

A circular logo with a green background and white text. The text reads "NACS" in a large, bold, sans-serif font, with a registered trademark symbol (®) to its upper right. Below "NACS" is the word "magazine" in a smaller, lowercase, sans-serif font.

NACS
magazine

71% of readers take action on ads
after reading *NACS Magazine*.*

*According to a 2011 readership research study

NACS Magazine doesn't just report on the news, it IS the news. With insightful analysis and thought leadership in every feature, *NACS Magazine* is the go-to source for the most relevant and trusted industry information.

"*NACS Magazine* has empowered my managers so much,
that I think that alone is enough to be a member."

— Rahim Budhwani, CEO, 6040 LLC

"We are proud to support *NACS Magazine* and the NACS Show Mobile App.
Our objective is to use *NACS Magazine* to communicate our message to NACS retail members.
It's a quality product with a focus on industry initiatives."

— Tom Joyce, Vice President, Global Customer and Industry Affairs, The Hershey Co.

advertising rates (GROSS)

4-COLOR ADS

	1x	Preshow 1x	Show 1x	3x	6x	12x
Full page	\$5,565	\$6,120	\$6,680	\$5,250	\$4,935	\$4,620
$\frac{2}{3}$ page	\$4,460	\$4,900	\$5,355	\$4,200	\$3,885	\$3,675
$\frac{1}{2}$ page	\$4,200	\$4,620	\$5,040	\$3,885	\$3,675	\$3,465
$\frac{1}{3}$ page	\$3,255	\$3,580	\$3,905	\$3,045	\$2,835	\$2,625
$\frac{1}{4}$ page	\$2,570	\$2,830	\$3,085	\$2,415	\$2,260	\$2,100

SPREADS

	1x	Preshow 1x	Show 1x	3x	6x	12x
2 page, 4-color	\$10,025	\$11,030	\$12,035	\$9,450	\$8,925	\$8,400
$\frac{1}{2}$ page, 4-color	\$5,565	\$6,120	\$6,680	\$5,250	\$4,935	\$4,620

PREMIUM POSITIONS

	1x	Preshow 1x	Show 1x	3x	6x	12x
Inside front	\$7,770	\$8,550	\$9,325	\$7,245	\$6,670	\$6,145
Inside back	\$7,770	\$8,550	\$9,325	\$7,245	\$6,670	\$6,145
Back	\$8,295	\$9,125	\$9,950	\$7,770	\$7,245	\$6,670



DELIVERY OF MATERIALS

Please send all materials by mail to:
 Rose Johnson, Digital & Print
 Production Manager
 NACS
 1600 Duke Street
 Alexandria, VA 22314
(703) 518-4218
production@nacsonline.com

