

YEARS

Vending Times

PRINT & INTERACTIVE Media Kit

The leader in:

original content
readership
S.E.O.
traffic

VT.24.7.365. We provide round-the-clock reporting on what's going down in vending, OCS, micromarkets, coin-op and away-from-home amusements. We offer six print issues, daily Web posts, RSS feeds in more than a dozen news categories, twitter feeds, Facebook posts and boosts, email news dispatches including advertising-only editions.

www.vendingtimes.com

55 Maple Ave., Ste. 304 | Rockville Centre, NY 11570 | tel. (516) 442-1850 | fax (516) 442-1849

LETTER FROM THE PUBLISHER

Since 1961, **VENDING TIMES** has been the authoritative voice on all issues concerning the vending industry. We are the leading resource for more than 15,000 industry members.

Now, more than ever, it is important to cut through the clutter and capture attention in order to improve your bottom line by communicating the value that you can deliver to your customers.

Whether you are promoting an established brand or launching a new one, adding a new item to a product mix or announcing a special event or significant business achievement, you need an efficient and effective way to package your message, reach your target audience, maintain the consistency of the brand's image and measure results. **VENDING TIMES** can assist you at every step of the way, with solutions and services to support your marketing efforts.

The industry is changing, and so are we! **VENDING TIMES** can help you improve your business while reducing costs, enhancing ROI and maintaining brand integrity across multiple media.

I invite you to experience our professionalism and join the many advertisers who count on us to help them publicize and promote their businesses, year after year.

If you need more detailed information, please contact our marketing coordinator at (516) 442-1850, ext. 1001, or info@vendingtimes.net. You may also visit our website at www.vendingtimes.com.

We look forward to working with you and helping your company create an effective marketing plan.

Sincerely,



Alicia Lavay
President and Publisher

ABOUT **Vending Times**

EDITORIAL PROFILE

VENDING TIMES addresses the business, legal, legislative and regulatory concerns of companies providing industrial, institutional and public vending, refreshment, feeding and recreational services. These companies include operators of food, beverage and other merchandise vending equipment as well as manual foodservice, micromarkets, office beverage and snack delivery systems; and music and amusement equipment and services. These include 6 bimonthly editions, and one annual **Buyers Guide** (which mails in the Summer). Each issue includes sections presenting news, interviews and coverage of in-dustry events in the Vending, Coffee Service, Music & Games and Bulk Vending sectors; financial news; and a Calendar of trade events. News, features and op-eds are published daily at www.vendingtimes.com, and our **Ahead of the Times** daily email newsletters and the Saturday Week In Review, along with a monthly electronic product showcase. All offer timely content which complement the print magazine.

SEGMENTS ADDRESSED

VENDING TIMES provides information to operators engaged in supplying refreshment vending and feeding, manual and mobile food and beverage, bulk confection and novelty vending, and amusement and music services to clients on route delivery or onsite bases. These clients include commercial and industrial establishments, colleges and universities, hospitals and other healthcare providers, elementary and secondary schools, and places of public resort, such as airports and other transportation depots, hotels and motels, restaurants and taverns, and location-based entertainment centers.

VERIFICATION of SUBSCRIBERS

Subscribers to **VENDING TIMES** include independent and national-chain vending and manual foodservice operators, mobile caterers, micromarket operators, office refreshment service operators, music and amusement operators, and bulk vending operators, as well as manufacturers, suppliers, distributors and brokers of equipment, products and support services used by these operators to conduct business. Also qualified are managers of vending and food services for commercial, industrial and institutional organizations, and executives of trade associations serving the industry. Requests for subscriptions are verified by an independent third party and audited by the post office.

Professional, Experienced Leadership:

VT's professional team of writers and marketing executives have a combined 100+ years of experience in the vending, food-service, coffee service and amusement industries. Publisher **Alicia Lavay** has been actively involved in editorial, sales, marketing and circulation for 30 years. Editor-in-chief **Timothy Sanford** has been reporting on the vending industry since 1967. He is the recipient of the Gino Braschi Memorial Foundation Award for journalism in OCS, and has also been recognized by numerous regional and state trade associations for exemplary media coverage. Associate Publisher/Senior Editor **Emily Jed** has been an integral part of VT since the late 1990s. An accomplished publishing professional with a rich background in newsmagazine and online media, Jed produces many of VT's feature stories through interviews with industry leaders and innovators. Our founding partners, the late **Victor Lavay** and **Morris "Tiny" Weintraub**, received lifetime achievement awards from NAMA, AMOA and NBVA.

