

# CStoreDecisions

## 2025 MEDIA GUIDE

CStoreDecisions provides solutions for **convenience retailers** and measurable **results** for the suppliers who want to engage them.

[cstoredecisions.com](http://cstoredecisions.com)

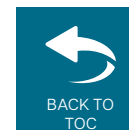


**WTWH**  
Media LLC

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CSD focuses exclusively on the needs of convenience retailers and presents a unique opportunity to marketers. Our Media Guide highlights opportunities to reach this critical audience and is interactive.

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How do we do this? We build integrated media packages across platforms.

# CSD MARKET AND AUDIENCE

CStore Decisions provides solutions for convenience retailers and measurable results for the suppliers who want to engage them. It is the only media outlet that focuses primarily on multi-unit convenience operations and the executive-level decision makers who run those businesses.

Our audience spans the entirety of the industry, including corporate leadership, owners, operations, food and beverage, category managers, buyers, and more

## WEBSITE

# 111,855

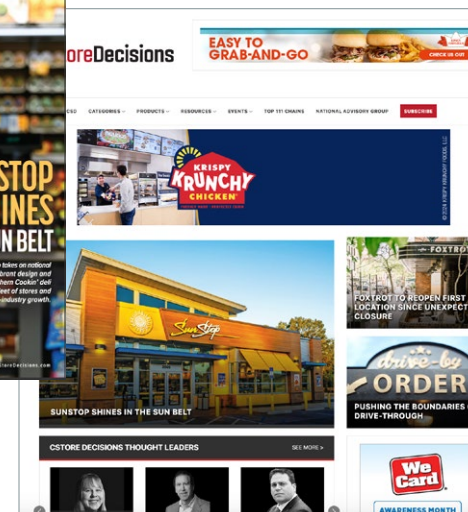
## AVG MONTHLY IMPRESSIONS

## DAILY NEWSLETTER

# 39,500

## 3RD PARTY EMAILS

# 35,000



## SOCIAL

# 31,800

## FOLLOWERS

The CSD Network has a highly-engaged social media audience



## PUBLICATION

# 40,300

# 2025 CSD SNAPSHOT

CSD offers a comprehensive range of media and event opportunities to fit the budgets and objectives of marketers targeting the c-store industry.

	Report	Event	Webinar	Newsletter	Magazine	Segment Marketing
<b>January</b>	Fuel Outlook Report	Convenience Directions	What the Election Means for C-Stores	Leaders in Convenience	EV Charging, Dry January, Simplifying Menus	
<b>February</b>	2025 Foodservice Report	Convenience Directions		M&A Roundup; Frictionless Checkout	New Store Design Awards, Maximizing Equipment Potential, Beverage Dispensing, Food Safety	Foodservice
<b>March</b>	Category Management Handbook	C-Store Connections	Creating Efficiencies with Emerging Technology	NAG Member Profile	Category Management Leadership Awards	
<b>April</b>	HR Outlook Report			2D Barcodes; Augmented Reality	Streamlining Hiring, Spring Tobacco Trends, Foodservice Training, Hiring and Onboarding	
<b>May</b>	Technology Outlook Report	Convenience Directions	What to Know When Building a New Store	Cybersecurity	Tech Innovation Awards, Snacks and Candy, Sustainability and Waste Management	Convenience Equipment & Technology
<b>June</b>	2025 Tobacco Outlook			Summer Foodservice Launches; Robotics and Automation	Car Washes, Merchandising, Leveraging LTOs	
<b>July</b>			How to Grow Your Loyalty Base	EV Summer Roadtrip; Top 111 Chains	Community Engagement Awards, AI, Mastering the Dinner Daypart	Packaged Beverages
<b>August</b>	5 Up and Coming Chains Under 70 Units	C-Store Momentum		Off-Premises Foodservice; ATMs, Bitcoin, and Financial Services	Loss Prevention, Automating Inventory Management, Competing with QSRs at Lunch	
<b>September</b>	5 Emerging Markets		Catering to Gen Z and Gen Alpha	Fall Beverage Trends	M&A Landscape, POS and Back Office, Breakfast and Coffee	
<b>October</b>	Regional Convenience Trends	Chain of the Year		Fall Foodservice LTOs; Biometrics	NACS Show Issue, Self-Checkout, Grab-and-Go Food	
<b>November</b>			Making the Leap to Proprietary Foodservice	Launching an Employee Loyalty Program	Hot New Products Contest, Loyalty Program Awards, Alcohol Trends	The Tobacco Report
<b>December</b>	Next Generation Leaders	40 Under 40 Virtual Gala		Winter F&B Roundup; AI	2026 Tech Outlook, Pizza Power Report, Tobacco Outlook	

The following pages detail the opportunities available to maximize your marketing investment in digital, print and event marketing. See the full editorial calendar on pages 18 and 19 for expanded magazine/content details.



# Sponsored Editorial Reports

CStore Decisions' primary content mission is to provide unique, high-value reports for the convenience store industry. You have the opportunity to combine your message with one of these report downloads, including:

- Fuel Outlook Report
- 2025 Foodservice Report
- Category Management Handbook
- HR Outlook Report
- Technology Outlook Report
- 2025 Tobacco Outlook
- 5 Up and Coming Chains Under 70 Units
- 5 Emerging Markets
- Regional Convenience Trends
- Next Generation Leaders



Sponsors enjoy lead generation of all download contact information; branding on the cover of the report, download page, and marketing emails; and 8 pages of your own branded content.

# e-Newsletter Sponsorship

Subscribers to CStore Decisions email lists are the most engaged members of our audience. When you're looking to connect, this is where you want to start.

Options include:

## CSTORE DAILY

728x90: \$895 300x250: \$795

Takeover Sponsorship: \$2,500

## Specialty e-Newsletter Leaderboard

728x90: \$600

## Specialty e-Newsletter Rectangle

300x250: \$550

## Specialty e-Newsletter Takeover

Both banner positions: \$1,050

## Specialty e-Newsletter Takeover w/ Vendor Supplied Content

Both banner positions plus Sponsored Headline link: \$5,500

## Specialty e-Newsletter Takeover w/ Custom Content

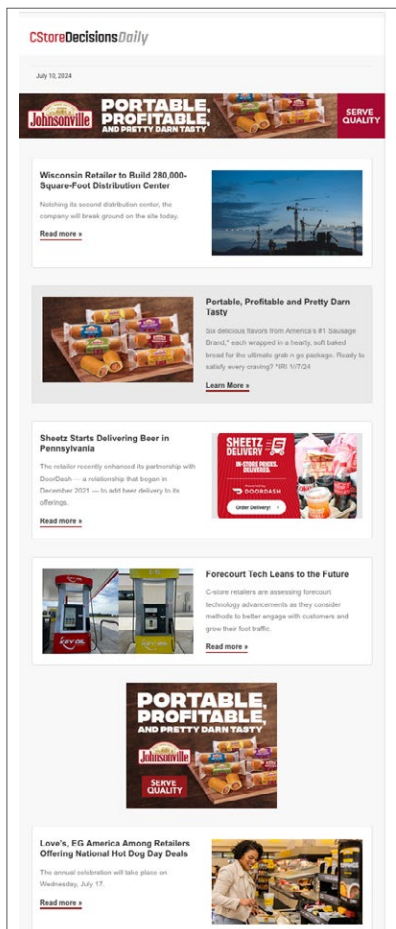
Both banner positions plus Sponsored Headline link to content on

CSD site created by content studio: \$6,500

*\*Frequency discount may apply. Contact your sales representative for details*

## Specialty e-newsletters

- CSD Technology
- CSD Food & Beverage



## 2025 HOT NEW PRODUCTS E-NEWSLETTER

Hundreds of new products geared toward convenience stores are launched every year. Retailers managing well over 3,000 SKUs are flooded by these new offerings. So how can you make your products stand out?