SPECIFICATIONS

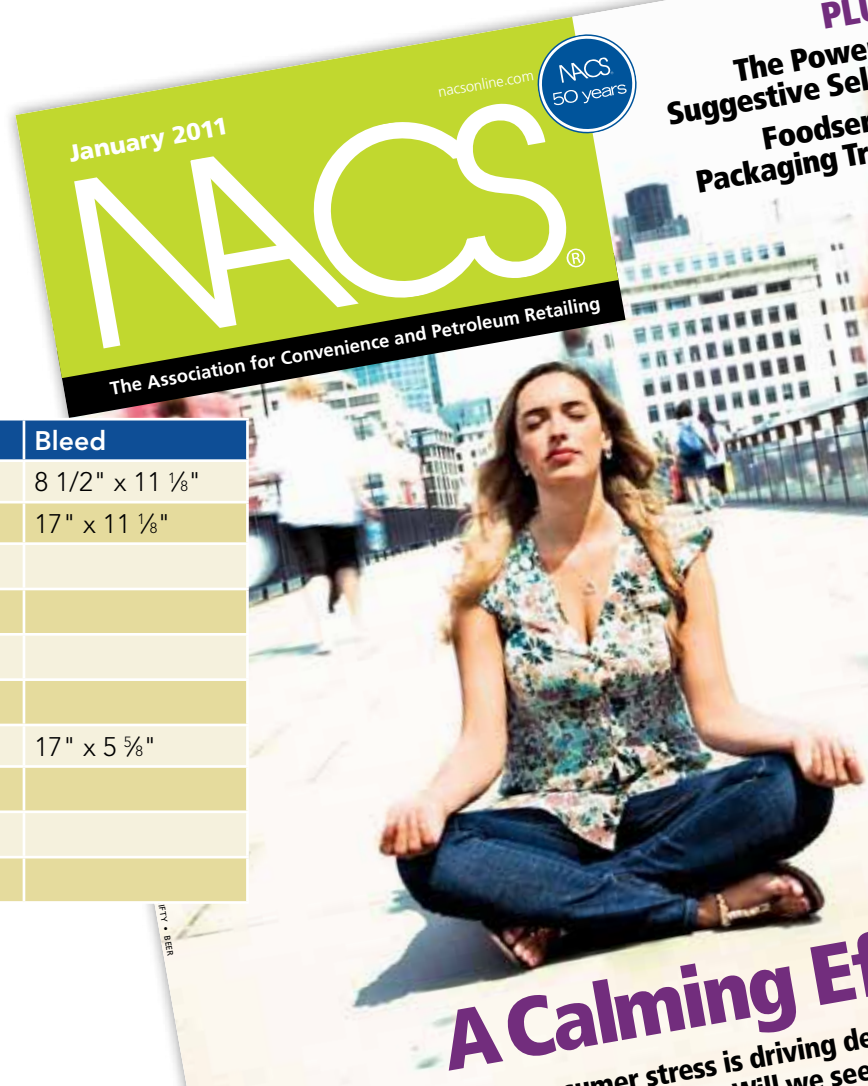
Please submit files on CD-ROM according to preferred file formats (visit www.nacsmagazine.com/specs). A color contract proof at 100% of ad size is required, to match the exact color and size of the ad. Electronic files are accepted if sent by e-mail and under 5 megabytes. Contact NACS for FTP instructions if needed.

ad dimensions

Size	Live (Non-Bleed)	Trim	Bleed
Full-Page	7 $\frac{3}{4}$ " x 10 $\frac{3}{8}$ "	8 $\frac{1}{4}$ " x 10 $\frac{7}{8}$ "	8 $\frac{1}{2}$ " x 11 $\frac{1}{8}$ "
Spread	15 $\frac{1}{2}$ " x 10 $\frac{3}{8}$ "	16 $\frac{1}{2}$ " x 10 $\frac{7}{8}$ "	17" x 11 $\frac{1}{8}$ "
$\frac{2}{3}$ Vertical	4 $\frac{5}{8}$ " x 10"		
$\frac{1}{2}$ Horizontal	7 $\frac{1}{6}$ " x 4 $\frac{3}{8}$ "		
$\frac{1}{2}$ Island	4 $\frac{5}{8}$ " x 7 $\frac{1}{4}$ "		
$\frac{1}{2}$ Vertical	3 $\frac{7}{16}$ " x 10"		
$\frac{1}{2}$ Spread	15 $\frac{1}{2}$ " x 5 $\frac{1}{4}$ "	16 $\frac{1}{2}$ " x 5 $\frac{1}{2}$ "	17" x 5 $\frac{5}{8}$ "
$\frac{1}{3}$ Square	4 $\frac{5}{8}$ " x 4 $\frac{7}{8}$ "		
$\frac{1}{3}$ Vertical	2 $\frac{1}{4}$ " x 10"		
$\frac{1}{4}$ Vertical	3 $\frac{7}{16}$ " x 4 $\frac{13}{16}$ "		

Live matter must be at least $\frac{1}{4}$ " from trim.

BINDING: Perfect Bound





73% of our readers serve in management positions, with an impressive 47% in senior leadership roles.

75% of NACS Magazine subscribers have read at least 3 out of the last 4 issues, and 60% read all four.

An impressive 78% of readers expressed high satisfaction with the content and information featured in NACS Magazine.

52% of subscribers pass their issue to a colleague, expanding the reach of the magazine to a total of 44,774 readers.



FOR EDITORIAL INFORMATION

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2012 editorial calendar

THIS EDITORIAL CALENDAR IS SUBJECT TO CHANGE.

