MARKETING PLANNER

MULTI-CHANNEL APPROACH TO REACH THOSE IMPACTING THE LOSS PREVENTION AND ASSET PROTECTION INDUSTRY

WINNER OF BEST B2B PUBLICATION BY NICHE MEDIA
WINNER OF GOLD MARCOM AWARD FOR MAGAZINE DESIGN

THE AUTHORITY OF ASSET PROTECTION, PROFIT ENHANCEMENT, AND RETAIL PERFORMANCE
**LP Magazine’s primary readers are the LP management and professionals responsible for implementing, researching, specifying, recommending, and approving purchases of LP products and services.**

Distribution of each print issue averages 14,000 individuals every two months with 67% pass-along rate to 2 or more colleagues.* Plus, our extensive online presence is over 500,000 in online reach and growing quickly. The *LP Magazine* brand truly is the fastest growing media brand for loss prevention.

Your media strategist can provide additional readership details.

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### About Our Readers

#### Industry Segment**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Retail</td>
<td>29%</td>
</tr>
<tr>
<td>Non-Retail Management</td>
<td>9%</td>
</tr>
<tr>
<td>Retail</td>
<td>71%</td>
</tr>
<tr>
<td>LP/Security Management</td>
<td>62%</td>
</tr>
</tbody>
</table>

#### Retail Segment**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department store, mass merchandiser</td>
<td>34%</td>
</tr>
<tr>
<td>Discount, wholesale club, outlet, off-price</td>
<td>7%</td>
</tr>
<tr>
<td>Specialty apparel, footwear, gifts, jewelry, sporting goods</td>
<td>11%</td>
</tr>
<tr>
<td>Home center, hardware, appliances, furniture</td>
<td>9%</td>
</tr>
<tr>
<td>Drug store, pharmacy, vitamins</td>
<td>6%</td>
</tr>
<tr>
<td>Office supplies, electronics, videos, music, books</td>
<td>3%</td>
</tr>
<tr>
<td>Grocery, supermarkets, convenience stores</td>
<td>14%</td>
</tr>
<tr>
<td>Restaurant, hospitality, entertainment</td>
<td>3%</td>
</tr>
<tr>
<td>Other retail segment</td>
<td>13%</td>
</tr>
</tbody>
</table>

#### Retail Job Function**

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate, regional, district manager</td>
<td>43%</td>
</tr>
<tr>
<td>Store LP manager, investigator, associate</td>
<td>33%</td>
</tr>
<tr>
<td>DC, logistics, supply-chain, other LP manager</td>
<td>4%</td>
</tr>
<tr>
<td>Other retail manager (non-LP)</td>
<td>9%</td>
</tr>
</tbody>
</table>

*Note: Numbers may not equal 100 due to rounding*

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*2019 Annual Readership Study, September 2019; **Circulation Data; November 2020, sample of 6,577 qualified readers; ***Performance Analytics as supplied by Google Analytics

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"…I have been a reader for many years now and I still continue to gain new knowledge and establish new connections because of your magazine.**"**

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**About Our Readers**

- **14,000+** Individuals every other month
- **67%** Pass-along rate to 2 or more colleagues
- **OVER 500,000** Online reach and rapidly increasing

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**60%** read the magazine *Cover to Cover*  
**68%** read content on the LPM website  
**84%** 84% read the LPM daily newsletter  
**53%** have direct influence on LP-related purchases within their organization  

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**Today’s Retail LP Leaders and Tomorrow’s…**

Our Readership
**LP Magazine** is the only print publication that uniquely targets the loss prevention professional and those who impact retail asset protection.

