



EuroShop

3 | 6 | 5

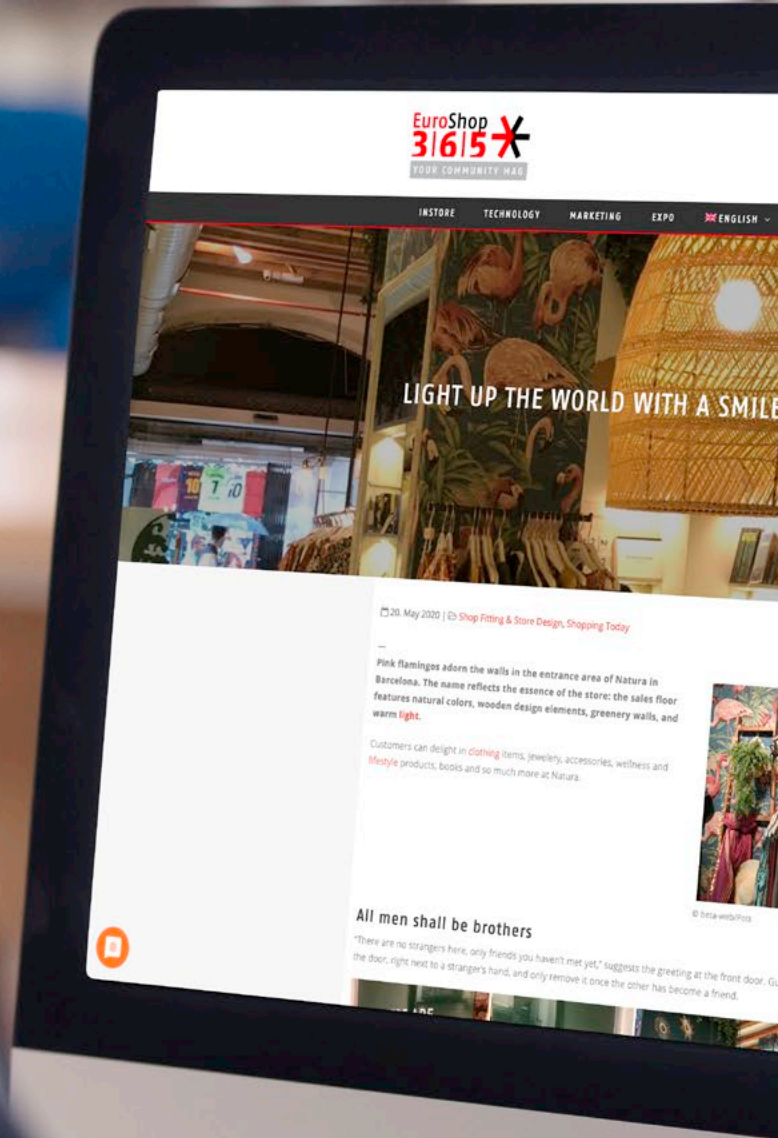


YOUR COMMUNITY MAG

**MEDIA INFORMATION FOR YOUR SUCCESSFUL
COMMUNICATION VIA [MAG.EUROSHOP.DE](https://mag.euroshop.de)**

Valid from 1 September 2020

EUROSHOP 3|6|5 – YOUR COMMUNITY MAG



EuroShop 3|6|5 – Your community mag is the “always on” online magazine of EuroShop, the world’s leading retail fair, and its product family EuroCIS, C-Star and In-Store Asia, published in German and English.

It offers the community highly professional content on topics that move the industry. Reports, photos, videos, interviews, opinion pieces and short news bulletins – we update entrepreneurs and decision-makers in the retail industry about trends and developments. **Practice-oriented, well informed, objective and international.**

EuroShop.mag has grown to become the industry meeting place for all those interested in retail and expositions, attracting great attention throughout the international market. Within a very short time, the magazine has established itself as a door opener for valuable cooperation, especially in future-oriented areas.

