

THE VENDING, MICRO MARKET &
OFFICE COFFEE SERVICE INDUSTRY
RESOURCE IN PRINT AND ONLINE

2014 MEDIA PLANNING GUIDE

Automatic
MERCHANDISER

Vending
MARKETWATCH.COM

MISSION STATEMENT

DELIVERING CONTENT THAT MATTERS MOST TO YOUR CUSTOMERS

Automatic Merchandiser and VendingMarketWatch's mission is to facilitate the success and growth of the vending, micro market and OCS industry by taking a stand on industry issues and providing actionable insight, future trending and "hands-on" information regarding products, technology, industry and operations management. This creates the ideal environment for your advertising message which provides a positive ROI.

TOTAL REACH

- + **11,650** Automatic Merchandiser circulation
- + **3,035** Automatic Merchandiser Digital edition subscribers
- + **24,358** Average VendingMarketWatch.com monthly unique visitors
- + **8,350** VendingMarketWatch.com daily eNewsletter

*Source: Google Analytics- Unique monthly visitors July-September 2013, Publisher's own data September 2013



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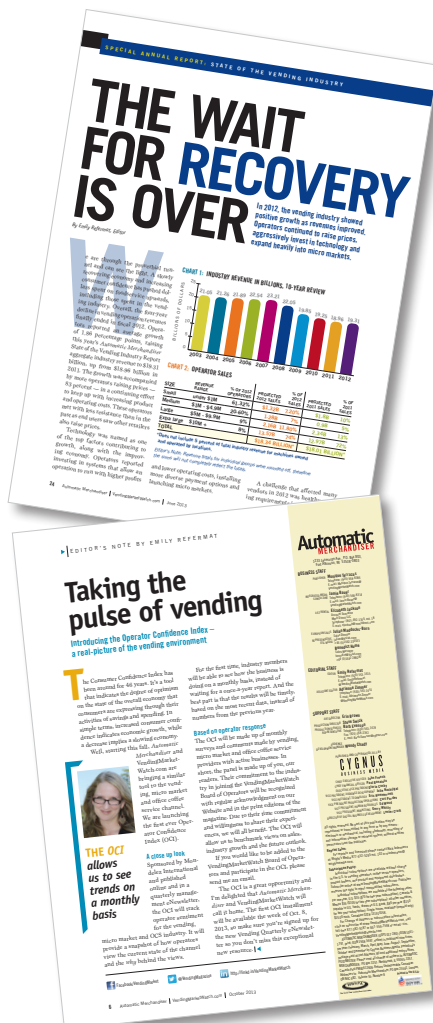
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IN EVERY ISSUE: OPERATION PROFILE, BEST PRACTICES, BUSINESS BASICS, NEWS, PRODUCT/EQUIPMENT TRENDS AND MORE.

ISSUE	Scheduled Mail Date	Space Deadline	Material Deadline	Special Emphasis/Trade Shows
FEBRUARY	02.11.14	01.09.14	01.14.14	SMALL BUSINESS
MARCH	03.1.14	02.06.14	02.11.14	NAMA OneShow PREVIEW ISSUE
APRIL	04.07.14	03.06.14	03.11.14	READERS' CHOICE NEW PRODUCTS OF THE YEAR 2013 VENDING ROUTE DRIVER OF YEAR AT-CONVENTION: NAMA OneShow, Apr. 9-11, 2014, Chicago, Ill.
MAY	05.13.14	04.11.14	04.16.14	TECHNOLOGY/EQUIPMENT
JUNE	06.17.14	05.15.14	05.20.14	STATE OF THE VENDING INDUSTRY REPORT
AUGUST	08.05.14	07.03.14	07.09.14	VEHICLE/DRIVER
SEPTEMBER	09.09.14	08.07.14	08.12.14	COFFEE SERVICE MARKET REPORT AT CONVENTION: NAMA CoffeeTea&Water
OCTOBER	10.14.14	09.11.14	09.16.14	MICRO MARKET
DECEMBER	12.16.14	11.12.14	11.17.14	2014 READERS' CHOICE PEOPLE OF THE YEAR

“Automatic Merchandiser has been and continues to be the leader in providing the best information concerning the vending, OCS and micro market industry”

