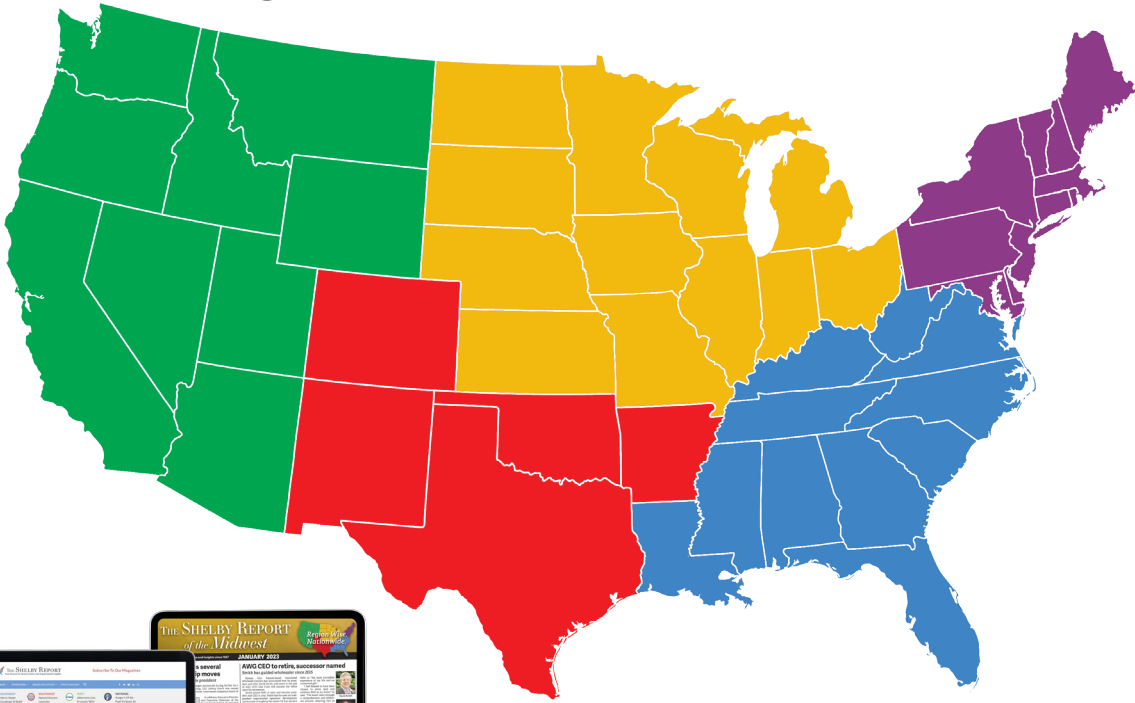


# THE SHELBY REPORT

Region Wise. Nationwide.



*The Intelligence Independent Retailers Need to Compete in Grocery Retail*



THE SHELBY REPORT  
*of the Midwest*

THE SHELBY REPORT  
*of the Southeast*

THE SHELBY REPORT  
*of the Southwest*

THE SHELBY REPORT  
*of the West*

THE GRIFFIN REPORT  
*of the Northeast*

Digital Editions • Daily eNewsletters • Breaking News • Monthly Print Editions • Market Share Reports

[www.theshelbyreport.com](http://www.theshelbyreport.com)

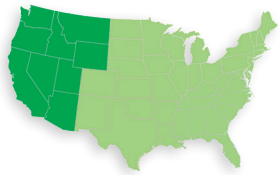


# THE SHELBY REPORT

covering the retail food trade since 1967

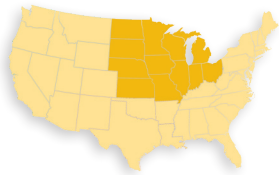
## Audience and Readership Overview

**74,000+** Unmatched National Audience



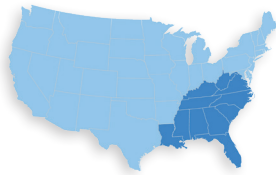
**WEST**

**15,087**



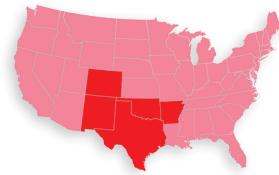
**MIDWEST**

**14,908**



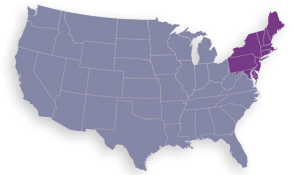
**SOUTHEAST**

**14,357**



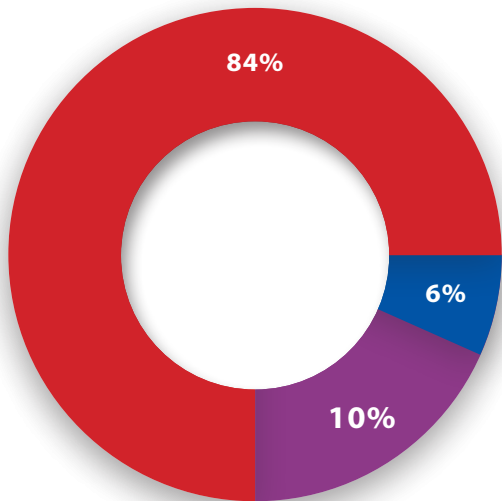
**SOUTHWEST**

**15,067**

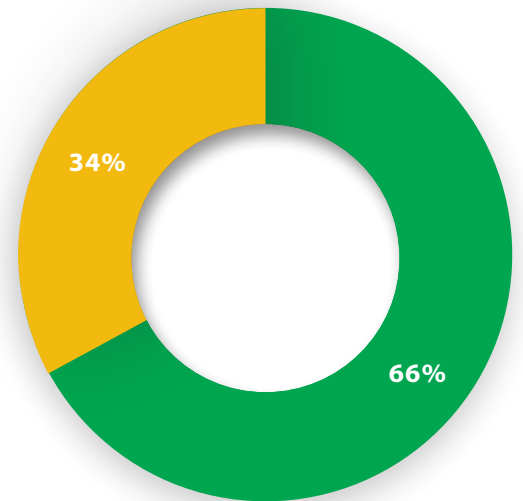


**NORTHEAST**

**14,861**



- Food Retailers/Wholesalers
- Brokers, Sales & Marketing, Associations
- Suppliers



- Category Buyers, Merchandisers, Regional and Store Managers
- Owners, C-Suite, Presidents, VPs, Directors

**Dominant Distribution to Food Retailer/Wholesaler Decision-Makers**

**Owners, C-Suite Titles Serve as Primary Audience**

The fourth bi-annual analysis of the food retailing industry once again validates *The Shelby Report* as the “preferred media brand” among retailers, wholesalers, distributors and suppliers.