CStoreDecisions can boost your product's exposure with:

- Featured Product of the Day
- 300x250 Ad
- Text Ad

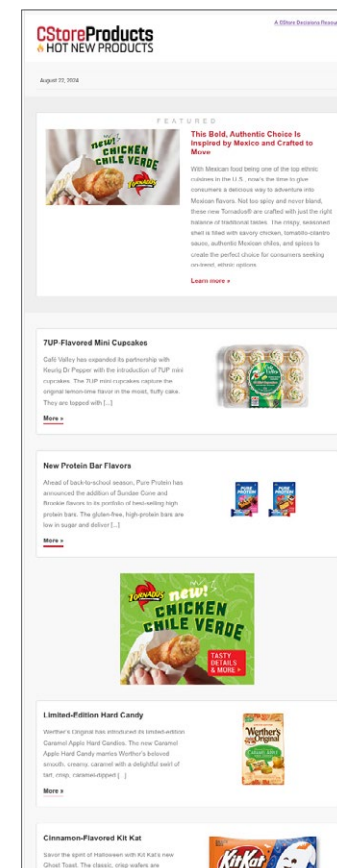
Frequency:

2X/Week every

Tuesday & Thursday.

Reach: 40,105

Rate: \$2,000



## SPONSORED HEADLINES

Drive traffic to your content—a web page, blog post, video, case study, or more—on your site. A sponsored headline gets clicks and generates leads. Your headline and subhead appear in the flow of our e-newsletter stories and fits right in with our content. Up to 10 word headline; 20 word subhead. Rate: \$900 NET per insertion.

### SPONSORED

## Fast, Accurate Drive-Thru Detection and Alert System from EMX

Choose EMX Drive-Thru Alert Kits, upgrade your drive-thru detection and alert system with our streamlined, complete kits.

[Read More >](#)

# Partner Promotion

Your HTML, **our audience.**

## SPONSOR HTML

CSD offers customer marketing to reach targeted segments of our opt in newsletter audience.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- Rate: \$200/CPM

**IMPORTANT!** CSD uses custom software and third-party services to check the content of the HTML creative for red flags that might prohibit delivery. Due to a matrix of conditions from mail servers, firewalls, mail clients, operating systems, and preference settings unique to each user, CSD acknowledges and cannot control differences in how the creative will render across device. If HTML coding time is requested, additional fees are incurred. Please contact your business development representative for more information.



# Partner Promotion

Our template, **your message.**

## SINGLE OFFER TEMPLATE

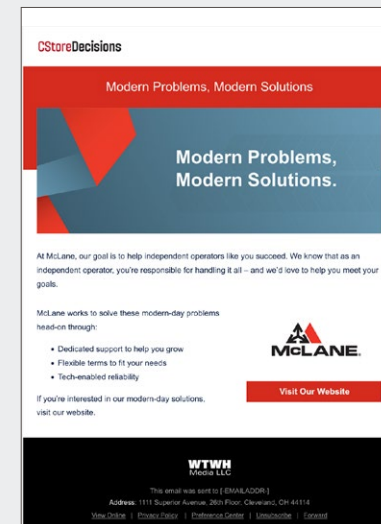
Provide WTWH with your message and we will create an email using our branded template.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- Rate: \$200/CPM

## SINGLE OFFER SPECS

- Preferred subject line (recommend 70-80 characters including spaces)
- Main Image: 650x300 static jpg or gif
- Company logo: minimum 150 pixels wide; static jpg or gif
- Headline: 5-10 words
- Descriptive Copy: 30-80 words
- Call-to-action (3-5 words)
- URL or PDF file of resource
- Max image file size limit: 500 KB



# Website Advertising

As media has shifted into a post-search world, publishers are placing an emphasis on driving more engaged traffic to their websites from first-party sources. This makes for a more focused audience for your message.

**Run-of-site advertising.** A great way to build brand awareness for your products and services.

## DISPLAY ADS

- 300x600
- 728x90
- 300x250

*\$70/CPM – Min 10K impressions per month.*

970x250 – *\$90/CPM*

## Blockbuster Slideshow Banner Takeover

300x250, 300x600 banners run with high-traffic slide shows  
**\$5,500**

## PRESTITIAL ADS

640x480 and 300x225 @ 72 DPI  
**\$115/CPM**

## WALLPAPER ADS - RESPONSIVE DESIGN

Simultaneously displays ad creative on the right and left hand sides of the site. Creative can be different for the left and right and can have specific urls for each side.

**\$150/CPM**



## TARGETING

Programs can be specifically targeted against relevant categories, geo, timing, and exclusion across the CSD Network.

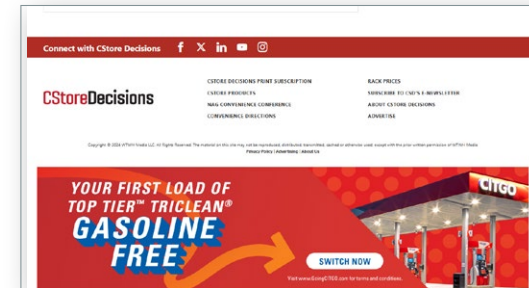


# High-Impact Display Advertising

## FLEX

The Allstream® **Flex** provides the ability to engage viewers with video and imagery in dynamically embedded experiences throughout page content with the ability to display edge-to-edge on the screen in the focal point of the viewer.

**\$150/CPM**



### Desktop & Mobile examples

4:1 Aspect Ratio Video OR 16:9 Aspect Ratio Video

*\*Once the video ends, it is possible to display an image in its place*

## PRELUDE

The Allstream® **Prelude** dynamically displays adaptive imagery, video, or combination of multimedia at the top of a user's screen for guaranteed viewability during a custom-defined amount of time, prior to auto-snapping into place and enabling further viewer engagement.