Dedication To The Industry We Serve:

Industry loyalty - VT has been an independent company with the same basic ownership for nearly 60 years. In 1996, we formed an Employee Stock Ownership Plan (ESOP) to reward our employees for their devoted service through the years. Our entire staff is dedicated to preserving and strengthening the industry and continuing the VT legacy. We continue to invest in the **VENDING TIMES** brand to bring our valued readers and advertisers maximum value. The result of these efforts are cutting-edge print magazine and online products, both offering a visually appealing layout, intuitive presentation and industry-leading editorial coverage.

WHY Vending Times

Premier Advertisers:

Alliant Coffee Solutions
American Changer Corp
AMI Entertainment Network
Apriva
Astro Systems
Avanti Markets
Celsius
Crane Co.
Danone Wave
Del Monte
Elaut
Fastcorp
Firestone Financial
Graphics That Pop
Hoffman Mint
International Currency
Technology (ICT)
Impulse Industries
Incredible Technologies
Kelloggs
Live Oak Bank
Mars Chocolate
McKee Foods
PayRange
PepsiCo
Red Bull
S&B Candy and Toy
Sega
Smart Industries
Stefano Foods
Stern Pinball
Snyders-Lance Inc
TouchTunes
Thieman Tailgates
Tyson Foods
USA Technologies
Venco Business Solutions
Vendors Exchange
Vertex
White Castle
...and more!

Join the many advertisers who count on Vending Times to help promote their business year after year!

**What makes VENDING TIMES...
different and more effective?**

**Why should VENDING TIMES...
be first on your advertising schedule?**

Print Issues:

Vending Times provides complete coverage of the complex vending and amusement industry in bimonthly print editions. VT delivers consistent time to market for your advertising campaign and a powerful, predictable format to showcase new product introductions.

Comprehensive, Unmatched Editorial:

Subscribers look to VT's timely in-depth coverage. VT's easy-to-read but comprehensive content encourages the exchange of ideas among related industry segments. This offers a longer shelf-life and thus more exposure for your advertising message. It also encourages pass-along readership, involving others in the organizations who influence buying decisions.

Quality Circulation:

VT's average total verified and qualified print circulation of 12,600 includes 8,000 operators, the largest in the vending industry. Our website, www.vendingtimes.com, generates 65,000+ page views per month and attracts an average 20,000+ unique and 25,000 monthly visits. Our weekly email newsletter, Ahead of the Times, reaches 15,000+ opt-in subscribers.

Untapped Market Opportunities:

According to our latest third-party research, nearly 10% of vending operators run amusement and music routes, and more than 15% of music and games operators provide automatic food and beverage vending - confirming their involvement in more than one business. VT is the only publication serving the vending industry that can increase your sales potential by providing access to this wider market.

Fully Integrated Media Programs:

VT offers extensive creative opportunities in print and online. Online readership and Web visibility have quadrupled in the past two years, and are projected to grow at the same pace over the next two. Continued investment in Web technology will further benefit readers and advertisers, and maintain our standing as an industry leader.

Business and Industry Demographic Report | September 2018

Vending Times is a print and online publication serving vending, OCS, micromarket, coin-op and away-from-home amusements.

Total average verified circulation: 12,675*

Qualified recipients are Corporate and Operating Management verified by name, title and/or function

readership designations are:

Full-Line Vending Operator, 6,903

Office Coffee Service Operator only (not included above), 343

Music & Game Operator only (not included above), 2,646

Manufacturer and Distributor, 1,181

Product Supplier and Broker, 462

“Other” allied to the field (libraries, associations, consultants), 1,108

Full-Line Vending operators that operate Music & Games, 375*

Music & Game Operators that also operate Vending, 201*

Recipients who provide Bulk Vending, 1,434*

Recipients who provide OCS/Pure Water/Hot Beverages in addition to primary business, 1,078*

49% of vending operator readers make purchasing decisions for Hot Beverages* (approx. 3,500)

Number of Routes Operated*

1-2 routes (858)