- Publication I rely on most for industry news and trends
- Publication I read first and enjoy reading the most
- Best overall source for relevant information
- Publication I would read if I could only read one
- Publication I am most likely to find new vendors



Litchfield Research  
2023 Blind Third-Party Media  
Consumption Study



# THE SHELBY REPORT

covering the retail food trade since 1967



## **John Cosentino, Group Executive Vice President Cosentino's**

*The Shelby Report* has always, and continues to be, an amazing resource for the ever-changing grocery business. From Regional to national coverage, the relevant news they report is incredibly beneficial for all retail leaders. I personally rely and trust *The Shelby Report* to deliver fresh perspective and knowledgeable insight to the latest trends and innovative developments within the industry. Their professionalism and dedication is exceptional, and we sincerely appreciate them taking time to tell our story.



## **Richard Wardwell, President CEO, Superior Grocers**

*The Shelby Report* is the publication I look to for the latest grocery news and trends, whether it is notifications about leadership changes in the industry or articles on the latest technology designed to help grocers operate better. It has remained a very valuable resource to me and our business to provide very useful insights and information for not only our region but the nation as a whole.



## **Nikki Carver, Super C Mart**

*The Shelby Report* is an essential resource for the independent grocery industry, offering extensive regional and national coverage. It keeps us updated on the latest trends and connects us with key industry leaders nationwide. As Super C Mart evolves and grows, the insights and fresh ideas from *The Shelby Report* have been crucial in shaping our strategy. Their dedication to delivering quality information enables us to make informed decisions and stay ahead in our dynamic retail landscape. We greatly value their support and always look forward to each new issue.



## **Prabash Coswatte, COO, Heritage Grocers Group**

*The Shelby Report* has been an invaluable resource for me, keeping me in the loop on everything happening in the food industry. Their reporting on industry deals, cutting-edge developments, and award recognitions is consistently insightful and timely. I particularly find their coverage of emerging trends valuable, from recent supermarket acquisitions to innovative product offerings and evolving consumer preferences. For anyone who wants to stay informed and ahead of the game in the ever-changing world of food retail, *The Shelby Report* is an essential read.



## **Nancy LeBold, Chief Executive Officer, New Seasons Markets**

*The Shelby Report* is an excellent publication that provides insightful and comprehensive coverage of the retail industry. Whether it's a success story from a fellow grocer or highlighting emerging consumer preferences, the in-depth analyses help keep me informed and inspired.



## **Oscar Gonzalez, Co-President, Northgate Markets**

I can honestly say *The Shelby Report* is the nation's preeminent food industry publication which consistently provides the latest grocery news, trends, and information necessary to help industry leaders make prudent business decisions impacting their companies. I consistently rely on *The Shelby Report* to stay on top of business trends and features and take this information into consideration when making business decisions impacting Northgate Gonzalez Market.



## **Stephen Butt, H-E-B Board Member and President—Central Market Division**

For decades, *The Shelby Report* has been a trusted name in news, covering the retail industry at a regional and national level. In an industry that's constantly evolving and always changing, it's critical to rely on a source that provides informed perspectives and insightful news coverage. With *The Shelby Report*, our leaders stay engaged and up-to-date with stories and trends that matter to retailers across the nation.



## **Tammy DeBoer, President, Harris Teeter**

*The Shelby Report* is a comprehensive source of information for all food industry related news, trends and information needed to support retail leaders. Its reporting is fair and tremendously useful when navigating an industry that is constantly changing and developing. *The Shelby Report* provides a convenient way for grocery leaders to stay up to date on current news and provides quick updates for all business matters.



## **Wes Jackson, President, Albertsons Companies Southern Division**

I enjoy that *The Shelby Report* covers both regional and national industry news. They cover many facets of the industry such as manufacturing, distribution, and retail along with the latest trends and insights.



## Midwest



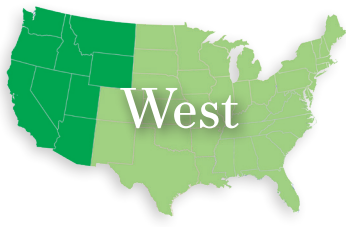
## Southeast



## Southwest

|  |  |   |   |
|--|--|---|---|
|  | <p>Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota &amp; Wisconsin</p>  | <p>Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia &amp; West Virginia</p>   | <p>Arkansas, Colorado, Oklahoma, New Mexico &amp; Texas</p>   |
| <b>JAN</b>                                     | <p><b>PROFILE: MINNESOTA</b><br/> <b>FEATURE: E-Commerce &amp; Technology</b><br/> <i>Space Reservation: Dec. 20, 2024, Materials Deadline: Dec. 27, 2024</i></p>                            | <p><b>PROFILE: GEORGIA</b><br/> <b>FEATURE: E-Commerce &amp; Technology</b><br/> <i>Space Reservation: Dec. 26, 2024, Materials Deadline: Jan. 2, 2025</i></p>                            | <p><b>PROFILE: NEW MEXICO</b><br/> <b>FEATURE: E-Commerce &amp; Technology</b><br/> <i>Space Reservation: Jan. 1, 2025, Materials Deadline: Jan. 8, 2025</i></p>                          |
| <b>FEB</b>                                     | <p><b>PROFILE: NORTH DAKOTA</b><br/> <b>FEATURE: Independent Grocers, Wholesalers &amp; Distributors</b><br/> <i>Space Reservation: Jan. 20, 2025, Materials Deadline: Jan. 27, 2025</i></p> | <p><b>PROFILE: ALABAMA</b><br/> <b>FEATURE: Independent Grocers, Wholesalers &amp; Distributors</b><br/> <i>Space Reservation: Jan. 24, 2025, Materials Deadline: Jan. 31, 2025</i></p>   | <p><b>PROFILE: WEST TEXAS</b><br/> <b>FEATURE: Independent Grocers, Wholesalers &amp; Distributors</b><br/> <i>Space Reservation: Jan. 30, 2025, Materials Deadline: Feb. 6, 2025</i></p> |
| <b>MAR</b>                                     | <p><b>PROFILE: NEBRASKA</b><br/> <b>FEATURE: Organics, Health, Wellness &amp; Natural</b><br/> <i>Space Reservation: Feb. 18, 2025, Materials Deadline: Feb. 25, 2025</i></p>                | <p><b>PROFILE: SOUTH FLORIDA</b><br/> <b>FEATURE: Organics, Health, Wellness &amp; Natural</b><br/> <i>Space Reservation: Feb. 24, 2025, Materials Deadline: Mar. 3, 2025</i></p>         | <p><b>PROFILE: NORTH TEXAS</b><br/> <b>FEATURE: Organics, Health, Wellness &amp; Natural</b><br/> <i>Space Reservation: Feb. 28, 2025, Materials Deadline: Mar. 7, 2025</i></p>           |
| <b>EXCEPTIONAL INDEPENDENTS AWARDS</b>         |  |   |   |
| <b>APR</b>                                     | <p><b>PROFILE: OHIO</b><br/> <b>FEATURE: Meat, Seafood &amp; Poultry</b><br/> <i>Space Reservation: Mar. 19, 2025, Materials Deadline: Mar. 26, 2025</i></p>                                 | <p><b>PROFILE: CENTRAL FLORIDA</b><br/> <b>FEATURE: Meat, Seafood &amp; Poultry</b><br/> <i>Space Reservation: Mar. 25, 2025, Materials Deadline: Apr. 11, 2025</i></p>                   | <p><b>PROFILE: HOUSTON</b><br/> <b>FEATURE: Meat, Seafood &amp; Poultry</b><br/> <i>Space Reservation: Mar. 31, 2025, Materials Deadline: Apr. 7, 2025</i></p>                            |
| <b>MAY</b>                                     | <p><b>PROFILE: SOUTH DAKOTA</b><br/> <b>FEATURE: Dairy/Deli/Bakery</b><br/> <i>Space Reservation: Apr. 17, 2025, Materials Deadline: Apr. 24, 2025</i></p>                                   | <p><b>PROFILE: WEST VIRGINIA</b><br/> <b>FEATURE: Dairy/Deli/Bakery</b><br/> <i>Space Reservation: Apr. 23, 2025, Materials Deadline: Apr. 30, 2025</i></p>                               | <p><b>FEATURE: Dairy/Deli/Bakery</b><br/> <i>Space Reservation: Apr. 29, 2025, Materials Deadline: May 6, 2025</i></p>  |
| <b>WOMEN OF INFLUENCE IN THE FOOD INDUSTRY</b> |  |   |   |
| <b>JUN</b>                                     | <p><b>PROFILE: INDIANA</b><br/> <b>FEATURE: Foodservice Innovations</b><br/> <i>Space Reservation: May 19, 2025, Materials Deadline: May 26, 2025</i></p>                                    | <p><b>PROFILE: NORTH FLORIDA</b><br/> <b>FEATURE: Foodservice Innovations</b><br/> <i>Space Reservation: May 25, 2025, Materials Deadline: May 30, 2025</i></p>                           | <p><b>PROFILE: SOUTH TEXAS</b><br/> <b>FEATURE: Foodservice Innovations</b><br/> <i>Space Reservation: May 29, 2025, Materials Deadline: June 5, 2025</i></p>                             |
| <b>JUL</b>                                     | <p><b>PROFILE: MICHIGAN</b><br/> <b>FEATURE: Back to School/Tailgating</b><br/> <i>Space Reservation: June 18, 2025, Materials Deadline: June 25, 2025</i></p>                               | <p><b>PROFILE: LOUISIANA</b><br/> <b>FEATURE: Back to School/Tailgating</b><br/> <i>Space Reservation: June 25, 2025, Materials Deadline: July 2, 2025</i></p>                            | <p><b>PROFILE: ON THE BORDER</b><br/> <b>FEATURE: Back to School/Tailgating</b><br/> <i>Space Reservation: July 1, 2023, Materials Deadline: July 8, 2023</i></p>                         |
| <b>AUG</b>                                     | <p><b>PROFILE: IOWA</b><br/> <b>FEATURE: E-Commerce &amp; Technology</b><br/> <i>Space Reservation: July 18, 2025, Materials Deadline: July 25, 2025</i></p>                                 | <p><b>PROFILE: TENNESSEE</b><br/> <b>FEATURE: E-Commerce &amp; Technology</b><br/> <i>Space Reservation: July 24, 2025, Materials Deadline: July 31, 2025</i></p>                         | <p><b>PROFILE: ARKANSAS</b><br/> <b>FEATURE: E-Commerce &amp; Technology</b><br/> <i>Space Reservation: July 30, 2025, Materials Deadline: Aug. 6, 2025</i></p>                           |
| <b>SEP</b>                                     | <p><b>PROFILE: MISSOURI</b><br/> <b>FEATURE: Snacks &amp; Candy</b><br/> <i>Space Reservation: Aug. 19, 2025, Materials Deadline: Aug. 26, 2025</i></p>                                      | <p><b>PROFILE: KENTUCKY</b><br/> <b>FEATURE: Snacks &amp; Candy</b><br/> <i>Space Reservation: Aug. 25, 2025, Materials Deadline: Sept. 1, 2025</i></p>                                   | <p><b>PROFILE: COLORADO</b><br/> <b>FEATURE: Snacks &amp; Candy</b><br/> <i>Space Reservation: Aug. 29, 2025, Materials Deadline: Sept. 5, 2025</i></p>                                   |
| <b>OCT</b>                                     | <p><b>PROFILE: WISCONSIN</b><br/> <b>FEATURE: Produce</b><br/> <i>Space Reservation: Sept. 17, 2025, Materials Deadline: Sept. 24, 2025</i></p>  | <p><b>PROFILE: CAROLINAS</b><br/> <b>FEATURE: Produce</b><br/> <i>Space Reservation: Sept. 23, 2025, Materials Deadline: Sept. 30, 2025</i></p>   | <p><b>PROFILE: OKLAHOMA</b><br/> <b>FEATURE: Produce</b><br/> <i>Space Reservation: Sept. 29, 2025, Materials Deadline: Oct. 6, 2025</i></p>  |
| <b>NOV</b>                                     | <p><b>PROFILE: ILLINOIS</b><br/> <b>FEATURE: Private Label</b><br/> <i>Space Reservation: Oct. 16, 2025, Materials Deadline: Oct. 23, 2025</i></p>   | <p><b>PROFILE: VIRGINIA</b><br/> <b>FEATURE: Private Label</b><br/> <i>Space Reservation: Oct. 22, 2025, Materials Deadline: Oct. 29, 2025</i></p>  | <p><b>PROFILE: TEXAS ROUNDUP</b><br/> <b>FEATURE: Private Label</b><br/> <i>Space Reservation: Oct. 28, 2025, Materials Deadline: Nov. 4, 2025</i></p>                                    |
| <b>DEC</b>                                     | <p><b>PROFILE: KANSAS</b><br/> <b>FEATURE: Innovative Store Design &amp; Retail Merchandising</b><br/> <i>Space Reservation: Nov. 18, 2025, Materials Deadline: Nov. 25, 2025</i></p>        | <p><b>PROFILE: MISSISSIPPI</b><br/> <b>FEATURE: Innovative Store Design &amp; Retail Merchandising</b><br/> <i>Space Reservation: Nov. 24, 2025, Materials Deadline: Dec. 1, 2025</i></p> | <p><b>FEATURE: Innovative Store Design &amp; Retail Merchandising</b><br/> <i>Space Reservation: Nov. 28, 2025, Materials Deadline: Dec. 5, 2025</i></p>                                  |





West



Northeast



Region Wise.  
Nationwide.

