Data that informs. Solutions that engage. Programs that activate.
DEALERSCOPE –
The Leader in Consumer Technology Media

Dealerscope is the leading B2B media outlet on Consumer Technology for decision-makers in our industry, especially with retailers and distributors.

Dealerscope is a valuable B2B media resource to help our readers with strategic news, coverage on new products, corporate information and trends, industry insight and opinion.

Dealerscope is the must-read for this industry, to make the right decisions.

Dealerscope is a communication platform that enables new business between our readers.

Audience Reached
Consumer Electronics and Appliance Retailers, Distributors, Manufacturers, Manufacturers’ Representatives, and Retail Buying Groups.

Key Figures

18,700
Print & Digital Circulation
Source July 2020

44,000
Monthly Uniques

71,000
Monthly Page Views

* 2019 Google Analytics
Powerful Women in Consumer Tech is a program designed to not only recognize, but to honor those women who are effective in their fields, mentors to the up-and-coming females in consumer technology and natural leaders among their peers and colleagues.

Each year, Dealerscope welcomes a fresh class of the brightest young talent into our program known as the 40 Under 40 Awards.

First presented at Winter CES 1991, Dealerscope’s Hall of Fame Awards recognize individual contributions to the consumer electronics industry. Such contributions are made in many forms. The Hall of Fame honors not only the industry’s veterans, but also its innovators, visionaries and deal-makers - those who pursue a standard of excellence.

For its special Influential Buyers recognition program, Dealerscope polls its readership to ask who in the industry are the shining stars among buyers - those indispensable staffers whose ability to pick the winningest lines, models and vendors to carry are key to their operations’ success. We put the question to the vote, tally the responses, and ask our honorees to share their buying philosophies and other secrets behind their talents.

Dealerscope’s annual IMPACT Awards program is designed to recognize those elite products in the consumer electronics industry that are innovative, leading sales on the showroom floor, and driving consumers into stores.

The honorees selected for the Retail Excellence Award are being cited for their business performance over the past year as well as for being recognized by the vendor community as important partners. They represent a diverse group of independent dealers who have proven consistently that they are able to survive and thrive even under the most challenging business conditions.

Powerful Women in Consumer Tech is a program designed to not only recognize, but to honor those women who are effective in their fields, mentors to the up-and-coming females in consumer technology and natural leaders among their peers and colleagues.
70,000+ Consumer Technology Professionals Covering All Major Markets in the Industry

Geared to Consumer Technology professionals, our audience is comprised of sellers, makers, distributors and installers of tech.

Centered around the individuals that are on the front lines of driving revenue for the industry, our brands, products, and solutions are focused on engaging and activating our diverse audience base.

With over thirty years in market, our audience is also fiercely loyal. Over 90% of our audience prefers our brands for Consumer Technology news - 2x higher than our nearest competitor.

80% are corporate/senior level/business management
89% are directly involved in or influenced buying decisions
90% preference

Source: 2016 Dealerscope Readers Survey
**Targeted Audience**

- **77%** Retailers
- **8%** Manufacturers
- **4%** Consultant/Industry Services
- **3%** Distributors
- **4%** Other Services

**Industry Breakdown***

Dealerscope reaches a targeted audience of decision makers within the consumer technology and electronic industry.

**Sales Volume***

As per our sales volume chart below, our readership consists of big box, medium and mom & pop retailers.

*June 2020*
“Dealerscope’s unique editorial franchise and position attracts, interests and circulation-captures our most important and valued audience of retailers, dealers and distributors. Their CE, appliance and mobile-centric editorial magnets both executives and front-line merchant management across their various content-channel outputs. As a formidable and consistent advertiser with Dealerscope for over two decades, we are very proud and energized for our ability to core down and heavy up with their highly valuable audience to ensure we achieve our brand, product and market growth goals.”

Peter Weedfald
Senior Vice President Sales & Marketing
Sharp Electronics Marketing Company of America

“Dealerscope is essential - a must read for the latest news and information in our industry. Dealerscope’s unparalleled coverage continues to deliver invaluable insights into retail, products, and manufacturing, including the latest in consumer technology news.”

Tom Campbell
Corporate Director/Chief Technologist
Video & Audio Center

“Dealerscope has been a cornerstone in the industry for many years, filled with content that helps us keep up to date in the fast-moving consumer technology industry. I always enjoy reading about the industry and cutting-edge products that help us stay on top of the trends and better communicate with our customers. Keep up the great work!”

David K. Pidgeon
CEO, Starpower

“In these times when marketing decisions and choices about how to target your advertising spend are crucial, it’s never failed us to turn to Dealerscope as the means by which we can effectively communicate our products and services messaging to our customers. We appreciate their professionalism, and their clear understanding of what to say about Audio America – and how to say it – to their readership. And the bottom line: both the magazine and the website are well-written, useful reads.”