3-6 routes (704)

7 to 14 routes (577)

15 or more routes (941)

*Source: Third-Party Data supplied and verified by Epsilon Management Systems, September 2018

Email Readership Data | September 2018

Total Active Email Newsletter Subscribers: 15,300*

Total Subscribers to the Vending & OCS list: 12,800

Total Subscribers to the Amusement & Coin-Op list: 3,100

Readers requesting subscriptions to both lists: 2,900

Total email addresses defined by category and function: 6,076**

These readership designations are:

Full-Line Vending Operator, 3,106

Office Coffee Service Operator only, 250

Music & Game Operator, 834

Manufacturer and Distributor, 998

Product Supplier and Broker, 347

Recipients that provide Bulk Vending, 1,058

Recipients who provide OCS/Water in addition to primary business, 811

“Other” allied to the field, 806

*Permission-based, opt-in only

**Source: Third-Party Data supplied and verified by Epsilon Management Systems, September 2018. Operator email readership is estimated to be 15% to 25% larger than group designations

Average Email Open Rates*

News editions: 18%-21%, or 2,700-3,000 impressions

Eblast ad campaigns: 19%-23%, or 2,800-3,400 impressions

Email Product Showcases: 19%-21%, or 2,800-3,000 impressions

*Estimates here assume full distribution, excluding bounces. Certain email products target specific category lists, and are not distributed to all active subscribers

VendingTimes.com Metrics*

Average monthly pageviews: 65,000

Average monthly visits: 25,000

Average monthly unique visits: 20,000

*Measured by Google Analytics

Vending Times

INTERACTIVE REPORT



Pageviews represent the total number of pages that visitors looked at on our website.

Visits represent the number of times our website was visited. The “Repeat Visitors” figure demonstrates the interest our site holds for the visitors who find it useful and return to it. This is an indicator of interest in our editorial and advertising content.

Unique Visits represent a unit of traffic to a website, counting each visitor only once in the time frame of the report.

WWW.VENDINGTIMES.COM

Monthly Snapshot

VendingTimes.com Web Metrics	
Average Pageviews	65,000
Visits	25,000
Unique Visits	20,000

Vending Times Email Products:*

VT manages several groups of contacts with an average combined opt-in subscriber base of more than 15,000 readers. Two main groups: (1) vending and (2) MGB (music, games, bulk vending)

Ahead of the Times	Average Open Rate
Combined Vending, OCS and Coin-op Editions	20%
Vending and OCS Editions	21%
Coin-op Editions	23%

Week in Review	Average Open Rate
Combined Vending, OCS and Coin-op Lists	21%

Electronic Product Showcase	Average Open Rate
Vending and OCS Editions	21%
Coin-op Editions	23%

VENDING TIMES PRINT RATES

DISPLAY RATES:

Rates apply to vending display ads in all bimonthly issues.

FOUR COLOR	1x	3x	6x
FULL PAGE ¹	4,335	4,245	4,115
2/3 PAGE	3,985	3,915	3,795
1/2 PAGE	3,640	3,585	3,475
1/3 PAGE	2,745	2,735	2,695
1/4 PAGE	2,420	2,390	2,335
1/6 PAGE	2,070	2,015	1,930
BLACK & WHITE [BASE]	1x	3x	6x
FULL PAGE	2,860	2,775	2,640
2/3 PAGE	2,515	2,395	2,325
1/2 PAGE	2,170	2,115	2,005
1/3 PAGE	1,645	1,635	1,590
1/4 PAGE	1,320	1,285	1,235
1/6 PAGE	965	915	830
COVERS & SPREADS	1x	3x	6x
FRENCH GATE COVER	12,125	11,855	11,025
COVER GATE FOLD	9,920	9,650	8,820
INSIDE GATE FOLD	8,820	8,270	7,715
BACK COVER	5,955	5,835	5,625
INSIDE FRONT COVER	5,710	5,590	5,390
INSIDE BACK COVER	5,470	5,350	5,160
2-PAGE SPREAD	8,900	8,680	8,335
2-PAGE SPREAD 1/2	7,625	7,445	7,180
INSERTS	1x	3x	6x
2 or 4 PAGES	3,500	3,390	3,225
8 or 12 PAGES	3,830	3,720	3,555
16 or 20 PAGES	4,275	4,165	3,995
RIDE-ALONG	6,615	-	-
COVER TIP (outsert)	5,290	-	-
BELLY BAND	7,715	-	-
COVER ADLET 2.375" x 1" (please call for rates)			

COIN-OP / MARKETPLACE:

Rates apply to coin-op and marketplace* display ads in all bimonthly issues.

FOUR COLOR	1x	3x	6x
FULL PAGE	1,800	1,620	1,530
1/2 PAGE	800	720	680
1/3 PAGE	600	540	510
1/4 PAGE	400	360	340
1/6 PAGE	160	145	130
SPREADS	1x	3x	6x
2-PAGE SPREAD	3,200	2,880	2,720
2-PAGE SPREAD 1/2	1,800	1,620	1,530

*Marketplace is part of the classified advertising section

STRAIGHT CLASSIFIED RATES:

Standard typefaces, no borders or artwork.

75¢ per word, \$25 minimum.

Display classified \$40 per column inch (1x rate).

1 column inch = 1" high x 1-5/8" wide.

3x rate, 10% discount; 6x, 15% discount.

Add \$10 per ad for postage and handling of replies addressed to VT Box number ("blind box" service).

GENERAL INFORMATION:

Publisher reserves the right to reject advertising deemed inappropriate. Publication established in 1961.

Short rate, cancellation and prepayment policies: Advertisers who contract for a specific frequency or discount program but do not meet those terms within the contract period will be short-rated. Cancellations and changes to the contract require 30 days written notice; 60 days for cover positions. Changes and cancellations may not be accepted if received after the space closing date. Prepayment required for first time advertisers to establish credit.

Design services: Production charges for Vending Times' in-house design services may be billed at a pre-determined rate if applicable. Ads created in-house are the property of Vending Times and cannot be reproduced without permission from the publisher.

Special mailing service: All 6x advertisers can take advantage of our addressing and mailing service. Cost is \$300 per M for addressing and mailing from New York. A separate charge for postage must be paid in advance.

Regional rates: Advertisers may purchase circulation in any state or group of states, based on ZIP code area. Contact publication for rates and details.

Space reservations and materials deadline: Space reservations for advertising and news releases for editorial will be accepted until the 10th of the month. Digital files for ads will be accepted until the 15th of the month.

VT reserves the right to pick up existing creative if new material is not received by published close dates.

Advertising material should be sent to:

production@vendingtimes.net

Inserts: Contact sales rep for quantity/shipping instructions.

High Resolution = Ad size @ 300dpi min.

We are not responsible for ad files submitted under 300dpi.

Questions? Call production manager @ (516) 442-1850, x1001

Mechanical specs:

Trim size: 7-7/8" x 10-1/2" (7.875" x 10.5"). Live matter: 7"x 10"

Full-page bleed: 8-1/8" x 10-3/4" (allows for 1/8" bleed all the way around). For full-size spreads that bleed, allow 3/8" gutter for safety (16-3/8" x 10-3/4").

Printing: Web Offset. Binding: Saddle Stitch & Perfect (special editions)

File submission guidelines: VT is not responsible for files submitted that do not exactly match these specifications. If you have any questions, please contact us before submitting a job. Recommended file types: PDF, TIF, JPG, EPS. Files must be 300dpi and CMYK. VT is not responsible for shifts in color from RGB to CMYK. If you are submitting your ad in EPS format, fonts must be converted to outlines. When submitting native application files, include a PDF export for proofing purposes.

VENDING TIMES INTERACTIVE

WEBSITE BANNER ADS

Leaderboard	728x90	\$790/month
Midsized Rectangle	300x250	\$685/month
Filmstrip	300x600	\$895/month

Ahead of the Times EMAIL NEWSLETTER (daily)

Leaderboard	600x74
Midsized Rectangle	300x250
\$25 CPM (cost per thousand)	
Total active subscribers: 14,720*	
Vending list: 12,400 (\$300 per newsletter)	
Amusement & Coin op list: 3,000 (\$120 per newsletter)	
Readers requesting subscriptions to both lists: 2700	
*permission based opt-in only	

WEEK IN REVIEW NEWSLETTER (Saturday)

Leaderboard	600x74	\$685/month
Midsized Rectangle	300x250	\$525/month

EMAIL PRODUCT SHOWCASE (monthly)

Text/photo ad \$300/monthly edition
 Headline (your pitch). Body copy (50-75 words). Photo/logo (maximum width is 300 pixels, photos optimized for Web not to exceed 200K)

CUSTOM EMAIL MARKETING CAMPAIGNS

dedicated eBlast | 20¢ per address

METRIC

vendingtimes.com: 71,000 pageviews/mo. | 40,000 unique views/mo.