COMMUNITY

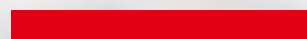
USERS ACCORDING TO SECTOR*



42 % Retail



21 % Services

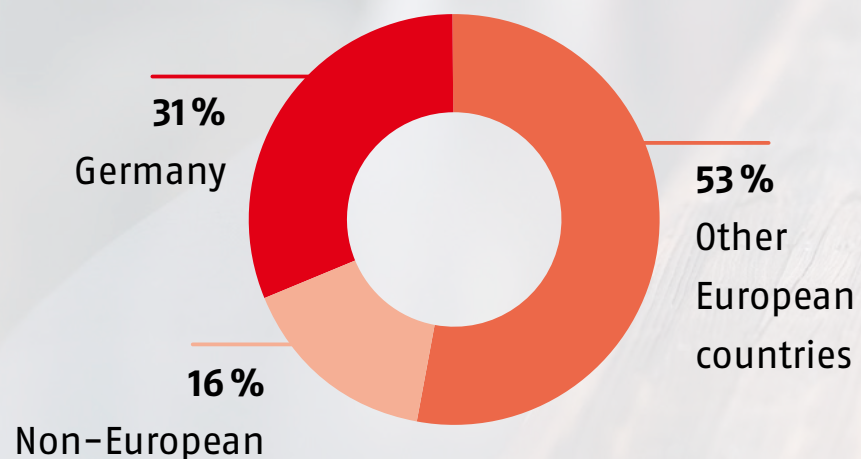


20 % Industry



11 % Other

INTERNATIONAL READERSHIP



*Remaining 6% = pupils, students, non-jobholders

DECISION-MAKING POWER AND PROFESSIONAL KNOW-HOW



50 % Top management



21 % Middle management



TOPICS IN FOCUS

In categories ranging from **Instore, Marketing and Technology to Expo**, you'll find all eight Dimensions of EuroShop:

- **Expo & Event Marketing**
- **Food Service Equipment**
- **Lighting**
- **Refrigeration & Energy Management**
- **Retail Marketing**
- **Retail Technology**
- **Shop Fitting & Store Design**
- **Visual Merchandising**

**BE THERE, WHERE THE INDUSTRY'S BEST-KNOWN PLAYERS
GET THEIR INFORMATION.**





TRAFFIC DATA*

*Average monthly figures

19,500 Page views

8,000 Visitors

3.5 Minutes viewing time

2.43 Page views per visit

FOLLOWERS**

**Status: August 2020

NEWSLETTER

147,329 Recipients

LINKEDIN

10,737 Followers (total), of which 5,968 are high-value business contacts within the groups "EuroShop" and "EuroCIS" and 4,769 via their own respective profiles

FACEBOOK

30,287 Subscribers

TWITTER

6,152 Followers

PACKAGE OFFERS

OUR BASIC PACKAGE

X

Rectangle (on the landing page or in a category)

Insertion of content marketing for one month on the landing page or in a category

X

Newsletter ad in the EuroShop and EuroCIS newsletters

X

X

Bilingual publication in German and English

Run: 3 months

Price: €4,500.– rather than €5,350.–

OUR PREMIUM PACKAGE

Exclusive sponsoring of a Topic in Focus

Rectangle (on the landing page or in a category)

Insertion of content marketing for one month on the landing page or in a category

Insertion of content marketing for one month on the landing page or in a category

Newsletter ad in the EuroShop and EuroCIS newsletters

Newsletter ad in the EuroShop and EuroCIS newsletters

Facebook post

Bilingual publication in German and English

Run: 3 months

Price: €7,800.– rather than €13,200.–

PACKAGE OFFERS

OUR BASIC PACKAGE

Run extended from
3 to 12 months

X

Rectangle (on the landing page or in a category)

Newsletter ad in the EuroShop and
EuroCIS newsletters

Surcharge: €2,300.–

OUR PREMIUM PACKAGE

Run extended from
3 to 12 months

Exclusive sponsoring of a focal topic

Rectangle (on the landing page or in a category)

