

# STOREBRANDS



EnsembleIQ

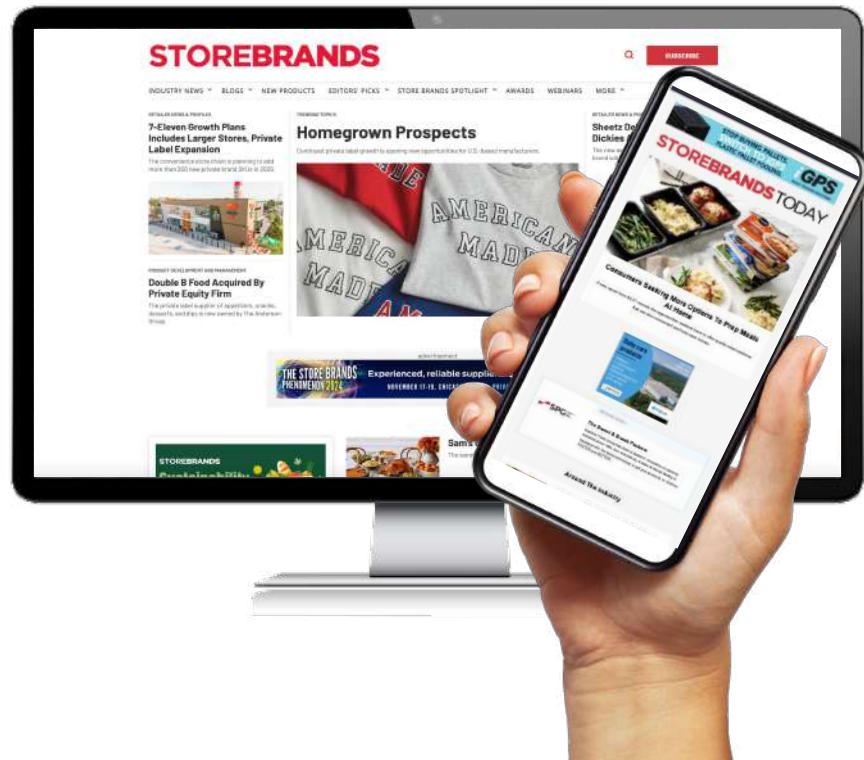
# Brand Overview

## OUR SERVICES

### Stay ahead with Store Brands

We aren't just part of the private brand landscape—we shape it. As the most trusted source in the industry, we connect forward-thinking suppliers with the retail leaders who drive change. Our targeted digital, print, and custom content strategies reach over 25,000 key decision-makers, positioning your brand for real impact and measurable results.

- ▶ **Maximize Your Reach:** Gain exposure among retail executives actively seeking innovative suppliers.
- ▶ **Showcase Your Expertise:** Partner on exclusive content that position your brand as a thought leader..
- ▶ **Achieve Measurable Results:** Maximize ROI through custom, integrated marketing strategies tailored to your business needs.



# Brand Overview

## OUR AUDIENCE



**56,500**

Average Monthly Website Pageviews

**27,000**

Total Distinct Newsletter Subscribers

**5,000**

LinkedIn Followers

# INTEGRATED CAMPAIGN JOURNEYS

BASED ON BUSINESS OBJECTIVES

EnsembleIQ

Studies show it takes it from five to 20 touchpoints for a lead to convert.\* Here's how you can optimize the path.

## Brand Awareness & Demand Generation

Who it's for: Brands launching a new product or entering a new market

Consultation

Interactive product spotlight

Display ad units & remarketing

Social media campaign

Event sponsorship

Product demonstration video

## Lead Generation & Nurturing

Who it's for: Brands driving qualified new leads to move through the sales funnel

Consultation

Market research

Gated eBook / Whitepaper

Webinar

Event sponsorship / Networking

Interactive / Animated content

Lead nurturing campaign series

## Thought Leadership

Who it's for: Brands demonstrating industry stewardship or presenting leadership initiatives

Consultation

Market research

Microsite / Content hub

Exclusive event sponsorship/ Roundtable

Blog series

Video interviews / case studies

## Account Based Marketing

Who it's for: Brands targeting specific customers by market share, intent, geographics, etc.

Consultation

Audience segmentation

Content personalization

Case studies

1:1 meetings or panels

Lead warming campaign series

# Digital Brand

## WEBSITE

### WEBSITE MONTHLY AVERAGE

storebrands.com is where private brand manufacturers and retailers go for actionable ideas to maximizing quality and profitability.

