

2023 Content Calendar

Month	Cover Story*	Category Focus	Feature	CSP Kitchen	CSP Tobacco	CSP Fuels	CSP PackBev	CSP Tech	CSP Center Store	Bonus Distribution
January Close: 12/2 Mats Due: 12/7	The CSP Power 20 List	Tobacco Regulatory Deep Dive & Forecast	Grand Opening	Menu Trends			Bottled Water	Checkout Technology	Healthy Snacks	
February Close: 1/6 Mats Due: 1/12	Store Security & Safety	Foodservice Daypart Breakdown: What's Driving Traffic?	Competitive Watch: Dollar Stores		Tobacco/CBD Forum Report	The State of Gas Prices & Alt Fuels	Beer		GM: What's Trending?	
March Close: 2/7 Mats Due: 2/13	The Future of Fuel: An EV Point/Counterpoint	CSP's 2023 Beverage Report	DEI: Making Change in the C-Suite (CSW)	Equipment & Technology	What's Hot Behind the Counter			Loyalty Trends	Meat Snacks	
April Close: 3/7 Mats Due: 3/13	CATEGORY MANAGEMENT HANDBOOK The premier tool dedicated to in-depth, c-store-specific data, trends and analysis	CSP's 2023 Category Managers of the Year		Foodservice Data	Tobacco Sales Data		Packaged Beverage Data		Snacks, Candy, CBD and GM Data	
May Close: 4/4 Mats Due: 4/10	The Foodservice Issue (coincides with the National Restaurant Association Show)	Convenience Retailing University Coverage	The State of Foodservice Retailer Survey		Trends in Vape	Car Wash	Enhanced Beverages		Candy (coincides with Sweets & Snacks Expo)	

*Cover Story Bundles - include a print ad, digital premier sponsorship, a podcast and/or webinar. Contact your regional sales representative for more information.

**Dates are tentative and subject to change at any time



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June Close: 5/2 Mats Due: 5/8	Top 202 C-Store Chains	10 Best Places to Open a Store	Risk Management Forum	What's New at Lunch?	Competitive Watch: The State of Tobacco in Other Channels		Cold Vault Midyear Reset	Featured Retailer	General Merchandise: Seasonal Opportunities	
Special Issue: Tobacco Close: 5/15 Mats Due: 5/19	The Future of Behind the Counter	A Special Issue of data, insights and analysis of Cigarettes, Vape, Smokeless, Cigars, Hemp/CBD and more								
July Close: 6/6 Mats Due: 6/12	Annual Indie Influencers List	CBD Trends & the C-Store Consumer	Competitive Watch: Grocery	Dispensed Beverage Forum Coverage	Midyear Update		Alcohol Beverages		Sweets & Snack Show Highlights	
August Close: 7/6 Mats Due: 7/12	Labor, Hiring & DEI	The State of Snacking	Cold Vault Forum Coverage	Food and Equipment Insights from the Restaurant Show	Featured Retailer			What's Next in Retail Tech: Futuristic Thinking	GM: HBC & Medicinals	
September Close: 8/4 Mats Due: 8/9	Chain Profile (TBD)	NACS Show Guide	CSP's Retailers' Choice BNPC Finalists	C-Store Foodservice Forum Coverage	Consumer Focus	Automobile Technology	Sparkling: CSDs, Waters, Seltzers, More	Crypto Trends		

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October Close: 8/29 Mats Due: 9/5	Mystery Shop Results -The NACS Show® Issue	CSP's Retailers' Choice BNPC Winners	Outlook Leadership Coverage	Competitive Watch: State of Restaurants	Product Development: The Move to Smokeless	Alternative Fu- els Update	Alcohol Innovation & Trends	Tech as a Marketing Tool	Nonchocolate Candy; General Merchandise	
November Close: 10/4 Mats Due: 10/10	Distributor 15	Outlook Survey	Grand Opening	The Dinner Daypart	Category Management: Supplier Insights				Featured Retailer	
December Close: 11/1 Mats Due: 11/6	Retail Leader of the Year		NACS Show® Coverage	Foodservice Equipment & Technology	2023 Year in Review	What's New on the Fuel Island/Pump Technology	Sports Drinks		General Merchandise	

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2023 Digital Content Calendar

Anytime Content*
20 Craveable LTOs
20 Great Beverage Programs: Fountain to Cold Vault
20 Great Coffee Programs
20 Must-Try Sandwiches
20 Secrets of Craveable Foodservice
Category Digests
Social Media 20: Top Retailers
Tastemakers: What's New on C-Store Menus
Trailblazing Store Design
What Consumers Want From C-Store Foodservice Now