### Run-of-Book Print Rates

<table>
<thead>
<tr>
<th></th>
<th>Full Color Rates</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1X</td>
</tr>
<tr>
<td>2-page Spread</td>
<td>$10,815</td>
</tr>
<tr>
<td>Full page</td>
<td>$6,280</td>
</tr>
<tr>
<td>Half page</td>
<td>$4,705</td>
</tr>
</tbody>
</table>

### Grab Readers Attention: Inserts and Special Packaging

Inserts, bellybands, cover stickers, and other more non-traditional ad formats are opportunities to grab reader's attention in a more unique way via our print magazine. The *LP Magazine* team works with you to develop the best opportunity that meets your marketing objective. Contact your media strategist for pricing and production requirements.

### Share Your Expertise: Solution Showcase

Feature case studies, success stories, technology discussions, or other applicable editorial developed in partnership with *LP Magazine* and featured across both print and digital channels maximizing reach and impact.

### Reprints

Reprints of Solutions Showcase, Ask the Expert, and other articles are available upon request and are an excellent way to extend reach to your target audience at trade shows, corporate event and as supplemental sales materials. To order reprints, contact the publisher at publisher@LPportal.com.

**Pricing on request**
LPM Marketplace

The Marketplace is a special section in every issue of LPM. It creates an opportunity for our partners to feature their company’s products and services at a cost-effective rate. The marketplace consists of advertiser-created ads in two specific sizes.

**Pricing**

1/6-page—$850
1/3-page—$1,500
Rates are net with advertiser supplying print-ready copy.

Additional minimum $200 charge for LP Magazine to create ad.

**Sizes**

1/6-page—2.167” wide x 4.625” deep
1/3-page square—4.583” wide x 4.625” deep
1/3-page vertical—2.167” wide x 9.568” deep

*Frequency discounts available for 3 or more insertions during calendar year.

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**New Product Spotlights**

Show off new products and solutions with an integrated marketing package. The Spring and Fall issues of LPM offer a special product section and are complemented with digital marketing.

**Product Spotlights include ALL three of the below options for one rate.**

1/4 page spotlight in printed issue of LPM (designed by LPM)

Includes:
- Image of product/solution (horizontal images work best)
- Headline/Product name
- 50 words of text
- URL (short versions ie; bit.ly)
- Company logo

Full product release on LossPreventionMedia.com

Includes:
- Full product release or solution write-up (minimum of 300 words)
- Up to 3 images
- Links to off-site pages and social channels
- Company logo

LPM Spotlight eBlast to LPM audience

Includes:
- Custom email sent to all LPM subscribers
- Image and 50 words of text included with links
- Sent after print issues published and mailed

Rate: $1,500 per product
2022 Editorial Calendar and Deadlines

Editorial Contacts

Editor-in-Chief
Jack Trlica
JackT@LPportal.com

Editorial Director
Jacque Brittain, LPC
JacB@LPportal.com

Managing Editor
Courtney Wolfe
CourtneyW@LPportal.com

Issue | Winter | Spring | Special Issue 1 | Summer | Fall | Special Issue 2
--- | --- | --- | --- | --- | --- | ---
Editorial Deadline | Dec 17 | March 18 | TBD | June 17 | Sep 16 | TBD
Ad Space | Jan 3 | March 30 | TBD | June 30 | Sep 26 | TBD
Materials Due | Jan 10 | April 8 | TBD | July 8 | Oct 7 | TBD

Feature Focus
- Cargo and Supply Chain Theft
- Evolution of the LP Role
- Preventing Theft from Shoplifting to Burglary
- Audits: A Fundamental Tool of LP Fraud Prevention from Self-Checkout to Online Crisis Management and Business Recovery
- All about Organized Retail Crime
- Counterfeiting and Brand Protection
- Global Intelligence and Travel Safety
- Building a Better Security Operations Center
- Analytics and Data Management
- Preventing Violence Inside and Outside Stores
- Diversity and Inclusion
- All about Shrink Reduction Strategies and Tactics

Ongoing Columns
- Cyber Security Interviewing
- Supply Chain Technology
- Cyber Security Interviewing
- Supply Chain Technology
- Cyber Security Interviewing
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- Supply Chain Technology

