



2022 MEDIA KIT

MORE THAN A NEWS PUBLICATION FOR INDEPENDENT RETAILERS AND RENT-TO-OWN:

- **Create Synergy**

Join other manufacturers, distributors, and trade partners in one of the industry's leading trade resources.

- **Boost Sales**

Gain market exposure for your company's products and services.

- **Increase Industry Presence**

Involvement with over 35 national and international tradeshows including on-site distribution of copies and media sponsorships including show web banners, attendee e-blasts and special featured areas.

THE RETAIL
observer

AN EYE ON THE INDUSTRY SINCE 1970

Major Appliances, Consumer Electronics, Home Furnishings, Kitchen & Bath

PRINT MEDIA OPPORTUNITIES

AD SIZE	OPEN RATE (1X)	CONTRACT RATE*
6 page cover feature, including ad	\$33,450**	\$29,500**
4 page spread	\$18,300	\$13,750
2 page spread	\$9,500	\$7,200
2 page advertorial feature including social media	\$10,300	\$7,700
Editorial page across from Full Page Ad	\$3,500	\$3,000
Full page	\$5,995	\$4,500
1/2 page V or H	\$3,620	\$2,600
1/4 page	\$1,975	\$1,450

*Contract based on 6 or more insertions in a 12 month period. Premium position 20% up-charge for back, inside back, and inside front covers.
**Includes cover photo and caption, 5 page editorial photo feature, full page ad and social media package

ULTIMATE PACKAGE PRICING

PACKAGE ELEMENTS	PLATINUM (12X) (8 available)		GOLD (6X) (4 available)		SILVER (4X) (4 available)	
• Full Page Ad	12X @ \$4,500 ea.	\$54,000	6X @ \$4,500 ea.	\$27,000	4X @ \$4,500 ea.	\$18,000
• Product Highlights	Full Package	\$3,800	Full Package	\$3,800	Full Package	\$3,800
• Manufacturer's Notes Includes Partner Spotlight	2X @ \$3,000 ea.	\$6,000	1X @ \$3,000 ea.	\$3,000	1X @ \$3,000 ea.	\$3,000
• Home Page Banner	12X @ \$1,000 ea.	\$12,000	6X @ \$1,000 ea.	\$6,000	4X @ \$1,000 ea.	\$4,000
• E-blast	3X @ \$1,600 ea.	\$4,800	2X @ \$1,600 ea.	\$3,200	1X @ \$1,600 ea.	\$1,600
Contract Rate Total		\$80,600		\$43,000		\$30,400
Package discount	Less 20%	-\$16,120	Less 18%	-\$7,740	Less 15%	-\$4,560
Package Price		\$64,480		\$35,260		\$25,850

WEBSITE BANNER OPPORTUNITIES

PAGE PLACEMENT	SIZE	QTY AVAILABLE PER MO.	COST	
HOME	Top Banner	960x300	2	\$1,500
	What's Happening	350x350	1	\$1,000
	Partner Spotlight	Editorial	1	\$2,000
NEWSLETTER	Top Banner	960x200	3	\$800
	Bottom Banner	960x200	1	\$500
	Side Banner	125x200	1	\$200

MORE OPTIONS: Contact us to create a customized package that will help you achieve your marketing goals.
For sales support or questions call 408.667.6067 or e-mail: sales@retailobserver.com

Special Features: **PRODUCT HIGHLIGHT**



LIFESTYLE TRENDS THE LATEST IN LUXURY DESIGN

FORZA
30" PRO-STYLE GAS RANGE
 The heart of the kitchen has been, and always will be, the source of fire. Forza's radically designed 30" Pro-Style Gas Range features the proprietary Maestro™ Dual-Bioic Select™ Gas System and the industry's widest oven cavity. Combining design, functionality and performance, Forza ranges have dramatically sculpted lines and come in six color options. Built to meet an ordinary undertaking, this is a brave new world of kitchen, born and bred with a decidedly Italian accent.
www.forzaco.com

SPEED QUEEN
COMMERCIAL QUALITY WASHER AND DRYER
 Speed Queen delivers a commercial quality washer and dryer with modern technology while having great care to provide a thorough, efficient wash with a capacity large enough to handle long-sleeved comforters. Built to do 25 years worth of laundry and boasting an industry-leading 5-year warranty, these machines are more than just hardworking appliances – they are family heirlooms.
www.speedqueen.com

