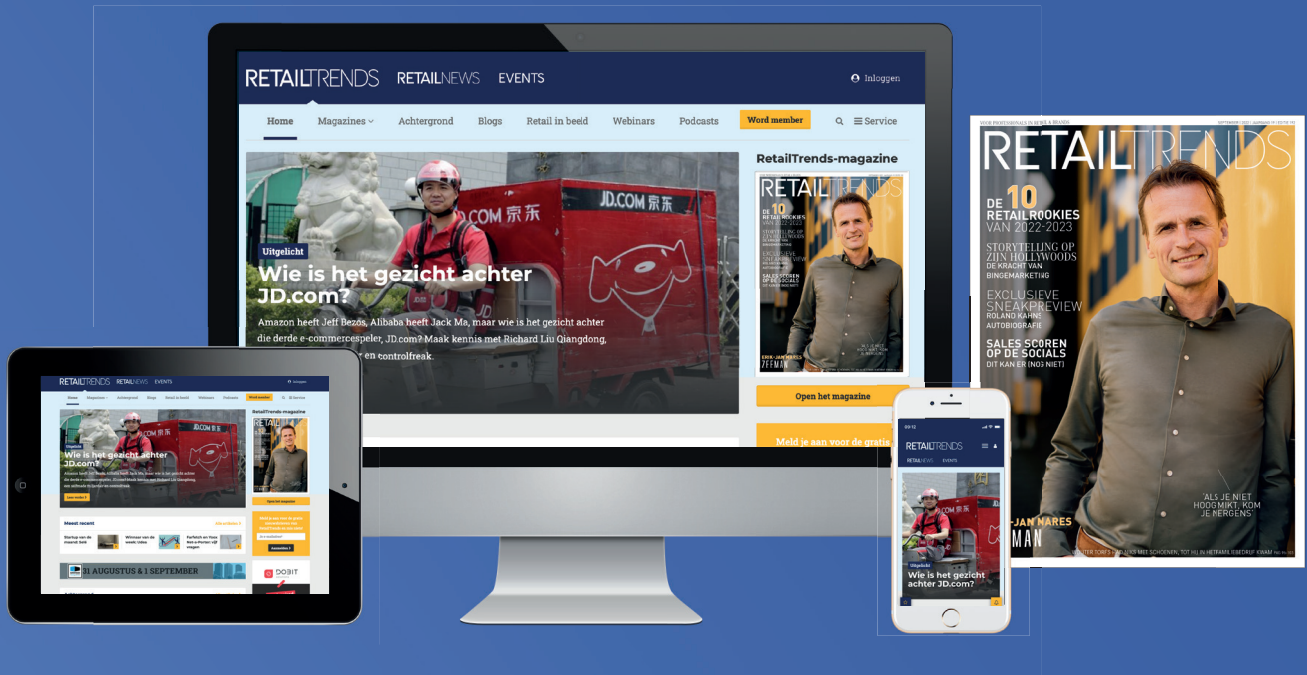


RETAILTRENDS



MORE EXPOSURE FOR YOUR BRAND

ADVERTISEMENT RATES 2023



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) |
| *+5mm bleed | | | 110 x 297 mm* (vertically) |

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

ADVERTISEMENT RATES RETAILTRENDS MAGAZINE (PRINT) 2023 (all rates excl. VAT)

| Staffel 1: Small | Staffel 6: Full |
|------------------------------------------------|----------------------------------------------|
| 2/1 page € 3,000 | 2/1 page € 2,500 |
| 1/1 page € 2,000 | 1/1 page: € 1,600 |
| 1/2 page: € 1,300 (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: | 2,000 copies |
| Distribution among professionals in retail & brands: | 2,000 copies |
| Total distribution per edition: | 4,000 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 2023

| Edition | Date of publication | Specials/Themes |
|---------|---------------------|--------------------------------------|
| RT 1 | February | NRF-special |
| RT 2 | March | Webwinkel Vakdagen 2023 & e-commerce |
| RT 3 | April | Fans Love Brands |
| RT 4 | June | Stores That Wow |
| RT 5 | September | RetailTrends Live Tech |
| RT 6 | November | What's Next in Retail |

Questions about the possibilities?