JANUARY | COOL NEW PRODUCTS

Reservations Due 12/1/11 • Materials Due 12/6/11

How to Lobby Congress

State/Regional Beer Laws

Category Close-up: Packaged Beverages

FEBRUARY | NACS LEADERSHIP FORUM

Reservations Due 1/5/11 • Materials Due 1/10/12

Loyalty and Mobile Marketing

Snack Assortment Best Practices

Category Close-up: Cigarettes

Bonus Distribution: NACS Leadership Forum; AWMA Show; NACDS Regional Chain Conference; P&CMA Gulf Coast Food & Fuel Expo; NGA Annual Convention

MAY | NACSTECH

Reservations Due 4/2/12 • Materials Due 4/9/12

Mobile Payments

Electric Vehicles

Category Close-up: Candy; Alternative Snacks

Bonus Distribution: NACStech; PMAA Washington D.C. Conference; NRA Show; Sweets & Snacks Expo

JUNE | NACS GLOBAL FORUM

Reservations Due 5/2/12 • Materials Due 5/9/12

NACS State of the Industry Coverage

Lessons from Overseas

Category Close-up: Cold Dispensed Beverages

Bonus Distribution: NACS Global Forum; NACDS Marketplace; GACS Annual Conference

SEPTEMBER | PRE-SHOW ISSUE

Reservations Due 8/1/12 • Materials Due 8/8/12

Pre-Election Coverage

Hispanic Demographic

Category Close-up: General Merchandise

Bonus Distribution: Pacific Oil Conference

OCTOBER | NACS SHOW ISSUE • COOL NEW PRODUCTS

Reservations Due 9/5/12 • Materials Due 9/12/12

Philanthropy

Forecourt Marketing

Category Close-up: Packaged Sweet Snacks

Bonus Distribution: NACS Show; Category Management Conference

NACS Magazine offers exceptional value through packages, including a high degree of visibility during the annual NACS Show – the industry’s premier event and one of the largest trade shows in the nation.

HIGH IMPACT OPTIONS AVAILABLE

- Cover or Body Barn Doors (or French Doors)
- Cover Gatefold
- Cover Gatefold with Die Cut Window
- Outsert
- Business Reply Card
- Bellyband
- Polybag
- Post-It Notes

Contact NACS for more details!

MARCH | NACS ANNUAL FUELS REPORT • NACS MAGAZINE 10th ANNIVERSARY
Reservations Due 2/1/12 • Materials Due 2/7/12

NACS Annual Fuels Report

Future of Fuels

Category Close-up: Other Tobacco Products

Bonus Distribution: M-Pact; Snaxpo 2012; NACS Day on Capitol Hill

JULY | ANNUAL FOODSERVICE ISSUE • COOL NEW PRODUCTS
Reservations Due 6/1/12 • Materials Due 6/7/12

Foodservice Focus

NACS Nutrition Toolkit

Category Close-up: Food Prepared Onsite; Hot Dispensed Beverages

NOVEMBER | POST-SHOW WRAP-UP
Reservations Due 10/3/12 • Materials Due 10/12/12

NACS Show Coverage

Store Design

Category Close-up: Wine; Non-Edible Grocery

SPECIAL ISSUE | SMALL OPERATOR (JULY)
Reservations Due 6/18/12 • Materials Due 6/25/12

Every year we partner with state and regional ethnic associations to create and distribute this special issue — exclusively for small operators. The personalized issue reaches more than 34,000 hard-to-reach small operators not typically reached by our regular magazine. Distribution partners have included the Asian American Retailers Association, Greater Houston Retailers Association and many more. **\$3,500 per full-page ad; \$2,000 per half-page ad (net)**

APRIL | STATE OF THE INDUSTRY SUMMIT • COOL NEW PRODUCTS
Reservations Due 3/1/12 • Materials Due 3/7/12

Menu Labeling

Evolution of Food Trucks

Category Close-up: Ice Cream/Frozen Novelties; Frozen Dispensed Beverages

Bonus Distribution: NACS State of the Industry Summit; SIGMA

AUGUST | THE “IDEAS” ISSUE • AD SURVEY
Reservations Due 7/2/12 • Materials Due 7/9/12

Big Ideas, Best Practices

Safety and Security

Category Close-up: Salty Snacks; Health & Beauty Care

Bonus Distribution: Hispanic Retail 360; Texas Food & Fuel Expo

DECEMBER |
Reservations Due 11/1/12 • Materials Due 11/7/12

Real Estate

Election Results: What They Mean

Category Close-up: Beer; Edible and Perishable Grocery