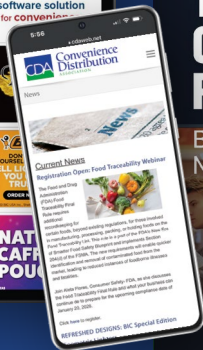




# 2024 Media Kit

The Convenience Distribution Association (CDA) is your vital link to buyers in the \$102 billion convenience products industry.



## The Best Way to Reach Your Customers, Prospects and Peers

[www.cdaweb.net](http://www.cdaweb.net)

# About CDA



**The Convenience Distribution Association (CDA)** is the trade organization working on behalf of convenience products distributors in the United States. Our distributor members account for more than \$102 billion in U.S. convenience product sales, and serve a wide variety of small retail formats, including:

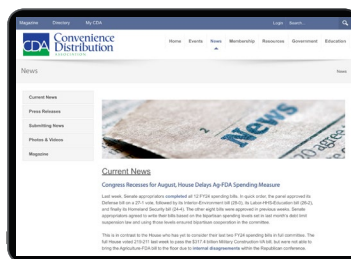
- Convenience stores
- Independent drug & grocery stores
- Tobacco outlets
- Gift shops
- Micro-markets
- Vending
- Institutional
- Hospitality

CDA associate members (and advertisers!) include many of the world's most recognized and respected convenience product brands, manufacturers, brokers, retailers and suppliers.

## Digital Publications



- Convenience Distribution News weekly e-newsletter —1,400 recipients
- Convenience Distribution Association website (www.cdaweb.net)— 6,000 page views per month



## CDA Member Snapshot



**59,000**

people employed



**173,000**

jobs supported



**\$102 billion**

in convenience product sales



**1.8%**

gross profits increase (2021)



**2.1%**

pretax gross profits increase (2021)

# Convenience Distribution Magazine



**Convenience product distributors know there's no more** trusted resource for in-depth analysis about the industry, product trends and the future than *Convenience Distribution* magazine. Completely redesigned in 2023 in response to a reader survey and rigorous market review, the magazine now offers its in-depth coverage in an easier-to-read format. Readers can enjoy both print and digital versions.

- Published semiannually (Spring and Fall)
- 2,000 print subscribers, representing 11,000 readers of each issue\*
- 2,600 digital recipients

\*Based on a 2023 reader survey

## Departments

- **Industry Beat:** mergers, acquisitions, leadership transitions, CDA news
- **Government Update:** legislative and regulatory updates, CDA policy priorities
- **Foodservice Report:** news, trends and strategies for success in this rapidly growing category
- **Tobacco Update:** legal and regulatory developments that will affect retailers and distributors
- **Quick Takes:** the latest trends in candy, snacks, beverage, HBC and general merchandise

## Features

Each issue includes distributor profiles, success strategies and expert insight on the biggest opportunities and challenges facing convenience retailers and distributors. Recent features, for example, discussed the future of convenience...winning approaches to labor shortages...and the secrets of long-term business prosperity. Industry-wide news, trends and event coverage includes:

### Spring 2024

- 2024 Industry Outlook
- CDA Incoming Chair Profile
- CDA Hall of Fame Honorees
- CDBX Recap

### Fall 2024

- CDA Dean of the Industry
- CDA Marketplace Recap
- Distributor Education
- Ray Foley Scholarships



# The Details

## Production and Specification Information

Advertisement Sizes	Dimensions
Safety area full page	7.75" x 10.375"
Trim size full page	8.25" x 10.875"
Bleed size full page	8.5" x 11.125"
Trim size two-page spread	16.5" x 10.875"
Bleed size two-page spread	16.75" x 11.125"

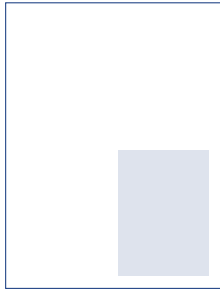
- Adobe Acrobat-compatible print PDF files (embed fonts, hi-res, 300 dpi) preferred. If other 300dpi CMYK digital file formats are submitted, we will review and advise if acceptable.
- Offset printer marks at 0.125."
- Submit ads at 100% the specified ad size.
- Submit two-page spreads as a single file. Bleed allowance is only required on the four outer edges.
- Keep logos and type 0.5" away from the bleed edge.
- Ads are stored for 12 months from the date of publication.

## Deadlines and Bonus Distribution

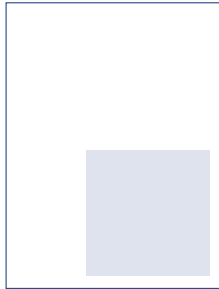
	Spring 2024	Fall 2024
Issue Date	February	September
Ad Contract Deadline	11/15/2023	5/24/2024
Ad Materials Deadline	12/15/2023	6/28/2024
Bonus Distribution	Marketplace	CDBX

## Advertisement Sizes

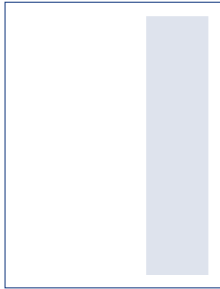
**1/4 Vertical**  
3.375" x 4.875"



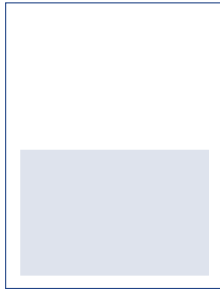
**1/3 Square**  
4.5" x 4.875"



