Beauty 1: Hair care report Inside Beauty 2: Virtual roundtable NACDS Annual Product Showcase Health 1: Sexual wellness Consumables: Top trends in food General Merchandise: Office Supplies or Home/Gift |

2023 MEDIA PLANNER

WWW.DRUGSTORENEWS.COM

EDITORIAL CALENDAR

| May | June | July | August |
|--|---|--|---|
| Ad Close: 4/14/23 Material deadline: 4/24/23 | Ad Close: 5/15/23 Material deadline: 5/22/23 | Ad Close: 6/15/23 Material deadline: 6/22/23 | Ad Close: 7/17/23 Material deadline: 7/24/23 |
| <p>Cover story: What are the threats and opportunities to retail pharmacy?</p> <p>Inside Beauty 1: Multicultural Beauty</p> <p>Pharmacy: Supermarket Pharmacy report</p> <p>Health 1: Eye and Ear Report Health 2: Immune Health</p> <p>Consumables: Candy report</p> | <p>Cover story: Bridging the Gap between Doctors & Pharmacists</p> <p>Inside Beauty 1: Skin & Bath Report Inside Beauty 2: Nail Care Report</p> <p>Pharmacy 1: Tech & Automation Pharmacy 2: Vaccine report</p> <p>Health 1: Digestive Health report</p> <p>Consumables: Sports drinks</p> <p>General Merchandise: As Seen on TV or Batteries</p> | <p>Cover story: Power List</p> <p>Inside Beauty 1: Sun Care Inside Beauty 2: Personal Care</p> <p>Pharmacy: Generics report</p> <p>Health 1: Women's Health or Incontinence Health 2: Diabetes Care</p> <p>Consumables: Breakfast Foods</p> <p>General Merchandise: Consumer Electronics</p> | <p>Cover story: Hot Markets</p> <p>Inside Beauty 1: Makeup trends or Nail Care Inside Beauty 2: Men's Grooming</p> <p>NACDS TSE Product Showcase</p> <p>Health 1: First Aid Report Health 2: Smoking Cessation Products</p> <p>General Merchandise: Pet Supplies</p> |

2023 MEDIA PLANNER

WWW.DRUGSTORENEWS.COM

EDITORIAL CALENDAR

| September | October | November | December |
|---|--|---|---|
| Ad Close: 8/15/23 Material deadline: 8/23/23 | Ad Close: 9/15/22 Material deadline: 9/22/23 | Ad Close: 10/13/23 Material deadline: 10/20/23 | Ad Close: 11/15/23 Material deadline: 11/23/23 |
| <p>Cover story: How can retail pharmacies leverage discount cards?</p> <p>Inside Beauty 1: Natural and Clean Inside Beauty 2: Minority-owned beauty brands</p> <p>Pharmacy: Specialty Pharmacy Report</p> <p>Health 1: VMS report - weight management & sports nutrition Health 2: Homeopathic report or Foot Care</p> <p>Consumables: Organic products</p> <p>General Merchandise: Home/Office</p> | <p>Cover story: Retail Pharmacy Heroes</p> <p>Inside Beauty 1: Hair Care & Appliances Inside Beauty 2: Beauty Tech</p> <p>Pharmacy: Tech & Automation</p> <p>Health 1: Diabetes & Diagnostic Equipment Health 2: Sexual Wellness</p> <p>Consumables: Candy</p> <p>General Merchandise: Cleaning Products</p> | <p>Cover story: Top Women in Health, Wellness & Beauty</p> <p>Inside Beauty: Brands with a Purpose</p> <p>Pharmacy: Generic Drug Report</p> <p>Health: OTC Trends (Cough Cold Preview)</p> <p>Consumables: Beverages</p> <p>General Merchandise: Greeting Cards</p> | <p>Cover story: Pharmacy Innovator Award</p> <p>Inside Beauty 1: Color Cosmetics Report</p> <p>Pharmacy: Generic Drug Report</p> <p>Health: Cardiovascular Health, Connected Fitness</p> <p>Consumables: Healthy Snacks</p> <p>General Merchandise: Batteries/Electronics</p> |

AD SPECS & REQUIREMENTS

ADVERTISING SPACE SIZES

INCHES

| | |
|----------------------------|---------------|
| Trim Size..... | 9" x 10-3/4" |
| Full Page Bleed*..... | 9-1/4" x 11" |
| Bleed 2-Page Spread*..... | 18-1/4" x 11" |
| Non-Bleed Full Page..... | 8-1/4" x 10" |
| 1/2 Page (horizontal)..... | 8" x 4-3/4" |
| 1/3 Page (vertical)..... | 2-1/2" x 9" |

***LIVE MATTER:** To avoid trim violations, bring all important illustrations and/or type matter 3/8" in from dimensions above.

