

RETAILTRENDS BRINGS YOU MORE



MORE EXPOSURE FOR YOUR BRAND

ADVERTISING RATES 2026

RETAILTRENDS  MEDIA



■ STATISTICS

RetailTrends.nl

Per month: 500,000 pageviews
250,000 unique visitors

RetailTrends newsletter

55,000 daily newsletter subscribers
45% open rate
53,000 premium newsletter subscribers

■ FORMATS AND COSTS

Exclusive

Premium banner: €2,500 (excl. VAT) per month

- Full banner 1000x125 pixels in all long-read articles on RetailTrends.nl
- Full banner 675x65 pixels in the premium newsletter
- Maximum of 3 positions available per month

Banners

A | Rectangle banner: €500 (excl. VAT) per week

- Rectangle banner 300x245 pixels on the website

B | Full banner: €500 (excl. VAT) per week

- Full banner 1000x125 pixels on the website

C | Newsletter banner: €500 (excl. VAT) per week

- Full banner 675x65 pixels in the newsletter

D | Combo deals: €750 (excl. VAT) per week

1. Rectangle banner on the website and full banner in the newsletter
2. Full banner on the website and full banner in the newsletter

Textual advertisement

Advertisorial on RetailTrends.nl: €750 (excl. VAT) per week

- Advertisorial on the website
- Text block with main image 1170x650 pixels

Advertisorial in the newsletter: €500 (excl. VAT) per week

- Advertisorial in the newsletter with a referral link to the website
- Text block with main image 1170x650 pixels

Combo deal: €1,000 (excl. VAT) per week

- Advertisorial on the website and in the newsletter

SEO Linkbuilding via RetailTrends.nl: €650 (excl. VAT)

- Text block with main image 1170x650 pixels
- Do-follow link
- Tag: submitted article

■ STAND OUT MORE

RetailTrends Topics mailing: €4,000 per mailing (excl. VAT)

- Format: according to the RetailTrends newsletter
- Design: advertiser's logo added to the design
- Distribution: over 53,000 newsletter subscribers
- Content production: advertiser
- Final editing, design, and distribution: RetailTrends Media editorial team

RetailTrends Podcast €950 per episode (excl. VAT)

- 20-second audio clip at the beginning and end of the podcast
- You are the sole advertiser in the podcasts
- Mentioned textually with a link in the article on RetailTrends.nl: "This podcast is made possible by..."

Do you have questions about the possibilities?

Contact us at 0318-431553.

RETAILTRENDS

For professionals in retail & brands



■ TARGET AUDIENCE

- Directors, management, and staff of retail & brand organizations
- Entrepreneurs with multiple brands or retail locations
- Other professionals in retail & brands: including consultants, governments, suppliers

■ BRANDED CONTENT ONLINE

- Branded content publication of a retail project (produced by RetailTrends) on RetailTrends.nl and newsletter.
- After approval from the advertiser and the RetailTrends editorial team, we will publish the article on the website.
- The article includes space for one link to the customer's website.
- Rate per placement: €3,500 excl. VAT

■ RETAILTOPICS – CUSTOM MAGAZINE

RetailTrends Media, in collaboration with its business partners, publishes custom magazines that make their expertise accessible through high-quality journalistic content. A RetailTopics magazine can be produced in various sizes and print runs. **Each configuration has its own rate.**

Example of collaboration:

- A print magazine with 28 pages is printed in a run of 1,000 copies.
- RetailTrends provides content creation and design in collaboration with the client.
- Distribution to RetailTrends members via RetailTrends.nl.
- Translated into a digital magazine and publicly published as a Custom Magazine on RetailTrends.nl.
- To promote, we send one partner mailing with four articles referring to the digital Custom Magazine.
- Rate: €17,500 excl. VAT



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