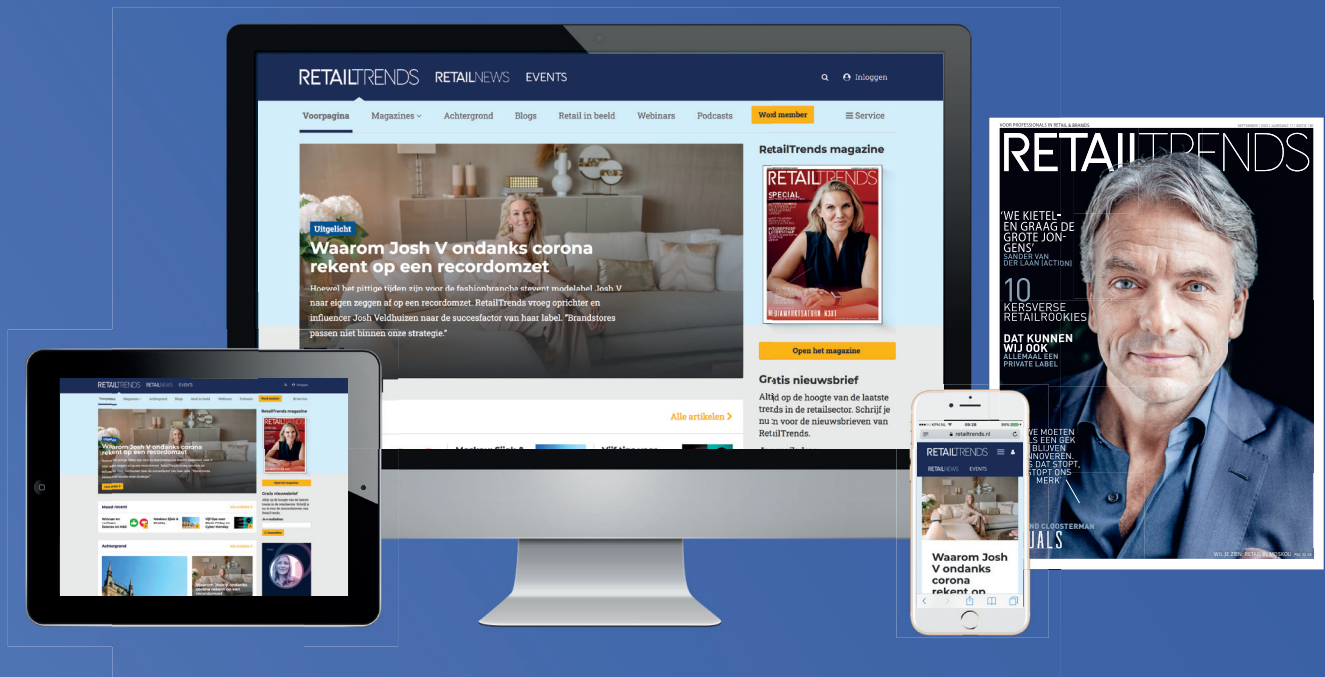


RETAILTRENDS



MORE EXPOSURE FOR YOUR BRAND

ADVERTISEMENT RATES 2021



SIZES PRINT ADVERTISEMENT

Advertisement	2/1	1/1	1/2
	440 x 297 mm*	220 x 297 mm* (sheet mirror)	220 x 148,5 mm* (horizontally)
			110 x 297 mm* (vertically)
*+5mm bleed			

Add an insert to the magazine for € 2,000 ex btw. Maximum size is 210 x 297 mm (A4)

ADVERTISEMENT RATES RETAILTRENDS MAGAZINE (PRINT) 2021 (all rates excl. VAT)

Staffel 1: Small	Staffel 3: Medium	Staffel 6: Full
2/1 page € 3,000	2/1 page € 2,750	2/1 page € 2,500
1/1 page € 2,000	1/1 page € 1,800	1/1 page: € 1,600
1/2 page: € 1,300 (horizontally or vertically)	1/2 page € 1,125 (horizontally or vertically)	1/2 page: € 900 (horizontally or vertically)

* Book your print advertisement and get one week of bannering or an advertorial free on RetailTrends.nl.