**\$150/CPM**



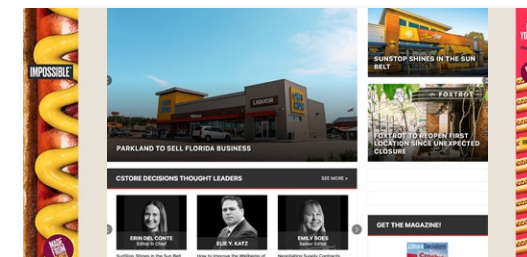
### Desktop & Mobile examples (IMAGE + VIDEO Version)

1. Desktop: 1067x480px image(s)
2. Desktop: 16:9 Aspect Ratio Video
3. Mobile: Entire ad is responsive and displays the same way for the mobile view.

## ICS

The Allstream® Immersive Cross Screen Skin provides a fully immersive and expandable branding experience with adaptive desktop and first-of-kind mobile wrappers to engage viewers surrounding content with imagery, multimedia, and video messaging capable of driving expansion and call-to-action throughout a page visit.

**\$150/CPM**



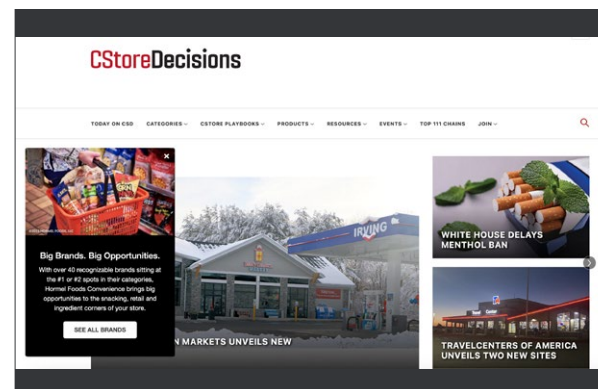
# First-Party Audience Targeting

## Content Affinity Targeting

We use our first-party data platform to identify and engage targeted audiences with relevant ad experiences based on our site users content consumption habits.

- Target by content affinities across the CSD network.
- Personalized offers with your message serve to site users based on their content affinity.

Contact your sales representative for rates and details.



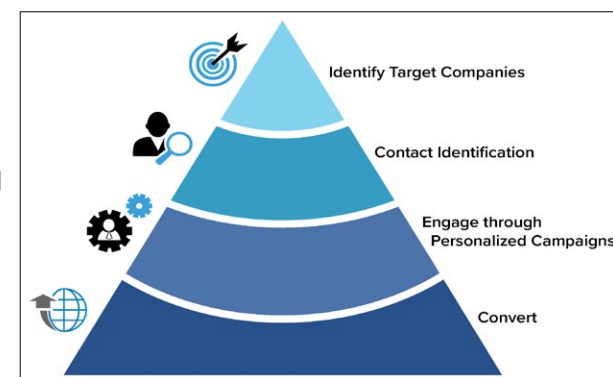
# Audience Extension

## Account-Based Marketing

Using your target account list, our data management platform identifies users available for ad targeting at those companies you are trying to reach. Ads are displayed across the internet on brand safe sites. This opportunity is outside of our network of sites. Ads do not display on our network.

- Align marketing and sales with an account-based approach to marketing
- We take your target account list, upload the domains of those targets to our data tool and create an audience for targeting across an extended network of sites

**\$85/CPM**



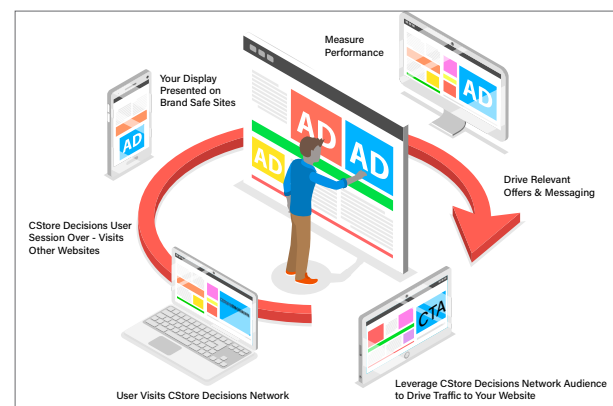
# Remarketing / Retargeting Campaigns

Retargeting (also known as behavioral remarketing) is a form of digital marketing that focuses on targeting users who have previously visited your website with banner ads on display networks across the web. It can help keep your brand and message in front of users after they have left your website or engaged with your brand on another digital platform.

CSD offers the ability to manage remarketing or retargeting campaigns for our customers across a variety of platforms including:

- Any CSD network website
- Customer's website
- Google Ad Network remarketing campaign

**\$45/CPM**



## Community Groups



The National Advisory Group (NAG) is a membership community for small, mid-sized, and family-owned convenience store retail chains. This niche group of retailers have leaned on NAG for more than 40 years to deliver best-in-class events, education and networking tailored specifically to their unique needs and challenges. As the exclusive media partner for NAG, CStore Decisions welcomes industry suppliers to get involved!

### Allied Supplier Membership

An allied supplier membership with National Advisory Group is an amplification tool for industry suppliers who demonstrate support of the NAG mission. Allied supplier members must be eager to support the growth of small, mid-sized, and family-owned convenience chains and the individuals who run them.

#### Benefits Include

- Sponsorship access / savings
- Exclusive networking opportunities
- Additional brand recognition
- Enrichment for company rising leaders
- And more!

#### 2024 Allied Supplier Members (as of August 2024)



Young Executives Organization (YEO) is a membership cohort within NAG designed specifically for the next-generation in convenience leadership. Participation in all YEO events is limited to individuals who are currently employed by a company with a NAG membership in good standing – including supplier companies.

Suppliers must be a current Allied Supplier Member to participate in the YEO flagship events including CStore Momentum and the Leadership Discovery Program.

All CSD 40 Under 40s are granted complimentary access to the YEO benefits because of Allied Supplier Membership support.

## Flagship Events



Previously known as the NAG Convenience Conference, CStore Connections is the leading industry event for the small, mid-sized, and family-owned convenience chains across the United States.

Built on actionable general sessions, collaborative Info Exchange roundtables, retail innovation and networking, CStore Connections is not just an event; it's a dynamic experience designed to elevate the convenience retail industry. This unique gathering brings together visionaries, industry leaders, and entrepreneurs under one roof to foster meaningful connections and ignite collaborative initiatives.

Sponsorships are available for the supplier companies looking to engage with the retail chains who are shaping the future of the industry. As chains grow and evolve, don't miss your opportunity to foster partnerships now.

**March 9 – 12, 2025 | Charlotte, NC**

Learn more at [CStoreConnections.com](https://CStoreConnections.com)



Young Executives Organization is a membership cohort within NAG. Previously known as the YEO Conference, CStore Momentum is the industry's only conference dedicated to the growth and development of the next generation leaders.

Each year this conference is hosted by a premier level convenience chain, which offers attendees an immersive learning environment. Best practice and behind-the-curtain content is coupled with team building, leadership workshops, and unique networking opportunities.

