

RETAILTRENDS



MORE EXPOSURE FOR YOUR BRAND

ADVERTISEMENT RATES 2024



■ 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) 2024 (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: 7,500 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 2024

Edition	Date of publication	Specials/Themes
RT 1	February	200th edition RetailTrends
RT 2	April	Stores That Wow
RT 3	June	Fans Love Brands
RT 4	September	20-Year anniversary RetailTrends / RetailRookies
RT 5	November	What's Next in Retail Tech

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 (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.
- Rate: € 3.000 excl. VAT

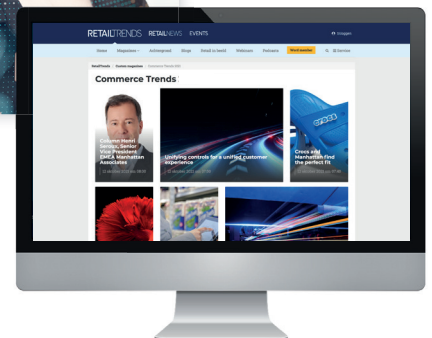
■ RETAILTOPICS – CUSTOM MAGAZINE

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.
- 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

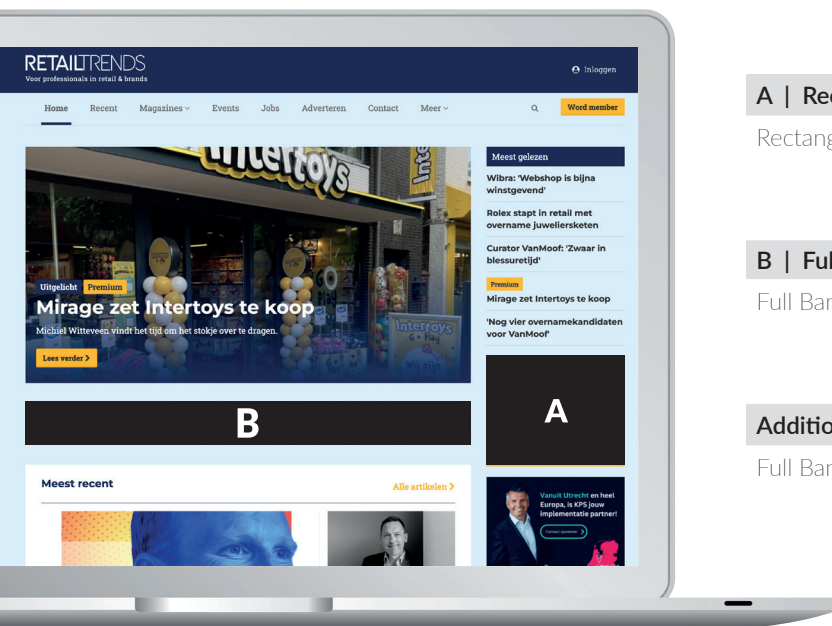
RetailTrends.nl

Per month: 500,000 pageviews
200,000 unique visitors

Newsletter RetailTrends

37,500 subscribers
45% open ratio

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 RetailTrends.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)

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 35.000 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..."

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