Webinars
- ORCAs in Action
- Store Safety
- e-Commerce and Online Fraud
- Supply Chain Challenges
- LP Leadership in 2022 and Beyond
- Crisis & Conflict Management

Bonus Distribution
- RILA AP
- FMI AP
- RLPSA
- ISC West
- NRF Protect Retail Canada LP
- Cyber Security Summits
- ORC and Law Enforcement Investigators
- GSX 2022 LPRC Impact
- CLEAR LPM Annual Meeting
- Retail Operations Professionals

Got Content? Or Ideas for Content?

*LP Magazine* is committed to providing the latest news, trends, and issues that impact the loss prevention industry at large. This also includes the expertise of solution providers. While our content will remain neutral, we are always willing to discuss opportunities for content from solution providers that offers thought leadership to our readers. Visit the following URL for more information: www.losspreventionmedia.com/contributor-guidelines/
Ad Specs

Print Ad Sizes (width x height)
- 2-page spread (non bleed)—17” x 9.875”
- 2-page spread (bleed)—18” x 10.875” plus 1/8” bleed on 4 sides
- Full page (non bleed)—8” x 9.875”
- Full page (bleed)—9” x 10.875” plus 1/8” bleed on 4 sides
- Half-page vertical—3.875” x 9.75”
- Half-page horizontal—8” x 4.75”

Printing is web offset at 150-line screen and perfect bound. Trim size is 9” x 10.875.”

IMPORTANT—Image area of ads should allow 3/8” from trim to live copy.

Preferred Format—All ads must be submitted in digital format. Film is not accepted. Files must be CMYK and Macintosh compatible. Submit all ads as a high-resolution PDF. Please confirm the ad is press ready and conforms to the requirements below. Ads that are not print ready will not be accepted or will incur additional charges to prepare for print.

PDF file and all embedded graphics are 300 dpi.
- All colors are CMYK (4 plates) with no spot colors and no RGB colors. Ads other than CMYK will be converted without notification.
- All fonts must be embedded.
- For full-page bleed ads, be sure to extend graphics at least 1/8” beyond the trim marks on all four sides.

Ensure that live copy is at least 3/8” from trim. Trim size is 9” x 10.875.”

Alternate Formats—Adobe Illustrator and Photoshop (TIF or JPEG) files are acceptable, but not preferred. All fonts must be converted to outline and saved as final print-ready, CMYK, placeable file.

Solution Showcase Submissions
- Advertiser-submitted copy will be edited by LP Magazine for content, style, and length.
- Articles should include appropriate product and/or retail-related photography supplied by advertiser as high-resolution digital files (300 dpi).
- Electronic PDF versions of articles will be provided to advertisers for email or web marketing.

Articles will be published on the Solution Showcase page of the magazine website.
- Submission of text and photograph coincides with the space reservation deadline for the specific issue as shown on the editorial calendar.
- LP Magazine reserves the right to reject articles submitted by advertisers at the publisher’s discretion.

Digital Submissions
Banner Ad Specs
- Billboard—970 x 250 pixels
- Medium banner—300 x 250 pixels
- Mobile Leaderboard—300 x 100 pixels

Banner ads adhere to IAB standards (iab.net). We accept ads in most formats, including GIF, JPEG, animated GIF, Flash, and Shockwave. All digital ads must be under 256KB file size.

LPM Daily e-Newsletter Specs
- Banner ads are 300 x 250 pixels. GIF and JPEG files are supported. Animated ads should be submitted in the GIF format only. Supply URL for linking.

Ad Submission Portal: All print and online materials should be uploaded using our convenient file-management system at the following link: LossPreventionMedia.com/file-delivery
LPM Digital Partner Program sponsors include an omnipresent Partner Logo bar, so your logo is seen by every visitor to the website and every enewsletter open. Plus, prominent ad positioning in both LossPreventionMedia.com and the LPM Daily e-newsletters.

