

### Retail Success Features



Integrated Solutions For Retailers and Retail Solutions Online feature stories focus on how recognized retailers solve critical business problems using technology. These articles often include sidebars on products and services that contributed to the featured company's growth.



### Case Studies

These articles describe to our 22,500\* print subscribers and 44,000\*\* email newsletter recipients how your product or service was implemented by a retailer. Case Studies detail the implementation of retail technologies, services, and solutions that help retailers improve efficiency, save money, increase revenue, or grow sales.



|                                   | January                              | February  | March                           | April   | May  | June  | July  | August  | September  | October   | November  | December                   |
|-----------------------------------|--------------------------------------|---|---------------------------------|---|--|---|---|---|--|---|---|----------------------------|
| <b>AD SALES DEADLINES</b>         | ad sales deadline: 12/10/10          | ad sales deadline: 1/11/11  | ad sales deadline: 2/8/11       | ad sales deadline: 3/11/11  | ad sales deadline: 4/12/11                               | ad sales deadline: 5/11/11  | ad sales deadline: 6/10/11  | ad sales deadline: 7/13/11  | ad sales deadline: 8/11/11   | ad sales deadline: 9/12/11  | ad sales deadline: 10/12/11   | ad sales deadline: 11/8/11 |
| <b>RETAIL SUCCESS FEATURES</b>    | Store Systems                        | Business Intelligence   | Special Report: Retail Mobility | Sustainability Solutions  | Special Report: Workforce Solutions                      | LP/POS Integration  | Special Report: PCI Security Standards  | POS Systems   | Loss Prevention  | Special Report: E-Commerce  | Cross-Channel Retailing   | Special Issue!             |
| <b>IN-STORE SYSTEMS</b>           | Q&A:                                 | Receipt Printers  | POS Software                    | Customer Displays   | Handheld Devices   | Maint. & Repair   | Energy Management   | Self-Checkout   | Inventory Mgmt.  | Cash Management   | Networking  | POS P peripherals          |
|                                   | Research & Trends:                   | Store Closings/POS  | Apps For BI                     | Store Data Security   | Mobile Payments  | Customer Service  | POS Trends  | Self-Service Trends   | Mobile Apps  | Retail & The Economy  | Self-Checkout   | Assortment Planning        |
|                                   | Vendor Insight:                      | Mobile Commerce   | Payment Processing              | Merchandise Mgmt.   | In-Store Media   | Kiosk Strategy  | Tech Services   | Returns Management  | In-Store Networking  | Payment Security  | Planogramming   | In-Store Mobility          |
|                                   | Case Study:                          | POS Systems   | Digital Signage                 | Self-Service  | POS Systems  | Payment Processing  | Employee Training   | Category Mgmt.  | Traffic Counting   | Loyalty Programs  | Mobile POS  | Kiosk Deployment           |
| <b>SUPPLY CHAIN/LOGISTICS</b>     | Q&A:                                 | Sourcing Strategies   | Apps For RFID                   | Private-Label Merch   | Warehouse Mgmt.  | Assortment Planning   | Transportation Mgmt.  | Demand Forecasting  | Fulfillment  | Picking Technologies  | Cargo Security  | Logistics Efficiency       |
|                                   | Research & Trends:                   | Reverse Logistics   | Supplier Collaboration          | Domestic Sourcing   | Returns Management                                       | Global Sourcing   | Cross-Channel Mgmt.   | Green Supply Chains   | Logistics Efficiency   | Supply Chain Mgmt.  | DC Management   | Out Of Stocks              |
|                                   | Vendor Insight:                      | Data Collection   | Distribution Centers            | Order Picking   | CGO  | Speed To Market   | EDI   | Supply Chain BI   | Private Label Sourcing   | Global Supply Chains  | Transportation Logistics  | X-Channel Inventory        |
|                                   | Case Study:                          | Inventory Replen.   | Global Sourcing                 | Transportation Logistics  | Demand Forecasting                                       | Merch. Management   | Private Labeling  | Data Collection   | Planning & Allocation  | Supply Chain RFID   | Fulfillment   | Fleet Management           |
| <b>LOSS PREVENTION/SECURITY</b>   | Q&A:                                 | The ROI Of Security   | Hosted LP Integration           | Background Screening  | IP Video   | Cash Management   | EAS Solutions   | DVRs  | Training/Awareness   | Intelligent Video   | Physical Security   | Access Control             |
|                                   | Research & Trends:                   | ORC Awareness   | Network Security                | Trends In LP Tech   | Shoplifting Prevention                                   | Employee Theft  | Risk Mitigation   | Cash Loss   | Shrink Prevention  | Article-Level Security  | Crowd Safety  | Supply Chain Security      |
|                                   | Vendor Insight:                      | Intelligent Video   | Alarm Monitoring                | CCTV  | Case Management  | ORC Prevention  | Intelligent Video   | Network Security  | Alarm Conversion   | Intelligent Safes   | Data Security   | Physical Security          |
|                                   | Case Study:                          | Cash Management   | LP/POS Integration              | EAS   | Supply Chain Security                                    | DVRs  | Exception Reporting   | Employee Training   | Video Analytics  | Card Not Present  | Video Case Mgmt.  | E-Commerce Fraud           |
| <b>MARKETING &amp; OPERATIONS</b> | Q&A:                                 | Time & Attendance   | Workforce Mgmt.                 | Payroll Trends  | Social Networking  | Task Management   | Price Management  | CRM   | Facilities Maint.  | Store Execution Mgmt.   | Customer Analytics  | Apps For BI                |
|                                   | Research & Trends:                   | Loyalty Programs  | Reward Programs                 | Green Store Mgmt.   | Labor & In-Stock   | Ops Dashboards  | Retail CRM  | Social Media  | Holiday Hiring   | Holiday Training  | Workforce Mgmt.   | Store Exec. Mgmt.          |
|                                   | Vendor Insight:                      | Employee Screening  | Staff Recruiting                | CRM   | Pricing & Promotions                                     | Energy Management   | Merchandising   | Social Networking   | In-Store Promotions  | Site Selection  | Digital Merchandising   | Store Audits               |
|                                   | Case Study:                          | Store Execution Mgmt.   | Energy Management               | Merchandising   | Labor Scheduling   | Apps For GIS  | Traffic Analytics   | Wide Area Networks  | Time & Attendance  | Manager Dashboards  | Gift/Loyalty Programs   | CRM                        |
| <b>CROSS-CHANNEL RETAILING</b>    | Q&A:                                 | Card-Not-Present  | Mobile Commerce                 | E-Mail Strategies   | Web/POS Integration                                      | Supply Chain Visibility   | Online Gift Cards   | SEO   | Distribution Mgmt.   | X-Channel Integration   | Price & Promotion   | Social Networking          |
|                                   | Research & Trends:                   | Cross-Channel Trends  | Fulfillment Strategies          | Data Security   | Mobile Marketing   | Payment Trends  | Warehouse Integration   | Payment Security  | Holiday Preparation  | Social Media  | Search Marketing  | E-Comm Platforms           |
|                                   | Vendor Insight:                      | Web Analytics   | SEO                             | Transaction Risk  | E-Comm. Platforms  | Customs Compliance  | Inventory Mgmt.   | Fulfillment   | Merchandising  | Basket Analysis   | Order Management  | Online Marketing           |
|                                   | Case Study:                          | Email Marketing   | Web Design                      | Fulfillment   | ID Verification  | SaaS  | Cataloging  | Call-Center Ops   | X-Channel Integration  | Payment Processing  | Web Design  | Payment Security           |
| <b>PARTNER PERSPECTIVES</b>       | Retail Industry Leader's Association | Food Marketing Institute  | Merchant Risk Council           | PCI Security Standards Council  | Retail Industry Leader's Association                     | National Retail Federation  | PCI Security Standards Council  | Retail Industry Leader's Association  | National Retail Federation   | Food Marketing Institute  | Merchant Risk Council   |                            |
| <b>PRODUCT SHOWCASE</b>           | Retail Sustainability Solutions      | E-Commerce Solutions  | Supply Chain Solutions          | Store Execution Software  | Surveillance Solutions                                   | Cross-Channel Retail Solutions  | Handheld Devices For Store Managers   | Retail Enterprise Solutions   | Cash Management Solutions  | SMB Solutions   | Self-Service Solutions  |                            |
| <b>GUIDES &amp; SUPPLEMENTS</b>   |                                      | The Retail Supply Chain Research Supplement With Vendor Compliance Federation (VCF) and Auburn University |                                 |  |  |  |  |                      |     |    |  |                            |
|                                   |                                      |   |                                 | Cross-Channel Integration: Best Practices In Enabling The Multichannel Consumer       |  | The Annual Resource Guide To Loss Prevention/Security                                 | The State Of The Store Manager Report   | The Annual Resource Guide To Retail Solutions With RILA, Networking, Payment Processing, In-Store Systems | The Loss Prevention/Security Research Supplement With RILA And The University Of Florida | The Green Retailing Research Supplement Examining green initiatives in hardware manufacturing/life-cycle maintenance, operations, and consumer concerns | The Small To Midsize Retail Research Supplement With IDC Retail Insights              |                            |
| <b>TRADE SHOW DISTRIBUTION</b>    | NRF BIG Show                         | RILA Logistics Conference   | ProMat                          |   | FM/ MARKETECHNICS RILA LP, Auditing, & Safety Conference | NRF LP Conference & Expo  |   |   | ASIS NRF Shop.org RILA Sustainability Conference   |   | Customer Engagement Technology World  |                            |