Jonathan Elster
CEO, Audio America
Client Testimonials

“Sony Electronics has been a long-time supporter and reader of Dealerscope and has appreciated their balanced coverage of industry news, trends, interviews with key business leadership, and in-depth coverage of new products. As the media landscape continues to change we take comfort in knowing that Dealerscope has remained a consistent source of great insight and valuable content that advances the consumer technology industry.”

Mike Fasulo
President & COO, Sony Electronics

“Dealerscope’s talented editorial team consistently delivers insightful and timely coverage of the dynamic consumer technology industry. Both online and in print, it’s the must-read for industry trends and expert insights in consumer electronics and home appliances.”

John Taylor
Senior Vice President, LG Electronics USA

“In these days of tremendous uncertainty, Dealerscope has proven to be a strong, trustworthy friend. Everyday, without fail, the magazine appears in my inbox, giving me vital and newsworthy information I can’t get anywhere else. Dealerscope is the industry stand alone Bible. The publication will guide us into a prosperous future.”

Lois Whitman-Hess
HWH PR

“Dealerscope is a tremendous partner for the independent channel. Their platform gives our retailers a voice, providing the critical news and information they need to drive business success.”

Tom Hickman
President & Chief Member Advocate, Nationwide Marketing Group
Why your brand should be in DEALERSCOPE

→ Dealerscope reaches a controlled circulation of decision-makers – Retailers, Distributors and Manufacturers in the consumer electronics and appliance industries. We get in the right hands of an important audience.

→ Dealerscope contains important information to help decision-makers do their day-to-day jobs with content focusing on strategy, product introductions and hot trends.

→ Dealerscope has a full team of editors covering the industry with multiple content vehicles such as podcasts, videos, live global events, native programs and much more.

→ Dealerscope.com and e-Newsletters cover all categories daily and on a timely basis.

→ Our affiliation with IFA, the largest global trade show, gives your brand access to a global community like no other.

→ Many of our eNewsletters have open rates of 20%+ proving our readership as high engagement.

→ Dealerscope offers custom programs to fit your marketing budget and initiatives.

→ Dealerscope has a new, fresh redesign, expanding our reach to fit all ages and demographics.
DEALERSCOPE will give you multi-platform options to reach our targeted audience using print, digital, video, live events and other customized programs for any of your marketing needs.
DEALERSCOPE Magazine’s featured Spotlight Sections

Dealerscope covers a wide array of products in the industry with feature sections in our magazine and on our websites.

Audio/Video
Speakers/Headphones/Earbuds
Soundbars
Receivers
4K, 8K TVs
Voice Control
Telecommunications
Connected TV
Projectors
Streaming Media
Monitors

Gadgets
Accessories
Digital Health & Wellness
eGaming
Travel Electronics
Robotics
Mobile/Connected Car Tech
Smartphones
Smart Apparel
iHealth
Wearables
Digital Cameras
Personal Computers

Retail Technology/Services
Artificial Intelligence
Augmented Reality
Virtual Reality
digital Signage
Kiosks
Training
Warranty
Consumer Marketing
Omnichannel Marketing

...and more!
Magazine Advertising

With over 70% of our readers reporting that they respond to print advertisements, print display is an important part of any integrated campaign. And with an ambitious editorial calendar, you will be adjacent to the most cutting edge consumer technology reporting in the industry.

**PRICES:**

Full Page: (1X) $12,500 | (6X) $11,250 | (12X) $10,863
1/2 Page: (1X) $7200 | (6X) $6500 | (12X) $5850
1/3 Vertical / 1/3 Square: (1X) $5450 | (6X) $4900 | (12X) $4450
1/4 Vertical: (1X) $4750 | (6X) $4275 | (12X) $3850

**Premium Positions - Please add**

Back Cover - 30%
Inside Front Cover - 25%
Inside Back Cover - 20%
2 Page-Spread - 10%
Center Spread - 15%

*Note: High impact units available upon request*
Podcast Sponsorship Program

The podcast series brought to you by Dealerscope is an engaging and informative way to connect with your target audience of active consumer electronics retailers.

Dealerscope podcasts are promoted via e-newsletter, online, e-blasts and social media. Have your message heard by the top leaders in the consumer tech industry with our podcast channel.

→ Logo & ad on Dealerscope Podcast page
   (728x90, 300x250 or 300x600 & 120x60 logo)

→ 2 branded custom eblasts announcing the 2 podcasts
   within the sponsored month

→ Post & Pre-roll (15 sec max)

→ Social Media

PRICE: $7500
Insider Talk Sponsorship

Our "Dealerscope Insider Talk" program is a Facebook live event that positions your company as a thought leader in our industry connecting you directly with our audience giving you front stage access to share company updates and product announcements.

