

# Convenience Intelligence

MEDIA Partnership

## A NACS Thought Leadership Partnership

Position your company as a category leader in the \$547.8 billion convenience and fuel retailing industry. NACS Magazine readers turn to our publication each month for new products, best practices and the latest industry research. And now we have an impactful way for your company to share its insights and thought leadership with the industry's top decision makers.

NACS Magazine's Convenience Intelligence Media Partnership is a customized, editorial feature that showcases your expertise about the industry and allows you to talk directly to retailers about how you can help grow their businesses.

**Act now!**  
This opportunity is available on a first-come, first served basis.

A 3-page, customized article with your logo



On average, influential retailers spend **45 minutes reading** each issue of NACS Magazine and **72% take action** after seeing an ad.

Source: 2018 Readex Research NACS Magazine Reader Study

## Your Convenience Intelligence MEDIA Partnership includes:

a **\$12,500 net partnership investment**

**A 3-page article** (approx. 1,600-1,800 words) co-written and designed by NACS\* on a topic of your choosing, around your company's research and insights.

- You supply data, charts, retailers to contact for interviews, and your own internal sources
- May include data from NACS or other reputable data sources.

**An acknowledgment** in the article for your company's content assistance (includes prominent logo placement and recognition of Hunter Club membership, if applicable)

**PDF of published article** to place on your company's website and for sales needs. (NACS reprint guidelines apply.)

**A full-page, four-color ad** within your feature in NACS Magazine.

**100 copies of the issue** featuring your article.

**Square Button Ad** on [www.convenience.org](http://www.convenience.org), 2-week flight, this ad spot gets 180,000 average monthly impressions

**An email announcement** promoting the availability of that month's magazine will include a link to your article.

**A NACS Daily e-newsletter article**, reaching more than 40,000+ opt-in subscribers, during the month of publication, summarizing the print article with a link to the article online.

\* NACS retains copyright and has ultimate say on content/design  
\* Only one article will be featured per issue. (not available in Oct.)