Foley Food Service



READER INSIGHTS

56 YEARS SERVING THE VENDING, MICRO MARKET AND OFFICE COFFEE SERVICE INDUSTRY

CIRCULATION BREAKDOWN:

A. Total Vending Operators/OCS Operators	12,450
B. Distributor/Mfr. of Vending Equip. & Components/Parts	559
C. Broker/Distributor/Manufacturer/ of Vendible Products/ Information Technology/Data Management Systems/ Computer Systems Suppliers	1,502
D. Consultant	174
Total Qualified	14,685

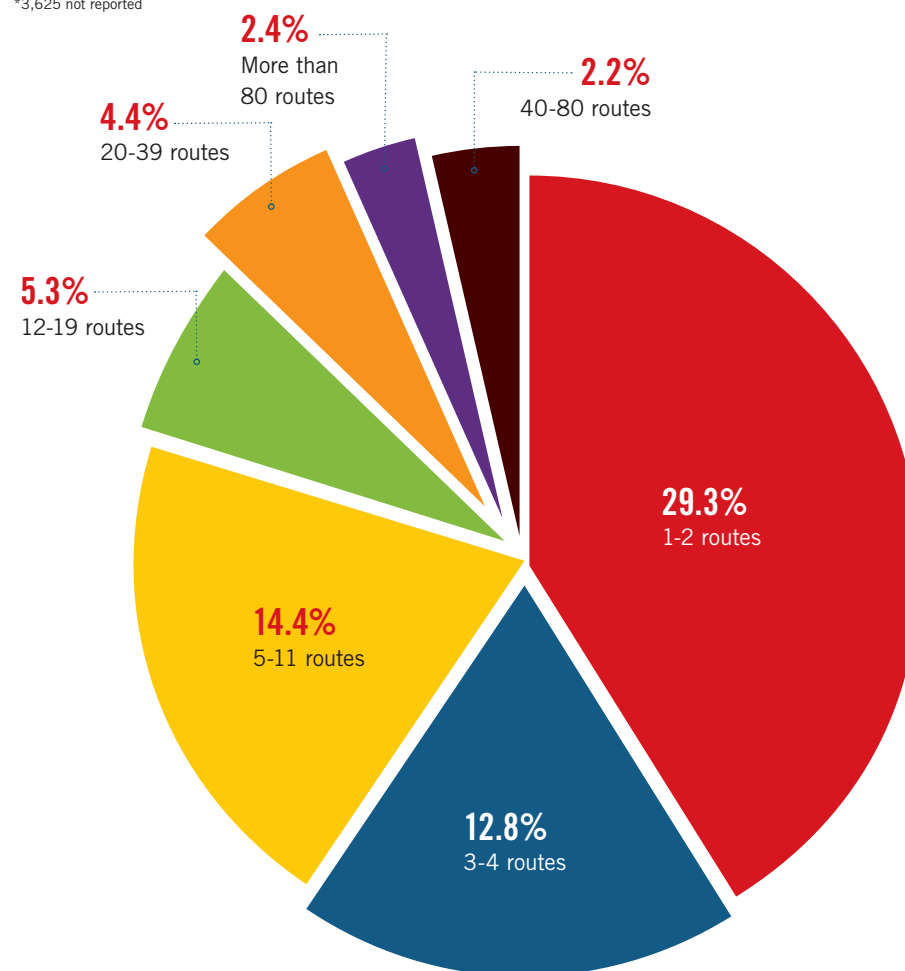


NEED data on your customer? Just ask us.

PERCENTAGE OF SUBSCRIBERS BASED ON NUMBER OF ROUTES:

(Based on 12,450 total operators)