Participation in the CStore Momentum program is exclusively available to NAG Retail and Allied Supplier Members. Sponsorship is required for Allied Supplier Members to attend

**August 2025 | Hosted by**  **Weigel's**  
Learn more at [CStoreMomentum.com](https://CStoreMomentum.com)



## Additional In-Person Programming



Launched in 2024, the Leadership Discovery Program (LDP) is exclusively available to the Retail and Allied Supplier Members of NAG. Each year, all member companies are offered (2) two complimentary seats in this robust program.

In partnership with Gallup, rising leader participants will go through the CliftonStrengths34 diagnostic, a half-day workshop, and 3 additional follow up webinars.

Learning and growing with your peers is a proven way to build long lasting professional relationships. This program brings retailers and suppliers together to foster this growth mindset for the future.

As we grow the alumni network of LDP participants, additional networking opportunities will become available

**In Person Workshop:**  
**March 12, 2025 | Charlotte NC**



Convenience Directions is a 1-day (sometimes 2-day) program where the leadership of one retail company welcomes their supplier partners to their own backyard to share latest trends, best-in-class standards, and custom recommendations to drive bottom line profits. This intimate format capitalizes on the rare experience of bringing an array of industry product and services experts together to focus on the success of one retail operator.

**Sponsorship/participation guarantees category exclusivity.** All sponsors are offered up to (2) two attendees who will travel to the host retailer. The day will begin with a retailer overview and store tour. Each sponsor is then offered 20 minutes to present their category trends, best practice, and actionable opportunities for the host retailer. We close the event with a networking dinner where attendees can unwind and connect socially.

### Current 2025 Meetings:

- January 29, 2025 at Onvo, Pennsylvania
- April 16, 2025 at Family Express, Indiana
- May 7, 2025 at Good 2 Go, Idaho

Additional meetings to be announced.

Learn more at [NAGConvenience.com/directions](https://NAGConvenience.com/directions)

# Chain of the Year Award

Celebrate and Sponsor the Industry's Best



CStore Decisions' Chain of the Year award is the industry's oldest and most prestigious award for convenience retailing excellence. The award is given annually to the convenience retailer that exemplifies excellence in customer service, product

quality, and marketing innovation. The award is presented at an exclusive dinner at the annual NACS Show. Sponsorships available.

Each year, our editors and editorial advisory board evaluate entries for scores of nominees before settling on a winner. The chains themselves are judged on a variety of factors ranging from their creativity to their impact on a given program and their effectiveness in achieving targeted results.

In August the Chain of the Year Award winner is announced. Then, at the Chain of the Year Presentation on the first night of the annual NACS conference, the winner is heralded for employing think-outside-the-box ideas that help it to manage operations more successfully and more efficiently to better meet customer expectations

**Sponsorships available, email Lindsay Buck at [lbuck@wtwhmedia.com](mailto:lbuck@wtwhmedia.com)**



## Sponsorship opportunities for the 2025 Chain of the Year Award include the following benefits:

- Face-to-face networking opportunities with convenience executives from not only the winning chain but also other leading operators, who will gather at the Chain of the Year Award Reception in October
- Logo exposure through event promotional materials, a special feature story in CStore Decisions, and event signage
- A full-page ad in the CStore Decisions Chain of the Year program guide
- Access to attendee contact information for follow-up
- Full Page advertisement in the November 2025 Chain of the Year issue

## PAST WINNERS

2024 – Pilot	2011 – Thorntons Inc.	1998 – Krause Gentle Corp.
2023 – Texas Born (TXB)	2010 – Rutter's Farm Stores	1997 – Speedway Inc.
2022 – Nouria Energy	2009 – Nice N Easy Grocery Shoppes	1996 – Mapco Express
2021 – Yesway	2008 – Chevron Global Marketing	1995 – Diamond Shamrock Corp.
2020 – Parker's	2007 – Alimentation Couche-Tard	1994 – Sheetz Inc.
2019 – Weigel's	2006 – Valero Energy Corp.	1993 – Casey's General Stores Inc.
2018 – Kwik Trip	2005 – 7-Eleven Inc.	1992 – QuikTrip Corp.
2017 – Sheetz	2004 – Kwik Trip Inc.	1991 – Super America
2016 – QuickChek	2003 – Exxon Mobil Corp.	1990 – Wawa Inc.
2015 – Family Express	2002 – Petro-Canada	
2014 – RaceTrac	2001 – Huck's Food & Fuel	
2013 – Maverik	2000 – Amerada Hess Corp.	
2012 – Tedeschi Food Shops	1999 – Dairy Mart Inc.	

## 40 Under 40 Virtual Gala

Each year CStore Decisions and the Young Executives Organization (YEO) introduce their list of 40 under 40 C-Store Leaders to Watch. Help us celebrate our industry's top next-generation leaders!

The winners will be announced during a 40 Under 40 Gala, which is a virtual recognition and celebration for the 2025 class of 40 Under 40 and the entire convenience retail industry. Held in early December, this event will be promoted via CStore Decisions, the National Advisory Group (NAG) and the Young Executives Organization (YEO). The winners will be published in our December 40 Under 40 issue and also promoted to our engaged social media audience (31,000) and profiled on our website.

The next-generation leaders featured in CStore Decisions' 40 Under 40 represent some of the most promising young executives in the c-store industry today, selected from chains of all sizes across the c-store industry. Retailers only are eligible for this list.



### SPONSORSHIP PACKAGES

#### GOLD - \$6,500

*(Limited and Category Exclusive)*

- Participation and recognition during recognition celebration.
- Logo on registration page
- Acknowledgement as Gold Sponsor during the event and on the registration page.
- List of winners in advance for sample send
- List of attendees of the event after the event
- Full Page ad in the December 40 Under 40 issue

#### SILVER - \$4,500

- Logo recognition during celebration as a sponsor company
- Acknowledgement as sponsor during the event and on the registration page
- List of attendees of the event after the event
- Full Page ad in the December 40 under 40 issue



# Conversations With Women in Convenience Virtual Power Hour Series

Conversations With Women in Convenience started as a webinar series and then became a podcast. Now we're back as a virtual power hour that provides an interactive networking experience.

The virtual POWER HOUR series is a brand-new way to engage in an intimate setting with women from all ranks the c-store industry. These impactful sessions will be hour-long "virtual hangouts" on Zoom with multiple convenience industry leaders facilitating breakout sessions.

## Sponsorship Benefits

- Time at the beginning and end of the hour to speak
- Attendee list with name, title, and contact information
- The ability to directly speak to registrants in an intimate way

Rate: \$2,500 per Power Hour (conducted monthly)

Four Pack: \$8,000

**CStoreDecisions**  
*Conversations With Women in Convenience*  
**Power Hour Series**  
*Vol. 1: Authentic Leadership*

Rachel Wallis Andreasson,  
former CEO of Wallis Cos.;  
principal at The Sixth Level  
Leadership

Angela Pimental,  
Executive Director of  
Compliance & Safety,  
RaceTrac Inc.

