

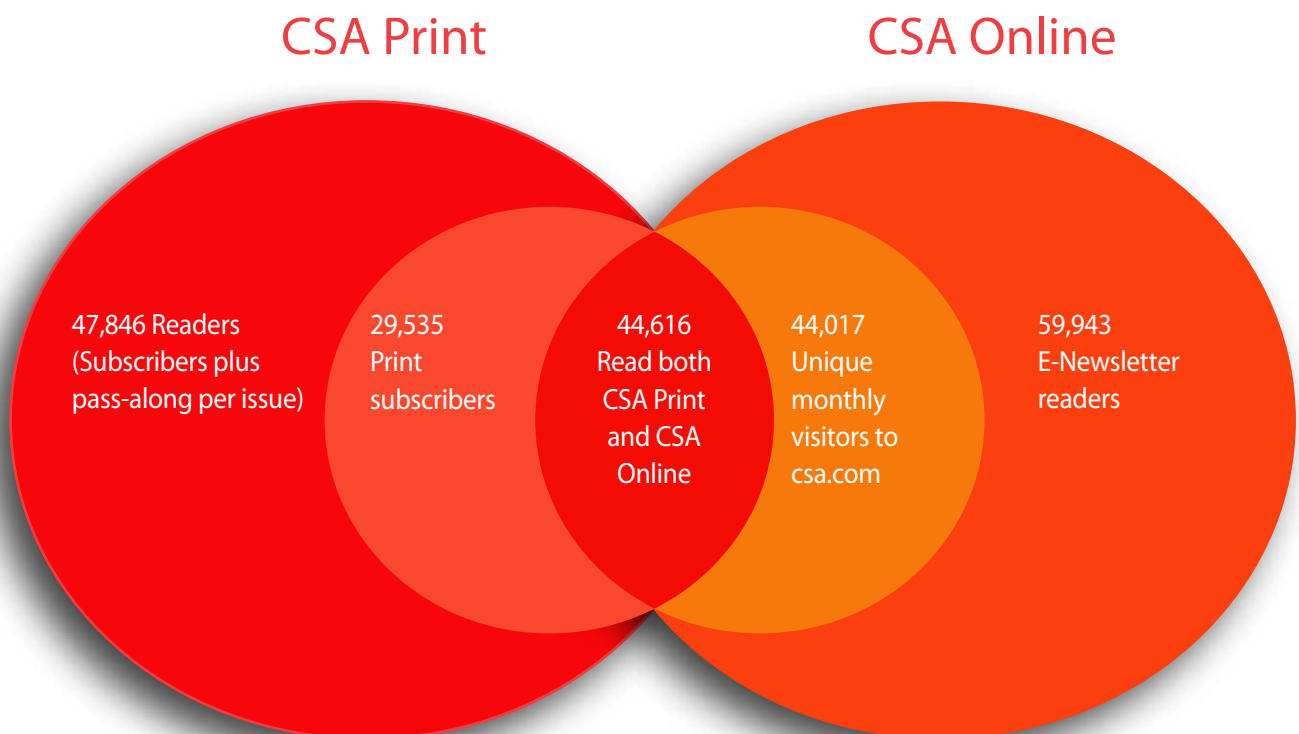
Take Advantage of a High-Impact Opportunity

Reach Every Reader Across Every Platform

With an investment in a *Chain Store Age* multimedia advertising program, you can align your message and marketing goals against the best news, insight, and intelligence in the industry, and better target and engage the influencer and executive audience.

THE BENEFITS OF THE CSA TOTAL AUDIENCE ARE:

- Reach
- Engagement
- Measurability
- Impact



If your audience is in more than one place, your ad must be too.

REACH

The audience is here: over 300,000 total print & online impressions per month – over 3.5 million total impressions per year.

ENGAGEMENT

CSA's valued content delivers the most engaged audience in the industry:

- Direct request: 100% (ABC)
- 100% read 3 of 4 issues (LewisClarkBoone '08)
- Avg. 41 minutes reading each issue (LCB '08)
- Digital Edition averages 24 page views per visitor
- Avg. monthly page views - 388,302 (Webtrends)
- Avg. time spent on website - 16:41 (Webtrends)
- Avg. open rates: 46.4% vs. industry average of 25% (e-Newsletter Pro)

MEASURABILITY

The only industry publication with a multimedia publisher's statement.

IMPACT

CSA offers a multimedia audience that reaches across all platforms. Influence print readers, website visitors, e-newsletter readers, and a combination of all three.

COMPETITIVE ADVANTAGE

CSA delivers a competitive advantage that the other publications can't match:

- CSA's website received a grade of 99.7 from Hubspot's Website Grader - the highest independent online ranking awarded. This means that chainstoreage.com scored higher than 99.7% of millions of other sites – making it one of the most highly effective sites for marketing.
- Alexa – an online service that measures website traffic – ranks CSA in the top 1% of all websites.



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