*3,625 not reported



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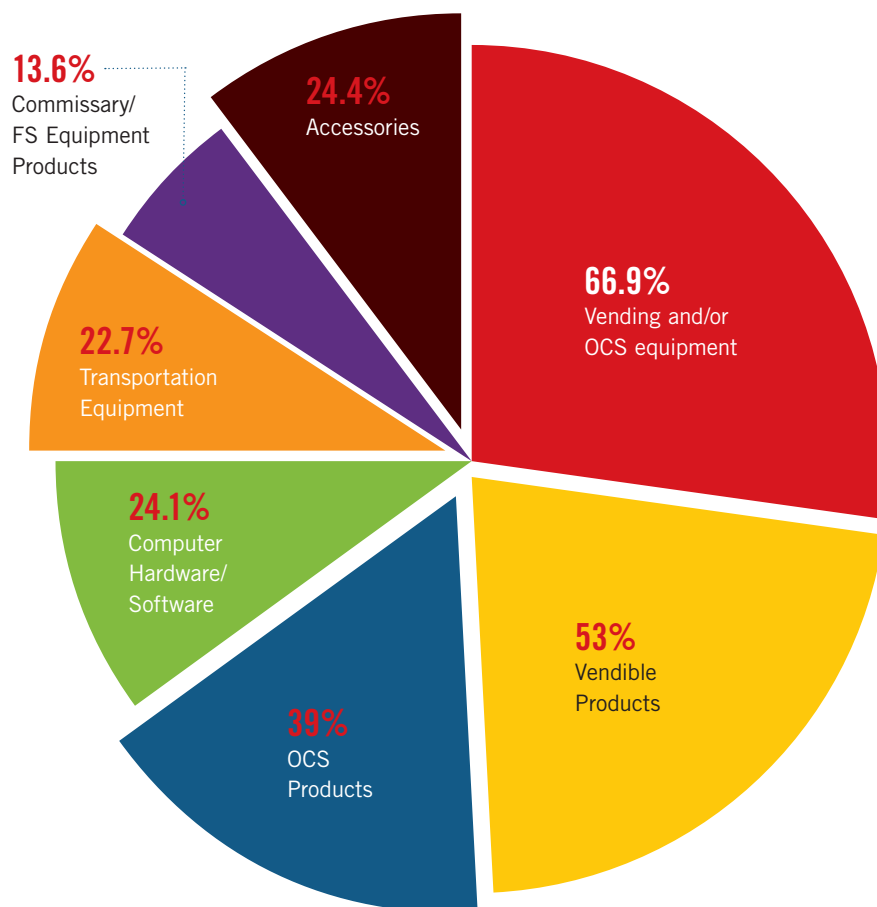
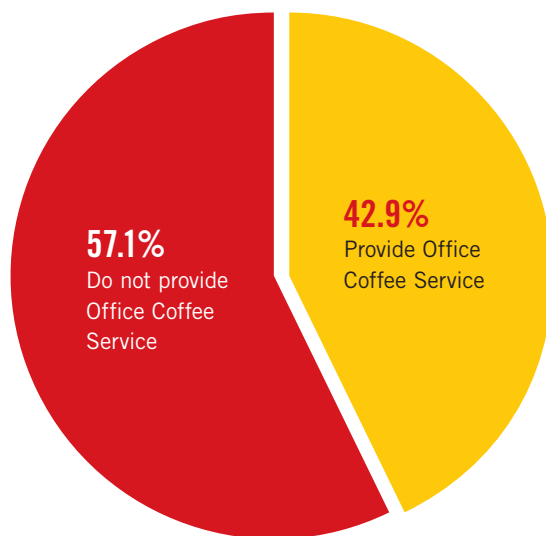
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READER INSIGHTS

ACCORDING TO OCTOBER 2013 SUBSCRIPTION DEMOGRAPHICS, OPERATORS ARE INVOLVED IN RECOMMENDING/SPECIFYING OR APPROVING:

PERCENTAGE OF QUALIFIED OPERATOR RECIPIENTS WHO PROVIDE OFFICE COFFEE SERVICE

Operator respondents who provide Office Coffee Services: **5,391**



“Automatic Merchandiser provides an excellent service by keeping the industry up to date on a daily basis while giving in-depth features/analysis monthly”

Mumford Group

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ANNUAL CAMPAIGNS & SPECIAL ISSUES

SPECIAL ISSUES

State of the Industry Reports:

- June State of the Vending Industry Report
- September State of the Coffee Service Industry Report

AWARDS AND CONTESTS

People of the Year



New Products of the Year



Route Driver of the Year



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PRINT ADVERTISING SIZES AND RATES

FOUR COLOR	9X	6X	3X	1X
Full page	\$4,775	\$4,971	\$5,204	\$5,455
Two-thirds	4,500	4,660	4,862	4,976
One-half	3,443	3,510	3,685	3,898
One-third	2,371	2,469	2,582	2,659
One-fourth	1,930	2,147	2,260	2,384