# 56,500

Average Monthly Pageviews\*

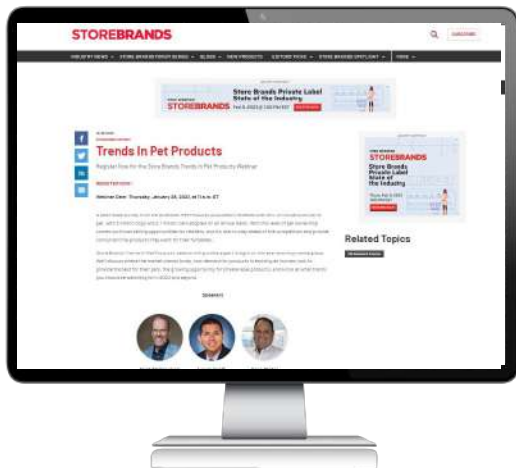
# 44,000

Average Monthly Sessions\*

# 35,000

Average Monthly Users\*

\*Source: Google Analytics (9 months average, ending 9/30/24)



### WEBSITE AD UNITS

Price

#### Run of Site

- ▶ Leaderboard
- ▶ 300x250 Banner

\$3,000/month  
\$2,500/month

#### Expandable

\$100cpm

#### Prestitial

\$3500/week

#### Billboard Ad

\$3500/week

#### Sponsored content, article, or blog

- ▶ Not Gated
- ▶ Gated

\$5,000  
\$6,000

#### Advertorial Q&A

\$5,000

#### Browser Notification

\$2,500

#### Content Syndication Package

\$7,500

Reference our [digital ad specs here](#).

### TO SUBMIT DIGITAL AD MATERIALS, CONTACT:

Emily Dubovec, Digital Ad Operations Manager, Customer Success  
404.552.8658 | edubovec@ensembleIQ.com

## STOREBRANDS 2025 Media Planner

# Digital Brand

## EMAIL

### NEWSLETTERS

Reach a dedicated and engaged audience of opt-in subscribers with **Newsletter Display Ads**. Store Brand's newsletters covers the market with up-to-date information and news.

**20,000**

Store Brands Today Subscribers

**26,000**

Breaking News Subscribers

**26,000**

Products Subscribers

\*\*Source: Marketo; Numbers are approximate



### EMAIL AD UNITS

### Monthly Price

Leaderboard	\$3500
Top Rectangle	\$2500
Middle Rectangle	\$2000
Bottom Rectangle	\$1500
Sponsored Message	\$2500
Product Spotlight	\$1000
Custom Newsletter	\$5000
Trade Show Newsletter	\$5000
Custom eblast	\$575/1000 names
Custom eblast w/ click leads	\$750/1000 names

Reference our [digital ad specs here](#).

### TO SUBMIT DIGITAL AD MATERIALS, CONTACT:

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# Digital Brand

CUSTOM DIGITAL PRODUCTS

Help tell *your* story to your customers and prospects and build brand awareness!

## REMARKETING

Deliver multiple ad sizes to our website visitors as they consume digital content online.



▶ **1**

Private label executive visits  
StoreBrands.com



▶ **2**

Once identified, the executive sees your  
relevant ads online



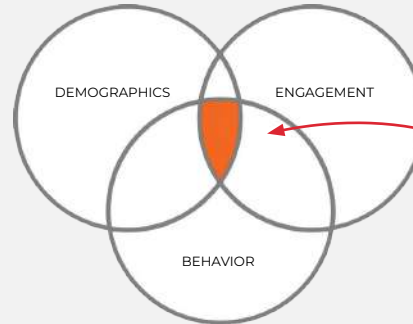
▶ **3**

Your ad drives increased awareness  
and action

## CUSTOMIZED EMAIL MARKETING

Drive demand and market growth faster with **Direct & Engaged E-marketing Programs!**

We will help you reach your desired target audience and will help you create a targeted email.



**Right Demographic Engaged  
& Interested Areas of Interest  
Responsive to Digital**

# Digital Brand

## CUSTOM DIGITAL PRODUCTS

**WHAT IS CORAL?** 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.](#)

### STORYSCAPE (Level I)

Native digital article brought to life with video, animation and interactive hotspots.

[Click here for an example](#)

### STORYSCAPE (Level II)

Master-class level experiential content designed for maximum engagement with multilayered interactive content panels, micro-infographics, animated charts, and more.

### ANIMATED INFOGRAPHIC

Highly visual, data-driven, quick-scan content with full animation and interactive elements.

[Click here for an example](#)

### PRODUCT SPOTLIGHT

Animated page illuminating features and product benefits, with call to action to learn more.

[Click here for an example](#)

### CONTENT HUB

Branded, experiential microsite featuring multiple independent content pages and interactive menu. Content can be serialized with new chapters or episodes added throughout the engagement.

[Click here for an example](#)

### WORLDSCAPE

Illustrated micro-world with interactive map and scene depictions featuring multiple products, solutions, topics or brands in a unified immersive environment.