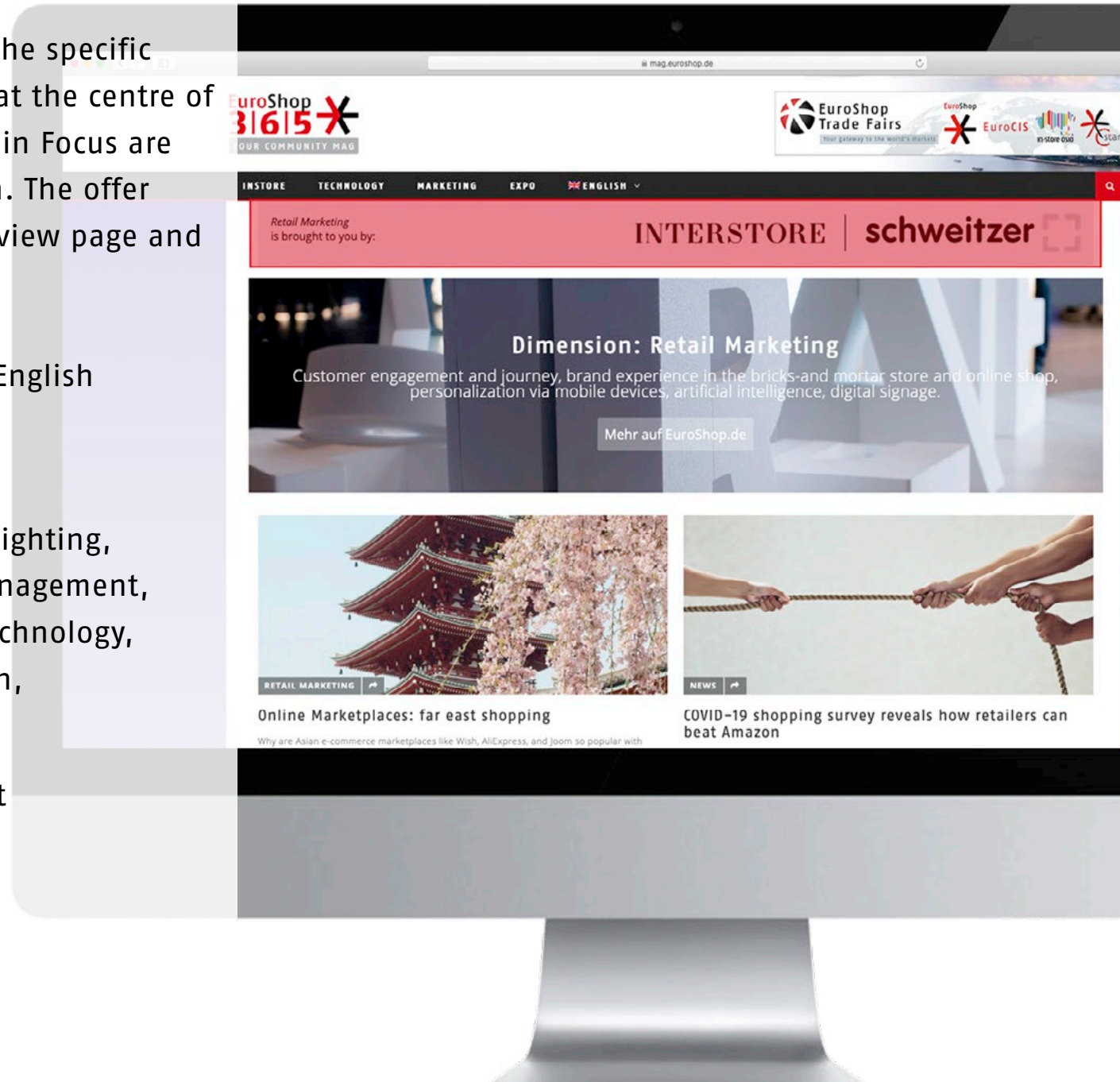
Newsletter ad in the EuroShop and
EuroCIS newsletters

Surcharge: €3,300.–

TOPICS IN FOCUS

Profit from exclusive presence in one of the specific Topics in Focus and position your brand at the centre of your target group's attention! Our Topics in Focus are available exclusively to one sponsor each. The offer includes the logo placement on the overview page and in each article assigned to the topic.