**DATE**  
May 22, 2025

**TIME**  
3:00 P.M. EST

**LOCATION**  
Zoom

*P.S. — More to come!*





BACK TO TOC

# Webinars

Our lead gen/ROI-focused webinar program allows you to engage a captive audience and generate leads either in a live and interactive format, on demand.

## EDITORIAL WEBINARS

Engage with our 2025 webinar series, led by our editorial team and featuring participation and education from industry leaders.

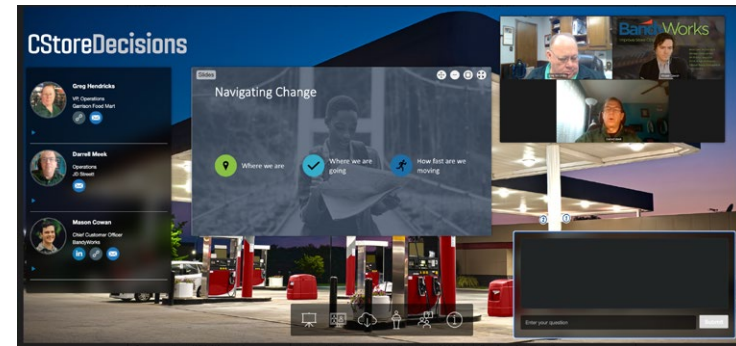
*\$5,500 per webinar sponsorship*

## CUSTOM WEBINARS

Work with our webinar team to develop your own content plan, while we develop the audience.

*\$12,000 per live webinar*

All webinars are recorded and emailed to all registrants, then placed online behind registration for on-demand viewing. Sponsors receive reporting URL for full attendee contact information, live and on-demand metrics, and survey results, if applicable.



**CStoreDecisions**

### Investing in Store Manager Leadership Growth

Available On Demand 55 minutes

[Already Registered?](#)

First Name \*

Last Name \*

Email \*

Work Phone \*

State \*

Company \*

Job Title \*

Business Type \*

Please select one

[REGISTER](#)

By clicking register, I acknowledge and agree to BandyWorks use of my contact information to communicate with me about digital marketing opportunities. I hereby authorize BandyWorks to share my contact information with its affiliates and partners.

© 2024 BandyWorks, LLC

Store managers have the most impact on store branding, culture, loyalty and staffing. Creating alignment and providing the support to store manager career development is essential for thriving stores.

This webinar is a conversation with two operations managers that compete with national chains and drive high profits, increase ROI, and keep community roots. The panel will share their successes and challenges with change management, people skills, daily monitoring, key metrics, time management and leadership development.

In this webinar we will discuss:

- Leadership development
- How to control costs
- Age compliance
- Staff retention

Sponsored by:

**BandyWorks**  
Improve Store Operations

**Speakers:**

**Greg Hendricks**  
VP, Operations, Garrison Food Mart  
Greg brings four decades of convenience management and oversight. His calm and steady approach focuses on solving problems, strong time management and keen sense of the value of people.

**Daniel Mink**  
Operations, JO Street  
Daniel has decades of store experience, both in the store and running operations. He believes that all results start with the people in the stores. Managing 13 stores with a path to steady expansion is built upon developing strong managers from within the organization.

**Mason Cowan**  
Chief Customer Officer, BandyWorks  
Mason is a recognized retailer and marketing expert that uses analytics to find issues and document results. He uses a steady analysis approach that includes chain analytics, industry comparisons, and a strong sense of retail operations.

*“Using the webinar format with an audience willing to hear new ideas was perfect for our need to educate our clients and prospects. CStore Decisions makes the set-up easy and ensures the right audience gets the right message. The registrations for both live and on-demand attendees are great and the webinar format makes it easy to share our client’s success and growth.”*

*-Founder/CEO, BandyWorks, LLC*

# Magazine

Whether in print or digital format, CSD magazine continues to deliver our brand standard—and a platform that leaders in the industry want to connect with and be featured in. Options for advertising include:

**SPONSOR-DIRECTED EDITORIAL.** Position yourself as a thought leader, with column or Q&A format.

**TWO-PAGE FEATURETTE.** Branded content paired with a facing display ad.

**FOUR-PAGE FOLDOUT.** More in-depth reporting and creative layout, resulting in a high-impact visual piece.

**RUN OF BOOK.** Traditional display ads ranging from 1/12th page up to full pages and 2-page spreads.

**ENHANCED.** Attention-grabbing opportunities that include cover tip-ons, inserts, fold-outs, and supplements.

**DIGITAL EDITION SPONSORSHIP.** Branding and call to action on digital edition email delivery notice, plus lead-in ad before cover on digital edition.



ISSUE DATE / Ad Close	SPECIAL REPORT / FOCUS	CATEGORY MANAGEMENT	FOODSERVICE	OPERATIONS	TECHNOLOGY	FRONT END	BACK END
<b>JANUARY</b> Dec 2	Convenience Store Chain Profile  Fuel Outlook Report – EV Charging trends and strategies for retailers, plus fuel and alternative fuels outlook  Online: Leaders In Convenience	Celebrating Dry January – Monitoring NA Beer/ Mocktail Beverage Trends	How Simplifying Your Menu Can Boost Foodservice Success	Economic Outlook/ Inflation Watch - includes labor/wage challenges	EV Charging Report	NATO Tobacco Outlook Update  Quick Bites	Product Showcase  Industry Perspective
<b>FEBRUARY</b> Jan 7	2025 Foodservice Report  Online: M&A Roundup	Hot Dispensed– What's Trending in 2025?  Cold Dispensed – Upgrading Your Fountain Program	Foodservice Awards: Best New Foodservice Launches  Why Food Safety Matters for C-Stores	Best New Store Design Awards	Chef's Corner: Maximizing Equipment Potential in Small Spaces  Online Tech Column: Frictionless Checkout	Quick Bites	Product Showcase Industry Perspective
<b>MARCH</b> Feb 4	2024 Category Management Handbook  Category Management Leadership Awards  Online: NAG Member Profile	<b>Foodservice:</b> Burritos/Hispanic Foods, Bakery, Chicken, Hot Dispensed Beverages, Pizza, Roller Grill, Sandwiches <b>Candy &amp; Snacks:</b> Chocolate, Non-chocolate, Meat Snacks, Salty Snacks, Sweet Snacks and Nuts/Seeds <b>Beverages:</b> Beer, Wine, Adult Beverages, Bottled/Flavored Water and Sports Drinks, Carbonated Beverages, Cold/Frozen Beverages Energy Drinks, Energy Shots, Juices and Teas <b>Tobacco:</b> Cigarettes, Modified Risk Tobacco, Cigars, Vape, CBD , Smokeless Tobacco, Tobacco Accessories <b>Ice Cream &amp; Dairy</b> <b>Health &amp; Beauty</b>				Quick Bites	Product Showcase Industry Perspective
<b>APRIL</b> March 4	The Human Resources Issue HR Outlook Report: Driving Recruitment and Retention  Online: Preparing for the 2027 transition to 2D barcodes	Spring Tobacco Trends Watch	Effective Training Elevates Foodservice Performance	HR Awards – Recognizing HR professionals  Building a People-First Culture	Streamlining Hiring & Onboarding With Technology	Quick Bites	Product Showcase Industry Perspective
<b>MAY</b> April 8	The Tech Issue Technology Outlook Report – tracking tech trends in the c-store industry  Online: NTI Best Practices (What to know when building a new store)	SNACKS: Meat Snacks, Salty Snacks & Sweet Snacks CANDY: Gum, Mints & Chocolate	Sustainability and Waste Management in Foodservice	Tech Innovation Awards	The Unification of Technologies – Integrating Disparate Systems  Delving Into Data Management  Online Tech Column: Cybersecurity 101	NATO Tobacco Outlook Update  Quick Bites	Product Showcase Industry Perspective
<b>JUNE</b> May 5	The 2025 Tobacco Outlook  Online: Roundup: Summer Foodservice Launches (includes new food concepts and ideas)	Cigarettes,Cigars & Accessories Vape & Smokeless Modified Risk Tobacco Products – From Tobacco-free to Nicotine-free	Leveraging LTOs in Foodservice	Growing Profits With Car Washes  Upping Your Merchandising Game	Opportunities With Retail Media  Online Tech Column: Robotics & Automation	NATO Tobacco Outlook Update  Quick Bites	Product Showcase Industry Perspective

