

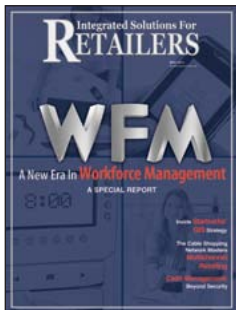
# 2012 EDITORIAL CALENDAR



Qualified Circulation:\*  
22,500

Qualified within 1 Year:\*  
22,500 (100%)

Personal Direct Request from the Recipient:\*  
17,311 (76.9%)



Newsletter Subscribers:\*\*  
45,000

Unique Users:\*\*  
22,500/Month

Issues in 2012:  
12\*\*

Annual Buyer's Guides:  
2\*\*



Established:  
1999

Source:  
\*BPA Circulation Statement, June 2011  
\*\*Publisher's Own Data

## 2012 EDITORIAL CALENDAR

### Retail Success Features

Integrated Solutions For Retailers and Retail Solutions Online feature stories focused 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: 12/12/11	ad sales deadline: 1/10/12	ad sales deadline: 2/8/12	ad sales deadline: 3/13/12	ad sales deadline: 4/11/12	ad sales deadline: 5/10/12	ad sales deadline: 6/12/12	ad sales deadline: 7/11/12	ad sales deadline: 8/13/12	ad sales deadline: 9/12/12	ad sales deadline: 10/11/12	ad sales deadline: 11/8/12
<b>RETAIL SUCCESS FEATURES</b>	Store Operations	POS Systems	Special Report: Retail Mobility	Cross-Channel Retailing	Special Report: Workforce Solutions	Loss Prevention	Special Report: PCI Security Standards	Supply Chain Systems	Energy Mgmt. Solutions	Special Report: E-Commerce	LP/POS Integration	Special Issue!
<b>IN-STORE SYSTEMS</b>	Q&A: Special Q&A: Receipt Printers Roundtable Research & Trends: Vendor Insight: Case Study:	Merchandise Mgmt. Returns Management Retail Analytics Self-Service	Inv. Management NFC POS Software Networking	Handheld Devices Mobile Payments In-Store Media Customer Loyalty	Networking Kiosks In-Store Pickup Returns Management	POS Systems Assortment Planning Pricing & Promotions Digital Signage	Self-Checkout Holiday Preparation Loyalty Programs Mobile POS	Category Management RFID Cash Management Payment Processing	Inventory Mgmt. Mobile Wallet NFC POS Software	POS Peripherals Gift/Loyalty Programs Planogramming Traffic Analytics	Mobility PCI Compliance POS Software Assortment Planning	Retail Tech Spending 2013: A Look At The Year Ahead
<b>SUPPLY CHAIN/ LOGISTICS</b>	Q&A: Research & Trends: Vendor Insight: Case Study:	Planning & Allocation Logistics Efficiency Warehouse Mgmt. Picking Technologies	Data Collection X-Channel Mgmt. Demand Sourcing Inv. Replenishment	Domestic Sourcing RFID Supply Chain BI Transportation Logistics	EDI DC Management Private Labeling SC Collaboration	Supply Chain Visibility Reverse Logistics Supplier Collaboration Merchandise Mgmt.	Supply Chain BI Green Supply Chains Cargo Security Private Labeling	Returns Management Distribution Centers Order Picking Fleet Management	Warehouse Mgmt. Supply Chain Mgmt. X-Channel Inventory Demand Forecasting	Private Label Merch. Sourcing Data Collection Fulfillment	Inventory Replenishment Assortment Planning Transportation Logistics Warehouse Mgmt.	Special Q&A: Vendor Compliance
<b>LOSS PREVENTION/ SECURITY</b>	Q&A: Research & Trends: Vendor Insight: Case Study:	ORC Awareness The ROI of Security Intelligent Video EAS	Alarm Monitoring People & LP Network Security Cash Management	Background Screening Trends In LP Tech CCTV Card-Not-Present	IP Video Case Management Shoplifting Prevention DVRs	ORC Prevention Employee Theft Cash Management Exception Reporting	EAS/RFID Payment Fraud Training & Awareness Intelligent Video	DVRs Cash Loss Alarm Conversion LP/POS Integration	Training/Awareness CCTV ORC Prevention E-Commerce Fraud	Card Not Present Article-Level Security Intelligent Safes Video Analytics	Physical Security Crowd Safety Data Security Supply Chain Security	Access Control RFID in Security Video Analytics Network Security
<b>MARKETING &amp; OPERATIONS</b>	Q&A: Research & Trends: Vendor Insight: Case Study:	CEM Social Media Energy Management WFM	Facilities Maintenance Loyalty Programs Time & Attendance Merchandising	Price Management Green Store Mgmt. BI Digital Signage	Traffic Analytics Payroll Trends Site Selection Task Management	Energy Mgmt. Systems Mobile Marketing Shopper Apps Customer Experience	Time & Attendance Rewards Programs Ops Dashboards GIS	Digital Merchandising Labor Trends SaaS Facilities Maintenance	Loyalty Programs Holiday Preparation WFM Retail Analytics	Store Execution Mgmt. Search Marketing Digital Signage Email Marketing	Price Maintenance Self-Service Customer Analytics Time & Attendance	Social Media Store Audits In-Store Promos Mobile Strategies
<b>CROSS-CHANNEL RETAILING</b>	Q&A: Research & Trends: Vendor Insight: Case Study:	SaaS E-Comm. Platforms Mobile Marketing Fulfillment	Inventory Mgmt. Mobile Apps Cataloging Call Center Ops	Customer Satisfaction Payment Trends E-Comm. Regulations Mobile Comm.	Email Strategies Cross-Channel Trends SEO Web/POS Integration	Payment Security Online Marketing Fulfillment Merchandising	Social Media Mobility Call-Center Ops E-Commerce	E-Comm. Fulfillment Data Security Basket Analysis Inv. Management	Internet Tax Email Trends CRM Mobile/In-Store Promos	E-Commerce Platforms Payment Security Supply Chain Visibility Predictive E-Commerce	SEO Warehouse Integration X-Channel Integration Payment Security	X-Channel Analytics ID Verification Distribution Mgmt. Order Management
<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 Retailing infuri		 The Annual Resource Guide To Loss Prevention/ Security The Benefits Of Collaborative LP	 The State Of The Store Manager Report	 The Annual Resource Guide To Retail Solutions 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 Retailing Research Supplement With Aberdeen Group And Retail Systems Research	
<b>TRADE SHOW DISTRIBUTION</b>	NRF BIG Show  Magazines are distributed at additional trade shows. Contact your account representative for more information.	RILA Logistics Conference	ProMat	RILA LP, Auditing, & Safety Conference	FMI/ MARKETECHNICS	NRF LP Conference & Expo			ASIS NRF Shop.org RILA Sustainability Conference		KioskCom Self Service Expo	

