

Mission Statement

TOB is the most comprehensive and compelling communications resource to the growing tobacco outlet trade class and to other retailers and wholesalers that derive a portion of their revenue from tobacco and tobacco related products.

TOB reports and analyzes news and information affecting these businesses, and provides industry information that will help them to operate more profitably.

Tobacco Outlet Business



2010 Rates, Editorial Calendar & Advertising Specifications

Tobacco Outlet Business Integrated Marketing

Integrated Marketing Package

Successful communication is based on integrated use of a variety of different communication venues, from print and internet advertising and direct mail to trade show exhibiting and on-site sponsorships. *Tobacco Outlet Business* offers a complete array of communications options.

The TOB Industry Directory

Industry directories are one of the best advertiser values, and the *TOB* Industry Directory reaches the entire tobacco retailing and wholesaling market. The directory is distributed to the entire *TOB* audience and is delivered to every attendee at the annual Tobacco Plus Expo.

Tobacco Plus Expo 2009

Our show assembles the largest number of suppliers of tobacco products, accessories, and related products in the world under one roof. The attendees are from every segment of the tobacco retail business, including wholesalers, outlet operators, tobacconists, c-store, supermarkets, and mass merchandisers. For information on exhibiting at the show and show sponsorship opportunities contact Susan Reuter of Reuters Expositions at 888-737-3976.

TOB Direct Mail

Tobacco Outlet Business provides tailored direct mail programs that allow you to target your marketing message by business type or by geography. *TOB* direct mail is a turnkey program that includes list rental, handling, and postage conducted out of our direct mail facility in Raleigh, NC.

TobaccoOutletBusiness.com

The tobaccooutletbusiness.com site has seen a steady increase in visits as the use of technology has increased among our readers. Contact Ed O'Connor at (877)-702-4427, or by email at edwardoconnor@tobonline.com for information on how the Tobonline.com site can be part of your marketing efforts.

TOB Research Center

Tobacco Outlet Business provides full service proprietary market research. We can work with you to target the audience you need, put together your questionnaire based on your input, field the study, tabulate the results, and produce a final report.

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	JAN/FEB <i>TPE Show</i>	MARCH/APRIL	MAY/JUNE	JULY/AUG <i>IPCPR Show</i>	SEPT/OCT <i>NACS Show</i>	NOV/DEC	INDUSTRY DIRECTORY
Ad Sales Close	January 4, 2010	March 5, 2010	April 6, 2010	May 28, 2010	August 2, 2010	October 1, 2010	November 2, 2010
Material Deadline	January 12, 2010	March 15, 2010	April 14, 2010	June 9, 2010	August 11, 2010	October 13, 2010	November 16, 2010
Cover Story	The Gala TPE Show Preview/ <i>TOB</i> 's Top 50 Retailers	TPE Highlights	Industry Innovations: Inventive Ideas from Retailers and Manufacturers	Independence Day: Winning Strategies from Single Store Operators	Legislative Landscape: Status Report on Taxes and Regulations	2010 Review/2011 Predictions	2010 <i>TOB</i> Industry Guide

TOBACCO OUTLET BUSINESS DEPARTMENTS

CIGAR SENSE

An every issue section focusing on products, retailer profiles, and supplier perspectives. Also included will be best practices, tactics to build your cigar business, product volume updates, and supplier marketing tips on how to sell more cigars.

BEYOND TOBACCO

An every issue perspective on the opportunities for sales and profits outside of the core tobacco products. From beverages to accessories, from impulse to basics, retailers are finding new niche opportunities to grow their businesses. We will search these out and report the results to you.

PRODUCT PROFILES

Products are essential to successful retailers. Product Profile communicates the array of products available to retailers to help to sell more products. Product Profiles will be addressed in every issue of *Tobacco Outlet Business*.

BUSINESS INSIGHTS

In every issue of *Tobacco Outlet Business*, business tactics and best practices will be covered. Business tactics, marketing, money management, employee training, and other strategies to better manage your business will be covered.

CATEGORY MANAGER

Tobacco Outlet Business represents original research in every issue; offering insights and information about what, why and when products are moving through the tobacco retailing market.



4/C ADVERTISING RATES

	1X	3X	6X
Spread	\$5,975.00	\$5,875.00	\$5,375.00
Page	\$3,995.00	\$3,895.00	\$3,395.00
1/2 Island	\$3,090.00	\$2,990.00	\$2,875.00
1/2 Page	\$2,885.00	\$2,785.00	\$2,635.00
1/3 Page	\$2,830.00	\$2,730.00	\$2,575.00

(B/W Rate Available)

SPECIAL ISSUE RATES

Directory\$3,395.00

ADVERTISING AD SPECIFICATIONS (TRIM SIZE 8.375 W X 10.875 H)

MAGAZINE AD SIZES	NON-BLEED SIZE	BLEED SIZE
Spread	15.75 W x 9.875 H	17 W x 11.125 H
Single Full Page	7.375 W x 9.875 D	8.625 W x 11.125 H
½ Page Horizontal	7 W x 5 H	8.5 W x 5.25 H
½ Page Vertical	4.875 W x 10 H	5.25 W x 11.125 H
1/3 rd Page Square	5 W x 4.875 H	N/A
1/3 rd Page Vertical	2.375 W x 10 H	N/A

TOBACCO OUTLET BUSINESS CIRCULATION

Tobacco Outlets	12,350
Wholesale Distribution	1,275
Tobacconists	1,700
C-Store HQ	975
Supermarket/Mass/Drug	200
TOTAL	16,500

SALES CONTACTS

Edward (Ed) O'Connor, President

Tobacco Media Group/
Tobacco Outlet Business
8540 Colonnade Center Drive
Colonnade One, Suite 103
Raleigh, NC 27615
Toll Free: 877-702-4427
Direct: 805-744-4216
Mobile: 919-614-4873
Email: edwardoconnor@tobonline.com

Phil Viscidi, National Sales Manager

Tobacco Outlet Business
One Hollis Street Suite 305,
Wellesley, MA 02482
Telephone: 781-431-1320
FAX: 781-431-7169
Cell: 781-771-8838
Email: phil@viscidi.com

SEND ALL MATERIALS TO

Lea Edmondson, TMG International, 8540 Colonnade Center Drive, Colonnade One, Suite 103, Raleigh NC, 27615, Phone: 877-702-4427, Email: leaedmondson@tobonline.com

MATERIAL REQUIREMENTS

Digital files are required (no film). All supporting artwork and fonts (screen & printer) must be included when sending files. Mac fonts only. All graphics must be CMYK. Hard copy proofs produced at 100% must be provided. Acceptable file formats are: Print optimized pdf file, Photoshop CS or Illustrator CS.

Settings for print optimized pdf files are: Do not include hyperlinks, embed all fonts, text and line art compressed, all images must be CMYK, and at least 300 dpi. Color output composite CMYK, registration off and a symmetric bleed of .125".

COLOR PROOF SPECIFICATIONS

Proofs must be made on SWOP specified stock and with new standard proofing ink. Match density as per SWOP standards reference. Each proof should carry a GATF color bar, or a solid color bar and 50% screen on top.

FTP SITE

ftp://tob.hosting4less.com

user: tob-user

password: tmgi

Once upload is complete, please send an e-mail to Karen Smith, karensmith@tobonline.com, include the issue and filename.