

RETAILTRENDS BRINGS YOU MORE



MORE EXPOSURE FOR YOUR BRAND

ADVERTISING RATES 2026



■ STATISTICS

RetailTrends.nl

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

■ 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

Textual advertisement

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

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

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

- Advertorial 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

- Advertorial 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

RetailTrends newsletter

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

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

■ 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 podcats
- 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.



■ 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

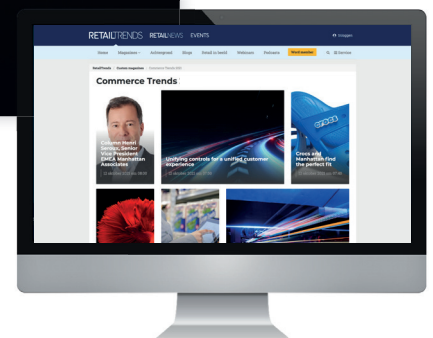
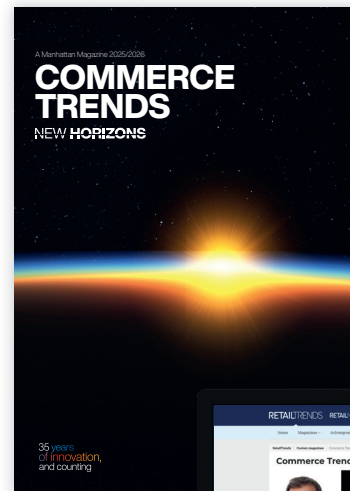
- Branded content publication of a retail project (produced by RetailTrends) on RetailTrends.nl and newsletter.
- After approval from the advertiser and the RetailTrends editorial team, we will publish the article on the website.
- The article includes space for one link to the customer's website.
-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