PREMIERS

Month	Topic	Content Type
January	Power 20	List Landing
January	Tobacco Regulatory Deep Dive & Forecast	List Landing
February	Store Security & Safety	TBD
February	Foodservice Daypart Breakdown: What's Driving Traffic?	Section Landing
March	The Future of Fuel	TBD
March	2023 Beverage Report	List Landing
April	Category Management Handbook Data	Section Landing
April	Category Manager of the Year	List Landing
May	State of Foodservice Survey	List Landing
May	CRU Review	Digital Digest
June	Top 202	Data Landing
June	Top Places to Open a C-Store	List Landing
June	Future of Behind the Counter	Digital Digest
July	Indie Influencers	List Landing
July	CBD Trends & the C-Store Consumer	List Landing
August	Labor, Hiring & DEI	TBD
August	State of Snacking	List Landing
August	What's Next in Retail Tech: Futuristic Thinking	TBD
September	Chain Profile (TBD)	Long-Form Digital Article
September	NACS Show Guide	Digital Digest
September	Alcohol Innovation & Trends	List Landing
October	Mystery Shop	Section Landing
October	Best New Products Winners	List Landing
October	Outlook Leadership Review	Digital Digest
November	Distributor 15	Data Landing
November	Outlook Survey	List Landing
December	Retail Leader of the Year	Section Landing
December	NACS Show Coverage	Digital Digest

PODCASTS

Month	Content Type
January	Power 20
January	Future of Menthol
February	Store Security & Safety
February	Driving Foodservice Traffic
March	Future of Fuel
March	Beverage Trends
April	Category Manager of the Year Interview
April	In-Store Category Overview
May	State of Foodservice
May	Candy Trends
June	M&A/Top 202
June	Behind the Counter/Tobacco
July	Indie Retailer Interview
July	CBD Trends
August	Labor Trends
August	What's Next in Retail Tech?
September	Major Chain Interview
September	Alcohol Trends
October	Mystery Shop
October	TBD
November	Distribution Today
November	Retailer Outlook
December	Retail Leader of the Year

*These pieces of content can be created at any time with a Premier Sponsorship. 6 weeks estimated time to delivery.



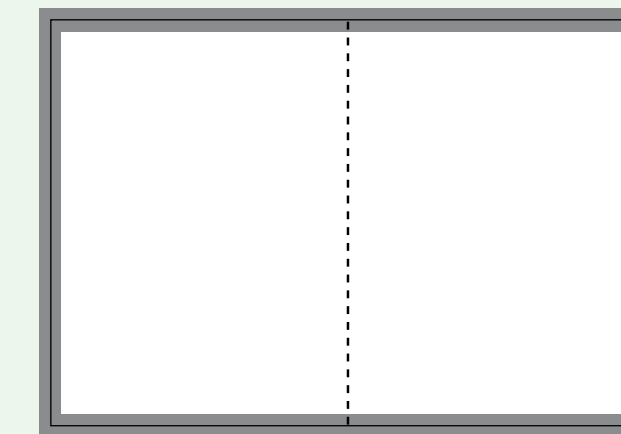
Print Pricing and Specs

Ad Type	Non-Bleed (within margins)	Ad Specs
Spread	15"W x 9.75"H	Bleed: 17.25"W x 10.75"H Trim: 17"W x 10.5"H
1/2 Horizontal Spread	15"W x 4.5"H	Bleed: 17.25"W x 5.5"H Trim: 17"W x 5.25"H
Full Page	7.5"W x 9.75"H	Bleed: 8.75"W x 10.75"H Trim: 8.5"W x 10.5"H
2/3 Vertical	4.9"W x 9.25"H	—
1/2 Horizontal	7.4"W x 4.5"H	Bleed: 8.75"W x 5.5"H Trim: 8.5"W x 5.25"H
1/2 Vertical	3.6"W x 9.25"H	—
1/3 Vertical	2.375"W x 9.25"H	Bleed: 3"W x 10.75"H Trim: 2.875"W x 10.5"H
1/3 Square	4.875"W x 4.8"H	—
1/4 Vertical/Square	3.625"W x 3.7"H	—