Ad materials due one week after closing.

**Advertising Rates:** Full page.....\$7,300      2/3 page ..... \$5,935      1/2 page..... \$4,742      1/3 page .....\$3,681      1/4 page.....\$2,030

ISSUE DATE / Ad Close	SPECIAL REPORT / FOCUS	CATEGORY MANAGEMENT	FOODSERVICE	OPERATIONS	TECHNOLOGY	FRONT END	BACK END
<b>JULY</b> June 3	Next-Generation & Transitioning Leadership Profile Online: EV Summer RoadTrip highlights five independent chains that feature EV charging and other amenities.	Boosting Summer Sales of Packaged & Dispensed Beverages Snack Attack: Salty, Sweet, Meat and Healthy Snacks for Summer	Mastering the Dinner Daypart	Community Engagement/ Philanthropy Awards – Honors two chains giving back to their community	Getting Started With AI	Quick Bites	Product Showcase Industry Perspective
<b>AUGUST</b> July 8	5 Up-and-Coming Chains Under 70 Units to Watch Online: Order ahead/ Delivery/Drive-through Roundup	Emerging Trends in Tobacco Growing Thru Private Label	Competing With QSRs During the Lunch Rush	The Latest Trends in Loss Prevention	How Automation Is Changing Inventory Management  Online Tech Column: ATMs, Bitcoin and Financial Services	Quick Bites	Product Showcase Industry Perspective
<b>SEPTEMBER</b> Aug 4 Bonus Distribution: NACS	2025 Pre-Show Issue Special Report: Five Emerging Markets for C-Stores Regional C-Store Chain Profile Online: Monitoring Fall Beverage Trends	Cigarettes & Cigars	Perfecting Breakfast Menus Taking Your Coffee Program to the Next Level	Assessing the M&A Landscape	Keeping Pace With POS & Back-Office Evolution	Quick Bites	Product Showcase Industry Perspective
<b>OCTOBER</b> Sept 9 Bonus Distribution: NACS	CSD's 2025 Show Issue Regional Report – CSD looks at trends, demographics and key players across U.S. region 5 Established & Growing Chains Over 70 Units to Watch Major C-Store Chain Profile	Capturing Fall Snack Trends Fall Tobacco Legislative Overview	Considering Customization Embracing Grab-and-Go Food Online: Fall Foodservice LTO Roundup	Regional Report	Debating Self-Checkout  Online Tech Column: Biometrics	Quick Bites	Product Showcase Industry Perspective
<b>NOVEMBER</b> Oct 7	2025 Chain of the Year Issue Announcing the CSD Products Contest Winners!	Tracking Beer, Wine and Adult Beverages Trends Smokeless & Vape Candy, Gum and Mints Outlook	Elevating the Basics: Roller grill, pizza & chicken Chef's Corner: Equipment Innovation brings efficiency to c-store foodservice	Hot New Products Contest Winners	Best Loyalty Program Awards	Quick Bites Chain of the Year Pictorial NATO Tobacco Outlook Update	Product Showcase Industry Perspective
<b>DECEMBER</b> Nov 3	Next Generation Leaders: The 2025 40 Under 40 Online: Winter Food & Beverage Roundup	What's Ahead for the Tobacco Category in 2026?	The 2025 Pizza Power Report Online: Winter Food & Beverage Roundup	Next Generation Leaders	2026 Future Tech Outlook  Online Tech Column: Artificial Intelligence	Quick Bites	Product Showcase Industry Perspective

Ad materials due one week after closing.

**Advertising Rates:** Full page.....\$7,300    2/3 page ..... \$5,935    1/2 page..... \$4,742    1/3 page .....\$3,681    1/4 page.....\$2,030




# Leaders in Convenience Package

Recognizing our leaders in Convenience Retailing


**Participate throughout 2025 in Leaders in Convenience**, a community-based program to support and gain industry recognition for your company and your products/solutions.

Participation rates are based on earned frequency and ongoing marketing programs with CSD.

*Contact your sales representative for available categories and package pricing.*



Food Concepts Inc.  
2551 Parmenter Street  
Middleton, WI 53562  
<https://www.foodconcepts.com/>



**Building Brand Experiences**

FCI has specialized in the convenience store industry for more than 30 years. We offer comprehensive services from design to installation – including fixture, interior décor and graphic design, printed point of sale graphics, cabinetry and fixtures, equipment and digital signage. These end-to-end services make our client's lives simpler and the customer experience in their locations better.

Improve your food and beverage programs. Today's top tier convenience stores offer hot beverage programs that make their consumers feel like they're in their favorite coffee shop. They combine top of the line beverage products, with upgraded environments that rival leading coffee retailers. They also offer a variety of condiments that enable today's demanding customers the customization options they crave.

**New Product – PanelRak**

FCI's new PanelRak organizing system can help retailers upgrade their environments. The system is designed to be flexible, with baskets, hooks, syrup pump holders and shelves that can house condiments, napkins, stir sticks, sleeves all organized by retailer preference. And it has a modern aesthetic that attracts attention in addition to its functionality.

"What we do at Food Concepts is to help retailers craft an environment that makes the customers shopping the store know the offerings are going to taste great," said Brad Duessler, founder and CEO. "Best-in-class environments sell more food or more coffee than good environments. We're excited about what our new PanelRak brings to retailers – an adjustable, durable, easy to clean system with an improved look."

