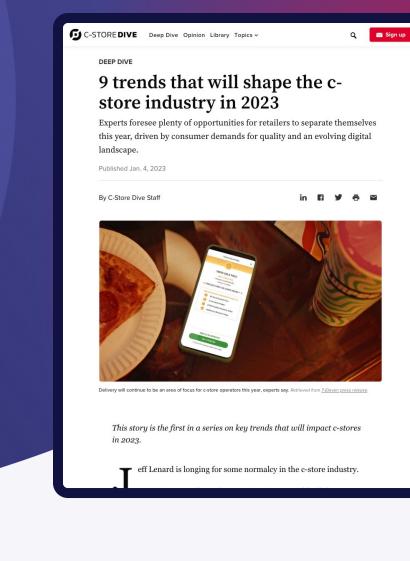


AUDIENCE INSIGHTS FOR 2023



designed specifically for convenience store industry leaders. Across food services, fuels, technology, and tobacco, our journalists cover the issues that impact the convenience store industry.

C-Store Dive is a news publication

AUDIENCE See who's reading C-Store Dive

CONTENTS

Uncover top stories, topics, and keywords

TOP-PERFORMING CONTENT

TRENDS Explore prevailing issues and industry evolutions

MARKETING INSIGHTS

C-STORE DIVE

3,500

SUBSCRIBERS

Lean into the approaches and formats this audience prefers

5K

AUDIENCE

unique monthly visitors

or above

76%

92%

of the Top 25 Convenience Chain

Retailers in the U.S. read C-Store

of subscribers are manager-level

Dive

You'll find C-Store

in the inbox of notable subscribers, like:

Dive's news and insights

 VP Fresh Foods QA, Design and Commercialization, 7-Eleven Director Of Marketing, GAWFCO Enterprises Inc.

• VP of National Accounts, Pace-O-Matic, Inc.

Global Director of Sustainability, Packaging &

Waste, Circle K

• CEO, H1 Gas

• National Account Manager, BIC

• Senior VP, Fuel, Giant Eagle, Inc.

• VP of Sales, Bon Appetit Bakery

- Sr. Director of Sales, National Distributor Management, National Accounts, The Naked Collective
- National Sales Director, MK Lighter Company

Top 5 topics

development

3. Category trends

4. Foodservice

5. Fuels

Murphy USA to build 500

Why Kum & Go might be

selling, and what it might

mean for the c-store landscape

digital convenience

c-store acquisitions

more stores by 2033, CEO says

1. Operations and store

2. Technology and electrification

food and drink options took a dive, as the pandemic forced consumers to stay at home. Now, as consumers fall back into their 'normal' routines, the c-store