Daily email newsletter: 22% avg. open rate

Week in Review: 23% avg. open rate

Email Product Showcase: 19% avg. open rate

Online classified ads: visit vendingtimes.com/classified for details

CONTACT US

PHONE: (516) 442-1850. **Advertising inquiries:** exts. 1001, 1008 or 1006

Email: info@vendingtimes.net

Mail: 55 Maple Ave., Ste. 304, Rockville Centre, NY 11570

VendingTimes 2019 Editorial Calendar | (516) 442-1850

Issue Month	Editorial Highlights	Convention Distribution	Ad Close	Ad Due	In Mail
JANUARY FEBRUARY MARCH	<ul style="list-style-type: none"> » 2019 vending, micromarket, coffee trends » Coffee, Tea & Water first report » AMOA/AAMA Amusement Expo & NBVA [bulk vending] 2019 preview/show issue 	Amusement Expo International Mar. 26-28, Las Vegas	3/1	3/11	3/21
APRIL MAY	<ul style="list-style-type: none"> » NAMA Show issue » Single-cup coffee trends » Pure water service » Amusement Expo and NBVA first reports » Amusement and bulk street trends: machines and merchandise 	The NAMA Show April 24-26, Las Vegas Sweets & Snacks Expo May 21-23, Chicago, IL	4/1	4/8	4/19
JUNE	SPECIAL ISSUE! Buyers Guide and Directory The vending industry's No. 1 resource	Distributed at all major trade shows throughout the year	5/23	6/3	6/17
JULY AUGUST	<ul style="list-style-type: none"> » NAMA Show complete coverage » Cold drinks » Jukebox market report 	VISTAR Northeast Dates and location TBA	7/30	8/5	8/15
SEPTEMBER OCTOBER	<ul style="list-style-type: none"> » Machines: New consumer experiences in vending » Mobile technology and payments » ACE trade show and convention issue » Cash is dead, long live cash! A look at the latest cash-handling equipment for street operators 	Atlantic Coast Exposition Oct. 10-13, Myrtle Beach, SC NAC (National ATM Council) Show & Conference Dates (@fall) and location TBA	9/9	9/16	10/1
NOVEMBER DECEMBER	<ul style="list-style-type: none"> » Coffee, Tea & Water issue » More on micromarkets » Blind Merchants' Business Leadership and Superior Training (BLAST) issue » Atlantic Coast Exposition first report » IAAPA Show issue 	NAMA Coffee, Tea & Water Conf. Nov. 18-20, Los Angeles, CA IAAPA Attractions Expo Nov. 11-15, Orlando, FL 2020 European Amusement & Gaming Expo , Jan. 15-17, London	10/18	10/25	11/8
BEGIN 2020 PLANNING JANUARY FEBRUARY '20	<ul style="list-style-type: none"> » 2020 vending, micromarket, coffee trends » Coffee, Tea & Water first report » AMOA/AAMA Amusement Expo & NBVA [bulk vending] 2020 preview/show issue 	Amusement Expo International Dates and location TBA	1/10	1/17	1/30

Editorial Calendar and Convention Distribution issues are subject to change. **Every issue** of Vending Times includes news dedicated to Full-Line Vending, Micromarkets, Office Coffee Service, Foodservice, Amusement Vending and Bulk Vending. **Digital versions** of monthly editions are also available and can deliver more exposure for your company's branding message in global markets. Digital editions are hosted by VT's online library where they are easily accessed by readers. **VT.24.7.365**. We provide round-the-clock reporting on what's happening in vending and coin-op. We offer daily Web posts, RSS feeds in more than a dozen news categories, twitter feeds, daily email news dispatches (up to 6x/week) and special edition newsletters, including dedicated advertising editions. Copyright © 2018 Vending Times Inc.