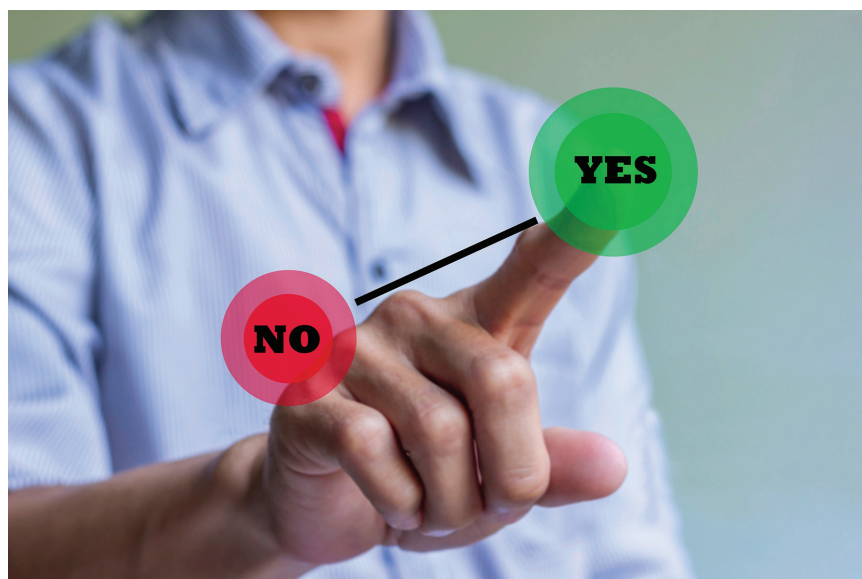


**She's ready to  
shake-up her  
category –  
are you  
top of mind?**





**We do one thing, and we do it better than anyone else.  
We deliver your message to the most powerful retail  
merchandising executives and buyers in the world.**



**Spectrum**  
Brands

## Testimonial

*"Eye on Retail is a solid source that not only keeps me informed as to what is going on in the industry, but is also a great tool to quickly and broadly share news and information with the retail community."*

~ VP Marketing, Spectrum Brands -  
Pet, Home & Garden Division



**REPEL**





Eye on Retail Tipsheet is a daily e-newsletter read by some of the most influential big box retail buyers and executives in the world.

Recent inquiries prompted by Tipsheet ads.



### Testimonial

*"The response to our Eye on Retail ad was amazing. We were immediately invited to a Costco line review and to Home Depot headquarters where we were granted in-store distribution. If you're looking for expanded retail distribution this is the ticket!"*

~ Dig It Apparel



## FAQs

### What is Eye on Retail Tipsheet?

- E-newsletter created and delivered early AM every weekday.
- 22,000+ subscribers targeting retail merchandising executives and buyers.
- 15-20 retail stories delivered each day with a short lead and a link to full article.
- Straightforward layout respects the time of busy executives.
- Free subscription.

### How is Eye on Retail Tipsheet Unique?

- Created every weekday morning at 4:30AM CT.
- Sent to inboxes around 8AM CT daily.
- Early AM delivery is a key competitive advantage.
- Subscriber base built over 4+ years.
- Multiple hours spent preparing each day's Tipsheet.
- 1,000+ articles reviewed daily to search beyond the headlines of the day.
- Provide highlights of quarterly earnings calls.
- No spam rule - only one email is sent daily.

### What are your readership metrics?

- Audience:
  - 22,000+ subscribers
  - 125,000+ avg. monthly page views
  - 25% open rate
  - A who's who of mass retail executives

### Top Subscribers (in rank order):

#### By Retailer:

- Target
- Home Depot
- Costco
- Walmart
- Dick's Sporting Goods
- Manufacturer's Reps

#### By Channel:

- Mass
- Grocery
- C-Store
- Club
- Home Improvement
- Distributors (Grocery & C-Store)
- Drug
- Sporting Goods

## Eye on Retail Sample

**"Wal-Mart ecommerce expands in Silicon Valley"** by Nathan Donato-Weinstein at Silicon Valley Business Journal. "Wal-Mart's e-commerce operation has quietly expanded yet again, bringing its total presence at Sunnyvale Business Park to about 312,000 square feet. Wal-Mart recently struck a deal to lease about 127,000 square feet in two buildings at 680 and 840 West California Ave. The lease, which was completed several weeks ago and not previously reported."

[Read more](#)

### Your ad here

**\*\*\*A message from Dig It® Handwear. Grow garden category sales with glove protection for manicured female hands!** Patented line of high-quality gardening gloves provides unique "pillow-top" protection for female gardeners. Nationally distributed in Canada... Shark Tank's Kevin O'Leary is an investor...now being offered to US Retailers for the first time. View the line at [www.digithandwear.com](http://www.digithandwear.com). Peggable gloves merchandise easily: [see the off-shelf display](#). [See the Sell Sheet](#). Contact [info@eyeonretail.net](mailto:info@eyeonretail.net) to get started.