**LIMITED TO JUST 10 COMPANIES PER MONTH**, the Premium Partner Program reinforces—or establishes—your company’s leadership position in the loss prevention and asset protection industry.

**$3,000 MONTHLY / $7,500 QUARTERLY / $27,500 ANNUALLY**
All sponsor ads will appear in locations marked 1–5 below and rotate equally between all monthly sponsors.

**Partner Plus Program:**
Upgrade your Partner Program and extend the impact of your marketing message to our qualified audience. Get everything from our Partner Program plus reach the LPM audience as they browse other select websites.

**How It Works**
- Includes all visibility from LPM Digital Partner Program and the below.
- Your ads rotate on our website, in our newsletter, and on other select websites.
- On other sites, your ads only appear to our targeted LPM audience.
- Your logo appears on our website, in every email newsletter, and in print as one of our 10 monthly partners.
- Over 200,000 total impressions per month (90,000 ad impressions, 80,000 digital logo impressions)

**Investment $4,000/month**

**LPM Daily E-newsletters**
Delivered to 10,000 opt-in subscribers. The LPM e-newsletter is emailed daily with multiple promotional vehicles available. With a monthly reach of over 300,000 LP professionals, the newsletters feature both original content and other news impacting LP and retail professionals.

Monthly reports are generated for advertisers and include the overall magazine performance and advertiser-specific performance.

*limited inventory available*
LPM Directory

We offer a complimentary Directory Listing to all loss prevention vendors to include:


- Business Name
- Address
- Phone Number
- URL

All Media Partners will have a Basic listing at no charge which includes your company logo and 150 words of copy. Non-advertisers interested in enhancing their free listing, can choose from one of the following options:

- **Basic:** $500 for an annual listing includes the above free listing plus a logo and 150 words of copy and URL.

- **Enhanced:** $1,000 for annual listing includes Basic plus, two product images, 250 words of copy, logo and links to five offsite content pages (social media, sales sheets, etc).

- **Enhanced Premium Listing:** $200 a month or $2,000 annual (paid upfront) includes Basic and Enhanced plus embedded video, three product images, 350 words of copy.

Wallpaper Web Site Ads [Exclusive Position]

Make your brand stand out with these exclusive web site wallpaper ads.

- **Production Specs:**
  - **320x50** – (REQUIRED for mobile)
  - **1440x900** – (REQUIRED) Middle 1164x900 pixels must be blank.
  - **1600x1050** – (OPTIONAL) Will be shown on larger desktop screens only. Middle 1164x900 pixels must be blank.
  - **1920x1050** – (OPTIONAL) Will be shown on larger desktop screens only. Middle 1164x900 pixels must be blank.

- **Background color** – Since the desktop wallpaper doesn’t always cover the full width and height of the screen, the advertiser should supply a background color. (EXAMPLE: RGB hex format like: #01b1dd)

  *JPG recommended / 250KB file size max, no animation

- **Cost:** $3,750/month
Programmatic Advertising—also referred to Audience Extension Advertising—allows you to extend your brand reach further to our qualified audience of LP professionals as they browse other websites across the Internet. We manage the process, utilize targeted behavior on our platform, and take the guesswork out of programmatic display advertising for you with a fully managed program. This is an ideal supplement or standalone to your digital marketing efforts with LPM. Why? It's very simple—this extends your visibility and reach to our audience of AP professionals.

Here's how it works:
- Provide us with the following ad sizes to reach 98% of the market: 728x90, 160x600, 300x250, 300x50, 320x50.
- We target our readers as they browse other websites across the Internet, both desktop and mobile devices.
- Geotargeting and geofencing available.
- Reach higher quality websites than you can with the Google Display Network.
- Minimum 3-month commitment.