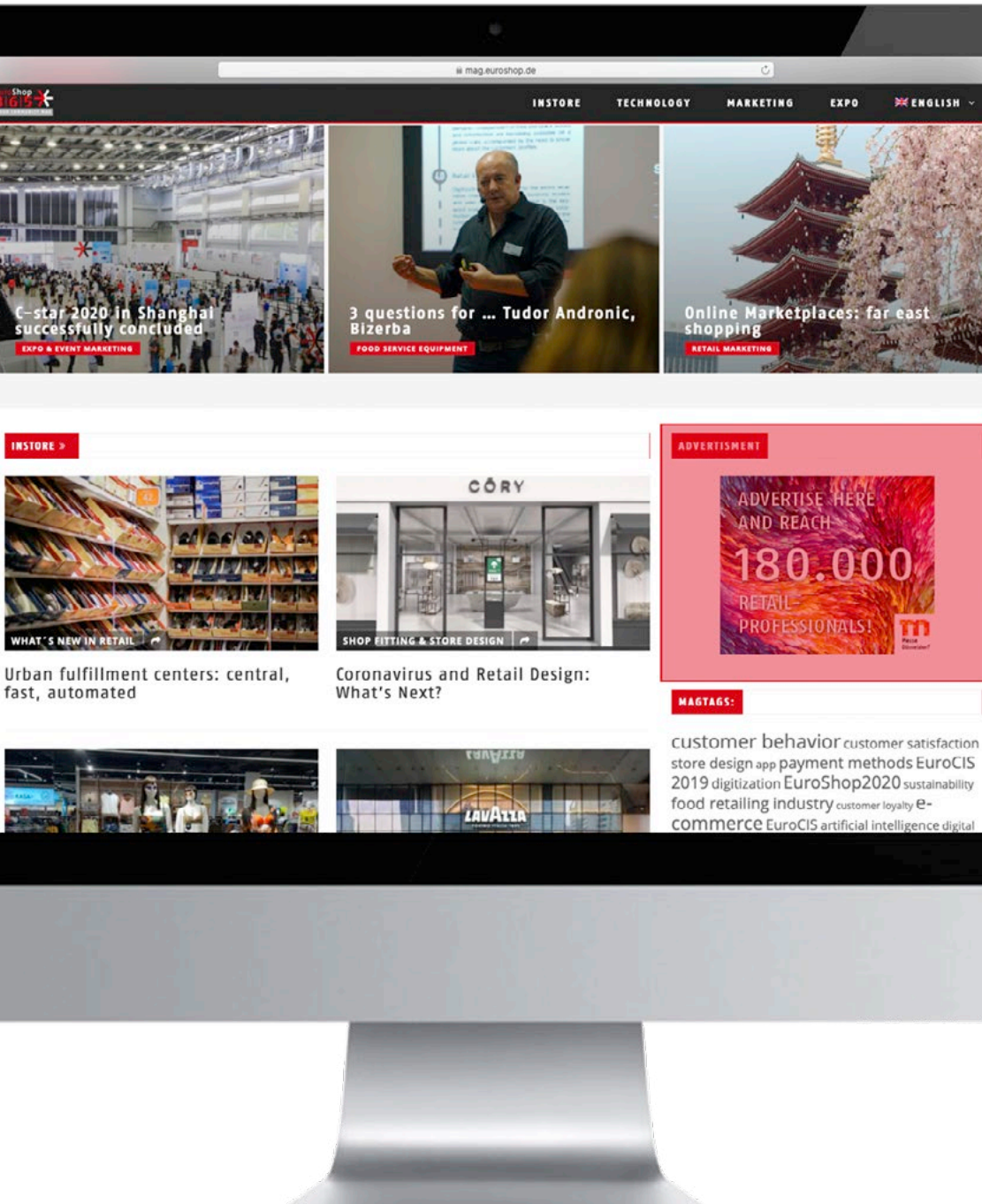
- Run:** 3 months in German and English
- Placement:** Topics in Focus
(Expo & Event Marketing, Food Service Equipment, Lighting, Refrigeration & Energy Management, Retail Marketing, