

## multiple access points

*Convenience Store News* continues to innovate to meet convenience retailers' information needs and suppliers' trade advertising objectives. Our expanded portfolio of products includes:

- Magazines
- Robust Web Sites
- Retailer Conferences
- Custom Publishing Programs
- Editorial-driven and Custom Web Seminars
- Trade Show Dailies
- Digital Newsletters
- Roundtable Meetings
- Special Trends Supplements
- The Most Comprehensive Industry Benchmarking Research

These marketing and messaging opportunities can be customized to accommodate every supplier's preferred communications tactics.

Our partnership with Nielsen sister companies such as ACNielsen, Nielsen TDLinx and Nielsen Expositions provides suppliers with opportunities, insights and capabilities that only *Convenience Store News* can deliver for successful convenience trade marketing and communications.

## Convenience Store News magazine at a glance

We answer the industry's questions with the most dynamic mix of late-breaking news, cutting-edge analysis and business intelligence. Whatever's "next" in terms of helping retailers grow their businesses is what *Convenience Store News* covers – better than any other publication. **CSNews is the industry's No. 1 publication<sup>1</sup> serving the industry for over 40 years.**

## comprehensive CSNews forecast study & annual industry report

Each year, *Convenience Store News* provides the industry with actual and forecasted benchmarks in its landmark reports. The annual C-store Forecast Study, published in January, provides an incisive preview of the 12 months ahead.

Meanwhile, the comprehensive Industry Report reveals and examines the industry's actual performance, with in-depth category reports, industry totals, financial results, operations and store development.

- JANUARY 11 – Annual Industry Forecast Study
- MARCH 1 – Industry Report-First Look
- JUNE 14 – 2010 Industry Report compilation issue with in-depth Category Best Practices Reports:
  - Tobacco
  - Candy/Gum
  - Technology
  - Packaged Beverages
  - Malt Beverages, Wine and Spirits
  - Foodservice
  - Salty Snacks

## actionable research

*Convenience Store News* provides business intelligence that retailers and suppliers can trust. Forecasts that are reliable and actionable. Insights backed by hard data that are the industry standard.

*Convenience Store News* – working closely with Nielsen partners such as ACNielsen and Nielsen TDLinx – is considered the foremost source of research in the convenience store industry. It's one of many attributes that make *Convenience Store News* indispensable to retailers. It's what gives advertisers such powerful and unique opportunities to outpace the competition.

## in-depth insight with special topic studies

*Convenience Store News* is your home base for key industry data and benchmarks providing a total 360° view of convenience retailing. Special topic studies include:

- Top 100 C-Store Chains
- Foodservice Study
- Industry Forecast Study
- New Product Scorecard
- Industry HR, Labor & Salary Survey
- Technology Study
- Security Study
- Top 25 Wholesalers
- Annual Industry Report
- Realities of the Aisle



## get the precise insight you need with customized market research

*Convenience Store News* is your research partner. We can work with you to gather and interpret the data you need to put your sales and marketing on a faster track. Customized market research includes:

- Advertising and messaging effectiveness studies
- Retailer execution studies
- Focus groups – retailer or consumer
- Product coverage gap analysis
- Other custom research upon request

## Convenience Store News information & insights partners



Consumer and business intelligence including: ACNielsen, Claritas, Scarborough Research, Spectra, Nielsen TDLinx and Trade Dimensions

Preston/Rogers Associates, Inc.  
Market Research & Media Consulting

ThinkResearch  
From the mind to the market

<sup>1</sup>Source: 2009 Convenience Industry Media Usage Study