BLACK & WHITE SUBTRACT

Full page	\$1,500	Two-thirds & One-half	\$1,000	One-third & One-fourth	\$650
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Spread Ads: Contact Advertising Representative for spread rates

Match or Spot Colors: An additional charge of \$400 will apply to ads that require a spot color or match to a Pantone®/5th color



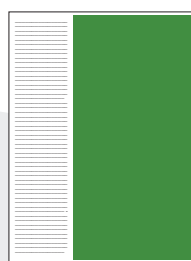
Full Page

Live: 7 3/4" x 10 1/4"
Trim: 7 7/8" x 10 3/4"
Bleed: 8 1/2" x 11"

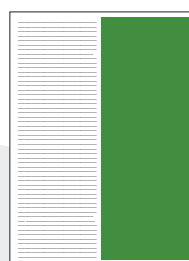


Two-Page Spread

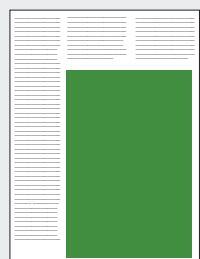
Live: 14 3/4" x 10 1/4"
Trim: 15 3/4" x 10 3/4"
Bleed: 16 1/4" x 11"



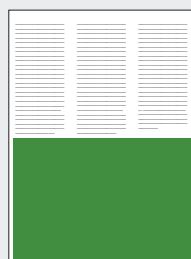
Two-thirds Page Vertical
4 9/16" x 10"



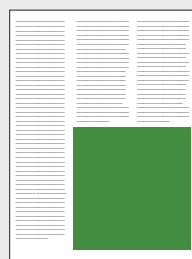
One-half Page Vertical
3 3/8" x 10"



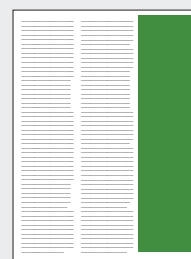
One-half Page Standard
4 9/16" x 7 3/8"



One-half Page Horizontal
7" x 4 1/8"



One-third Page Standard
4 9/16" x 4 1/8"



One-third Page Vertical
2 9/16" x 10"



One-fourth Page
3 3/8" x 4 1/8"

MECHANICAL SPECIFICATIONS

For specific information on digital ad submission please contact Barb Evenson at 800.547.7377, ext. 1629.

Print ready PDF is the preferred file format.



If the file is over 10MB, please upload to <http://ge.tt>. Then send an email to barb.evenson@vendingmarketwatch.com.

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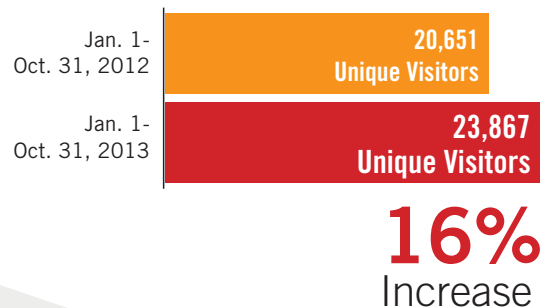
Vending

MARKETWATCH.COM THE #1 SITE IN THE VENDING INDUSTRY

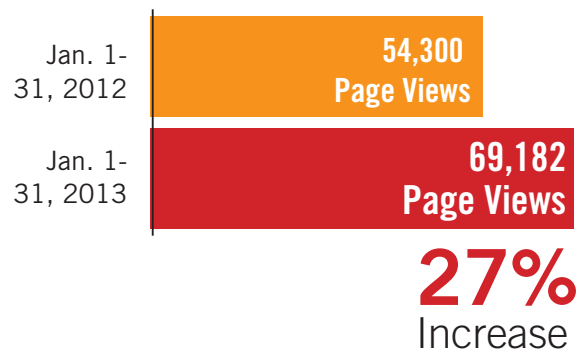
AUDIENCE METRICS

VendingMarketWatch.com is the go to site for the vending industry. No other site gives advertisers the ability to connect with the industry in a variety of opportunities. By completely understanding how visitors to VendingMarketWatch.com engage with the site, we eliminate the advertising risk by delivering a highly targeted audience to present a more focused group of top-quality leads.