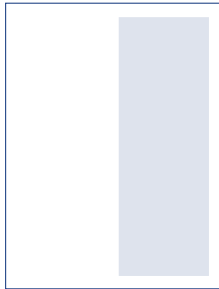
**1/3 Vertical**  
2.25" x 10"



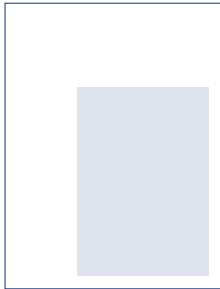
**1/2 Horizontal**  
7" x 4.875"



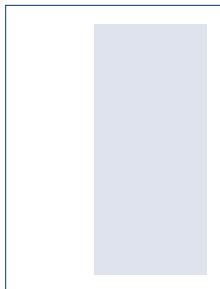
**1/2 Vertical**  
3.375" x 10"



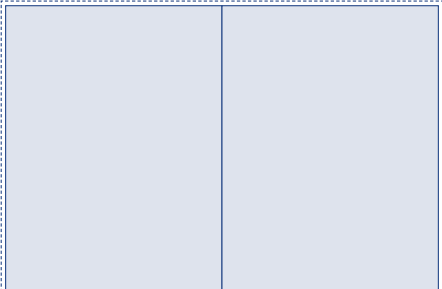
**1/2 Island**  
4.5" x 7.5"



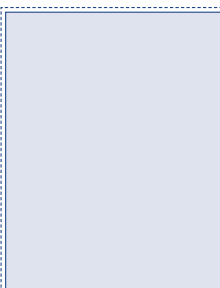
**2/3 Vertical**  
4.5" x 10"



**Two-Page Spread**  
16.5" x 10.875" Trim Size



**Full Page**  
8.25" x 10.875" Trim Size





# Ad Rates and Policies

## General Information

**Payment Terms.** Net amount due 30 days from invoice date.

**Agency Discount.** Recognized agencies receive 15% discount on magazine ads if payment is received on time. Discount does not apply to e-newsletter or website ads.

**Frequency Discounts.** Earned only on placements made within the same calendar year. Contracted advertisers will be short-rated if the agreed-upon number of ads are not placed within the calendar year.

**Cancellation.** No cancellations will be accepted after the issue's ad contract deadline. Cancellations must be made in writing. Covers and special positions are noncancelable.

**Acceptance.** All advertising is subject to acceptance by the Publisher. Submitted advertising not easily distinguishable from editorial content must be clearly labeled "advertising."

**Liability.** Advertiser and its agency assume liability for all advertising content and agree to indemnify the Publisher for all claims and lawsuits arising therefrom. Publisher is not liable for delays in delivery and/or nondelivery in the event of any condition beyond the control of the Publisher.

**Changes.** Ad change requests must be made in writing. Publisher does not guarantee changes requested or received after the ad materials deadline. For scheduled contracts, if no new instructions and/or materials are received by the ad materials deadline, Publisher will run the advertiser's previous ad.

**Responsibility.** Advertiser and its agency are jointly and severally liable for payment of space ordered and published. Publisher reserves the right to hold the advertiser directly responsible for any expenses requested on advertiser's behalf by its representative.

**Endorsement.** CDA does not endorse any advertised product or service. Nor shall CDA be liable for any purchase of, use by or claim relating to any advertised product.

**Digital Ads.** Ad materials for cdaweb.net and *Convenience Distribution News* e-newsletter are due seven days prior to digital ad start date.

**Full Agreement.** Publisher will not be bound by any conditions or special requests submitted by or on behalf of the advertiser when such conditions or requests conflict with the provisions of this media kit or the insertion order prepared by Publisher.

## 2024 Magazine Ad Rates

Magazine Space Rates	1X	2X
Spread (2 pages)	\$7,185	\$5,633
Full page	\$4,120	\$3,242
2/3 page	\$3,584	\$2,822
1/2 page island/horiz/vert	\$2,948	\$2,320
1/3 page square/vert	\$2,184	\$1,719
1/4 page vert	\$1,816	\$1,428

Magazine Cover Rates	1X	2X
Cover 2 (inside front)	\$4,807	\$3,793
Cover 3 (inside back)	\$4,758	\$3,729
Cover 4 (back cover)	\$5,236	\$4,118

## 2024 Digital Ad Rates

CDAweb.net— CDA's Online Home	1 month	3 months	6 months
Home page banner: 840 x 100	\$1,250	\$2,750	\$5,000
Home page banner: 280 x 200	\$1,000	\$2,500	\$4,500
Sub page banner: 280 x 200	\$ 750	\$2,000	\$4,000

<i>Convenience Distribution News</i> E-newsletter	1 week (1 issue)	1 month (up to 5 issues)	3 months (up to 15 issues)
Center banner—between stories: 560 x 100	\$ 225	\$ 750	\$1,950

ADDED VALUE— <i>Convenience Distribution News</i> E-newsletter	
Showcase banner— side bar: 280 x 200	Complimentary for advertisers purchasing full-page ads in both 2024 magazine issues



## **Convenience Distribution Association**

11250 Roger Bacon Drive, Unit 8 | Reston, VA 20190

P: 703-208-3358 | F: 703-573-5738

[www.cdaweb.net](http://www.cdaweb.net)

*Advertising Contact:*

**Jenn Finn**

Director of Member Engagement, Marketing and Sales

703-208-1649

[jennf@cdaweb.net](mailto:jennf@cdaweb.net)

**[www.cdaweb.net](http://www.cdaweb.net)**