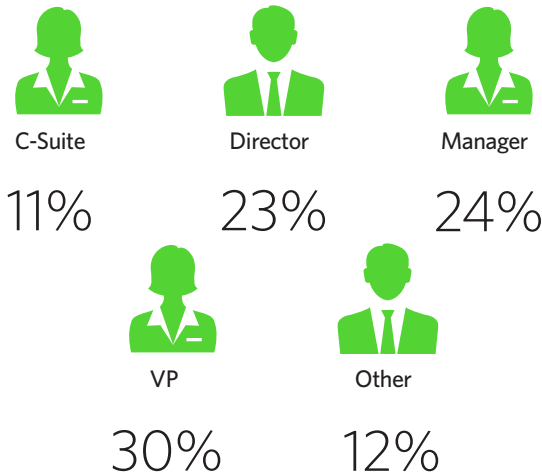


MEDIA KIT

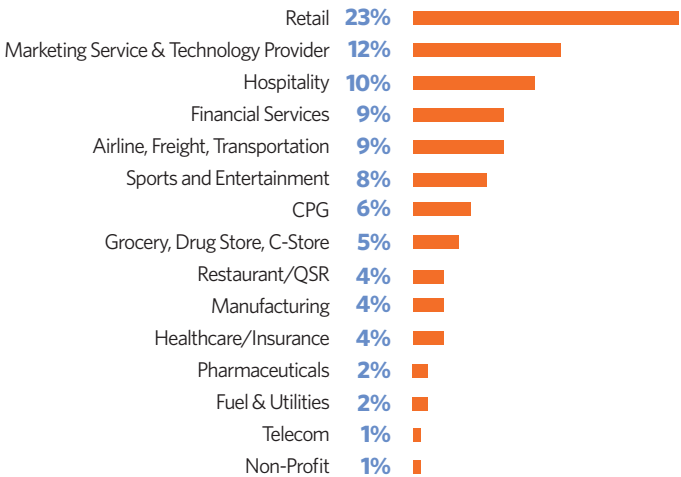
2023

About our Audience

TITLE BREAKDOWN



INDUSTRY



Loyalty360 reaches a wide variety of senior marketing professionals.

Examples include:

Chief Commercial Officer
Chief Marketing Officer
Chief Operating Officer
CX Analyst
CXO
Director - CRM, Loyalty
Director - Marketing Communications
Director of Marketing
Director, Customer Insights and Loyalty
Executive Vice President - Marketing
Founder, CEO
Global Loyalty Programs Strategy
Manager, Client Engagement Strategy
Senior Director - Global Brand Strategy
Senior Director, Marketing and e-Commerce Strategy
Social Media and Content Coordinator
Vice President, Digital Customer Experience
Vice President, Retention & Loyalty
Vice President, Media Marketing
SVP, Operations

LOYALTY MANAGEMENT™

Loyalty Management™ is a monthly online publication that reaches thousands of executives across a variety of industries including: retail, travel, restaurants, c-store, CPG, finance, entertainment, non-profit, and more. To view previous editions of Loyalty Management magazine, click [here](#).





LOYALTY360 DIGITAL MAGAZINE 2023 CALENDAR

Each edition of Loyalty Management magazine will include a mix of topics focused on holistic customer experience and customer loyalty.

Suggested topics for contributions include:

- Best Practices in Loyalty and CX
- Consumer Trends
- Building Advocacy
- Emotional Loyalty
- Emerging Technologies
- Partnerships
- Data Analytics
- Fraud/Gaming
- Data Collection and Management
- Trends by Industry (Ex: Retail, Restaurant, etc.)
- Payments
- Personalization
- Corporate Social Responsibility
- Employee Engagement
- Gamification
- Voice of the Customer

Deadlines and Publication Dates:

- Publication: The 1st of Each Month
- Editorial Due: The 15th Prior to Publication
- Ad Confirmation: The 15th Prior to Publication
- Ad Creative Due: The 20th Prior to Publication

SUBMISSION GUIDELINES

CONTRIBUTORS' SUBMISSION GUIDELINES

CONTENT

- Submissions should be unbiased, non-promotional, and vendor neutral.
- Styles accepted include editorial, op-ed, best practices, case studies, or white papers.
- Sidebars or callouts should be noted.
- A tone that is advertorial in nature or suggestive of a press release should be avoided. Please email Press@loyalty360.org for details on sharing a press release.