MONTHLY UNIQUE VISITORS



MONTHLY PAGE VIEWS



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MORE NEW BUYERS

NEW VISITORS

Jan. 1-
Oct. 31, 2012

18,420
New Visitors

Jan. 1-
Oct. 31, 2013

22,024
New Visitors

20%
Increase

MORE REPEAT BUYERS

RETURNING VISITORS

Jan. 1-
Oct. 31, 2012

11,410
Returning Visitors

Jan. 1-
Oct. 31, 2013

16,214
Returning Visitors

42%
Increase

MORE OF THE TOTAL MARKET

TOTAL VISITS

Jan. 1-
31, 2012

29,162
Total Visits

Jan. 1-
31, 2013

38,047
Total Visits

30%
Increase

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DAILY UPDATE NEWSLETTER

VMW Daily Update is the only daily eNewsletter delivering timely news and product information to the vending, office coffee service (OCS) and micro market audience. It is the most important newsletter in the industry.



VMW Daily Update reaches **8,350 subscribers daily**
Open rate: **27.6%** Gross click through rate: **3.7%**

Source: Omail January- September 2013 stats



VMW DAILY UPDATE ADVERTISING:

Send your advertising message to industry leaders with eNewsletter banner and text ad advertising. Increase your brand awareness and help drive traffic to your site.

Weekly Banner Ads

468x60 pixel banner ad (limit 3 per newsletter)
or 120x600 skyscraper (limit 1 per newsletter)
\$960 per week

Includes 970x90 Leaderboard ad or 300x250 medium rectangle on VendingMarketWatch.com

*Frequency discounts available, please contact your representative



WEEKLY TEXT ADS

150 pixel image and 100 words
MAX of text; limit 3 per newsletter
\$600 per week

*Frequency discounts available, please contact your representative

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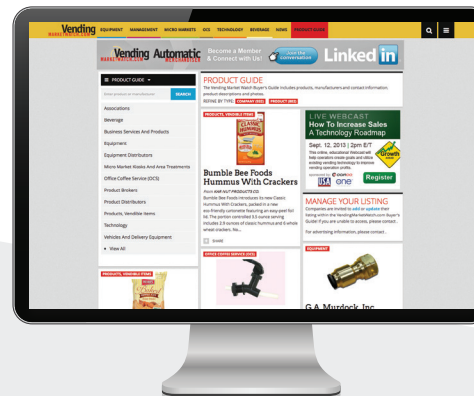
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VENDINGMARKETWATCH.COM WEBSITE

Take charge of your marketing campaign by utilizing our digital products for lead generation and brand awareness. Banner advertising on VendingMarketWatch.com website (including mobile), VMW daily email newsletter, updated online product guide, email marketing, whitepapers, video, webcasts and the integrated channel program.



CHANNELS

VendingMarketWatch.com offers you an opportunity to sponsor and “own” a channel. The marketing category that driver your business is all yours. Deliver your message with an integrated approach designed to increase engagement with your customers and prospects, provide a highly credible vehicle for your marketing and drive superior click-through rates to your advertising.

Contact your representative to build a program.

WALLPAPER AND WELCOME ADS

Prominent wallpaper and welcome ads generate superior click-through rates and unrivaled visibility and impact

ONLINE PRODUCT GUIDE

The online product guide is an increasingly popular section of VendingMarketWatch.com. In fact, 30% of website traffic is driven to the product guide. Now, an all-new redesign makes it an even better place for buyers to find your products. The online product guide sponsorships put your brand on top and deliver sales leads directly to your inbox.



Download the online product guide sell sheet

Source: Google Analytics

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EMAIL AND VIDEO

VMW NEWS

Broadcasted twice a month, VendingMarketWatch News features industry insight and interviews with key industry leaders. VendingMarketWatch News is archived on VendingMarketWatch.com and promoted to our dedicated subscriber base via email.

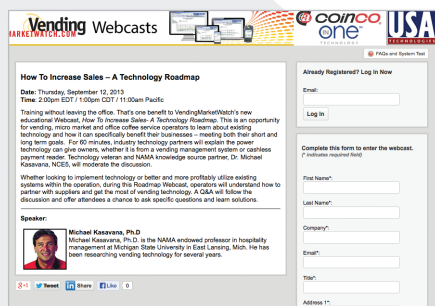
Sponsorship packages are available.

