

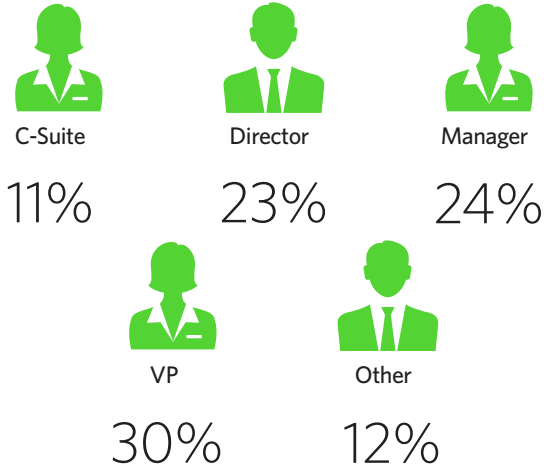
MEDIA KIT

2024

LOYALTY360TM
The association for customer loyalty

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 quarterly 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](#).



LOYALTY MANAGEMENT™

LOYALTY360 DIGITAL MAGAZINE 2024 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
- Building Advocacy
- Consumer Trends
- Corporate Social Responsibility
- Data Analytics
- Data Collection and Management
- Emerging Technologies
- Emotional Loyalty
- Employee Engagement
- Fraud/Gaming
- Gamification
- Next-Generation Loyalty
- Partnerships
- Payments
- Personalization
- Trends by Industry (Ex: Retail, Restaurant, etc.)
- Voice of the Customer

Deadlines and Quarterly Publication Dates:

Publication: February 15, May 15, August 15, November 15

Editorial Due: The 1st Prior to Publication

Ad Confirmation: The 1st Prior to Publication

Ad Creative Due: The 1st Prior to Publication

Loyalty360 is the association for customer loyalty. We bring together the best loyalty-focused professionals from technology and service suppliers and brands under one roof. Through Loyalty360, these professionals find invaluable resources, networking opportunities, and guidance provided by internal thought leaders and brands/suppliers on the cutting edge of customer loyalty.

As an association, our goal is to arm our members with the insights, network, and resources to advance their careers, build stronger brands, and deepen relationships with their customers. We are here for our members and their brands as we work to transform the entire customer loyalty industry.

CONTENT

- Submissions should be unbiased, non-promotional, and vendor neutral.
- Styles accepted include editorial, op-ed, best practices, case studies, and 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).

TIMING

Deadlines are tight. Please be sure to submit your complete FINAL article with contributor bio and headshot by the due date.

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., the piece need to be delivered as separate files (300+ ppi, pdf or jpeg).

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

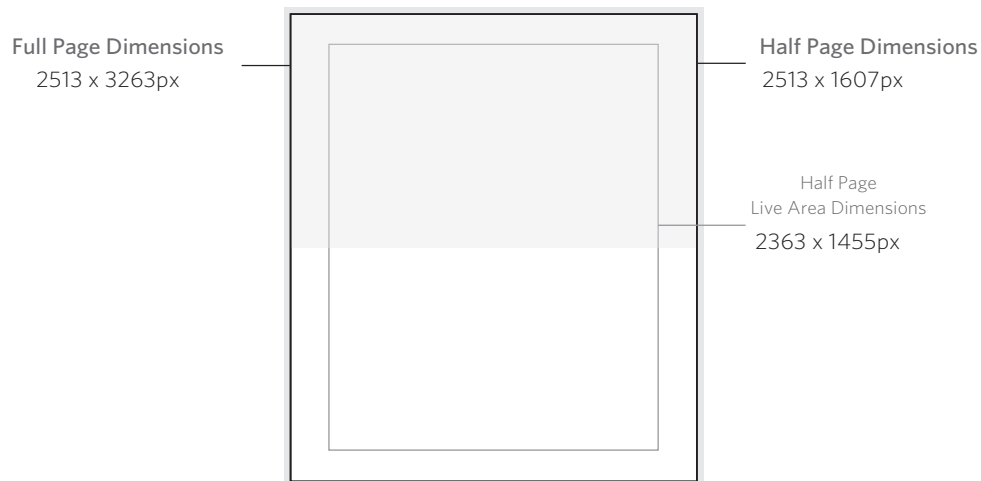
NOTE: We will always do our best to include supplied images. However, we reserve the right to substitute or alter the image to accommodate style, size, and content as it relates to the overall look and feel of the publication.

All Content Published at Loyalty360's Discretion: The final decision to include any content on the Loyalty360.org website is up to the sole discretion of Loyalty360. If the content team determines the content is not in alignment with our goal to serve brand marketers and customer loyalty professionals, it will not be published, or the content will be edited to meet the requirement specifications.

MECHANICAL SPECIFICATIONS

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

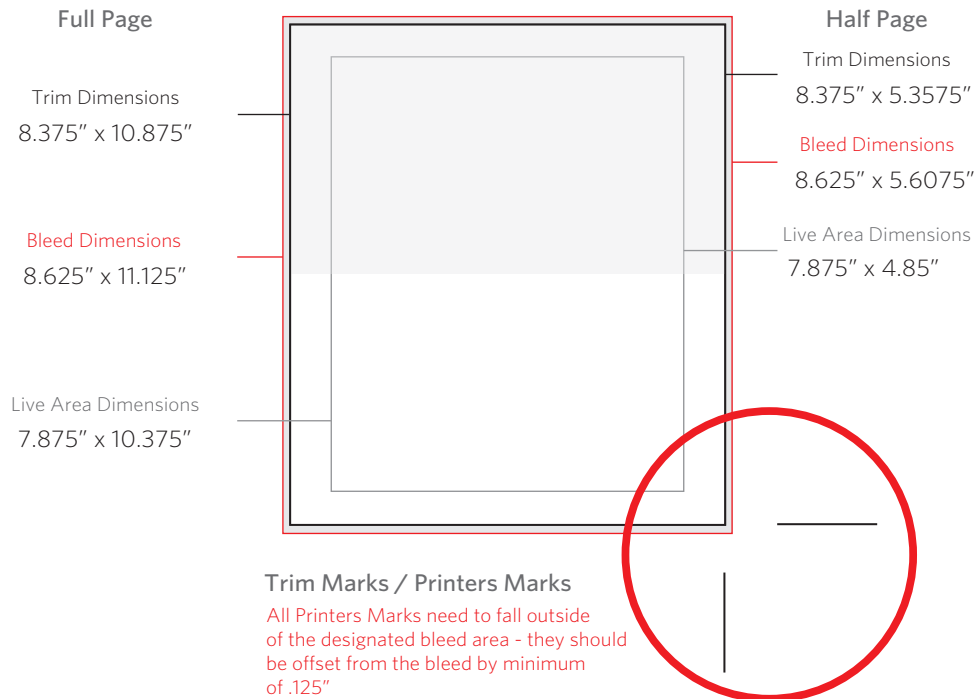
SIZE	LIVE AREA (width x height)
full page	2513 x 3263px
1/2 page	2363 x 1455px
1/3 page (vertical)	705 x 2888px
1/4 page	1081 x 1417px
1/4 page (horizontal)	2213 x 688px



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 target audiences by advertising in any of our e-newsletters. Each Loyalty360 e-newsletter is delivered to **10,000+** marketers.



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

By advertising on Loyalty360.org, you will reach the marketing professionals 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