Magazines are distributed at additional trade shows. Contact your account representative for more information.

### Q&A

This department presents an in-depth, topical question-and-answer session featuring participants from the vendor, retailer, and/or analyst communities. It's an opportunity to present the face of your company in an interactive, first-person interview format.



**Retail Tech Spending 2012: A Look At The Year Ahead**

In December 2011, *Integrated Solutions For Retailers* will publish its annual retail solutions investment report examining the best and worst investments of 2011 and fresh insight into retailers' investment plans for 2012.

The issue will include a comprehensive listing of market-leading vendors that provide those solutions deemed the best investments for 2012.

### Research & Trends

This editorial opportunity presents the latest research findings, analysis, commentary, and advice on specific topics from the retail research, analyst, and consulting communities. Here, regularly-featured commentary from Retail Systems Research, Aberdeen Group, IHL Consulting, and other research partners will provide exclusive insight into all things retail.



### Vendor Insight

Tell the story in your own words. The Vendor Insight section gives thought leaders in the vendor community an opportunity to share their opinions on the issues and technologies that are shaping the retail landscape. In our C-Counsel columns, retail executives are given the same liberty.



### Partner Perspectives

Similar in presentation to the Vendor Perspectives piece, this editorial outlet serves as the voice of our association and tradeshow administration partners. Here, association and show execs comment on their initiatives to further industry education and activism, and discuss the pressing issues of the day.



\* PER JUNE 2010 BPA WORLDWIDE STATEMENT  
\*\* PUBLISHER'S OWN DATA