View an episode of VWM News



CUSTOM VIDEO

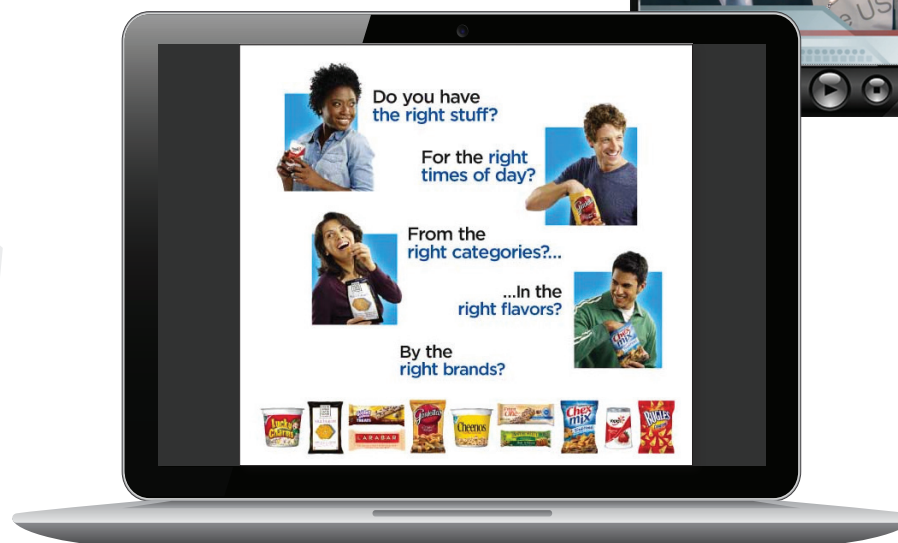
All you need is an idea or objective you need to meet. From there, the VendingMarketWatch.com team can be your full-service video production house. From conception to completion, we've got the resources to produce a high-quality product – and at a competitive price.



WEBCASTS

Launch new products, share solutions to critical issues within the industry, offer your own product training with a direct communication path to talk to your prospects. Webcasts are great for sales lead generation and interactive with your LIVE audience.

Contact your representative for Webcast Sponsorship Opportunities



CUSTOMIZED EMAIL CAMPAIGNS

Drive leads, introduce new products, create improved awareness and drive buyers directly to your website with email messages sent to our highly qualified de-duped list. Customized emails are sponsored exclusively by YOU. Tell us who you'd like to reach and we'll deliver exactly the audience you want.

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CYGNUS ANALYTICS

ENGAGEMENT REPORT & TRACKtion LEADS

CYGNUS ANALYTICS is a revolutionary technology tool that incorporates social media, proprietary research questions, personal URLs and multi-channel tracking to augment your marketing campaign.

It's not good enough to generate sales leads without a plan to make the sale. Cygnus Analytics can give you a competitive advantage by transforming data into meaningful information and actionable market knowledge.



ENGAGEMENT REPORT

With the Cygnus Analytics Engagement Report, you will be able to learn how you stack up against the competition and how well your marketing strategy is performing by insights into what the market finds interesting and acts upon and what content increases engagement and sales.

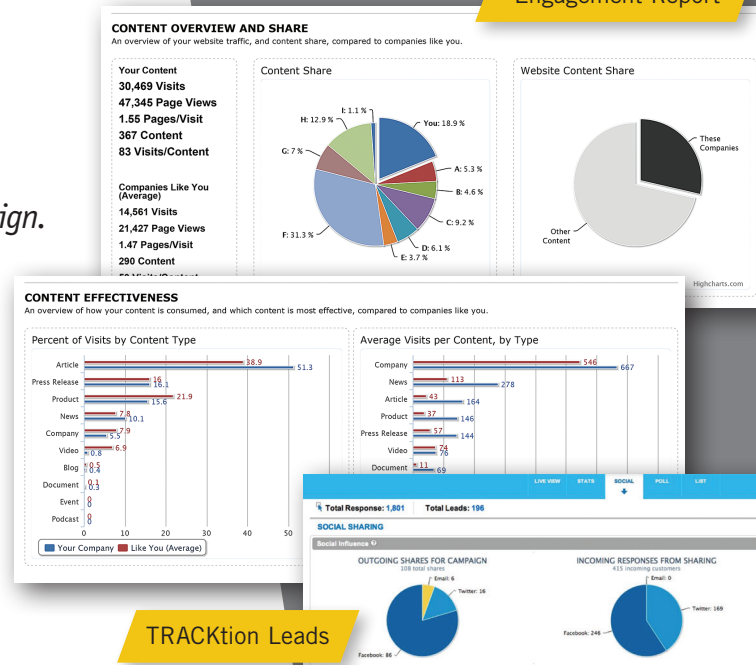
The Engagement Report also measures your exposure versus your competitors, engagement by market segments and titles and the volume of your outbound communications.