CONTRIBUTOR INFO

All submissions should be accompanied by a short bio and headshot for the article.

- **Headshot:** High resolution photograph 300 ppi or greater (pdf or jpeg).
- **Bio:** Including title, short description of your organization (approximately 30 words description of their organization.)

TIMING

Deadlines are tight. Please be sure to submit your complete FINAL article with contributor bio and headshot by the due date. If you miss the deadline, we will hold your article for a future issue.

LENGTH

Contributions for the thought leadership editorials and features should be between 720 and 1,200 words.

NOTE: For lengthier submissions, contact press@loyalty360.org for consideration.

IMAGES & GRAPHIC ELEMENTS

We request that articles submitted for Loyalty Management include 2-3 high resolution images to accompany the article. Any photos, graphs, charts, etc. to be included with the piece need to be delivered as a separate file -- 300 ppi or greater (pdf or jpeg).

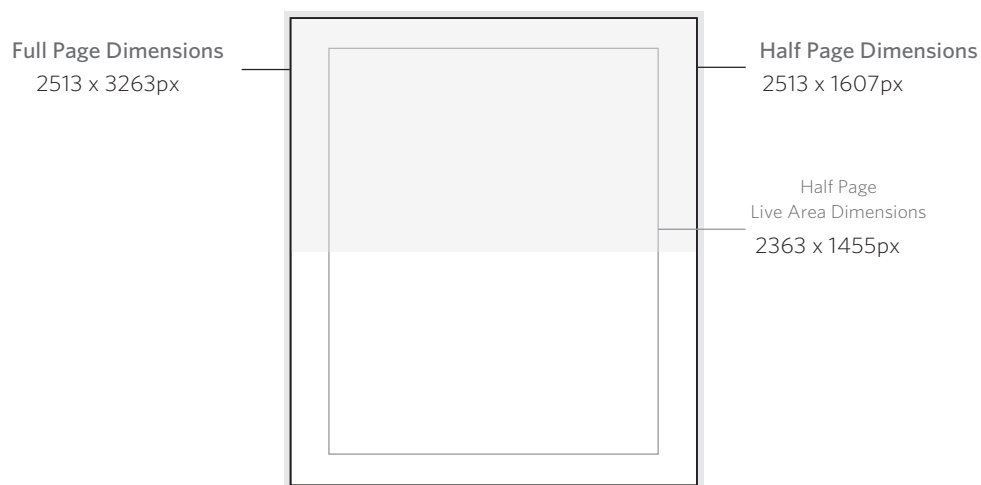
- Include drawings, figures, tables, and screen shots, whenever it seems useful or otherwise appropriate.
- Give any graphic element an informative caption.
- Refer to each graphic element at an appropriate place in the running text.

NOTE: We will always do our best to include supplied images. However, we reserve the right to substitute or alter the image to accommodate style, size, and content as it relates to the overall look and feel of the publication.

MECHANICAL SPECIFICATIONS

- JPEGs or PNG Files
- All colors & images in RGB
- All images high resolution RGB files.
(300 ppi at actual size)