Retargeting
- $500 per 10,000
- 10,000 minimum impressions
- Multiple ad sizes
- Tracking impressions/clicks only

Remarketing
Extend your marketing to LPM subscribers on their social media feeds.
- Rates based on budgets allocated
- 5,000 minimum impressions
- Multiple ad sizes
- Ability to post videos, multiple products, call-to-action campaigns
- Tracking impressions/clicks only
- LinkedIn and Facebook only

Speak to your sales rep on pricing and creating custom programs that fit your brand and marketing needs.
Focus On: Custom Newsletter
Delivered to 10,000 opt-in subscribers.
The LPM Focus On newsletter is a highly focused newsletter on a topic of your choice. The Focus On newsletter will feature both LPM content and vendor supplied content to bring the most thorough content to educate the LP community on a specific subject matter.

*Exclusive Sponsorships Only

<table>
<thead>
<tr>
<th>Pricing</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X+</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$3,000</td>
<td>$2,750</td>
<td>$2,500</td>
<td>$2,250</td>
</tr>
</tbody>
</table>

Ad and Content Submission
- Topic of choice
- Company logo
- 300X250 banner ad
- 3 pieces of vendor content (article, video, white paper, product, etc)

Production Specs
Banner ads adhere to IAB standards (iab.net). We accept ads in most formats, including GIF, JPEG, animated GIF, Flash, and Shockwave. Non-rich media up to 35K and rich media up to 70K load, 20-loop maximum. Audio must start muted.
Upload banner ads to LossPreventionMedia.com/file-delivery

Podcasts
Podcasts and webcasts provide educational and promotional information to industry professionals through short audio presentations. Sponsor an editorial podcast or work with us to create an exclusive, custom podcast to allow industry professionals to hear directly from you. Podcasts are important channels for reaching LP professionals in other meaningful ways beyond written and visual content. It is also an evergreen sponsorship. People return to listen to podcasts or listen to an older podcast based on level of interest in the content. In our newer formats for 2021, we are also recording this via webcast to promote both the audio interview and video component.

LPM podcast sponsorships include:
- New podcast posted weekly
- Sole sponsor
- Minimum of 4 podcasts
- Sponsor is recognized with intro/outro audio with thank you and URL
- Promoted in LPM e-newsletters, on web site, and through social channels
- $1,000/month

2Cents on 2Things series include:
- Mention at minimum of 2x in episode with dedicated :15 spots
- Email blast promoting podcast including sponsor
- Sponsorship of the webpage and direct CTA links
- Social mentions promoting the podcast and the sponsor

Speak to your sales rep on pricing and creating custom programs that fit your brand and marketing needs.
LPM Voice
The LPM Voice emails are original editorial on specific thought-leadership subjects written by magazine staff or contributors. Content is exclusively sponsored by individual advertisers. Each LPM Voice article goes out to the entire digital readership and will also appear in our daily e-newsletter that links to the full article on our website where it will be sponsored by the vendor indefinitely.

<table>
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<tr>
<th>Pricing</th>
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<th>2X</th>
<th>3X</th>
<th>4X+</th>
</tr>
</thead>
<tbody>
<tr>
<td>LPM Voice</td>
<td>$3,500</td>
<td>$3,100</td>
<td>$2,750</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Production Specs
- Editorial topic for a new article (OR an existing case study, white paper, thought-leadership article)
- Contact(s) for interview
- Timeframe for execution (typically take 45 days to produce)
- 300X250 Banner ad
- 35-word text advertisement
- Logo
- URL of choice

LPM Spotlight
Targeted LPM Spotlight is a co-branded HTML email sent to the same loyal readership as our e-newsletters, providing a means to proactively reach retail LP professionals with a focused marketing message, new product offering or survey.