Here are just some of the benefits when you are among the first to take advantage of this opportunity:

→ CT Lab hosts a Facebook Live event with a guest from the sponsor
→ Pre-roll 15 sec max
→ Post-roll 15 sec max
→ Your logo in the corner of the Dealerscope Live screen
→ Your logo in all promos
→ Promo in enews, web and all social
→ Article writeup after the event
→ Link of the session after to post on your sites and social

PRICE: $5000
Power Stories

We have a variety of video solutions – whether shooting at live events or at our in-house studio. Our high-quality results provide a much needed visual element to consumer products.

YOUR ADVANTAGES

→ Authentic professional presentation
→ No extra production costs, all in one turn-key package
→ Quick implementation
→ Address broader target groups
→ Use on your own channels with our professional video as well

OUR SERVICES

→ Conception and production of your own Power Story video
→ Content strategy and storytelling with our editor
→ Placing on relevant stage and best environment for your message
→ Individual content concepts

THE MEDIA PACKAGE

→ A Power Story video 40-60 sec - perfect to share on social media and your website
→ E-Mail Promotion within one newsletter of Dealerscope
→ Power Story will be posted on Dealerscope website
→ Postings on DS social media channels

PRICE: $1500

We create a social media-style native advertising video

In an emotional format for your messaging--Authentic and effective Advertising for your products and/or services

Social Media Style for easy sharing
Dealerscope has more than 67,500 combined postal and e-mail addresses available for rental serving key management officers within the consumer electronics industry. Find selections on:

**JOB FUNCTION:**
- Owners
- Presidents
- VP
- General Manager
- Managers, Buyers, Merchandise Managers and Sales Managers
- Salespeople

**INDUSTRY:**
- Consumer Electronics Stores, Mass Merchandisers
- Discount
- Drug
- Department
- Warehouse
- Clubs
- Military PX
- Supermarkets, Mail Order
- Catalog Houses
- Catalog Showrooms, E-Retailer, Distributors and Manufacturers
- Manufacturers Representatives

**PRICE:** $3500
Partner Voices

Our Native advertising programs represent best-in-class solutions allowing our audience to engage with branded content in the trusted environment of our high-quality Consumer Technology journalism.

CONSULTATION
→ We will hold a best practices consultation that will help you develop compelling content.

AMPLIFICATION
→ We leverage our partner networks to augment content engagement.

AUDIENCE
→ Reach our targeted, growing Consumer Technology professional audience.

HIGH VISIBILITY PLACEMENT
→ Placements on homepage, related article pages, and newsletters to achieve maximum visibility.

ADVANCED MEASUREMENT
→ Receive real-time digital and social metrics; same platform as our editors.

OMNICHANNEL PLATFORMS
→ 360 approach ensures that we engage our audience in all facets of content consumption.

AD UNITS INCLUDED:
→ 300x250 Rectangle or 300x600 Tower ad
→ 728x90 Leaderboard or 970x60
→ 120x60 Logo

PRICE: $5000
Premium Website Advertising

Your Business Has Evolved. Shouldn’t Your Advertising?

Dealerscope has ad packages specifically geared towards high-viewability, Premium Digital Display site positions.

What is Premium Digital Display?

→ High CTR, High Engagement, High Performance
→ Clients are free to run creative tests
→ Using partners, we will provide a level of insight that far surpasses our competitors – and move towards exposure and engagement KPIs (Hours of exposure, Engagement %, etc.)

AD UNITS

→ Rectangle: 300x250 or 300x600

PRICE: $120 CPM (Desktop 3 / Tablet 3 / Mobile3)

→ Leaderboard/Billboard: 728x90 or 970x250

PRICE: $165 CPM (Desktop 3 / Mobile3)
Audience Extension

Where extending your reach extends awareness

In addition to having Premium Digital display, the team has the ability to follow and extend our audience wherever they travel on the web. When combined with our Premium Digital Display programs, an audience retargeting campaign can deliver the mindshare and coverage by using partner sites to fortify your message.

Boost your brand’s visibility

→ Target our unique audience in the digital channels where they interact most.

→ Increase contact with your branding using multiple touch points across many contexts to help increase conversion.

→ Address top of funnel audience with components designed for brand awareness AND lead generation.

→ Use targeted creative to reach our uniquely qualified audience based on where they are in the buying cycle.

AD UNITS

→ 300x250 Rectangle

→ 300x600 Tower Ad

→ 728x90 Half Page Rectangle

→ 970x250 Billboard

PRICE: $35 CPM (Min $3K)

*Possible Dimensions

How it works:

1. User visits our site
2. Later, as user browses the web, your ad displays on other sites
3. Your ad drives further awareness and action
4. User converts through Premium and Extension Programs
Daily And Weekend Newsletters

Reach Influencers Directly in Their Inbox

Our wide array of focused editorial newsletters help partners reach our engaged audience. Built with responsive design, our emails ensure that you can reach our audience no matter where they are engaging.