**"Home Depot's Craig Menear Appears on CNBC"** "KELLY EVANS: Have you been involved in succession talks? CRAIG MENEAR: You know, at this point, that is all up to the board and to Frank. I have been given the opportunity to be the president of U.S. Retail and that's an enormous opportunity and responsibility. And that's really what I'm focused on right now."

[Read the transcript](#). [See the video interview](#).

**"Costco July Comp Sales +5%"** "Costco reported net sales of \$8.55 billion for the month of July, the four weeks ended August 3, 2014, an increase of nine percent from \$7.87 billion during the similar four-week period last year."

[Read the release](#)

Subscribe to Eye on Retail Tipsheet @ [eyeonretail.net](http://eyeonretail.net)

Contact: Jason Long, [jlong@eyeonretail.net](mailto:jlong@eyeonretail.net), (314) 504-3026, [eyeonretail.net](http://eyeonretail.net)



The Eye on Retail website delivers retail news to big box buyers and executives all day every day.

**PROTECT YOUR NAILS**

First working glove to "pamper" your manicure

[Request a Sample](#)

**Your Ad Here**

[HOME](#) [ABOUT](#) [ARCHIVES](#) [CONTACT](#) [ADVERTISE](#)

**DAILY HEADLINES**

AUGUST 29, 2015

**Trending**

Amazon Announces the Next Alexa Fund Recipients: Musaic and Rachio  
Companies are on the hook for contractors' labor policies, NLRB says  
U.K. retailer Primark to make leap to U.S.  
Jobs cuts likely in the Wal-Mart supplier community  
CVS partners to explore virtual medicine

**Etc.**

Wal-Mart distribution center holds a rousing grand opening "Force Friday" Coming to Walmart Sep.4th  
Google's knowledge of your searches may prompt company to recruit you  
Celebrity consignment is heading to Dallas  
Home Depot to Present at the Goldman Sachs Global Retailing Conference

**CPG**

Twin Cities startup makes framed flags wave  
General Mills to remove artificial colors, flavors from fruit snacks  
Carrie Underwood's CALIA line to show at New York Fashion Week

**Tipsheet Extra**

Your ground beef contains... what?  
The Freshest Thing About the World's Biggest Online Grocer Isn't Food  
Facebook milestone: 1 billion people used the social network in one day  
Google Tells Developers How to Get Around Apple's New Security Rules So They Can Keep Selling Ads

Ex-Apple engineer launches furniture company to rival Ikea  
James Covert at NY Post

Fred's Q2 Comp +0.9%

Carhartt Opens the Door to Its New Flagship Store in Midtown Detroit

Michael's Q2 Comp +2.9%

Lowe's COO Rick Damron Sells 13,075 Shares  
Dakota Financial News

Dollar General Q2 Comp +2.8%

Amazon Curtails Development of Consumer Devices (Subs.)  
Greg Bensinger at WSJ

Walmart Bars Sales Of AR-15s, Self-Defense Shotguns  
Christian Lowe at Grand View Outdoors

Judge Scolds Wal-Mart For Doc Dump in Dukes Sex Bias Suit (Subs.)  
Aaron Vehling at Law 360

I'm fed up with retailers 'body shaming' plus-size women like me  
Andrea Kuchinski at Fortune

Tentative settlement reached in RadioShack gift card dispute  
Dallas Morning News

Lowe's Brings Sci-Fi Driven Innovation to Bangalore

Woman who battled cancer as a new mom at Amazon offers feedback to Jeff Bezos  
Taylor Soper at GeekWire

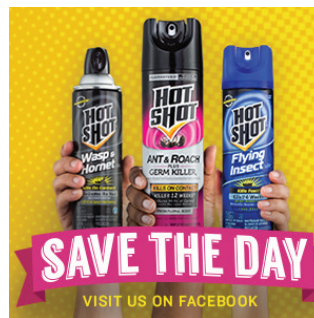
How a North Carolina tech company is helping Lowe's take Manhattan  
Ken Elkins at Charlotte Business Journal

The Best Cities For Jobs For Millennials (Seattle #1, Austin #4)  
Leah Arnold-Smeets at PayScale



Macy's new outlet stores offer slightly different vibe

Anne D'Innocenzia at AP via Seattle Times



eye on retail [Subscribe to our Daily Tipsheet](#)

You won't believe who reads Eye on Retail. Not who subscribes, but who actually opens our emails and visits our website – there's a big difference.

