

SmartBrief + National Retail Federation

Connecting retail leaders to trusted industry intelligence — and brands to decision-makers — since 2003

THE OPPORTUNITY

Retail leaders operate in a dynamic environment shaped by new technologies, supply chain complexity and shifting consumer expectations.

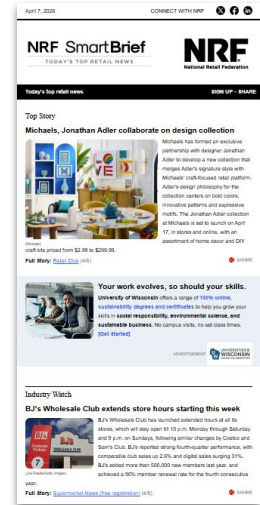
The National Retail Federation needed a trusted platform to consistently engage members and the broader retail community while giving partners contextual access to senior decision-makers.

THE SMARTBRIEF SOLUTION

Since 2003, SmartBrief has partnered with NRF to deliver curated industry intelligence aligned with top trends and retail's most important moments. Channels include:

- **7 NRF-branded SmartBrief newsletters:** Always-on opportunities for contextual alignment across key functions
- **Trend alignment:** Comprehensive coverage of the topics that matter most in retail, including AI, logistics, sustainability and more
- **NRF Retail's Big Show exclusives:** Multichannel coverage and amplification of retail's most important event

This integrated approach keeps retail professionals informed while providing advertisers consistent access to high-value audiences.



"Having SmartBrief as trusted partners is probably the most important thing in terms of how we view not only the present but the future."

Bill Thorne, NRF

SmartBrief

NRF
National Retail Federation

SmartBrief + National Retail Federation (NRF)

THE AUDIENCE

Senior retail decision-makers responsible for strategy, operations and tech investment — primarily director-level & above at major member and nonmember organizations.

Unique audience reach:

162,000+

Total audience reach:

240,000+

Representative Companies: Walmart • Target • Macy's • Nordstrom • Accenture • Amazon • American Express •

TRUSTED CLIENTS

Leading Retail & Technology Brands: Amazon • Microsoft • Ibotta • Walmart • SAP • Placer Labs • NVIDIA • UKG

THE IMPACT

- **Essential industry connection:** Retail leaders rely on SmartBrief for trusted intelligence that keeps them informed and helps them get ahead.
- **Always-on visibility:** Daily newsletters and industry event coverage keep brands top of mind during key moments of research, evaluation and purchase.
- **Trusted environment:** Messaging appears alongside credible, impactful content retail professionals depend on.

THE POWER OF ASSOCIATION PARTNERSHIP

Combining NRF's industry leadership with SmartBrief's trusted reach, this partnership sets the standard for powerful, always-on connection to the decision-makers shaping the future of retail.

"If what we're doing is not helping our members to succeed, then we're not doing our jobs. SmartBrief plays a very integral role in that mission."

Bill Thorne, NRF