Arizona, California, Idaho,  
Montana, Nevada, Oregon, Utah,  
Washington & Wyoming

Connecticut, Delaware, Maine,  
Maryland, Massachusetts, New Jersey,  
New Hampshire, New York,  
Pennsylvania, Rhode Island & Vermont

## ALSO FEATURED

JAN

**PROFILE: ARIZONA**  
**FEATURE: E-Commerce & Technology**  
Space Reservation: Jan. 7, 2025, Materials Deadline: Jan. 14, 2025

**PROFILE: MAINE**  
**FEATURE: E-Commerce & Technology**  
Space Reservation: Jan. 13, 2025, Materials Deadline: Jan. 20, 2025

**New This Year:**  
**FOCUS ON FRESH**

FEB

**PROFILE: NEVADA**  
**FEATURE: Independent Grocers, Wholesalers & Distributors**  
Space Reservation: Feb. 5, 2025, Materials Deadline: Feb. 12, 2025

**PROFILE: DELAWARE**  
**FEATURE: Independent Grocers, Wholesalers & Distributors**  
Space Reservation: Feb. 11, 2025, Materials Deadline: Feb. 18, 2025

**YOUR REGIONAL NEWS**  
Unmatched coverage of the grocery business from across each of Shelby's five regions. Join us as we share the latest news state by state.

MAR

**PROFILE: SOUTHERN CALIFORNIA**  
**FEATURE: Organics, Health, Wellness & Natural**  
Space Reservation: Mar. 6, 2025, Materials Deadline: Mar. 13, 2025

**PROFILE: NEW HAMPSHIRE**  
**FEATURE: Organics, Health, Wellness & Natural**  
Space Reservation: Mar. 12, 2025, Materials Deadline: Mar. 19, 2025

**FOOD RETAIL/WHOLESALE NEWS**  
Our signature Market Shares and Market Profiles as well as the latest from regional and national grocers, wholesalers, state and national grocery trade associations and our regular columnists.

### EXCEPTIONAL INDEPENDENTS AWARDS

APR

**PROFILE: OREGON**  
**FEATURE: Meat, Seafood & Poultry**  
Space Reservation: Apr. 4, 2025, Materials Deadline: Apr. 11, 2025

**PROFILE: CONNECTICUT**  
**FEATURE: Meat, Seafood & Poultry**  
Space Reservation: Apr. 10, 2025, Materials Deadline: Apr. 17, 2025

**NATION AT A GLANCE**  
Thought-provoking stories from around the country.

MAY

**PROFILE: ALASKA**  
**FEATURE: Dairy/Deli/Bakery**  
Space Reservation: May 5, 2025, Materials Deadline: May 12, 2025

**PROFILE: VERMONT**  
**FEATURE: Dairy/Deli/Bakery**  
Space Reservation: May 9, 2025, Materials Deadline: May 16, 2025

**INSIGHT/ANALYSIS**  
Stay current with monthly columns by industry veterans. From supply chain to independents, you don't want to miss this timely insight.

### WOMEN OF INFLUENCE IN THE FOOD INDUSTRY

JUN

**PROFILE: WASHINGTON**  
**FEATURE: Foodservice Innovations**  
Space Reservation: June 4, 2025, Materials Deadline: June 11, 2025

**PROFILE: MASSACHUSETTS**  
**FEATURE: Foodservice Innovations**  
Space Reservation: June 11, 2025, Materials Deadline: June 18, 2025

## BONUS DISTRIBUTION

JUL

**PROFILE: MONTANA**  
**FEATURE: Back to School/Tailgating**  
Space Reservation: July 7, 2025, Materials Deadline: July 14, 2025

**PROFILE: NEW YORK**  
**FEATURE: Back to School/Tailgating**  
Space Reservation: July 11, 2025, Materials Deadline: July 18, 2025

**JANUARY**  
FMI Midwinter | January 1–February 2

AUG

**PROFILE: NORTHERN CALIFORNIA**  
**FEATURE: E-Commerce & Technology**  
Space Reservation: Aug. 5, 2025, Materials Deadline: Aug. 12, 2025

**PROFILE: RHODE ISLAND**  
**FEATURE: E-Commerce & Technology**  
Space Reservation: Aug. 11, 2025, Materials Deadline: Aug. 18, 2025

**FEBRUARY**  
NGA | February 23–25

SEP

**PROFILE: UTAH**  
**FEATURE: Snacks & Candy**  
Space Reservation: Sept. 4, 2025, Materials Deadline: Sept. 11, 2025

**PROFILE: PENNSYLVANIA**  
**FEATURE: Snacks & Candy**  
Space Reservation: Sept. 10, 2025, Materials Deadline: Sept. 17, 2025

**MARCH**  
Expo West | March 4–7  
AMC | March 24–26

OCT

**PROFILE: IDAHO**  
**FEATURE: Produce**  
Space Reservation: Oct. 3, 2025, Materials Deadline: Oct. 10, 2025

**PROFILE: NEW JERSEY**  
**FEATURE: Produce**  
Space Reservation: Oct. 9, 2025, Materials Deadline: Oct. 16, 2025

**MAY**  
Sweets & Snacks Expo | May 13–15

NOV

**PROFILE: WYOMING**  
**FEATURE: Private Label**  
Space Reservation: Nov. 3, 2025, Materials Deadline: Nov. 10, 2025

**PROFILE: MARYLAND**  
**FEATURE: Private Label**  
Space Reservation: Nov. 7, 2025, Materials Deadline: Nov. 14, 2025

**JUNE**  
IDDBA | June 1–3

DEC

**PROFILE: HAWAII**  
**FEATURE: Innovative Store Design & Retail Merchandising**  
Space Reservation: Dec. 4, 2025, Materials Deadline: Dec. 11, 2025

**PROFILE: WASHINGTON, D.C.**  
**FEATURE: Innovative Store Design & Retail Merchandising**  
Space Reservation: Dec. 12, 2025, Materials Deadline: Dec. 19, 2025

**SEPTEMBER**  
Groceryshop | September 10–17

**OCTOBER**  
Global Produce Floral Show | October 16–18  
NFRA | October 18–21



# THE SHELBY REPORT

*Industry Event Calendar*



**JANUARY 30–  
FEBRUARY 2, 2025**



**FEBRUARY  
23–25, 2024**



**MARCH  
4–7, 2025**



**MARCH  
24–26, 2025**



**MAY  
13–15, 2025**



**JUNE  
1–3, 2025**



**SEPTEMBER  
10–17, 2025**



**OCTOBER  
14–17, 2025**



**OCTOBER  
16–18, 2025**



**OCTOBER  
18–21, 2025**



**TBD**





# THE SHELBY REPORT

Awards



Exceptional  
Independents  
Award

MARCH

## The Exceptional Independents Awards Program and Issue—March 2025

Nominations for the Exceptional Independents Awards are open to independent retailers who have displayed excellence in their retail stores. This can be related to investment in their stores, commitment to supporting neighborhood charities and community involvement or investment or to their employees' training and advancement. Exceptional Independents Awards will include an Award Program at the NGA Show along with an issue devoted to the winners in March 2025.



