

Find Your Niche!

Annual Niche Brands Report

Niche brands continue to make a difference by driving incremental revenue and customer traffic in retail pharmacies. The May 17th issue of *Drug Store News* will feature our exclusive "Niche Brands Report", including rankings of 2009's top performing health, beauty and personal care items (under \$100 million in sales) in food/drug/mass retail. Advertise with *Drug Store News* and capitalize on this exclusive content to connect with industry decision-makers.

An unmatched opportunity for you to connect online and in print with buyers who decide what goes on the shelves.

EXCLUSIVE EDITORIAL

This annual report features in-depth data on:

- *Breakout brands flying under the radar*
- *Innovations driving measurable growth for pharmacy retailers*
- *The next big niche*

ADVERTISER EXTRAS "Hot Niche Brand" Spotlights

Advertisers in the "Niche Brands Report" will receive a 150-word write-up and product photo feature in the "Hot Niche Brands" section. Spotlights will run in the May 17th issue of *Drug Store News* (86,000 readers) and online at drugstorenews.com (114,000 unique visitors per month).



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