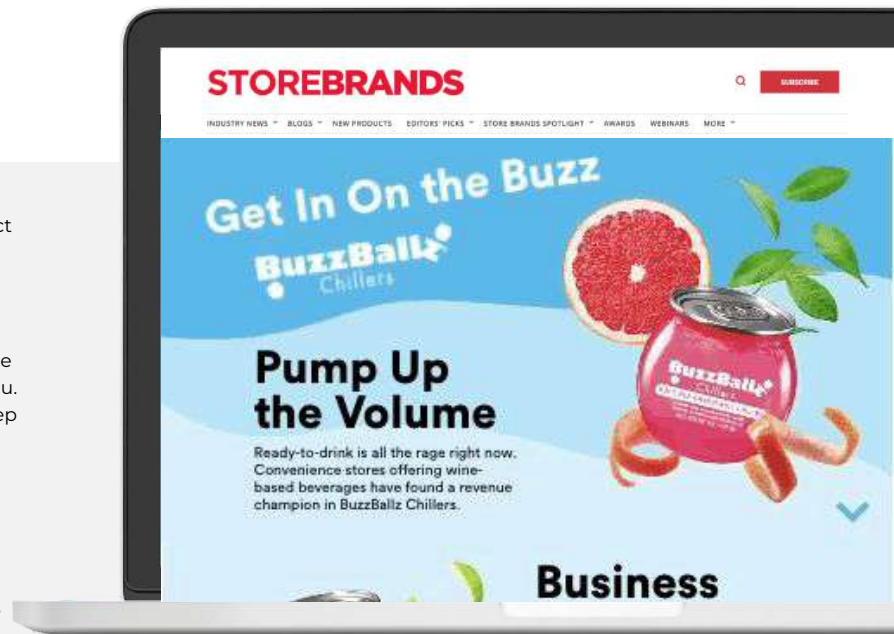
[Click here for an example](#)

▶  
**INTERACTIVE  
CONTENT  
LEADS TO:**

22%  
Increase in  
Conversions

80%  
Increase in  
Dwell Times

10x  
Increase in  
Click-Thrus



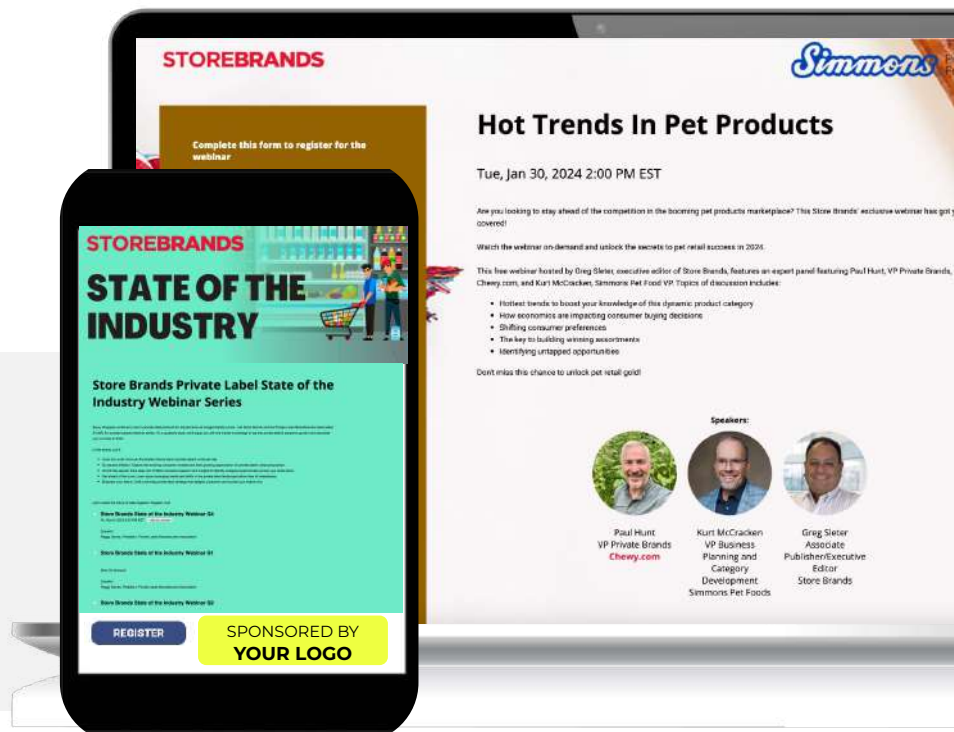


# Webinars

Show your expertise and provide a content rich experience to the Store Brands audience. We will help you reach your targeted prospects and work with your company to get the right content, to the right people, in the right format, at the right time.