SIGNATURE KITCHEN SUITE
9.4 CU. FT. DOUBLE WALL OVEN
 Food needs to stay fresh on its own terms, so we gave our 36-inch Built-In French Door Refrigerator the gift of precise temperature thanks to 5-in-one convertible drawers. Select from five temperature zones: chilled wine, fridge, deli, meats and seafood, cold drinks, or drop the temperature down to make it a frozen. We're also dedicated to purposeful design with features like Lift and Go™ Tins and Drawers, offering one of the industry's most versatile interiors.
www.signaturekitchensuite.com

LG BUILDER
9.4 CU. FT. DOUBLE WALL OVEN
 Our premium built-in wall ovens seamlessly blend style and innovation – making it easy to bring a sophisticated space into a supremely functional. Bake with ease thanks to our True Convection oven as our convection technology distributes consistent precise heat so food is delicious on the inside and crisp on the outside. With EasyClean™, we deliver the fastest over-cleaning feature yet in 10 quick minutes your oven can be sparkling clean, without strong chemical fumes or high heat.
www.lgbuilder.com

MIELE
CMP750 COFFEESELECT COFFEE MAKER
 Miele's CMP750 CoffeeSelect offers several useful features unique to Miele and includes its exclusive CoffeeSelect function, making it possible to select from three different bean types at the touch of a button. Miele also allows for 10 programmable user profiles, allowing each user to create their perfect drink by specifying the amount of coffee, water, milk, soft, and water temperature. With the CMP750, it's easy to brew your favorite cup from anywhere using your smart phone.
www.mieleusa.com

ZEPHYR
PRESERVE™ BLACK STAINLESS-STEEL BEVERAGE COOLER
 The Zephyr Preserve™ Black Stainless-Steel Beverage Cooler combines modern design with sophisticated cooling. The cooler runs down to a frigid 24 degrees Fahrenheit, the ideal temperature for storing beer, soda, and other beverages that taste best at their freshest. Featuring one full-interior wood rack and two silver-ink gray glass shelves, the Preserve-Black-Stainless Beverage Cooler ensures cold drinks are always on hand.
www.zephyrline.com

- \$800 PER SUBMISSION (\$2,600 FOR 4X)
- PLACEMENT IN APRIL, JUNE, AUGUST AND/OR DECEMBER 2022 ISSUES*
- INCLUDES A 75 WORD PRODUCT DESCRIPTION, URL, & LIFESTYLE PHOTO

CONSUMER PRODUCT [NEWS]

SMOKING HOT!
LATEST & GREATEST
 IN NEW PRODUCTS

1 Sharpline hood model 1027 hood / www.sharpinhoods.com 2 Smeg CMSU4302s BI coffee machine / www.smegusa.com
 3 Thermador 48" Pro-Grand® commercial depth dual fuel steam range / www.thermadom.com 4 Miele CM7750 counter top smart coffee machine / www.mieleusa.com 5 Beko 36" French door / www.bekoappliances.com 6 Bosch 800 series 30" gas on glass cooktop with FlameSelect / www.bosch-home.com/us 7 Ig Signature smart wall enabled washer/dryer combo / www.igbuilder.com
 8 Hotcamp 18" and 24" outdoor dual-zone wine & beverage cooler / www.hotcamp.com 9 Signature Kitchen 36" gas pr range with 4 burners and griddle / www.signaturekitchensuite.com 10 Forza 36" pro-style gas range in stainless steel / www.forzaco.com
 11 Sub-zero Pro 36" / www.sub-zero-wd.com 12 Gaggenau 36" CX492 induction cooktop / www.gaggenau.com 13 Bertazzoni 48" Heritage range / www.bertazzoni.com 14 The KitchenAid® series 36" induction cooktop / www.kitchenaid.com



- \$350 PER SUBMISSION (\$1,200 FOR 4X)
- PLACEMENT IN MARCH, MAY, JULY AND/OR NOVEMBER 2022 ISSUES*
- INCLUDES PRODUCT DESCRIPTION, SILHOUETTE PHOTO & URL

*See page 3 for The Retail Observer materials due dates

OUR MISSION

- To be recognized as an industry leader and innovator in providing educational information to the Independent Retailers across the globe
- To be a leading media resource within the industry to facilitate partnerships between manufacturers, distributors and trade partners
- To commit to implementing the most advanced web, social and print media solutions to effectively promote diverse marketing strategies across multiple product categories



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2764 N. Green Valley Pkwy., Suite 508 • Henderson, NV 89014 - 2121
702.208.9504 – www.retailobserver.com • sales@retailobserver.com – 408.667.6067