

Praise From Integrated Solutions For Retailers/ Retail Solutions Online Subscribers And Users:

"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.



"Just wanted to write and give you a formal 'Thank you.' Your e-newsletter served as a valuable starting point for our team as we began looking for, and have now selected, a new mobile PC. Your product features and relevant business articles provide innovative ideas and insights that challenge me to continue to think creatively ... I appreciate the excellence that you put in your product."

Warren Harper
Walmart Innovation
Walmart Stores, 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
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
Senior Manager of Learning
The Home Depot

Integrated Solutions For
RETAILERS

Retail Solutions Online
A VertiMarkets™ IT Group Community For Retail Professionals

2010 EDITORIAL CALENDAR



Qualified Circulation*:
22,500

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

Personal Direct Request from the Recipient*:
16,578 (73.7%)

Newsletter Subscribers:**
43,000

Unique Users:**
25,000/Month

Page Views:**
70,000/Month

Issues in 2010:
12**

Annual Buyer's Guides:
2**

Established:
1999

Source:
*BPA Circulation Statement, June 2009
**Publisher's Own Data



2010 EDITORIAL CALENDAR

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 37,000 electronic users** 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.



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.



2010/2011: What Went Wrong? What's Going Right?

In December 2010, Integrated Solutions For Retailers will publish a survey-based report examining the worst mistakes of 2010 and the best retail investments for 2011.

The issue will include a comprehensive listing of market-leading vendors that provide those solutions deemed the best investments for 2011.

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 2009 BPA WORLDWIDE STATEMENT

	January	February	March	April	May	June	July	August	September	October	November	December
AD SALES DEADLINES	ad sales deadline: 12/9/09	ad sales deadline: 1/12/10	ad sales deadline: 2/9/10	ad sales deadline: 3/11/10	ad sales deadline: 4/12/10	ad sales deadline: 5/12/10	ad sales deadline: 6/10/10	ad sales deadline: 7/13/10	ad sales deadline: 8/11/10	ad sales deadline: 9/10/10	ad sales deadline: 10/13/10	ad sales deadline: 11/8/10
RETAIL SUCCESS FEATURES	Store Systems	Business Intelligence	Loss Prevention	Cross-Channel Retailing	HR Strategies	POS Systems	Payment Processing	Mobile Applications	LP/POS Integration	Workforce Management	Merchandise Management	Special Issue!
IN-STORE SYSTEMS	Q&A: Receipt Printers Research & Trends: Store Closings/POS Vendor Insight: Mobile Commerce Case Study: POS Systems	POS Software Apps For BI Payment Processing	Customer Displays Store Data Security Merchandise Mgmt.	Handheld Devices Mobile Payments In-Store Media	Maint. & Repair Customer Service Kiosk Strategy	Energy Management POS Trends Tech Sourcing	Self-Checkout Self-Service Trends Returns Management	Inventory Mgmt. Mobile Apps In-Store Networking	Cash Management Retail & The Economy Payment Security	Networking Self-Checkout Planogramming	POS Peripherals Assortment Planning In-Store Mobility	
SUPPLY CHAIN/LOGISTICS	Q&A: Sourcing Strategies Research & Trends: Reverse Logistics Vendor Insight: Data Collection Case Study: Inventory Replen.	Apps For RFID Supplier Collaboration Distribution Centers	Private-Label Merch Domestic Sourcing Order Picking	Warehouse Mgmt. Returns Management CGO	Assortment Planning Global Sourcing Speed To Market	Transportation Mgmt. Cross-Channel Mgmt. EDI	Demand Forecasting Green Supply Chains Supply Chain BI	Fulfillment Logistics Efficiency Private Label Sourcing	Picking Technologies Supply Chain Mgmt. Global Supply Chains	Card Security DC Management Transportation Logistics	Logistics Efficiency Out Of Stocks X-Channel Inventory	
LOSS PREVENTION/SECURITY	Q&A: The ROI Of Security Research & Trends: ORC Awareness Vendor Insight: Intelligent Video Case Study: Cash Management	BOB Loss Network Security Alarm Monitoring	Background Screening Trends In LP Tech CCTV	IP Video Shoplifting Prevention Case Management	Cash Management Employee Theft ORC Prevention	EAS Solutions Risk Mitigation Intelligent Video	DVRs Cash Loss Network Security	Training/Awareness Shrink Prevention Alarm Conversion	Intelligent Video Article-Level Security Intelligent Safes	Physical Security Crowd Safety Data Security	Access Control Supply Chain Security Physical Security	
MARKETING & OPERATIONS	Q&A: Time & Attendance Research & Trends: Loyalty Programs Vendor Insight: Employee Screening Case Study: Store Execution Mgmt.	Workforce Mgmt. Reward Programs Staff Recruiting	Payroll Trends Green Store Mgmt. CRM	Social Networking Labor & In-Stock Pricing & Promotions	Task Networking Ops Dashboards Energy Management	Price Management Retail CRM Back-To-School Plans	CRM Workforce Training Social Networking	Facilities Maint. Holiday Hiring In-Store Promotions	Store Execution Mgmt. Holiday Training Site Selection	Customer Analytics Workforce Mgmt. Digital Merchandising	Apps For BI Store Exec. Mgmt. Store Audits	
CROSS-CHANNEL RETAILING	Q&A: Card-Not-Present Research & Trends: Cross-Channel Trends Vendor Insight: Web Analytics Case Study: ID Verification	Mobile Commerce Fulfillment Strategies SEO	E-Mail Strategies Data Security Transaction Risk	Web/POS Integration Mobile Marketing E-Comm. Platforms	Supply Chain Visibility Payment Trends Customs Compliance	Online Gift Cards Warehouse Integration Content Management	SEO Payment Security Online Multimedia	Distribution Mgmt. Holiday Preparation Online Merchandising	X-Channel Integration Social Media Basket Analysis	Price & Promotion Search Marketing Order Management	Social Networking E-Comm Platforms Affiliate Marketing	
PARTNER PERSPECTIVES	National Retail Federation	Food Marketing Institute	Merchant Risk Council	PCI Security Standards Council	Retail Industry Leader's Association	National Retail Federation	USGBC LEED Standards	Retail Industry Leader's Association	National Retail Federation	UK NMO (RoHS Compliance)	Merchant Risk Council	
PRODUCT SHOWCASE	Retail Sustainability Solutions	Hardware Solutions For Grocers	Supply Chain Software Solutions	Cross-Channel Retail Solutions	Surveillance Solutions	Store Execution Software	Handheld Devices For Store Managers	Retail Enterprise Solutions	Cash Management Solutions	Self-Service Solutions	SMB Solutions	
GUIDES & SUPPLEMENTS		 The Annual Resource Guide To Grocery & C-Store Solutions Self-Checkout, Digital Signage, POS Systems		 Cross-Channel Integration: Best Practices In Enabling The Multichannel Consumer		 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 R&A 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 Aberdeen Group And Retail Systems Research		
TRADE SHOW DISTRIBUTION	NRF BIG Show	RILA Logistics Conference			FMV/ MARKETECHNICS RILA LP, Auditing, & Safety Conference	NRF LP Conference & Expo			NRF Shop.org		KioskCom Self Service Expo	 RETAILERS MARKET LEADER 2010

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

The drop deadline for ad materials is noon Eastern Daylight Time on the ad sales deadline.