MAY

## Women of Influence in the Food Industry Awards—May 2025

The Shelby-Griffin Report's 19th annual "Women of Influence in the Food Industry" recognition program will be honoring women who possess a superior level of dedication and professionalism in the industry. These women exhibit tenacity and have exemplary leadership skills that can be seen in their job performance or through charity, philanthropy, or civic work. The women selected for the honor play a significant role in the continued success of the companies they work for and for the contributions they make to the industry. All winners will be honored in our May 2025 issues.



# THE SHELBY REPORT

Digital Advertising Opportunities

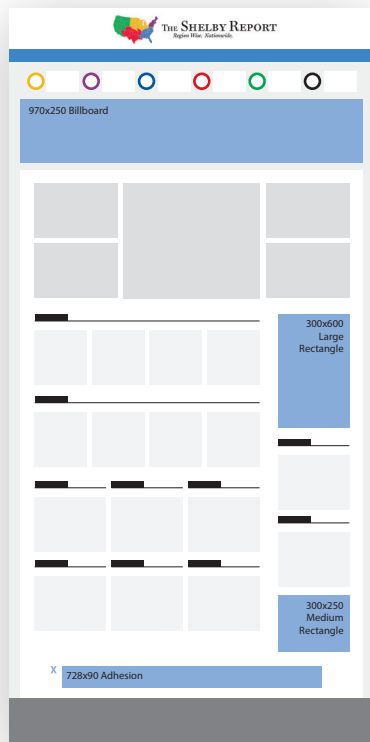
## Branding & Awareness

Uniquely positioned as the only website in the industry that provides nationwide news by region, **TheShelbyReport.com** offers a highly engaged grocery retail audience that is receptive to your national or geographically targeted advertising communications.

### WEBSITE ROS

Sold Monthly

INCLUDES: 970x250, 728x90, 300x600, 300x250 and 320x50



### CATEGORY TAKEOVERS

3-Month Minimum, Sold Monthly

INCLUDES: 970x250, 728x90, 300x600 and 300x250



#### Categories available:

- Bakery
- Beverages
- Center Store
- Dairy
- Deli/Prepared Foods
- Executive News
- Foodservice@Retail
- Frozen
- Grocery Equipment
- Health/Wellness
- Marketing/Merchandising
- Meat
- Multicultural
- Nonfood
- Organic/Natural
- Packaging
- Plant-Based
- Private Label
- Produce
- Seafood
- Snacks
- Supply Chain/Logistics
- Sustainability

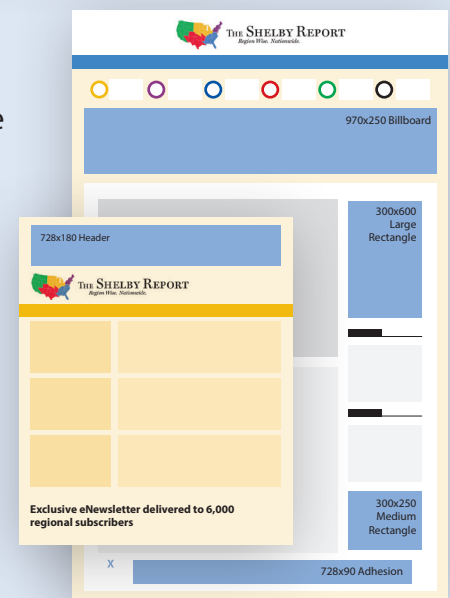
### SHELBY EXCLUSIVE DIGITAL SPONSORSHIPS

Sponsor dedicated online content and E-Newsletter celebrating high profile Shelby Report exclusive regional features including:

- Retailer of the Year
- Wholesaler/Distributor of the Year
- Women of Influence
- Food Industry Hall of Fame
- Women Executive of the Year
- Innovator of the Year

INCLUDES: 728x180 Header

**PLUS:** Website exposure! Ad takeover on all article pages for 90 days.







# THE SHELBY REPORT

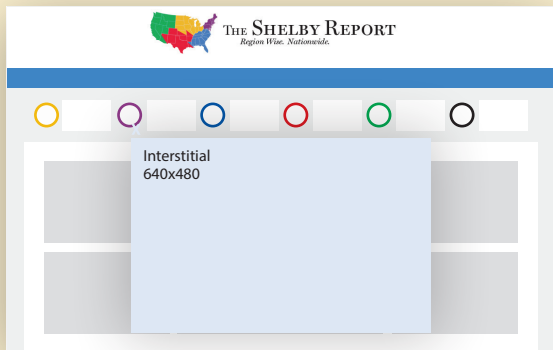
Digital Advertising Opportunities

## Branding & Awareness

### Exclusive High-Impact

#### INTERSTITIAL

Sold Weekly, 640x480 and 320x480



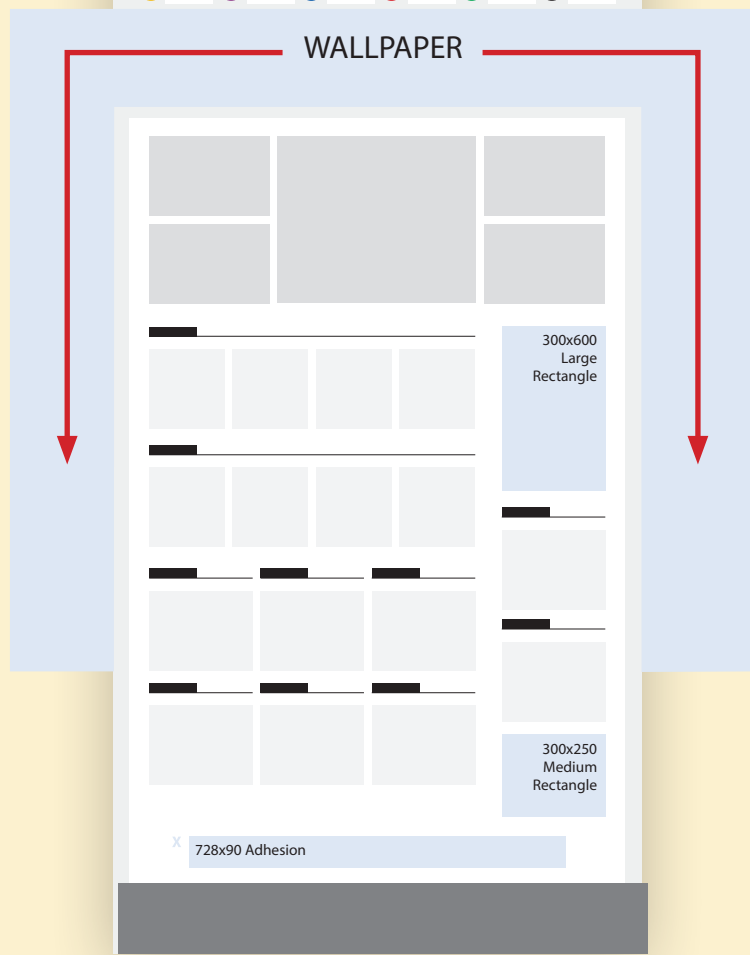
100% share of voice to capture visitors' attention with this large format, high impact visual.

