

GMDC WEEKLY INSIGHTS

REACH

4,300

RETAILERS, WHOLESALERS AND SUPPLIERS

EVERY WEEK

MEDIA KIT



**A**

Working together for a healthier world

**Weekly Insights**

The Association for GM and HBB  
General Merchandise, Education, and Research

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**GMDC Matters**  
**Serving the Retail and Wholesale Business of General Merchandise and Health Beauty Wellness**  
From Jerry Barnes, VP Member Services

GMDC celebrates 40 years as a nonprofit trade association focused on growing and expanding the General Merchandise and Health Beauty Wellness business of our members. GMDC has evolved over the years to bring new initiatives to the members of the association, and we thought we would take the time to review some of the major developments and changes.

**B**

**C**

**C&S Wholesale Grocers**  
Nation's 2nd Largest Wholesale Distributor

**Perrigo gets approval for generic Loprox shampoo**  
The Associated Press via Google News  
Perrigo Co. said it received marketing approval for a generic version of a medicated shampoo. Perrigo gained Food and Drug Administration approval for its ciclopirox shampoo. The shampoo is a generic version of Loprox, which is used to treat seborrheic dermatitis of the scalp. **MORE**

**Men and sanitary products -- a no go zone**  
mrmBRELLA  
Do ads for feminine hygiene products featuring idiotic men really work? I was asking myself this question as I was watching the soon-to-be launched TV ad for SCA Hygiene's Libra Invisible pads, writes Camille Alarcon. **MORE**

**E**

**Specialty Cleaning PRODUCTS!**  
Consumers prefer Summit Brands because they solve tough cleaning problems. From rot and stain removal, to dog removal, to drain and septic care, to water treatment, we have a product for achieving optimum results for many of your home cleaning needs. **MORE**

**F**

**BUSINESS & CONSUMER INSIGHTS**

**Wal-Mart customers trading up**  
Toronto Star  
The recession helped boost overall sales at giant discounter Wal-Mart Canada as shoppers traded down to cheaper stores in search of savings. Sales at Wal-Mart Canada rose 2.6 percent in the last three months of the year, which includes the Christmas holiday period, the company's U.S. parent reported. **MORE**

**Brand mapping as a consumer insights tool**  
PSFK  
The brands we choose arguably say something about our identity – what we value in the products we use, how we perceive ourselves, and how we want to be perceived. In order to paint a more holistic picture of the choices of brands one uses throughout their day, Storm Brand DNA – a brand and design strategy agency out of Melbourne, Australia – uses 'Brand Mapping' within their insights process on commercial projects. **MORE**

**LEGISLATIVE/REGULATORY**

**FDA warns consumers of dangerous Maalox label confusion**  
Health Care Examiner  
The U.S. Food and Drug Administration issued a critical warning to consumers about two Maalox products. Taking the wrong Maalox can result in serious side effects. The warning concerns the product called Maalox Total Relief which can be confused with other Maalox products. **MORE**

**Cookware chemical linked to thyroid disease**  
FoodConsumer  
A study links thyroid disease with human exposure to perfluorooctanoic acid, or PFOA. PFOA is a persistent organic chemical used in industrial and consumer goods including many nonstick cookware and stain- and water-resistant coatings for carpets and fabrics. **MORE**

**C1**

**FINANCIAL**

**Leading economic indicators up, along with wholesale prices and jobless claims**  
Los Angeles Times  
A forecast of economic activity is looking sunny, but wholesale prices and unemployment benefit claims are still rising, according to data released recently. An index of leading economic indicators was up 0.3 percent in January, the 10th straight swell, according to the Conference Board, a private research group. The rise was influenced by improving financial markets and a steadier manufacturing sector, as well as stronger consumer expectations and an increase in housing permits. **MORE**

**D**

**PRODUCT SHOWCASES**

**Shower Gels from Shikai Products**  
These shower gels moisturize as they clean so your skin feels soft and smooth all day. The exclusive formulas combine natural colloidal oatmeal, rich emollients and gentle cleansers. The oatmeal binds moisture to the skin soothing it and leaving it itch-free. **More info**

**Tile Grout Stain Erasers**  
A simple rub over the grout lines restores them to like new. Also excellent for removing water stains, calcium deposits, wax buildup and mildew. Ideal for bathrooms, kitchens, floors and swimming pools. Package of 2 erasers. **More info**

**Game Changer 4 oz Body Spray**  
A fresh, clean fragrance that is light enough to be used every day. Top notes open with lavender, Douglas fir, and sparkling juniper berry. The middle notes create a depth of richness with bergamot, ginger, and cardamom. **More info**

GMDC Weekly Insights  
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## ADVERTISING OPTIONS

- A LEADERBOARD**  
This premier position provides your company with top exposure and quality traffic.
- B SKYSCRAPER**  
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- C1 TOP/BOTTOM BANNER**  
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- D PRODUCT SHOWCASE**  
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- E CALLOUT TEXT AD**  
Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.
- F TRADITIONAL TEXT AD**  
Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to 4,300 retailers, wholesalers and suppliers (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$1500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$2000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**150k**



Product Showcase  
**\$1500**

Lorem ipsum dolor  
 Lorem ipsum dolor  
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 Ut enim ad minimum  
 veniam, quis nostrud  
 exercitation ullamco  
 laboris nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
 do eiusmod tempor incididunt ut labore et dolore magna  
 aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad  
**\$1000**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum  
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 Lorem ipsum  
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 unt ut labore et.  
 [More](#)

Traditional Text Ad  
**\$500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

# CONTACT US

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THE GMDC WEEKLY INSIGHTS, POWERED BY  
MULTIBRIEFS, PROVIDES NEWS AND INFORMATION  
TO RETAIL GENERAL MERCHANDISE AND HEALTH  
BEAUTY WELLNESS PROFESSIONALS NATIONWIDE.

The GMDC Weekly Insights tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of retailers and wholesalers that spend billions of dollars a year, the GMDC Weekly Insights keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

GMDC WEEKLY INSIGHTS  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN GMDC WEEKLY INSIGHTS:



## CREDIBLE SOURCE

For over 40 years, our members have turned to the association as the informational authority of the industry. Advertising in GMDC Weekly Insights solidifies your place among weekly information provided to GMDC members.



## TARGETED DISTRIBUTION

Advertising in GMDC Weekly Insights allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to GMDC Weekly Insights have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

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## FREQUENCY

Frequency builds awareness. As a weekly publication, GMDC Weekly Insights ensures your ad will be seen every week by our 4,300 subscribers.



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As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.