

The Quickest Path to Retail Buyers and the C-Suite

Your Fast-Pass to
retail's most influential
decision-makers



eye on retail Tipsheet

Bypass the gatekeepers and place your brand directly in front of the Buyers, DMMs, Chief Merchants, and C-Suite executives controlling mass retail.



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





Eye on Retail TipSheet is the premier briefing read by the most influential big-box and C-store executives in the industry

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?

- Since 2012, Eye on Retail Tipsheet has been the premier morning dispatch for the retail industry's most influential decision-makers.
- Delivered on Tuesday and Thursday by 9AM CT.
- A highly curated list of 10–15 relevant retail stories, providing a strategic summary and a direct link to full analysis.
- A streamlined, efficient format that respects the busy workflow of a retail executive.
- Read by 20,000+ subscribers, representing a concentrated base of mass retail's core merchandising executives and buyers.
- Free for industry professionals.

How is Eye on Retail Tipsheet Unique?

- Driven by an exclusive "early bird" editorial strategy, our team scours the retail landscape pre-dawn to prepare decision-makers for the day.
- We go beyond the headlines of the day to deliver the unique intelligence that shapes the market.
- Leverages a deeply trusted, verified subscriber base built for 15 years.
- Strict single-send policy with zero spam.

What are your audience and engagement metrics?

- Audience:
 - Verified Subscribers: 20,000+
 - Audience Quality: A verified "Who's Who" of mass retail decision-makers.
 - Open rate: 25%

Top Subscribers (By Retailer Rank Order):

1. Target
2. Home Depot
3. Costco
4. Walmart/Sam's
5. Dick's Sporting Goods

Tipsheet Sample

Kroger Plans Biggest Price Cuts In Years to Take On Walmart, Costco at Bloomberg. "I think about our business a bit like a Formula One race. There's a lead group of cars that are doing a very good job," Foran said. "Our objective is to get out of the midfield and start lapping faster, make up the gap on the first-group cars and then ideally pass them." [Read more](#)

Your ad here

****A message from Sensi Smart Thermostats. Capture high-margin smart home growth with the brand backed by 100 years of HVAC expertise.** Named the 'Best Overall' and 'Best Value' smart thermostats by USA Today's REVIEWED.COM and PCMag.com's Readers Choice. [View the Full Sensi Retail Line](#) | [See the Display Request samples @ \[info@eyeonretail.net\]\(mailto:info@eyeonretail.net\)](#)

Walmart issues worse-than-expected outlook as high gas prices hit shoppers at CNBC. "Finance chief John David Rainey said high tax returns may have muted some of the impact high gas prices had on shoppers in the first quarter, indicating consumer pressures could rise in the current quarter." [Read more](#)

Home Depot says core shopper is resilient in the face of higher gas prices, sales rise 5% at Fortune. "The homeowner in a relevant sense is perhaps more protected financially than other customer cohorts and so we continue to see engagement," finance chief Richard McPhail told Fortune in an interview. [Read more](#)

Subscribe to Eye on Retail Tipsheet @ eyeonretail.net

Contact: Jason Long, jlong@eyeonretail.net, (314) 504-3026, eyeonretail.net

Subscribing is one thing; active engagement is another. Look at who actually opens our emails and interacts with our content - that is where the magic happens.

Tipsheet

20,000+
Subscribers

25%
Open Rate

Readership

Top Readers:



TARGET



Audience

Primary Audience

C-Level
Chief Merchant
EVP/VP
DMM
Buyer

Secondary Audience

Marketing
Technology & Finance
Supply Chain
Field
CPG & Brokers

Choose Your Sponsorship Format

Eye on Retail Tipsheet offers three streamlined ad options designed to bypass the gatekeepers and place your brand directly into the workflow of mass retail decision-makers.

Option 1: Text-Rectangle Ad

Investment: \$500 per single issue

Our highest-performing, editorial-style ad that seamlessly blends with our native content layout. Written in plain text, it allows you to introduce your brand naturally and include links to guide buyers where you want them.

- **Length:** Maximum of 500 characters.
- **Formatting:** Native text-only (bold headlines accepted).
- **Hyperlinks:** Multiple hyperlinks are encouraged. Connect readers directly to your product videos, company website, packaging imagery, etc.
- **What to supply:** Your copy with clear indications of which words should link to your specific URLs.

Option 2: Leaderboard Banner

Investment: \$450 per single issue

An unmissable, high-exposure placement designed to drive immediate traffic. This premium, wide banner sits directly at the top of the page for maximum visual dominance.

- **Size:** 728 x 90 pixels
- **Format:** Static .jpg or .png image only (No motion/animation)
- **Max File Size:** Under 1 MB
- **What to supply:** One finished image file and one destination web link.

Option 3: Square Display

Investment: \$350 per single issue

A modern box format integrated inline between our curated retail stories. Placed directly within the natural reading flow, this premium position is perfect for featuring product packaging or display configurations.

- **Size:** 300 x 300 pixels
- **Format:** Static .jpg or .png image only (No motion/animation)
- **Max File Size:** Under 1 MB
- **What to supply:** One finished image file and one destination web link.

Submit your creative here: <https://eyeonretail.com/retail-newsletter/ad-portal/>

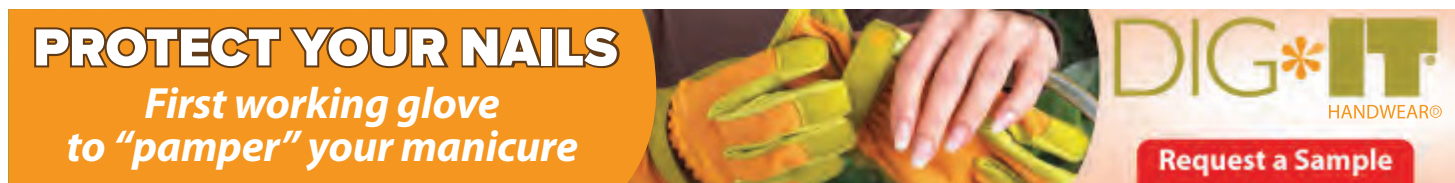
Contact: Jason Long, jlong@eyeonretail.net, (314) 504-3026, eyeonretail.net

Text-Rectangle Ad Example:

***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. Website Peggable gloves merchandise easily – see the off-shelf display. See the sell sheet. Contact info@digit.com for merchandising information.

***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 Best Stuff by GQ Magazine in their December issue. CLUG is ready for retail with its 100% recyclable, high volume packaging. See the video. See the Sell Sheet.

Leaderboard Ad Example:



Square Ad Example:

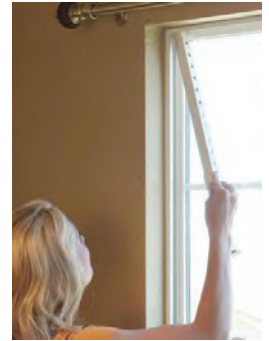


Lock-it Block-it

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



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



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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