In recent years, demand for on-the-go

landscape is experiencing a surge in

TOP-PERFORMING CONTENT

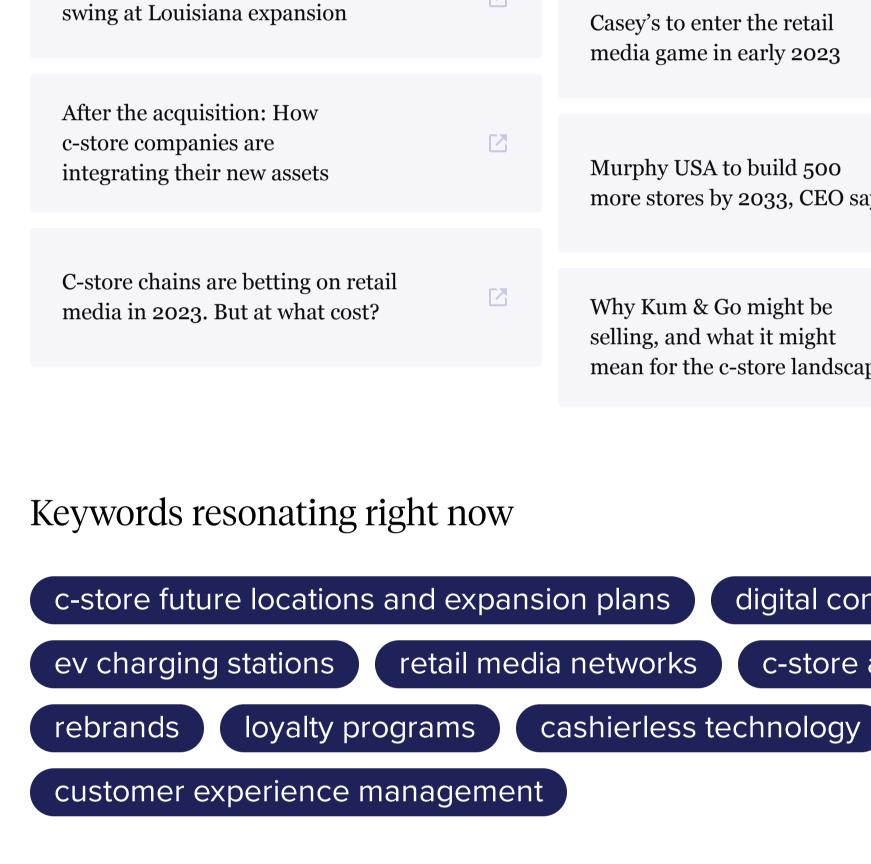
sales, even as consumers watch their wallets during tough economic times. From changing consumer preferences, to inflation, to countless consolidations, the c-store industry is anything but predictable. Let's look at what our readers have been focused on most.

Top 10 C-Store Dive stories

Amazon Go closing 8 of its c-stores

c-store industry in 2023 Buc-ee's takes a second

9 trends that will shape the



4 snack trends that will impact c-stores in 2023 How a sale of EG America could impact the c-store industry Casey's to enter the retail media game in early 2023

TRENDS

First-party customer data

Digital loyalty memberships

Third-party cookie ban

Recruiting talent

Technology and innovation

Cashierless checkouts

EV charging stations **Industry shifts** M&As

Retail Media

- **Economic ups and downs**

Major M&As

stories than the average story: • 7-Eleven delivery robots hit the streets Attractive sales landscape Jacksons to enter the cannabis segment Expansions **External impacts** Increasing labor costs Inflation Individually wrapped snack demand

next year

Adoption of retail media From Google's impending ban on the use of third-party cookies to the increase in online shopping, some big c-store players are dipping their

MARKETING INSIGHTS

Snack on these insights to reflect the content preferences

of over 3,500 C-Store Dive subscribers in your strategy:

historically been lacking in the c-store industry, but app-based sales, member-specific pricing, and incentives are set to turn this tide and turn casual consumers into loyalists.

As retail media becomes more attractive to both c-store executives and vendors,

leaders will prioritize building out apps and digital loyalty membership to collect

customer data, track behaviors, and make high-conversion offers. Brand loyalty has

expected. As large chains slowly increase their footprint across the

U.S., other c-store giants are selling off their assets in mass amounts.

toe into the retail media water. And more are expected to follow suit.

Insights on overarching trends Comprehensive via trendlines Competitor-based All-encompassing and on-Timely demand resources like playbooks Actionable Interactive content like webinars

to see the whole picture. C-store execs need content that allows them to tune

into evolutions happening across the industry and in consumer behavior, as

takes a comprehensive, high-level approach complete with action-based advice.