Contact us: +31 318 43 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 15.000 active followers.
- Rate: € 3.000 excl. VAT

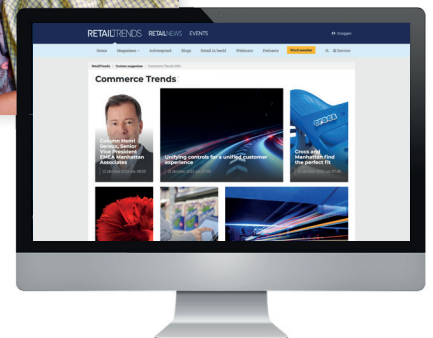
■ RETAILTOPICS – CUSTOM MAGAZINE

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.

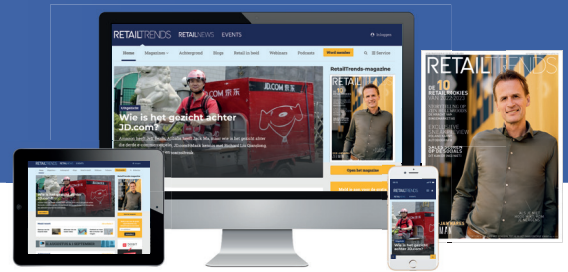
Example of a collaboration:

- 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



Questions about the possibilities?

Contact us: +31 318 43 15 53.



STATISTICS

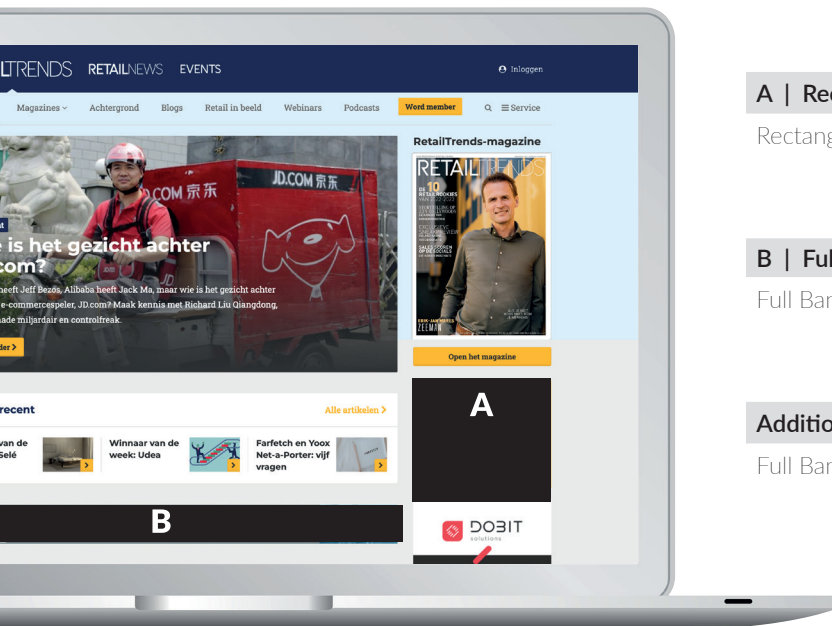
RetailTrends.nl

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 28,000 newsletter subscribers
- Content production: advertiser
- Final editing, appearance and submitting: Editing team RetailTrends Media

RetailTrends Podcast € 950 per episode (excl. VAT)

- 20 seconds audio clip before and after the podcast
- You are the only advertiser in the podcast
- You will be mentioned with a link in the article on RetailTrends.nl: "This podcast is powered by..."

Questions about the possibilities?

Contact us: +31 318 43 15 53.

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 43 15 53.

RETAILTRENDS MEDIA