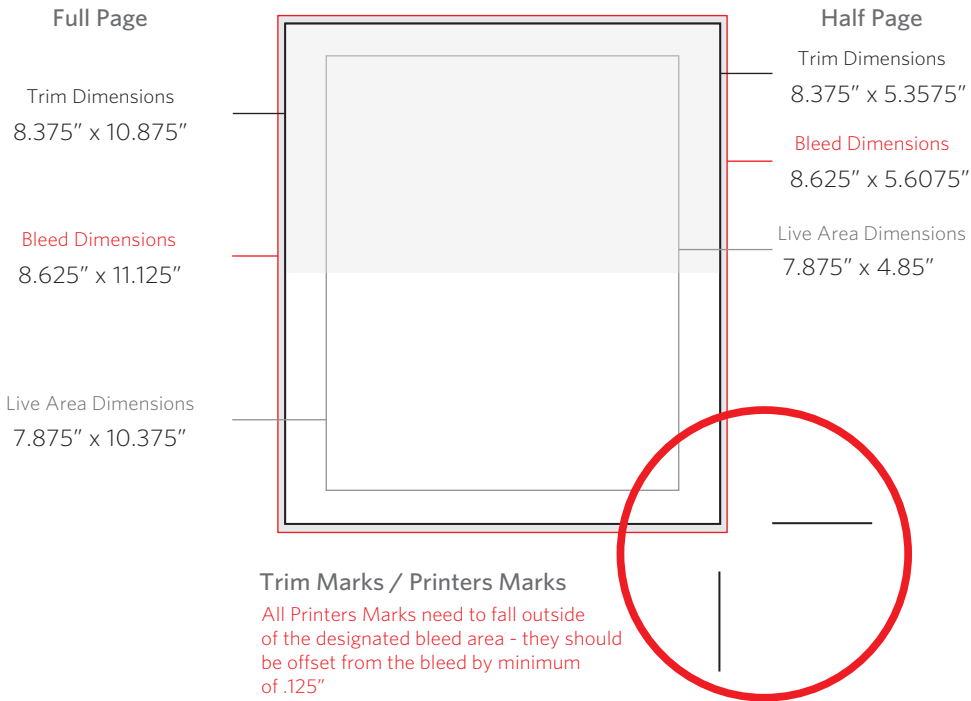
SIZE	LIVE AREA (width x height)
full page	2513 x 3263px
1/2 page	2363 x 1455px
1/3 page (vertical)	705 x 2888px
1/4 page	1081 x 1417px
1/4 page (horizontal)	2213 x 688px



MECHANICAL SPECIFICATIONS

- Single-page PRESS QUALITY PDFs, including crop marks and bleed, fonts embedded
- All colors & images in CMYK
- All images high resolution CMYK files. (300 dpi at actual size)
- **Details:** Set margins to .25" on all sides (no type within the margins); bleeds must extend .125" beyond the trim. Crops must extend .25" **beyond** the trim area.

SIZE	LIVE AREA (width x height)	TRIM AREA (width x height)
full page	7.875" x 10.375"	8.375" x 10.875"
1/2 page	7.875" x 4.85"	8.375" x 5.3575"
1/3 page (vertical)	2.35" x 9.625"	Inset - No Bleeds
1/4 page	3.6042" x 4.7225"	Inset - No Bleeds
1/4 page (horizontal)	7.375" x 2.2938"	Inset - No Bleeds



Place your advertisements front and center in the inboxes of Loyalty360's targeted audiences by advertising in any of our e-newsletters. Each of Loyalty360's e-newsletters are delivered to **10,000+** marketers.



With more than **50,000** monthly page views to Loyalty360.org, and **950,000+** followers collectively on Twitter, LinkedIn, and Facebook, **Loyalty360** is a prolific resource for loyalty, customer experience and brand/customer engagement strategy.

By advertising on Loyalty360.org, you will reach the marketing professionals who are on the cutting edge of customer loyalty.

EMAIL ADVERTISING RATES

SIZE	LIVE AREA (width x height)	1 Week
Top Placement	625 x 60	\$1000
Bottom Placement	625 x 60	\$500

Mechanical Specifications

72 ppi resolution - JPEG | GIF | PNG | Animated GIF

WEB ADVERTISING RATES

SIZE	LIVE AREA (width x height)	1 month
Top Premium Placement Banner Advertisement	250 x 250	\$1200
Large Featured Rotating Banner Advertisement	2150 x 808	\$2500
Website Pop-up Advertisement	645 x 485	Contact us for pricing.

Mechanical Specifications

72 ppi resolution - JPEG or PNG

DIGITAL MAGAZINE ADVERTISING RATES

SIZE	LIVE AREA (width x height)	RATE
1/4 page	1081 x 1417px	\$1,500
1/2 page	2363 x 1455px	\$2,500
Full page	2513 x 3263px	\$4,000

Mechanical Specifications

300 ppi resolution - JPEG or PNG



513.800.0360



loyalty360.org



@loyalty360