#### HOMEPAGE TAKEOVER

Sold Weekly

High value exclusive takeover and skin on the most highly visited page on our website.

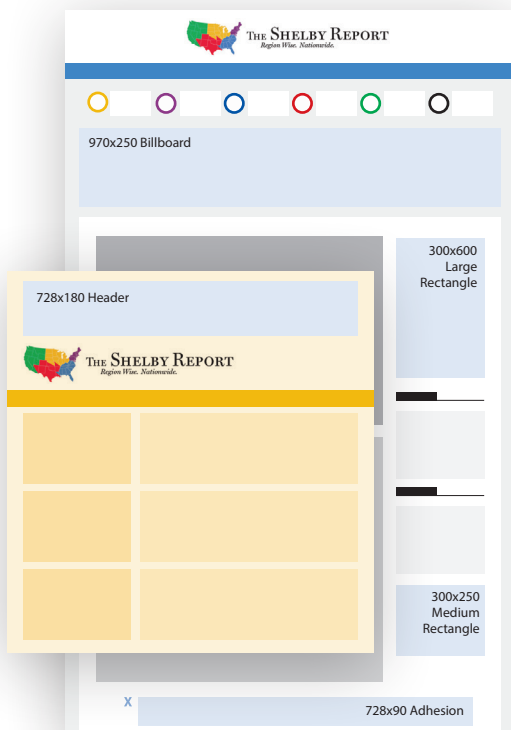
INCLUDES: 2000x2000 Wallpaper, 728x90 adhesion, 300x600, 300x250, 320x50



#### DIGITAL SHOW DAILIES AND POST-SHOW WRAP-UPS

Sole-sponsorship eNewsletters featuring relevant and timely show coverage before and after major grocery industry events.

INCLUDES: 728x180 Header



#### Shows/ Events:

- AMC
- IDDBA
- NGA Show
- Groceryshop Natural Products Expos
- Sweets & Snacks Expo
- The Global Produce and Floral Show

#### PLUS:

Website exposure!  
Ad takeover on all article pages for 90 days.



# THE SHELBY REPORT

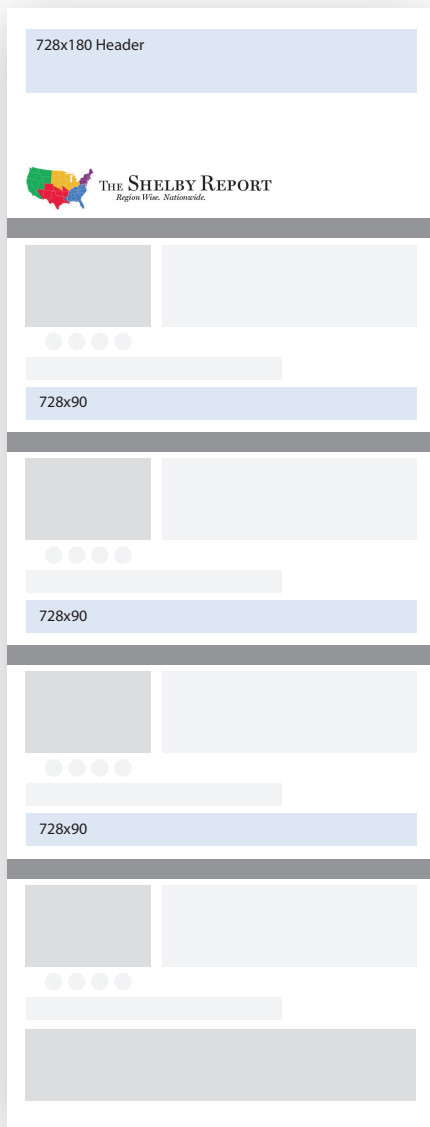
Digital Advertising Opportunities

## Branding & Awareness

### DAILY E-NEWSLETTERS

Delivering timely and significant food retail news to 30,000 national subscribers. No other industry resource provides national trade information by region—Midwest, Northeast, Southeast, Southwest & West. Delivered Monday - Friday

Sold Weekly



#### Header

728x180  
runs in all Daily eNewsletters;  
5x frequency /week.

#### News 1

728x90  
runs in all Daily eNewsletters;  
5x frequency /week.

#### News 2

728x90  
runs in all Daily eNewsletters;  
5x frequency /week.

#### News 3

728x90  
runs in all Daily eNewsletters;  
5x frequency/week.

**The Best of the Week**  
Delivering the top food  
retail news of the week  
every Saturday

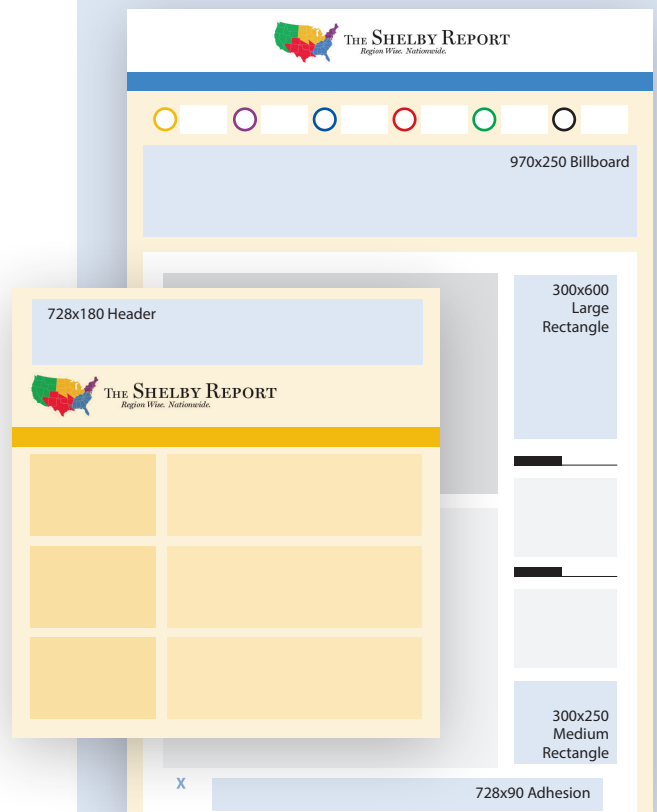
### REGION EXCLUSIVE E-NEWSLETTERS

Like our print/digital publications, The Shelby Report eNewsletter can be delivered explicitly to subscribers in each of the following regions: Midwest, Northeast, Southeast, Southwest & West. Each region has an average of 6,000 subscribers.