DISTRIBUTION

Print

Distribution to RetailTrends members: 2,500 copies

Distribution among professionals in retail & brands: 2,000 copies

Total distribution per edition: 4,500 copies

Digital version

RetailTrends members: 6,000 members

TARGET AUDIENCE

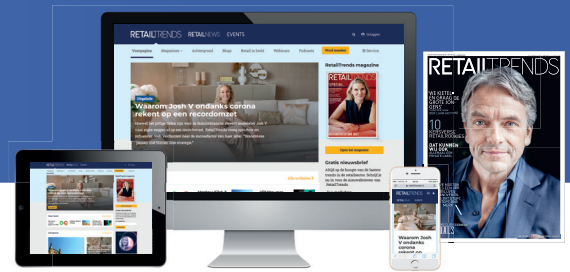
- Direction, management and staff members of retail & brands organizations
- Entrepreneurs with several brands or multiple retail locations
- Other professionals in retail & brands: retail advisors, brand producers and suppliers

THEMA'S RETAILTRENDS 2021

Edition	Date of publication	Specials/Themes
RT 1	9 February	
RT 2	8 April	Fans Love Brands
RT 3	10 June	Stores That Wow
RT 4	9 September	RetailRookies en RetailTrends Live
RT 5	7 October	Changemakers in Retail
RT 6	11 November	What's Next in Retail Tech

Questions about the possibilities?

Contact us: +31 318 49 15 53.



■ BRANDED CONTENT PRINT MAGAZINE

This is high-quality journalistic content written by our own editors, in collaboration with our business partners. Editorial branded content article of 2 pages about an interesting retail case or a relevant research in RetailTrends print and digital.

- The article will contain the text "branded content" above the article.
- 50 copies of the edition in which the article appears.
- PDF file of the editorial is free to use for PR purposes.
- The article will be published online one month after print publication on RetailTrends.nl and in the daily newsletter.
- Rate: € 4,750 excl. VAT

■ BRANDED CONTENT ONLINE

- Branded content publication of a retail project, expert article or a blog (by RetailTrends) on Retailtrends.nl and the newsletter.
- We will publish the article on the website after approval.
- There is room for one link to a website in the article.
- The article will be shared on the LinkedIn page of RetailTrends with over 5,000 active followers.
- Rate: € 1,500 excl. VAT

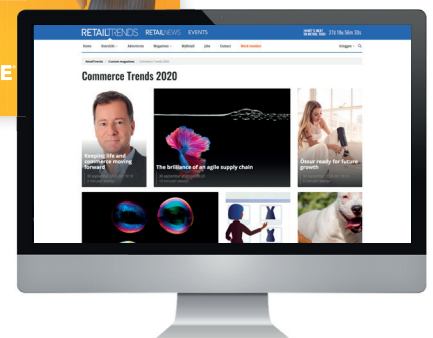
■ RETAILTOPICS – CUSTOM MAGAZINE

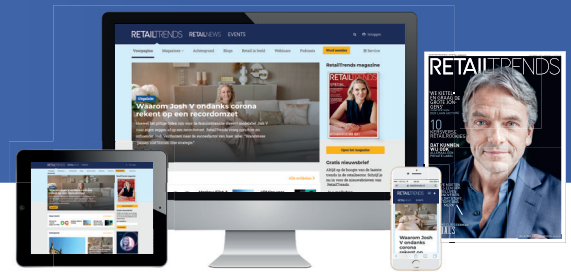
RetailTrends Media publishes a custom magazine in collaboration with business partners, who make their expertise manageable and accessible through high-quality journalistic content.

It is possible to produce a RetailTopics in different sizing and editions.

Example of a collaboration:

- Print magazine consisting of 28 pages with an edition of 3,000 copies.
- RetailTrends takes care of content creation and layout in collaboration with the client.
- The custom magazine will be sent to RetailTrends members along with the edition of RetailTrends Magazine.
- Digital version of the custom magazine will be published as a Custom Magazine on www.RetailTrends.nl
- To promote the magazine there will be a partner mailing with four articles referring to the digital Custom Magazine.
- Rate: € 20,000 ex btw