**Experienced Team**

Our teams have long-tenured employees with deep industry knowledge and perspective, as well as newer employees offering fresh insights and new ideas. We cherish our family business culture where everyone is valued and works hard to help us meet and exceed our client's expectations.

**PANELRAK**  
MODULAR ORGANIZING SYSTEM

**CUSTOMIZATION WITH ENDLESS POSSIBILITIES**

Finally – a modular and configurable condiment system! Your PanelRak system can be customized to fit your organizational needs in any 6 store category: from self-serve condiments, soups, toppings, organizers, and under counter merchandising your configuration options are endless.

[Learn More](#)

**Introducing PanelRak**  
**PAN RAK**  
MODULAR ORGANIZING SYSTEM

[f](#) [x](#) [v](#) [in](#)

## DIGITAL PROFILE MATERIALS CHECKLIST:

- Company Contact Info: mailing address & website URL
- Company Overview: 125 words (750 characters)
- Company Product Write-up: 250 Words (1,500 characters)
- Company Logo\*: 370 pixels wide and height is flexible
- 3 Featured Images\*: 320 pixels wide x 380 pixels high
- Social Media links (optional): Facebook, YouTube, LinkedIn, X (formerly Twitter)
- Featured Video (optional): must be YouTube URL
- Up to 2 Promotional Assets (optional) each includes:

Headline – 80 characters

Description – 300 characters

PDF file – 50MB max file size

Image\* – 300 pixels wide; height is flexible

\*All Images should be web ready resolution (72 DPI). File formats are: .jpg, png or .gif. Max file size 6MB each

# Content Studio

WTWH Media's Content Studio leverages its B2B media expertise and unique first-party data to co-create thoughtful, engaging reported content with industry partners that helps position them as thought leaders. The studio offers a range of established content products, including:



## DIGITAL

**Web exclusive.** Our flagship digital product is posted on our website and promoted via specialty newsletter to generate leads.

**The Big Story.** All the benefits of the web exclusive but with more in-depth content.

**Slideshow.** Like the web exclusive, but presented in an engaging slideshow format.

**Sponsored premium report.** Work with us to commission an in-depth editorial report that is combined with your branded content.

**Video production.** End-to-end HD video production services, including script development, filming, editing, post-production, and delivery, brings your brand to life.

## PRINT

**Segment marketing.** Themed sections of branded content that begin life in print and extend to digital and email.

**Sponsor-directed editorial.** Position yourself as a thought leader, with column or Q&A format.

**Two-page featurette.** Branded content paired with a facing display ad.

**Four-page foldout.** More in-depth reporting and creative layout, resulting in a high-impact visual piece.

*See samples on the following pages. Contact your rep for details and pricing.*

# Segment Marketing

## Be Part of the Story

Segment marketing sections are aligned with events and magazine features and offer the perfect audience and the perfect medium for your marketing message. When you purchase a full-page display ad, you will receive at no additional charge an adjoining editorial profile about your company and the opportunities it offers.

2025 Segment Marketing Issues include:

**February: Foodservice**

**May: Convenience Equipment & Technology**

**July: Package Beverages**

**November: The Tobacco Report**

### Product features:

- 500-word branded content piece (left side of spread)
- Distributed in print in CStore Decisions magazine with facing display page
- Published on cstoredecisions.com with banner takeover
- Promoted in CSD Daily
- Available as PDF download
- Strong lead generation

# CONTENT DEVELOPMENT | Short Form Content

## Vendor-Directed Column

- 500-word custom content in story format
- \$6,950



## Vendor-Directed Q&A

- 500-word custom content Q&A
- \$6,950



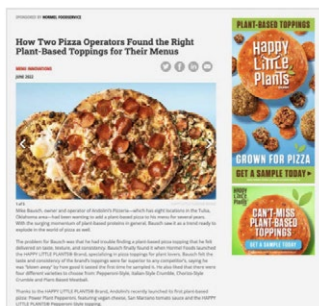
## Two-Page Featurette

- Two-page spread featuring 500-word branded story and full-page ad
- \$9,400



## Slideshow

- 5–10 slides of branded content
- Banners, brand images, and total share of voice
- \$7,000



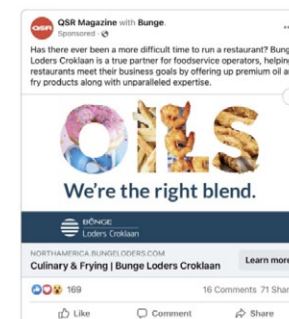
## Web Exclusive

- 500 words of digital branded content
- Banners and total share of voice
- \$7,200



## Social Media

- Two Facebook ad variants featuring branded copy and supplied art
- \$3,500 campaign plus \$11/M impressions



Contact your sales representative for more information and package pricing.



# CONTENT DEVELOPMENT

Long Form Content | End-to-end project management content creation, design & layout.

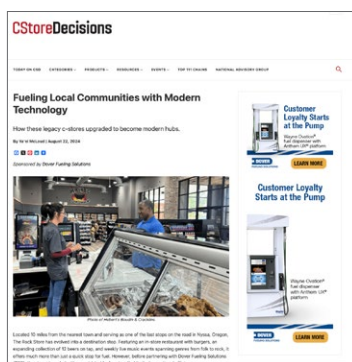
## Four-Page Vendor Feature

- 1,000-1,200 words of in-house branded content plus full-page ad
- Magazine fold out
- \$13,500



## The Big Story

- 1,200 words of digital branded content
- Banners and total share of voice
- \$8,200



## Sponsored Premium Report

- 25-page PDF report blending editorial and branded content
- Exclusive sponsorship and branding
- \$19,000



## Segment Marketing

- 500-word supplied profiles tied to theme
- Full-page ad
- \$7,900



## Targeted Supplements

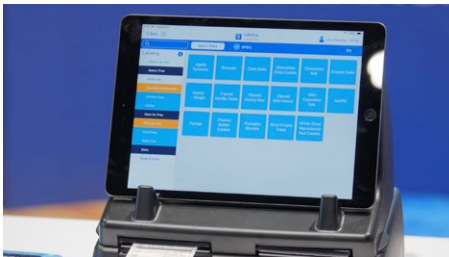
- 8- or 12-page publications stitched into magazines
- Branded content and full-page ads
- \$19,000–\$28,000



Contact your sales representative for more information and package pricing.

# Video Production Services

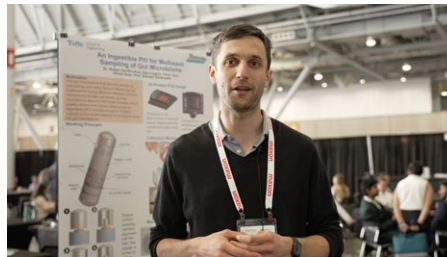
**WTWH media offers end-to-end HD video production services**, including script development, filming, editing, post-production and delivery. Our team is dedicated to bringing your brand to life through captivating visuals and compelling storytelling. Throughout the process, we collaborate closely with your team to ensure our videos align with your brand identity and marketing objectives.