### EDUCATE LEADERS WITH 1 OF 4 PACKAGE OPTIONS

State of the Industry Webinar	\$8,500
2025 Outlook Series	\$10,000
Turnkey Custom Webinar	\$10,000
Sustainability Webinar Series	\$10,000



# Editorial Planner

	MARCH	JUNE
<b>Retail Profile</b>	Warehouse Clubs & Private Label Expansion	Convenience Stores Boost Private Brands
<b>Category Spotlight</b>	Snack Foods	Beauty, Health & Wellness
<b>Trending</b>	Private Label and Seasonal Products	Sustainability
<b>Deadlines</b>	<b>Ad Close: 2/14/25   Materials Due: 1/24/25</b>	<b>Ad Close: 5/15/25   Materials Due: 5/22/25</b>
	SEPTEMBER	DECEMBER
<b>Retail Profile</b>	The Co-Operatives & Private Label	Retailer of the Year
<b>Category Spotlight</b>	Wine & Liquor	Retailers to Watch
<b>Trending</b>	Consumer Shopping Habits	Top Women In Store Brands
<b>Deadlines</b>	<b>Ad Close: 8/14/25   Materials Due: 8/21/25</b>	<b>Ad Close: 11/06/25   Materials Due: 11/13/25</b>

SPECIAL FEATURES- ONLINE ONLY	
<b>MARCH</b>	Game Changers
<b>APRIL</b>	Private Label Hall of Fame
<b>JUNE</b>	Rising Stars
<b>AUGUST</b>	Editor's Picks

NOVEMBER <b>PLMA</b> ISSUE
PLMA President Interview
PLMA Show Preview
<i>This special issue will be distributed to a targeted list ~20,000 subscribers and sent to the PLMA Show.</i>

# Print Brand

Quarterly **Store Brands** sections to appear in **Progressive Grocer** and **Convenience Store News**.

# 37,700

**TOTAL MAGAZINE REACH: Mar, June, Sept, Dec**

- + **Special Stand alone November issue**  
sent out prior to PLMA to 20,000 subscribers and distributed at PLMA

## ADVERTISING OPPORTUNITIES

Print & digital advertorial Q & A with your company executive. \$11,500

- ▶ Posted on [www.storebrands.com](http://www.storebrands.com)
- ▶ Includes digital ads that surround the article online: 728x90, 300x250 and 320x50
- ▶ One mention in the newsletter with the link to the article
- ▶ One browser notification
- ▶ 25,000 impressions of remarketing

### Private Label Capabilities Ad

- ▶ Full Page 4 Color ad \$5,000
- ▶ 1/2 Page 4 Color ad \$3,500

### PLMA Print Ad

- ▶ Full Page 4 Color ad \$5,000
- ▶ 1/2 Page 4 Color ad \$3,500
- ▶ 1/4 Page 4 Color ad \$2,250



**COMBINING INDUSTRY EXPERTISE  
AND THE VOICE OF THE CONSUMER  
TO ANSWER BIG QUESTIONS AND  
INSPIRE BOLD IDEAS**

Our research solutions team serves this mission through the power of actionable intelligence

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Contact your sales representative for a customized program and pricing structure to suit your budget



## IMAGINE THE POSSIBILITIES

We work closely with you to gain a deep understanding of the information needed to achieve your objectives and design a custom research program to gather essential input from targeted consumers, shoppers, and B2B professionals.



## UNCOVER THE INSIGHTS

We leverage our extensive qualitative and quantitative skills to execute the research program, tap into existing data, and draw on our knowledge of the industry to procure the insights and interpret the learning.



## TELL THE STORY

By combining proprietary intelligence and industry expertise with best-in-class creative services, we craft a data-driven and actionable narrative that we share with the right audience, in the right place, at the right time.

# Stay on the Pulse of Private Label with STOREBRANDS



## CONTACT US



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## 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](https://ensembleiq.com)

# EnsembleIQ

CANADIAN GROCER

CONVENIENCE  
Store  
NEWS

RETAIL BUSINESS  
HBS  
DEALER

MONDAY  
RETAILIQ

pharmacy  
PRACTICE • BUSINESS

PROGRESSIVE  
GROCER

CGT  
CONSUMER GOODS TECHNOLOGY

CHAIN STORAGE  
CSA  
THE BUSINESS OF RETAIL

HOSPITALITY  
TECHNOLOGY  
HT  
KNOWLEDGE, ANALYTICS  
& INVESTMENTS

OCTANE  
THE BUSINESS OF FUEL

SAFE &  
PROFITABLE  
FOR YOU  
CANADA

QP  
Quebec  
Pharmacie

Restaurant  
Technology  
Network  
join, share, thrive.

ConvenienceStore  
NEWS

DSN  
DRUG STORE NEWS

The  
Medical Post

PATH TO  
PURCHASE  
INSTITUTE

ProfessionSanté

STOREBRANDS

# STOREBRANDS

EnsembleIQ

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