STATISTICS

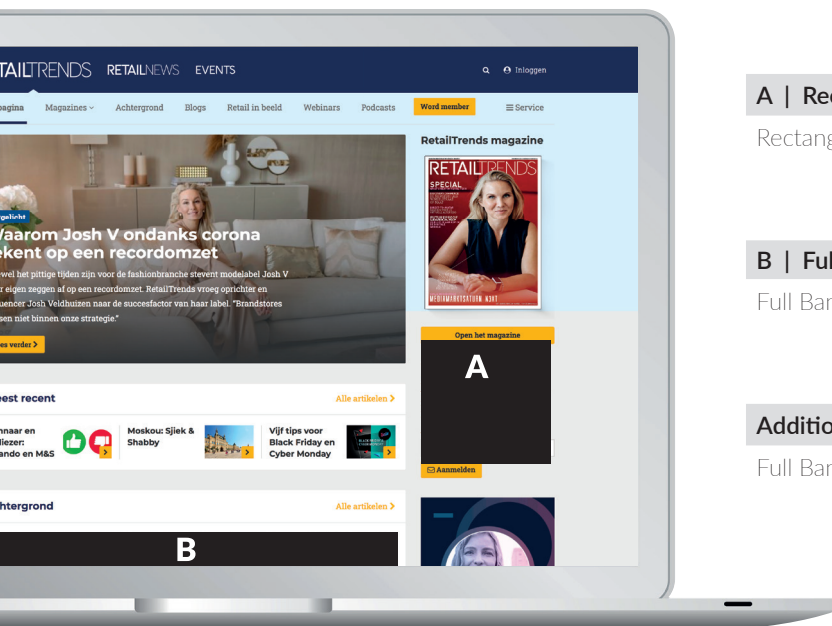
RetailTrends.nl

Per month: 150,000 views
95,000 unique visitors

Newsletter RetailTrends

30,000 subscribers
39% open ratio

SIZES AND RATES



A | Rectangle € 1,500 per month, € 400 per week (excl. VAT)

Rectangle 300 x 245 pixels on the website

B | Full banner € 1,500 per month, € 400 per week (excl. VAT)

Full Banner 850 x 75 pixels on the website

Additional: 5 days in the daily newsletter € 150 (excl. VAT)

Full Banner 675 x 50 pixels

EXTRA STRIKING COMMUNICATION

Advertorial on RetailTrends.nl € 500 per week (excl. VAT)

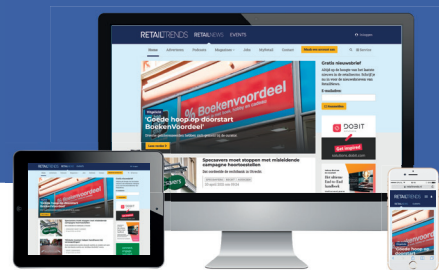
- Advertorial on the website and in the daily newsletter
- Text block with one image 850 x 600 pixels
- Additional: 5 days in the daily newsletter € 250 (excl. VAT)

RetailTrends digital partner mailing € 3,500 per mail (excl. VAT)

- Size: conform RetailTrends newsletter
- Style: logo advertiser added to the template
- Sending to: more than 27,500 newsletter subscribers
- Content production: advertiser
- Final editing, appearance and submitting: Editing team RetailTrends Media

RETAILNEWS

Daily news about retail & brands

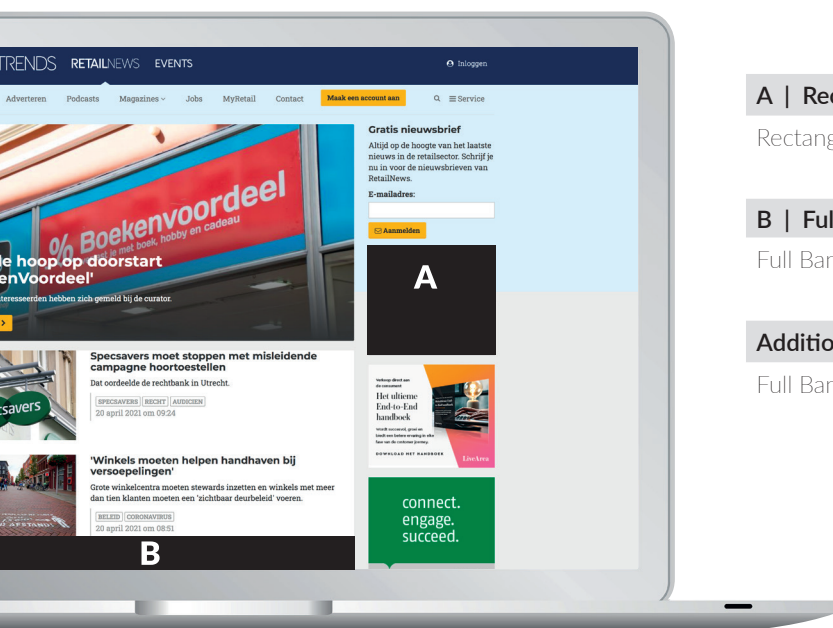


STATISTICS

RetailNews.nl

Per month: 500,000 views
150,000 unique visitors

SIZES AND RATES



A | Rectangle € 2,200 per month, € 600 per week (excl. VAT)

Rectangle 300 x 245 pixels on the website

B | Full banner € 2,200 per month, € 600 per week (excl. VAT)

Full Banner 850 x 75 pixels on the website

Additional: 5 days in the daily newsletter € 150 (excl. VAT)

Full Banner 675 x 50 pixels

EXTRA STRIKING COMMUNICATION

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

- Advertorial on the website and in the daily newsletter
- Text block with one image 850 x 600 pixels
- Additional: 5 days in the daily newsletter € 250 (excl. VAT)

Questions about the possibilities?
Contact us: +31 318 49 15 53.

RETAILTRENDS **MEDIA**