

2024 Content Calendar

Month*	Cover Story**	Category Focus	Feature	CSP Foodservice	CSP Tobacco	CSP Fuels	CSP PackBev	CSP Tech	CSP Center Store
January Close: 12/5 Mats Due: 12/11	The CSP Power 20 List	Tobacco Forecast	Insurance Forum	Menu Development			Bottled Water	RetailTEC Report	Healthy Snacks
February Close: 1/10 Mats Due: 1/17 ★ Signet Ad Study	Women in the C-Suite/CSW Event	Foodservice Daypart Breakdown (Data)	M&A Review & Outlook		Focus on Smokeless	The State of Gas Prices	Beer		GM: Preparing for Travel Season (Cell Phone/ Gaming Accessories, Sunglasses, etc.)
March Close: 2/7 Mats Due: 2/13	The Future of Fuel	CSP's 2024 Beverage Report	Grand Opening	Equipment & Technology	Trends in Vape			Loyalty	Meat Snacks
April Close: 3/8 Mats Due: 3/14	Category Management Handbook The premier tool dedicated to in-depth, c-store-specific data, trends and analysis	CSP's 2024 Category Managers of the Year		Foodservice Data	Tobacco Sales Data		Packaged Beverage Data		Snacks, Candy, CBD and GM Data
May Close: 4/8 Mats Due: 4/12	The Foodservice Issue	Convenience Retailing University Coverage	The State of Foodservice Retailer Survey		Beyond Nicotine	Car Wash			Candy

*Dates are tentative and subject to change at any time

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



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June Close: 5/6 Mats Due: 5/10	Top 202 C-Store Chains	10 Best Places to Open a Store	Risk Management Forum	What's New at Breakfast?	Competitive Watch: The State of Tobacco in Other Channels		Enhanced Beverages	Featured Retailer	General Merchandise: Holiday Opportunities
Special Issue: Tobacco Close: 5/16 Mats Due: 5/22	The Future of Behind the Counter				Deep dive into tobacco trends, data, regulation and more				
July Close: 6/10 Mats Due: 6/14	Annual Indie Influencers List	CSP's Retailers' Choice BNPC Finalists		Dispensed Beverages Forum Coverage	Midyear Update		Alcohol Beverages		Sweets & Snack Show Highlights
August Close: 7/9 Mats Due: 7/15 ★ Signet Ad Study	Human Resources & Labor	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	
September Close: 8/6 Mats Due: 8/12	Chain Profile (TBD)	NACS Show Guide	Competitive Watch: Grocery	C-Store Foodservice Forum Coverage	Consumer Focus	Automobile Technology	Carbonated Soft Drinks		GM: HBC & medicinals (CBD)

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October Close: 9/4 Mats Due: 9/10	Mystery Shop Results -The NACS Show® Issue	CSP's Retailers' Choice BNPC Winners	Outlook Leadership Coverage	Competitive Watch: State of Restaurants	Product Development	Alternative Fuels Update	Alcohol Innovation & Trends *List Landing Premier		Nonchocolate Candy
November Close: 10/8 Mats Due: 10/15	Distributor 15/Setting the Store	Outlook Survey	Grand Opening	Daypart Planning	Category Management: Supplier Insights			RetailTEC	
December Close: 11/5 Mats Due: 11/11	Retail Leader of the Year	Tobacco+ Forum Report- TBD	NACS Show® Coverage	Foodservice Equipment & Technology		Pump Technology	Sports Drinks		Center Store: Featured Retailer

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2024 Digital Content Coverage



PREMIERS

Month	Topic	Content Type
January	Power 20	List Landing
	Tobacco Forecast	List Landing
February	Women in the C-Suite	TBD
	Foodservice Daypart Breakdown	Section Landing
March	Future of Fuels	TBD
	Beverage Report	List Landing
April	Category Manager of the Year	Section Landing
	Category Management Handbook Data	List Landing
May	State of Foodservice	List Landing
	CRU Review	Digital Digest
June	Top 202	Data Landing
	Top Places to Open a C-Store	List Landing
	Future of Behind the Counter	Digital Digest
July	Indie Influencers	List Landing
	HR & Hiring	TBD
	State of Snacking	List Landing
September	What's Next in Retail Tech	TBD
	Chain Profile (TBD)	Long-Form Digital Article
	NACS Show Guide	Digital Digest
October	Alcohol Innovation & Trends	List Landing
	Mystery Shop	Section Landing
	Best New Products Winners	List Landing
November	Outlook Leadership Review	Digital Digest
	Distributor 15	Data Landing
	Outlook Survey	List Landing
December	Retail Leader of the Year	Section Landing