**DEALERSCOPE TODAY**

Each business day our audience wakes up to the news they need to know in an online, quick-read digest format. The latest and greatest of the day.

**AD UNITS, NEWSLETTER**

Monthly Deploys: 20

- Unit Position: 728x90
  - PRICE: $500 per week, $6000 per month

- Unit Position: 300x250
  - PRICE: $1500 per week, $6000 per month

**DEALERSCOPE WEEKEND**

Each week, the editors of Dealerscope will hand pick the most important news of the week. Weekly up-to-date Consumer Technology news in one spot.

**AD UNITS, NEWSLETTER**

Monthly Deploys: 4

- Unit Position: 728x90
  - PRICE: $999 per week, $3996 per month

- Unit Position: 300x250
  - PRICE: $999 per week, $3996 per month
Weekly Newsletters
Reach Influencers Directly in Their Inbox

**DEALERSCOPE Audio+Video**
Dealerscope Audio+Video provides you with the top audio and video news of the week.

- Monthly Deploys: 4
  - Unit Position: 728x90
    - PRICE: $500 per week, $6000 per month
  - Unit Position: 300x250
    - PRICE: $1500 per week | $6000 per month

**DEALERSCOPE Connected Design | Connected Home**
Dealerscope Connected Design / Connected Home is a round-up of the latest in smart home technology.

- Monthly Deploys: 4
  - Unit Position: 728x90
    - PRICE: $999 per week, $3996 per month

**DEALERSCOPE Gadgets**
Delivered weekly, Gadgets focuses on Wearables, Virtual Reality, Drones, and other emerging tech.

- Monthly Deploys: 4
  - Unit Position: 728x90
    - PRICE: $500 per week, $6000 per month
  - Unit Position: 300x250
    - PRICE: $1500 per week | $6000 per month

**DEALERSCOPE Breaking News**
Whether it’s breaking news, the latest trends or important announcements, Dealerscope helps you stay updated with what’s happening NOW in the world of tech.

- PRICE: $500 per send

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Have BIG News to Share?
We’ve got you covered!
FEATURED RESOURCES

Reach Influencers Directly in Their Inbox

Our wide array of focused editorial newsletters will help you reach our engaged audience.

31,000+ Subscribers

A. Premium Placement (Based on availability)
→ Spotlight Featured Resources in any Dealerscope newsletter
→ Stand out above the fold!

B. Standard Placement (Based on availability)
→ Basic Featured Resource in any of our newsletters

Available in any of the following newsletters
→ Spotlight placement available for additional cost
→ Dealerscope Today
→ Dealerscope Weekend
→ Dealerscope | Connected Design / Connected Home
→ Dealerscope Audio/Video
→ Breaking News

PRICE:
Daily: $750
Weekly: $1500
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<th>MONTH</th>
<th>COVER STORY</th>
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<td>FEBRUARY</td>
<td>European Market vs. U.S. Market</td>
<td>CES Recap</td>
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<td>DIGITAL ISSUE</td>
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<td>6/29/2020</td>
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Note: Themes, events & due dates on this calendar are subject to change.
# Dealerscope Calendar

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<td>AUGUST</td>
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<td>Retailer Roundtable</td>
<td>7/16/2020</td>
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<td>Major Appliance Roundtable</td>
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<td>Mobile (Car electronics)</td>
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<td>Fitness electronics</td>
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<td>SEPTEMBER</td>
<td>Influential Buyers</td>
<td>Appliances</td>
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<td>Black Friday Report</td>
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<td>Fall Accessories</td>
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<td>Connected Home</td>
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<td>OCTOBER</td>
<td>Powerful Women in CT</td>
<td>Warranty Roundtable</td>
<td>9/22/2020</td>
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<td>Connected Home</td>
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<td>NOVEMBER DIGITAL ISSUE</td>
<td>Future of CE Retail Outlook/Black Friday</td>
<td>Buying Group Roundtable</td>
<td>10/22/2020</td>
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<td>Buying Group</td>
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<td>Speakers</td>
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<td>DECEMBER</td>
<td>2021 CE Retail Outlook 2021 Super Bowl Special</td>
<td>Corporate Profiles</td>
<td>11/5/2020</td>
<td>11/10/2020</td>
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<td>Headphones</td>
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<td>Annual Corporate Profiles</td>
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**What You’ll Find in Every Issue**

- UNBOXED product reviews
- CE Retail Confidence Index
- Global Q&A Series - powered by IFA
- Appliances column
- Retail business strategy
- Industry event coverage

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