TRACKtion LEADS

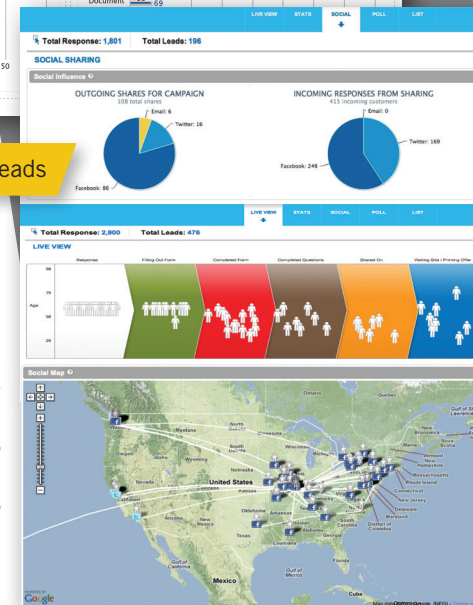
The best way to know if your brand/message is gaining traction is to track who's seeing your message in the marketplace. The TRACKtion Leads program provides complete campaign transparency. Receive reports on progress, engagement and results.

Download the **TRACKtion Leads** Sell sheet for more details.

Engagement Report



Convert data
into actionable
knowledge



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WEBSITE ADVERTISING

970x90 Leaderboard	\$2,000
300x250 Medium Rectangle	\$1,500
300x600 Skyscraper	\$1,750
Page Peel: (500x500 open & 75x75 closed)	\$1,500
Welcome Ad: (480x600)	\$2,500
Wallpaper: (1658x1058)	\$4,000
Webcasts:	\$12,000 per event

EMAIL BLASTS

Full List (9,000+)	\$2,250
Selection	\$0.32 per name

VIDEO

VMW News Sponsorship	\$2,500 per month
Customized Video	Priced per shoot
	•All rates are NET

Digital specifications

We accept ads in GIF, JPEG and Rich Media formats. Other formats must be tested and approved on a case-by-case basis.

Email products: Animation and flash are not recommended.

 For file size specifications and digital standards, click here.



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Send digital materials to

Rhonda Dennis, Digital Ad Material Coordinator

800-547-7377, ext 2112 Fax: 920-563-1699 rhonda.dennis@cygnus.com

CONTACT US

Contact us today to find out more about all of the print and digital marketing opportunities that *Automatic Merchandiser* & VendingMarketWatch have to offer.

800-547-7377

ADVERTISING



Monique Terrazas,
Publisher

800.547.7377, ext. 1386
Direct: 920.568.8386

monique.terrazas@vendingmarketwatch.com



Ted Banach
Integrated Media
Consultant

800.547.7377, ext. 1314
Direct: 920.568.8314

ted.banach@vendingmarketwatch.com

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Editor

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Direct: 920.563.1615

emily.refermat@vendingmarketwatch.com



Adrienne Zimmer,
Assistant Editor

800.547.7377, ext. 1651
Direct: 920.563.1651

adrienne.zimmer@vendingmarketwatch.com

ADVERTISING MATERIALS



Barb Evenson,
Media Production Rep.

800.547.7377, ext. 1629
Direct: 920.563.1629

barb.evenson@vendingmarketwatch.com

Print Materials

Print Ready PDF is the preferred file format. Send materials to:

barb.evenson@vendingmarketwatch.com.



If the file is over 10MB, please upload to Barb Evenson at our FTP side: <http://ge.tt>.

Rhonda Dennis, Digital Ad Material Coordinator

800-547-7377, ext 2112

rhonda.dennis@cygnus.com

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BUSINESS MEDIA Fort Atkinson, WI 53538
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