

Convenience Store News FOR THE Single Store Owner

a unique publication for a powerful market segment

In March 2006, recognizing the huge market segment it represented, and that the information needs of single-store owners was much different than chain store operators, *Convenience Store News* introduced this new and separate brand. The success of *Convenience Store News for the Single Store Owner* has shown us that we are correct in our assessment of this market.

single-store owners represent the biggest part of the industry

- 62% of the industry's 144,875 store locations are operated by single-store owners.¹
- They account for \$361.3 billion for industry in-store sales (57%).²



Pie Chart Source: Nielsen TDLinX, December 2008

top 10 in-store categories for single stores

Categories	% of In-store Sales	Total Sales (in millions)	Average Sales Single Store
1. Cigarettes	32.30%	\$29,986	\$341,845
2. Foodservice	12.30	12,182	138,877
3. Packaged Beverages	11.63	10,846	123,646
4. Beer/Malt Beverages	10.72	10,147	115,678
5. Edible Grocery	5.49	5,247	59,817
6. General Merchandise	3.88	3,648	41,588
7. Other Tobacco	3.63	3,584	40,858
8. Candy/Gum	3.04	2,904	33,106
9. Fluid Milk Products	2.83	2,678	30,530
10. Non-edible Grocery	2.41	2,272	25,901

Source: *Convenience Store News* 2009 Industry Report

editorial focus

CSNews for the Single Store Owner offers unmatched, single store-focused coverage of successful new products, new marketing and merchandising programs, trends and research, petroleum marketing and business execution. Regular features reflect what single store owners told us they were most interested in.

Regular Features

- Category Focus
- Technology
- Foodservice
- Security/Loss Prevention
- Gasoline Marketing
- Case Studies
- Success Stories

Regular Sections/Columns

- Single-Store Perspectives
- New Products
- Promotional Calendar
- NACS I.Q.
- SSO Alumnus

Single Store Owner provides:

Market Access — Direct communication with this large segment of the industry through efficient print and online media.

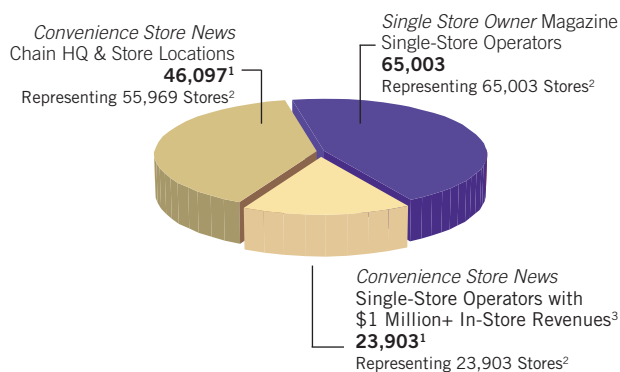
Optimal Execution — The ability to better manage new product introductions, competitive positioning and retailer execution in support of your distributors, wholesalers and brokers serving this market.

Competitive Advantage — The opportunity to grow ACV and market share through optimization of the single-store segment.

Complete Coverage of Single Stores — *Convenience Store News for the Single Store Owner's* circulation of 65,003 is determined and continuously updated by Nielsen TDLinX, the authority in tracking every retailer location. *CSNews for the Single Store Owner's* circulation consists of single store owners generating less than \$1 million/year in in-store sales. *Convenience Store News* is read by 25,943 other single store owners with more than \$1 million in in-store sales. Combined, the two publications reach **100% of single-store owners with NO DUPLICATION.**

Total Industry Coverage — The single-store circulation of *CSNews* combined with the circulation of this bi-monthly magazine for the single store owner is the only way to get total market coverage: **100% of chain stores and 100% of single stores.**

Convenience Store News + *Convenience Store News for the Single Store Owner* = **100% Coverage of C-store Industry**



Total= 144,875 Stores²

¹Source: Total qualified circulation, BPA Statement, June 2009 (does not include paid subscriptions)

²Source: Nielsen TDLinX, December 2008

³Source: Publisher's own data

www.singlestoreowner.com

This online resource for single-store owners answers the many questions these entrepreneurs have. No longer isolated, single-store owners use this online forum to seek industry information, ask questions and offer opinions.

Site highlights include:

- Latest New Products
- Expert advice with Interactive "Ask the Experts"
- Daily Supplier and Distributor News
- Retailer Success Stories
- C-store Customer Research
- C-store Industry Research
- Interactive Polls
- Trendline
- ... and more.

¹Source: Nielsen TDLinX, December 2008

²Source: *Convenience Store News* 2009 Industry Report