ANYTIME CONTENT*

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

PODCASTS

Podcast Name	Content Type
At Your Convenience	A twice-monthly glimpse at the inner workings of the convenience-store industry, as CSP editors discuss timely issues, successes and challenges facing retailers
Retail Daily	From the editors of Winsight Grocery Business and CSP Daily News, Retail Daily serves up a quick daily download of the top industry stories from supermarkets and c-stores

*These pieces of content can be created at any time with a Premier Sponsorship. Estimated time to deliver is 6 weeks

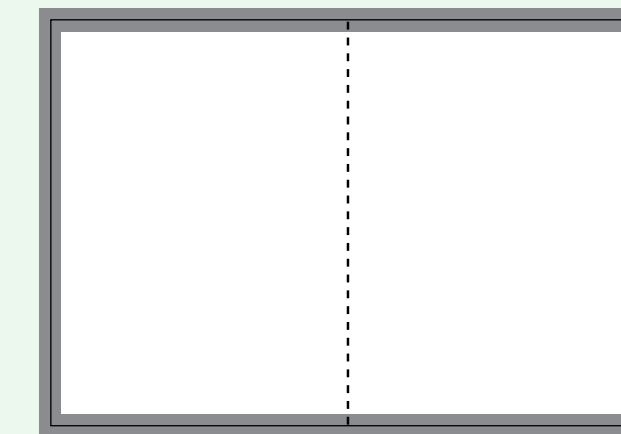
2024 Print Pricing and Specs

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	—

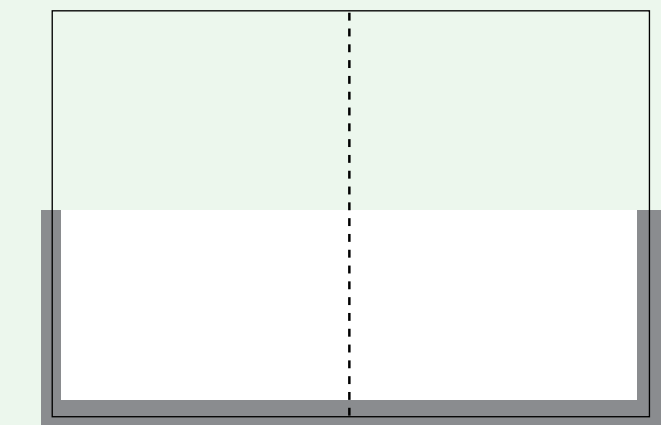
Rates (net pricing)	1x	3x	6x	9x	12x	18x
Spread	\$20,321	\$20,247	\$19,860	\$19,361	\$18,859	\$18,239
Full Page	\$10,160	\$10,123	\$9,930	\$9,680	\$9,429	\$9,119
2/3 Page	\$9,075	\$8,882	\$8,611	\$8,491	\$8,306	\$8,051
1/2 Page	\$6,527	\$6,409	\$6,260	\$6,195	\$6,068	\$5,921
1/3 Page	\$5,765	\$5,679	\$5,544	\$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

□ NON-BLEED ■ BLEED



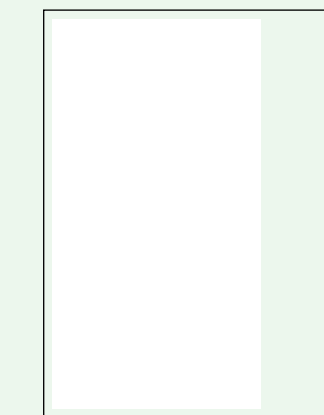
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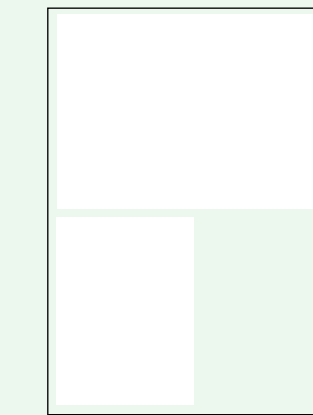
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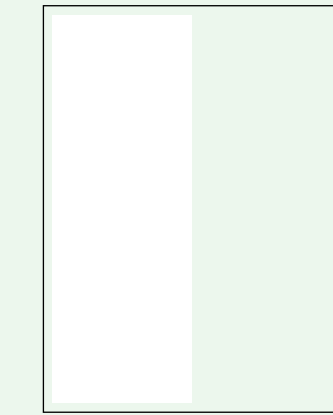
FULL PAGE



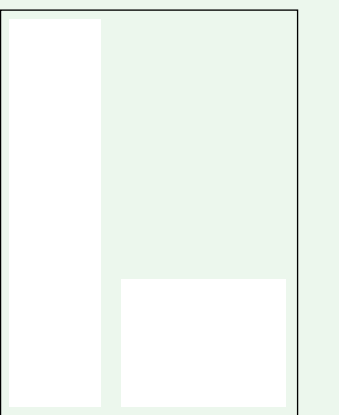
2/3 VERTICAL



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/cspmagazine

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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