they unfold. Dive deep on topics where warranted but ensure your content

Content Types

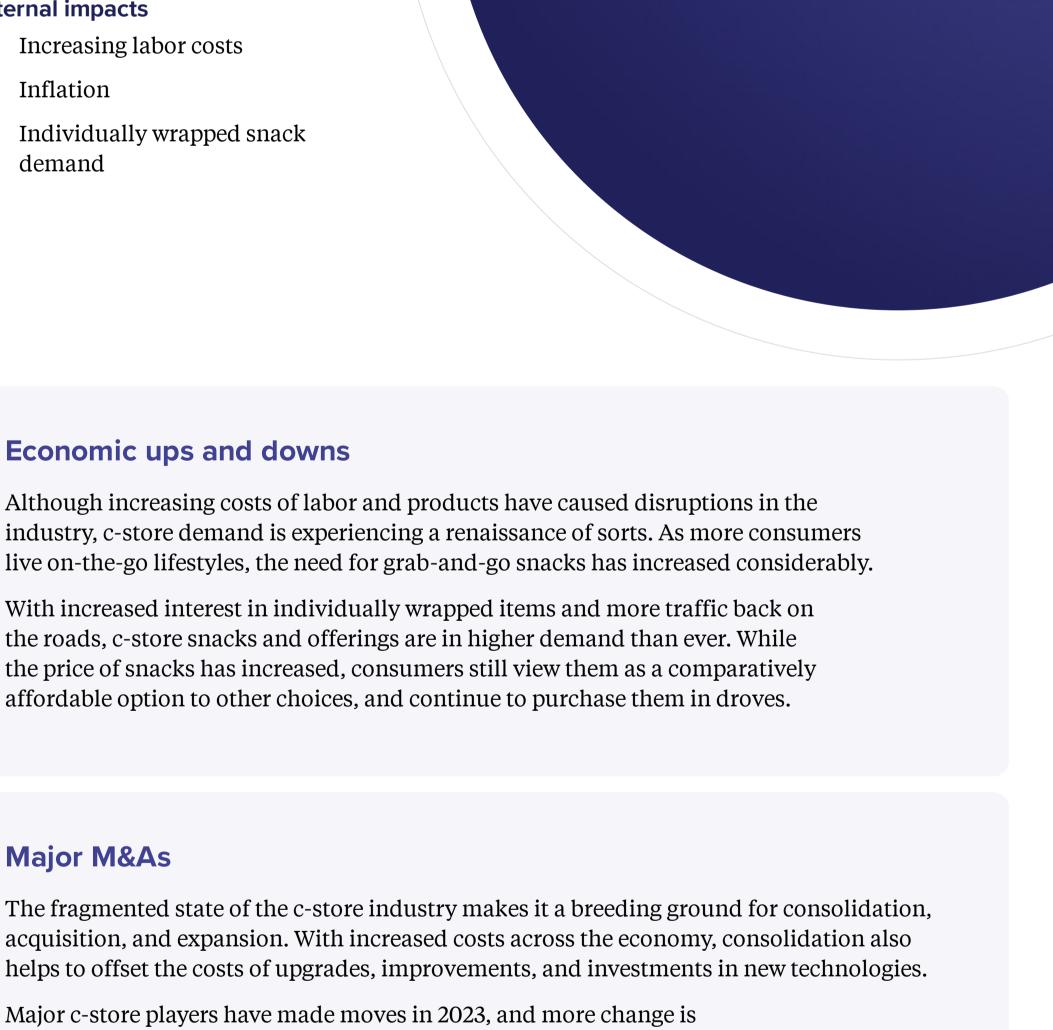
Use a macro gaze The c-store landscape is saturated and fragmented, making it difficult for leaders

Content Characteristics

Prospective

Give them a competitive edge In the hyper-competitive c-store space, leaders are constantly looking for a competitive advantage to set them apart from the rest. Arm them with informed content on their competitors — from M&As, to retail media endeavors and loyalty programs, to novel approaches — so they can shape their strategies with an exhaustive lens. Support facts and updates with quantitative results that clearly demonstrate success and failures, providing a comprehensive outlook of the competition.

Make it snackable Actionable and 'snackable,' summary messaging works best with c-store



Our readers spent

nearly 2x as long on these

decision-makers. They want clear-cut information they can quickly scan and assess to better tackle the daily obstacles they're up against. Cut to the chase, and give them concrete solutions they can take and run with.



studio/ID # II # II How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.