

Special Report Partnerships

Total Retail and Women in Retail Leadership Circle's produce insightful research reports available for exclusive sponsorship all year long. Our special report partnerships are designed to give sponsor partners a blend of thought leadership, branding and demand gen.

- Each special report has one, exclusive sponsor partner. Reports are distributed to Total Retail and Women in Retail Leadership Circle's vast reach of 75,000+ retailers via email, eletters, online and social media.
- Sponsor will receive logo on report cover and full-page ad on Cover 2 and Cover 4.
- Sponsor will receive all leads (supplement promoted by TR or WIRLC via e-blasts, e-letters, online, social media, retargeting within our network and beyond).
- Sponsor logo will be on any and all promotions of the special report (via e-mail, online, social media, etc.).
- Includes podcast episode sponsorship of the content related to the print supplement (sponsorship includes surrounding banners and pre- and post-roll scripts).
- Each special report investment is \$17,900 and includes a turnkey sponsorship, including content creation, promotion and lead delivery.

FEBRUARY 

2021 Retail Technology Report

The retail industry is evolving rapidly, driven in large part by the increasing influence of technology throughout the customer purchase journey. This fifth annual report will analyze retailers' current usage of technology and their spending on said technology; forecast upcoming changes to their technology budgets (i.e., on what is spending being increased, decreased); identify the technologies they believe will have the biggest impact on the industry in the coming year; shed light on retailers' top current technology challenges, and potential solutions to those challenges; and offer insights into the technology buying process within retail organizations.



DECEMBER 

50 Best Tips of 2021

This annual report provides readers with the very best tips of the year published across Total Retail's content channels, and are geared to help you optimize sales and profits at your retail business. Meant to be shared by colleagues and peers, these tips provide a strategic road map to help retailers of all sizes run more profitable businesses. The tips are segmented by functionality, from marketing to merchandising to operations to supply chain and more, providing useful advice that can be implemented across all facets of a retail organization.



JUNE 

Top Women in Retail 2021

This 11th annual report features a who's who in the industry, spotlighting women who have helped their companies grow and thrive in a challenged retail environment. We profiled these women so you can learn from their wisdom and put their advice into practice within your own career.



Sample of Special Report Topics

(timing/delivery flexible)

W Women-Led Retail Businesses

A ranking of the public retail companies that have the highest percentage of women in C-suite and board positions. Profiles and interviews with the top performers will be included.



TR Retail Real Estate Report

The future of the brick-and-mortar store post-pandemic, including a look at malls, standalone stores, dark stores, warehouses, etc. This report will examine if depressed real estate pricing will spur a growth in store expansion, or if e-commerce will continue to make physical stores obsolete. In addition, valuable industry metrics such as sales per square foot will be examined.



W Salary Benchmark Report

How is the retail industry doing at closing the gender wage gap? This report offers benchmark salary data on women executives in the retail industry.



TR Diversity and Inclusion Benchmark

This report will rank public retail companies based upon the highest percentage of minorities in C-suite and board positions. In addition to the rankings, the report will include commentary from leading subject matter experts on the topic.



W 2021 Leadership Trends Report

This comprehensive report will feature interviews with leaders across industries on the issues that are most vital to strong leadership, particularly now in these challenging and disruptive times.



TR Messaging in a Digital-First World

This report will look at how retailers are currently communicating with customers, how that may or may not change going forward, the channels they are investing in (chat, SMS, email, Messenger, etc.). Will look at the communication loop through the full purchase journey, from discovery to post-purchase.



W A Motivational Guide for Leaders

This tactical, strategy-based report features tips and insights to help leaders get the most out of their teams, from store associates and warehouse personnel to the C-suite.



TR Top 100 Fastest-Growing Retailers

Total Retail's 11th annual Top 100 Fastest-Growing Retailers list ranks publicly traded retail companies based on fiscal year-over-year sales and earnings growth. In addition to ranking the top 100, this report will highlight some of the companies featured on the list. Learn how these brands are driving sales and profits in a competitive retail environment, and see what tactics can be incorporated into your business.



W Creating a Culture of Personal Development

What can women leaders do to ensure there's another generation to follow them? This report offers advice and examples of the types of support needed to help women grow in their careers, from corporate mentorship to education and training.



Sample of Special Report Topics

(timing/delivery flexible)

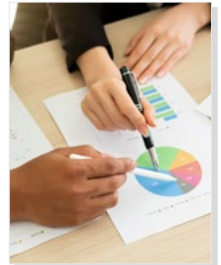
TR Top 100 Omnichannel Retailers

In this fifth annual report, Total Retail analyzes and ranks 100 leading retailers on their omnichannel customer experience. The retailers will be judged on a range of omnichannel criteria, including fulfillment (e.g., buy online, pick up in-store), inventory management (e.g. transparency into real-time inventory counts in-store from their websites and apps); loyalty programs (e.g., are points able to earned and redeemed across channels), and more. This report offers a benchmark on how well leading retail brands are doing in delivering the frictionless omnichannel shopping experiences that today’s consumers have come to expect.



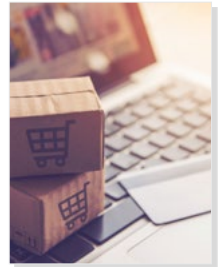
TR Marketing Benchmark and Attribution Report

How are retailers spending their marketing budgets? What’s working, what’s not? This report will provide an industry average benchmark for common metrics such as open rate, clickthrough rate, conversion rate, time on site, and more. How will marketing spending change in 2021?



TR E-Commerce Optimization Guide

With greater volumes of consumers shopping online, what can retailers do to capture more of that traffic? Common mistakes, best practices, examples (both good and bad), and more will be featured in this tactical guide.



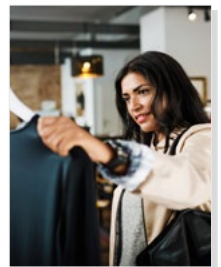
TR Analysis of Retailers’ Loyalty Programs

This report examines the loyalty programs for leading retailers and brands, including size of the programs (i.e., the number of members), benefits of membership, cost of membership (e.g., Amazon Prime), ways to earn points/rewards, ways to redeem points/rewards, how they’re marketed, etc. The report will identify the top loyalty programs in the retail industry, as well as offer tips to readers to improve their loyalty program.



TR The Changing Consumer

A look at how consumer behaviors have shifted, due in large part to the COVID-19 pandemic, as well as what retailers need to do account for those changes as they look to acquire and retain customers in 2021 and beyond.



TR How-to Guide for Doing BOPIS and Curbside Pickup Right

Data on growth in consumer demand for such services; benefits to retailers that offer BOPIS and curbside pickup; best practices for execution; examples/case studies of retailers doing it right.



Custom Reports Available Also
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