Editorial content is relative to each individual region. Advertisers receive 100% share of voice by occupying all ad units.

#### INCLUDES:

728x180 Header



**PLUS:** Website exposure! Ad takeover for 90 days on all article pages featured in your regional exclusive eNewsletter.



# THE SHELBY REPORT

Digital Advertising Opportunities

## Branding & Awareness

### THE INDEPENDENTS INSIDER E-NEWSLETTER

In collaboration with the NGA, The Independents Insider is edited exclusively for independent community-focused grocery retailers and operators.

Sold Weekly

AVAILABLE:

728x180 Header

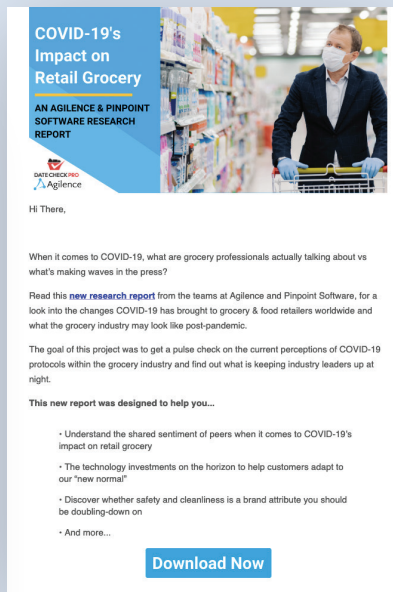
728x90 News 1

728x90 News 2



### HTML E-BLASTS

HTML eBlasts are great for showcasing your product's features and benefits or to outline/expand upon your company's services. **You provide us with your HTML file, subject line, test/seed list**—we take care of the rest.



### CUSTOM E-NEWSLETTERS

Custom eNewsletters provide recognition as an educator or thought leader. **Supply us with a subject line, eNewsletter title, three article teasers (including headlines, clickthrough URLs and article images) on the topic of your choice along with the following banner ads:**

INCLUDES:

728x180 Header



### FEATURED PRODUCTS E-NEWSLETTER

Dedicated product-centric eNewsletter to inform our 30,000 food retail subscribers of your new and/or improved products.

Deploys January, April, September and November

INCLUDES:

300x300 image, company name, 100-word max product description, clickthrough URL.





# THE SHELBY REPORT

*Digital Advertising Opportunities*

## Thought Leadership & Content Marketing

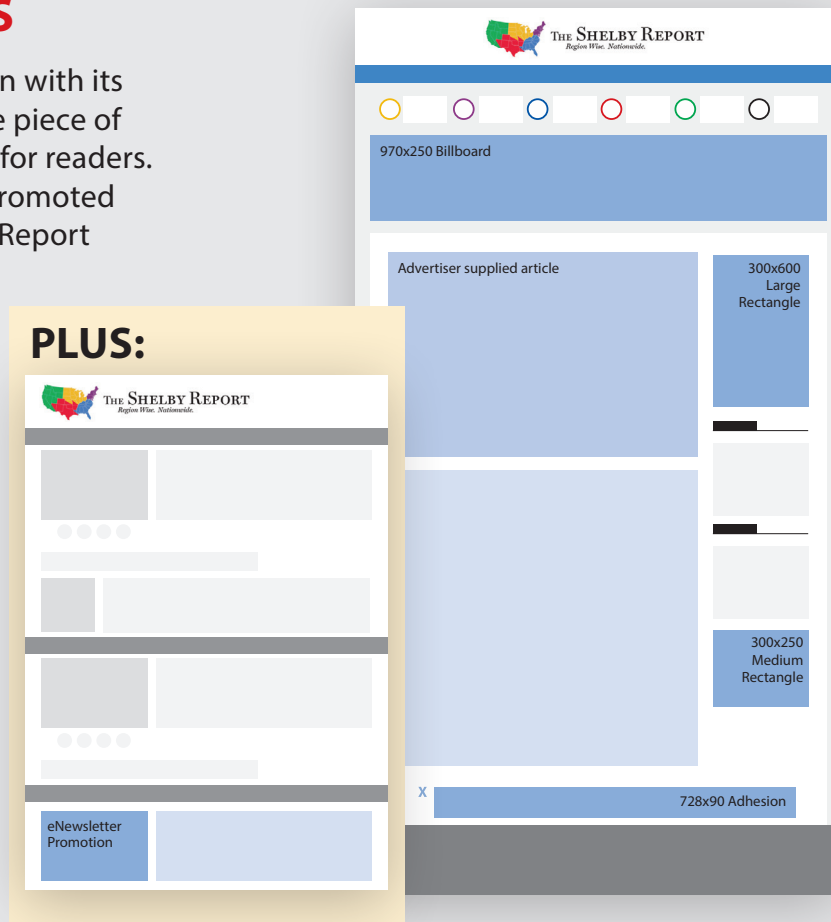
### NATIVE CONTENT PLUS

The very best native content blends in with its surroundings and feels like a genuine piece of editorial content that provides value for readers. Native Content Plus campaigns are promoted via our nationally distributed Shelby Report eNewsletter, TheShelbyReport.com and social media.

#### INCLUDES:

Advertiser-supplied article and website ad takeover for 90 days on article page.