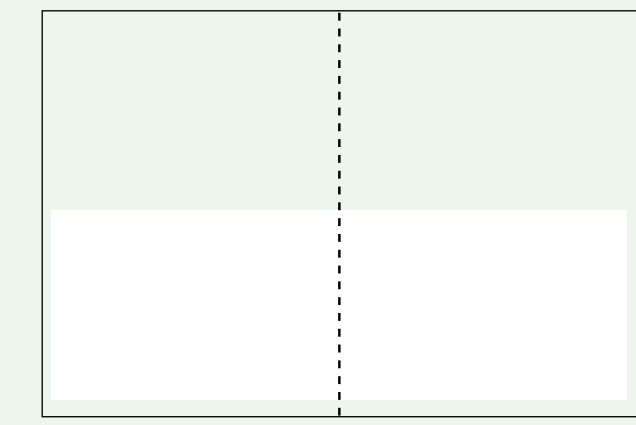
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Spread	\$20,321	\$20,247	\$19,860	\$19,361	\$18,859	\$18,239
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2/3 Page	\$9,075	\$8,882	\$8,611	\$8,491	\$8,306	\$8,051
1/2 Page	\$6,527	\$6,409	\$6,260	\$6,195	\$6,068	\$5,921
1/3 Page	\$5,765	\$5,679	\$5,544	\$5,483	\$5,388	\$5,295
1/4 Page	\$5,470	\$5,383	\$5,270	\$5,219	\$5,122	\$5,004

AD SIZES/MAGAZINE TRIM SIZE: 8.5"W X 10.5"H

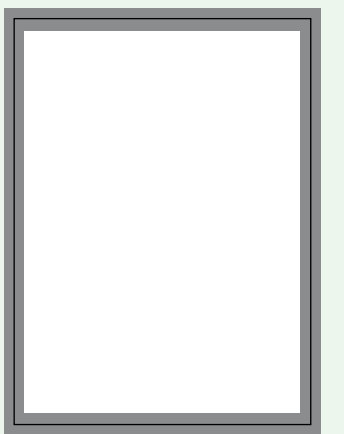
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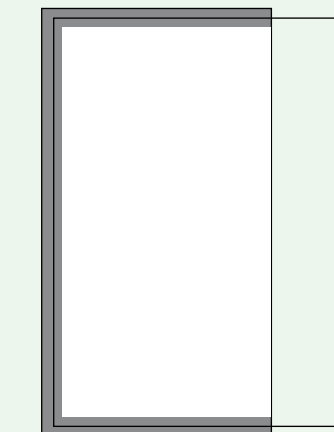
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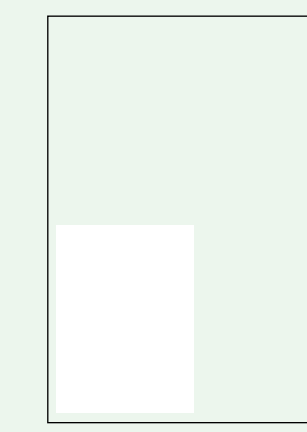
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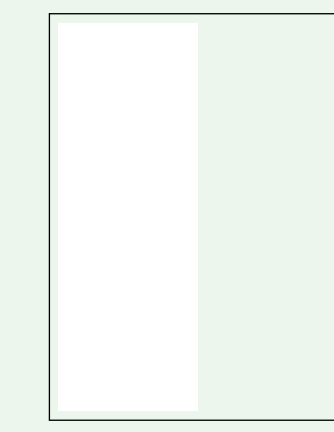
FULL PAGE



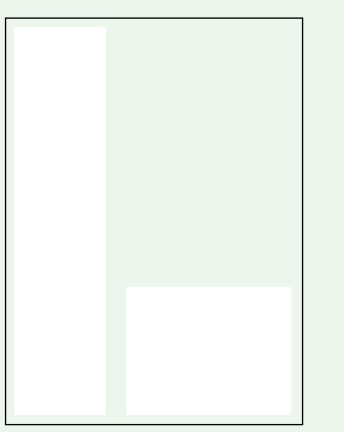
2/3 VERTICAL



1/2 HORIZONTAL
1/4 SQUARE



1/2 VERTICAL



1/3 VERTICAL
1/3 SQUARE

Ad submission

All ad files should be submitted via AdShuttle—go to: www.adshuttle.com/winsightmedia

PDF file preparation

- PDF X-1A version 1.3 (Adobe 4) mandatory
- Convert all color space to CMYK
- Convert all fonts to outlines if possible
- All images should be 300 dpi
- Flatten layers/transparencies
- Proofs are no longer required

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