

Finally, a quick and easy way to get the attention of retail buyers.



Eye on Retail is a daily e-newsletter read by thousands of Retail Buyers and Executives at the largest U.S. retailers including: Target, Costco, Home Depot, Walmart, Dick's and many more.

For the first time ever, sponsorships are available within this influential newsletter. And take it from our current sponsors, the initial results have been...shall we say 'perfect'.

The first six sponsors that appeared in Eye on Retail triggered a direct response from six retailers. That's right, a perfect score! Inquiring retailers included Costco, Home Depot and Menards and our sponsors received invitations to headquarters meetings, product line reviews and more.

FINALLY...a direct pipeline has been laid that connects suppliers to retail buyers. Is there a more prized audience anywhere? Beat your competition to the punch - contact us today to reserve your space and lock-in category exclusivity.

“ The response to our Eye on Retail ad was amazing. We were invited to a Costco line review and also 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

“ 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. Target and Menards also contacted us. Quick, easy and effective – I can't recommend it highly enough. ”

~ Orchard Road Canning



FAQs

What is Eye on Retail?

Eye on Retail is a daily e-newsletter that is read by thousands of Retail Buyers and Executives every weekday morning. We sift through 1,000+ retail stories every morning to find the 10 (or so) that matter. We love data, earnings reports, executive presentations and stories beyond the headlines to get at what's really happening in brick & mortar and online retail.

How is Eye on Retail Unique?

Eye on Retail is unique because it's timely, smart and fun. It's created every morning and delivered to inboxes between 7 and 8 AM CST. That means we're up around 4 AM every morning searching for the retail news that will drive the day. Our early bird strategy is unmatched and is our key competitive advantage.

What are your readership metrics?

Our engagement metrics are off-the-charts vs. comparable newsletters. **We deliver a 70% gross open rate.** Our readers click-through to story links at **5X** the rate of comparable newsletters and we have a unique open rate that is **2X** the industry average. Talk about an engaged audience!

Who reads Eye on Retail?

86% of our subscribers have 'buyer' responsibilities. Common subscriber titles include: President, EVP Merchandising, Merchandising VP, Director of Merchandising, Sr. Buyer, Buyer, Assistant Buyer, etc.

Top Subscribers:

- | | |
|---------------|---------------------|
| By Retailer: | By Channel: |
| 1. Target | 1. Mass |
| 2. Costco | 2. Home Improvement |
| 3. Home Depot | 3. Club |
| 4. Lowe's | 4. Sporting Goods |
| 5. Walmart | |

“ 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

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. Peggable gloves merchandise easily: see the off-shelf display. See the Sell Sheet. Contact info@shiftmarketinggroup.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](#)

Only 1 Sponsor Daily - Own It!

“ We featured our line of mobile chargers in Eye on Retail. Home Depot saw our ad and contacted us immediately for product and pricing information. ”

~ Juicebar Chargers