Cost: $1,750

Production Specs
- Headline
- Sub-headline
- Subject line
- Copy minimum of 150 words
- 2 to 3 images (all images will be live and linkable)
- One 300X250 banner ad with URL OR one text ad with URL
- Up to two in-text links
- Logo
LPM Focus Centers

Take content marketing to a new level and establish your company as a thought leader in the industry! LPM offers a full-feature, topic-centric microsite called a FocusCenter. As the exclusive sponsor you work with the editors to select a topic of interest to the LP community of decision makers. Your content geared toward the chosen topic is paired with content supplied by LPM’s editorial team to ensure your company name becomes synonymous with the topic you choose.

- 3- or 6-month program.
- Landing page with all content focused on selected topic.
- 1 new article per month written by LPM. Articles can also be used on sponsor site and social media.
- Sponsor supplies 4−5 original pieces of content.
- Sponsor can provide 2 additional articles every month for microsite.
- Page will be promoted through LPM e-newsletters (4 minimum post per month).
- 2 exclusive blasts to promote the page (within 3-month program).
- Pages and articles promoted through LPM social channels.

Loss Prevention Media maintains ownership of content supplied by LPM.

Cost: $15,000 for 3-month program
$24,000 for 6-month program

Custom Webinars

LPM Webinars are hosted by LP Magazine to offer sponsors an opportunity to reach the loss prevention community in an in-depth, informative electronic format that remains available on our website for three or more months after the live broadcast. Attendee leads are provided to sponsors for follow up after the webinar. LPM uses Zoom as its technology platform. A 45–60 day lead time is suggested to execute a webinar successfully.

Cost: $7,500

Production Specs

- Title of webinar
- 300 word abstract or summary of webinar
- Speaker Bios + Headshots
- Logo
- URL of choice

*Timeframe for execution is 45–60 days

LPM Editorial Webinars

Sponsor webinars produced and marketed by LPM while collecting contacts and associating brand with relevant content.

Cost: $4,000

Production Specs:

- Company logo
- Slide or :15 second video

See editorial calendar for topics and timing

Whitepapers and Sponsored Reports

Position your company as a thought leader in the asset protection industry by supplying relevant downloadable content for our readers. Vendors can supply content as a PDF and allow readers to download the report for their consumption; leads provided to the vendor.

The whitepaper/sponsored report will be promoted on LossPreventionMedia.com, through the LPM daily e-newsletter, a post on LPM web site, and with a LPM Spotlight.

Cost:

<table>
<thead>
<tr>
<th>Pricing &amp; Options</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X+</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Paper</td>
<td>$4,250</td>
<td>$3,950</td>
<td>$3,500</td>
<td>$3,250</td>
</tr>
</tbody>
</table>

Production Specs

- Title/headline
- Abstract of 150–300 words
- PDF of content
- Logo

LEAD GENERATION: All whitepapers will be promoted until they receive 150 downloads from a specific piece of content. LPM has 90 days to achieve guaranteed contacts. Whitepaper will remain on LPM site until asked to be removed by sponsor.

LPM Custom Research and Special Reports

Whether it is industry research or quick peer polling, LPM is positioned to help you get the data you need to support your key business decisions. Our experienced staff will work with you to create a survey specific to your topic and leverage our extensive network to help target the appropriate audience for participation.

Contact Media Strategist for more details
THE LP MAGAZINE TEAM

Contact Us

When you partner with LP Magazine for your marketing and advertising needs, you are partnering with the full team at LP Magazine, leveraging expertise across loss prevention, marketing and advertising strategy, program implementation, and media plan development. The LPM team consists of experts across various fields with a core mission of bringing the best value to our readers and the best programs to our advertising partners.

Editorial / Sponsorship / Marketing

EDITORIAL NEEDS

EDITOR-IN-CHIEF
Jack Trlica
JackT@LPportal.com

MANAGING EDITOR
Courtney Wolfe
CourtneyW@LPportal.com

EDITORIAL DIRECTOR
Jacque Brittain, LPC
JacB@LPportal.com

DIRECTOR, DIGITAL OPERATIONS
John Selevitch
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