Keep all trim marks/registration marks/color bars outside of ad/bleed area.

AD MATERIALS: High resolution PDF-X1a files with fonts and images embedded.

ALL COLORS MUST BE IN CMYK. RGB and SPOT COLORS are NOT PERMITTED.

Images must be **HIGH RESOLUTION SWOP Compliant** with a minimum resolution of 300 dpi.

CERTIFIED COLOR PRESS PROOF

All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser ink-jet or color copy proofs are acceptable for identification purposes only.

PRODUCTION CHARGES

Artwork, copy changes, film conversions, other prep work are billed at net, no agency discounts.

MATERIAL STORAGE

Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.

INSERTS & GATEFOLDS

Please contact production manager for details and specs.

TO UPLOAD YOUR AD FILE USING OUR PORTAL

This ad portal will provide an environment where you can:

- Post your advertisements that will appear in the magazines
- Pre-flight your ad immediately to determine if there are any problems which could cause issues on press
- Provide accurate renaming of your ad so our Product Manager will know the correct ad to run in each issue
- Upload your ad PDF to the Send My Ad portal and portal will notify the Production Manager when your ad has been uploaded and approved.

The login for the ad portal is:

<https://ensembleiq.sendmyad.com/>

When you log in, you will be prompted to create your account. Then you will be provided with step-by-step instructions.

PRODUCT CONTACT INFORMATION

Jackie Batson
224-632-8183
jbatson@ensembleiq.com

AD SPECS & REQUIREMENTS

Website display advertising specs

- 300 x 250 pixel rectangle (also submit a 320 x 50 pixel ad for display on mob
- 728 x 90 pixel banner (also submit a 320 x 50 pixel ad for display on mobile devices)
- Accepted file formats: .JPG, .GIF, .PNG or 3rd party tag; IAS trackers only accepted when embedded in a creative tag; impression trackers must be secure urls (i.e., https) to work
- Max file size: 150K (animated .GIF files 10 seconds max; no limit on looping)

Newsletter Display Advertising Specs

- 300 x 250 pixel rectangle
- Accepted file formats: .JPG, .GIF, .PNG. Note that most email clients do not support animated GIF images.
- Max file size: 100K
- Click-Through Link: 3rd party click trackers can be used. Please supply a valid URL to tracking pixel. No shortened/redirect links (e.g., bit.ly, ow.ly) allowed.

Native/Text Ad

- Image: 300 x 300 pixel size
- .JPG, .GIF, .PNG. Note that most email clients do not support animated GIF images.
- Max file size: 45K
- Headline copy: Max 49 characters, including spaces
- Body copy: Max 200 characters, including spaces
- All content subject to change to ensure email deliverability.

PRODUCT CONTACT INFORMATION

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Contact Your Rep Today

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Follow us on LinkedIn
<https://www.linkedin.com/company/drug-store-news>



ACTIONABLE INSIGHTS & CONNECTIONS POWERING BUSINESS GROWTH

EnsembleIQ is the premier resource of actionable insights and connections powering business growth throughout the path to purchase. We help retail, technology, consumer goods, healthcare and hospitality professionals make informed decisions and gain a competitive advantage.

EnsembleIQ delivers the most trusted business intelligence from leading industry experts, creative marketing solutions and impactful event experiences that connect best-in-class suppliers and service providers with our vibrant business-building communities.

To learn more about our brands, visit ensembleiq.com

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DIGITAL STORE NEWS

HOSPITALITY TECHNOLOGY
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Medical Post

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PURCHASE
INSTITUTE

pharmacy
PRACTICE + BUSINESS



Profession Santé

Progressive
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RL RETAIL LEADER

RIS
RETAIL INFO SYSTEMS
POWERING INTELLIGENT COMMERCE



STOREBRANDS