**Sold By The Week**

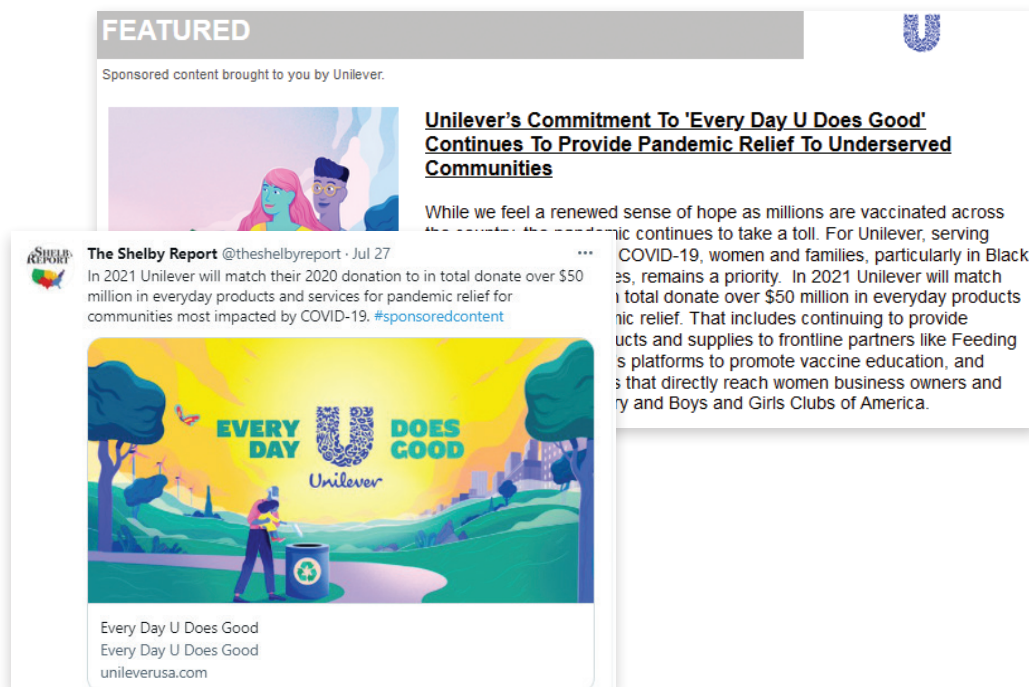


### NATIVE CONTENT LIGHT

#### INCLUDES:

Promotion of editorial content on advertiser's website via The Shelby Report Daily eNewsletter and Shelby's social media channels.

**Sold By The Week**







# THE SHELBY REPORT

Digital Advertising Opportunities

## Thought Leadership & Content Marketing

### Industry Leaders Speak

Industry Leaders Speak provides foremost industry figures, firms, and brands a platform to share their trade insights and demonstrate their expertise and credibility with our engaged retail food digital audience.



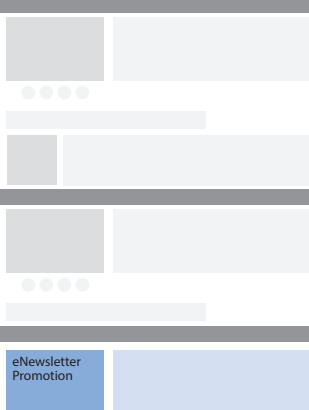
Advertisers receive:

- Archived Industry Leaders Speak article on [www.theshelbyreport.com](http://www.theshelbyreport.com)
- All ad units on the Industry Leaders Speak website article page for 3 months
- Dedicated Custom eNewsletter delivered to 30K subscribers includes:
  - 728x180 header banner ad
  - Industry Leaders Speak website article
  - Additional advertiser-supplied content such as links to company videos, case studies/guides/white papers, blog posts
- ROS banners and eNewsletter ads promoting the Industry Leaders Speak article for one month
- Shares to our Social Media Channels



### PLUS:

THE SHELBY REPORT  
Region Wide, Nationwide



### ASK THE EXPERTS

Ask the Experts is designed to serve the needs of the retail food industry via question-and-answer style, thought-leadership editorial submitted by industry experts.

Advertisers receive a fully integrated print and online program including:

- Full page Ask the Experts article in all five regions of The Shelby/Griffin Report print/digital editions
- Archived Ask the Experts article on [www.theshelbyreport.com](http://www.theshelbyreport.com)
- All ad units on the Ask the Experts article page for 3 months

Promotion includes:

- Dedicated Ask the Experts promo on the home page of our website for 1 month.
- ROS banner ads promoting your Ask the Experts content for 1 month
- Promotions in our Daily eNewsletter
- Shares on our Social Media Channels

**Sold By The Month**

# THE SHELBY REPORT

America's choice for regional coverage of grocery news and supermarket insights!

For a personalized advertising quote please contact our representative in your territory.



**Stephanie Reid, President & Chief Operating Officer, Southeast & Midwest**

[s.reid@theshelbyreport.com](mailto:s.reid@theshelbyreport.com)

Contact Stephanie for advertising sales in GA, AL, TN, KY, MS, IA, IL, IN, LA, MI, MN, OH, WI, WV



**Bob Reeves, EVP Associate Publisher, West**

[rreeves@theshelbyreport.com](mailto:rreeves@theshelbyreport.com)

Contact Bob for advertising sales in AZ, CA, ID, MT, NV, OR, UT, WA, WY, Alberta and British Columbia, Canada



**Dannielle Kent, Executive Vice President, Digital Content Strategist**

[dkent@theshelbyreport.com](mailto:dkent@theshelbyreport.com)



**Jan Meade, Senior Vice President, Southwest**

[janmeade@theshelbyreport.com](mailto:janmeade@theshelbyreport.com)

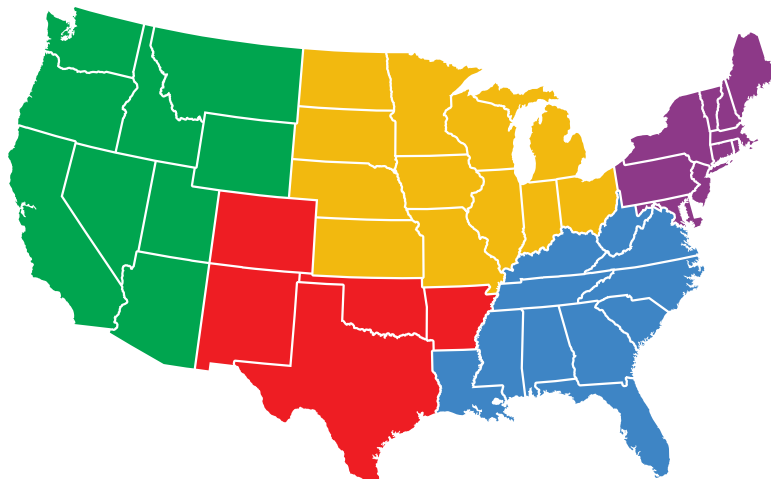
Contact Jan for advertising sales in AR, CO, FL, KS, ND, NE, NM, MO, OK, SD, TX, Manitoba and Saskatchewan, Canada



**Maggie Kaepfel, VP Publisher, Northeast & Mid-Atlantic**

[mkaepfel@theshelbyreport.com](mailto:mkaepfel@theshelbyreport.com)

Contact Maggie for advertising sales in CT, DE, MA, MD, ME, NC, NH, NJ, NY, PA, RI, SC, VA, VT, Washington D.C., Quebec and Ontario, Canada



*Region Wise. Nationwide.*