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IN-STORE INSIGHTS MAGAZINE

FORWARD FEATURES

Our features follow a set format for each issue, so no synopsis will be posted, simply the details if outside contributors are required.

Trend Briefing – this feature looks at the latest cutting-edge developments and trending issues within the P-O-P industry.

Sector Report – this is an insight guide to particular retail marketing sectors, highlighting some of the key trends and issues that exist for practitioners.

Technical – this feature looks at must-know information about particular technical disciplines, including practical tips for best practice.

Spring Issue 01.12

Trend Briefing – Applying and adapting above-the-line campaigns to in-store

Sector Report – Forecourt Retailing

Summer Issue 02.12

Trend Briefing – Shopper purchasing behaviour

Sector Report – Travel

Technical – Inks/Materials

Autumn Issue 03.12

Trend Briefing – New Media

Sector Report – Retail Banking

Technical – Colour/Light/Sound

Winter Issue 04.12

Trend Briefing – Innovation Update

Sector Report – Toys

Technical – Compliance