## PRODUCT VIDEO

This dynamic and engaging video type showcases the unique features and benefits of your product while driving brand awareness. We expertly capture the essence of your product utilizing dynamic camera angles, smooth transitions, and captivating visuals to showcase its functionality in action.

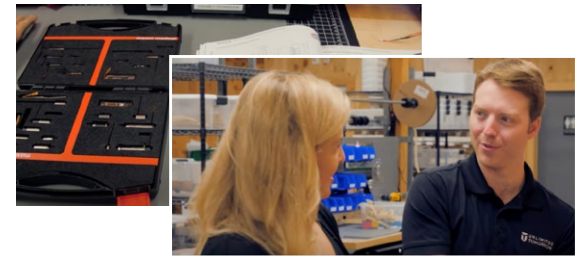
*Contact rep for pricing*



## CLIENT TESTIMONIAL VIDEO

These videos are a powerful tool to build trust, credibility and social proof of your brand. We will showcase individuals who have experienced firsthand the value and benefits of your product, service, or brand. Through compelling storytelling, we carefully craft a narrative that highlights the journey and success of your customer.

*Contact rep for pricing*



## CORPORATE OVERVIEW VIDEO

Videos that effectively communicate your brand's story, mission, and key messages to your target audience. We work with you to identify the most important aspects of your company story that you want to convey to your audience. Whether it's showcasing your state-of-the-art facilities, or highlighting your innovative products and services, these videos bring your company to life on screen.

*Contact rep for pricing*

<https://www.youtube.com/@cstoredecisions>

# Unlock the Power of the Network



CStore Decisions is part of the WTW Media Foodservice, Retail & Hospitality group, comprised of industry-leading news platforms and content sources serving a wide variety of professionals in the foodservice, retail, and hospitality industries. These brands, helmed by seasoned journalists and industry editors, provide their audiences need-to-know information critical to their job success, keeping them updated on the latest news and industry trends in these fast-changing fields. Ask your rep how to unleash the power of this group for your integrated campaign. Incredible opportunities exist.



**CStoreDecisions**

**Club+Resort**  
— BUSINESS —

**Club+Resort**  
*Chef*

**QSR**

**FSR**

**PMQ Pizza**

## CSD AD SPECIFICATIONS

Ad Size	Ad Shape	Trim	Bleed
Full Page	Full Page	8-1/2" x 10-7/8" (8.5" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125")
1/2 Page	1/2 Vertical	3-5/8" x 10" (3.625" x 10")	N/A
	1/2 Horizontal	7-1/2" x 4-7/8" (7.5" x 4.875")	N/A
2/3 Page	2/3 Vertical	4-7/8" x 10" (4.875" x 10")	N/A
	2/3 Horizontal	7-1/2" x 6-1/2" (7.5" x 6.5")	N/A
1/3 Page	1/3 Vertical	2-3/8" x 10" (2.375" x 10")	N/A
	1/3 Square	4-7/8" x 4-7/8" (4.875" x 4.875")	N/A
1/6 Page	1/6 Vertical	2-3/8" x 4-7/8" (2.375" x 4.875")	N/A
	1/6 Horizontal	4-7/8" x 2-5/16" (4.875" x 2.312")	N/A
1/12 Page	1/12 Square	2-3/8" x 2-5/16" (2.375" x 2.312")	N/A
ADS PLUS			
1/2 Page	1/2 Page Spread	17" x 5-3/8" (17" x 5.375")	17.25" x 5.625"
Full + 1/3	Full + 1/3 Vertical	8-1/2" x 10-7/8" (8.5" x 10.875") PLUS 2-3/4" x 10-7/8" (2.75" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125") PLUS 3" x 11-1/8" (3" x 11.125")
2-Page Spread	2-Page Spread	8-1/2" x 10-7/8" (8.5" x 10.875") (two separate full pages)	8-3/4" x 11-1/8" (8.75" x 11.125")

Please submit ads via the QSR Ad Portal at [ads.wtwhmedia.com](https://ads.wtwhmedia.com).

### LIVE (SAFETY) AND BLEED

Keep all live items (not intended to trim) 1/2" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting. Two-page spreads must be created as two separate full page PDFs.

### MEDIA

**File format:** Ads must be PDF/X-1a files. **Fonts:** Embed all fonts. All fonts sized 12 points or smaller should be 100% black—NOT built as 4-c black.

**Color space:** CMYK – No RGB, LAB or embedded color profiles (such as ICC profiles). No files with PMS colors will be accepted without prior notification.

Otherwise, all PMS colors MUST be converted to CMYK. **Resolution:** 300 dpi. **Maximum file size:** 100 MB.

Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

### PROOF

Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, please contact your Customer Service Representative for details.

### QUESTIONS

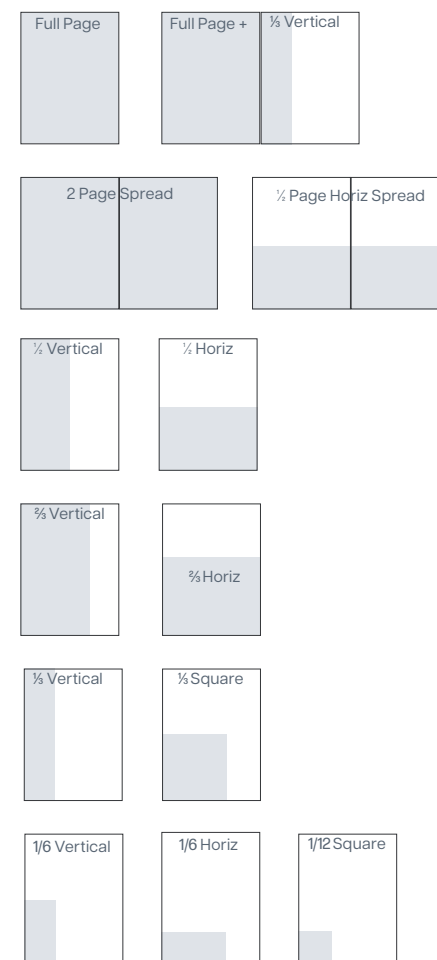
For ad production questions, please contact:

Brandy Pinion, Customer Service Representative

Direct: 662-234-5481 Ext 127 • [bpinion@wtwhmedia.com](mailto:bpinion@wtwhmedia.com)

**Printing Process:** Offset, computer-to-plate (CTP)

**Binding Method:** Perfect bound







300x600



728x90



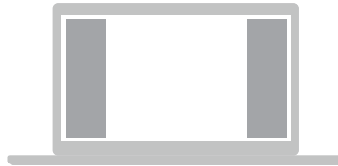
300x250



300x225  
Prestitial Ad - Mobile



970x250



300x1000  
Wallpaper Ad



640x480  
Prestitial Ad - Desktop

[Click here for full specs and material dates for all digital products](#)

# Contact Us

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