### Q&As

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.



### Research & Trends

In December 2012, *Integrated Solutions For Retailers* will publish its annual retail solutions investment report examining the best and worst investments of 2012 and fresh insight into retailers' investment plans for 2013. The issue will include a comprehensive listing of market-leading vendors that provide those solutions deemed the best investments for 2013.

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 Insights

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.



### Partner Perspectives

Similar in presentation to the Vendor Perspectives piece, this editorial outlet serves as the voice of our association and trade show 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 2011 BPA WORLDWIDE STATEMENT  
\*\*PUBLISHER'S OWN DATA

*"I continue to read Integrated Solutions For Retailers magazine from cover to cover each month. The July [2011] issue was exceptionally well done. Between Bob Russo and your "The State of the Store Manager 2011" article, my teams received a barrage of emails giving direction and asking questions. I believe that when a magazine causes a manager to grab their BlackBerry and take action, the mark has been hit."*

Gary Merry,  
Executive VP of store operations and catalog  
JoS. A. Bank



*"I have been a reader of Integrated Solutions For Retailers magazine for a number of years, and one of the primary reasons I enjoy the magazine is due to the articles cutting across a number of retail disciplines ... I have taken a number of articles and either tested the concepts or hired a vendor partner, enabling me to try different ideas that others found successful."*

Paul Stone,  
VP of LP and Risk Management  
Best Buy Corporation



*"As director of IT for Buffalo Jeans, I'm always searching for new technologies and solutions that will support our growing retail business. My first reference point is always Integrated Solutions For Retailers magazine ... It's the first magazine I read as soon as it arrives."*

Stephen White  
Director of IT  
Buffalo Inc.



*"While visiting our corporate office a month ago, I saw a copy of Integrated Solutions For Retailers on the desk of our CIO. I subscribed to the magazine, which he recommended I use to research projects, keep up with trends, and monitor new technologies."*

Faisal Asif  
Former Senior Project Manager  
The Home Depot



*"I keep the latest three years' worth of Integrated Solutions For Retailers on file, using them as a reference when working on new departmental initiatives."*

Andrew Wilson  
Former Senior Manager of Learning  
The Home Depot