### Tipsheet

**22,000+**  
Subscribers

**25%**  
Open Rate

**3x** Avg.  
Click Through  
Rate

### Readership

#### Top Readers:



### Audience

**125,000**  
Avg. Monthly  
Page Views

#### Primary Audience

C-Level  
Chief Merchant  
EVP/VP  
DMM  
Buyer

#### Secondary Audience

Marketing  
Technology & Finance  
Supply Chain  
Field  
CPG & Brokers

Sponsor ads are text only and contain hyperlinked words connecting readers to videos, sell sheets, websites, packaging pictures, etc. Multiple links are encouraged.

Ads limited to a maximum of 100 words. Ad examples:

**\*\*\*A message from Dig It Handwear. Grow garden category sales with glove protection for manicured female hands!** Patented line of high-quality gardening gloves provides unique “pillow-top” protection for female gardeners. Nationally distributed in Canada...Shark Tank’s Kevin O’Leary is an investor... now being offered to US Retailers for the first time. View the line at [www.digithandwear.com](http://www.digithandwear.com) Peggable gloves merchandise easily – [see the off-shelf display](#). [See the sell sheet](#). Contact [info@digit.com](mailto:info@digit.com) for merchandising information.

**\*\*\*New Product Spotlight - A Message from CLUG.** The CLUG Bike Clip is the world’s smallest bike rack, targeted at the urban cyclist and the casual enthusiast who are short on storage space for their bikes. CLUG is a patent pending, high quality product that made the list of 2014 Best Stuff by GQ Magazine in their [December 2014 issue](#). CLUG is ready for retail with its 100% recyclable, high volume packaging. [See the video](#). [See the sell sheet](#). Contact [info@clug.com](mailto:info@clug.com) for more information.



### Testimonial

*“We signed up to run Eye on Retail ads and were rewarded with strong and significant hits. We saw activity from buyers at Costco and Sam’s Club. As a result of our ads, we were invited to and just returned from a line review with Sam’s Club.”*

~ MANDIP



### Testimonial

*“We couldn’t believe the immediate response from our Eye on Retail ad. We just returned from a business review at Home Depot headquarters – an invite prompted by our ad. Menards also contacted us. Quick, easy and effective – I can’t recommend it highly enough.”*

~ Orchard Road Canning



Placement	Unit	Pixel Size	File Size	Animation	Looping
Homepage	Leaderboard	728x90	30K Max	:15 Sec	4 Loops Max
	Square	300x300	30K Max	:15 Sec	4 Loops Max
	Skyscraper	300x600	35K Max	:15 Sec	4 Loops Max

## PROTECT YOUR NAILS

*First working glove  
to "pamper" your manicure*



**DIG\*IT**  
HANDWEAR®

[Request a Sample](#)

Leaderboard

## PRO CHLOR TABS

**Aerobic septic  
systems require  
chlorine tablets  
not Rid-X®.**

**Is Pro Chlor  
on your shelf?**



Skyscraper



Square

### Display Ad Requirements:

- File formats accepted  
.jpg, .png, .gif  
javascript

Rich media and flash ads  
available upon request -  
ask for more details.



### Why

- ✓ Reduce the time, effort and expense normally required to reach buyers
- ✓ Instantly expose your product/event to the broad retail community
- ✓ Increase market share—our readers are the decision makers that allocate shelf space
- ✓ Defend market share—don't let your competitors get in front of this audience
- ✓ Click tracker – know who clicks on your ads
- ✓ Communicate to your buyer's boss and all levels above and below

### When

#### Run an ad:

- ✓ Before a new product launch
- ✓ Before a line review
- ✓ Changes to category buying team
- ✓ Trouble getting buyer to respond
- ✓ To promote your trade show
- ✓ To drive buyers to your trade show booth
- ✓ Speak to an audience outside of your existing contact
- ✓ To lock out competitors

### Who

#### Primary subscribers:

- ✓ Heavily read by C-level executives
- ✓ CEO, Chief Merchant, Executive VP, DMM, Sr. Buyer, Buyer, Assistant Buyer

#### Secondary subscribers:

- ✓ HQ: Marketing, Technology, Finance, Supply Chain, Merchandising Support
- ✓ Field: District/Store Managers, Manufacturer's Reps
- ✓ Other: Investors, CPG Execs, Startups

## Lock-it Block-it

### Testimonial

*"Eye on Retail is the real deal. We ran an ad for our home security product and the following day received a request from Costco for container load pricing!"*

~ Lock-It Block-It



### Trade Shows Love Us



ASDMARKETWEEK



### Other Countries Think the World of Us



Italy - America  
Business Council

**95% of readers are U.S. based**  
(Canada #2)

**PAINTPINCHER**  
8-in-1 Paint Can Spatula

#### Testimonial

*"Two Home Depot buyers contacted us immediately – they both had to work-it-out to determine which got the opportunity to sell our product! We're also working with a buyer from Menards who contacted us after seeing our ad. What a response!"*

~ Paint Pincher



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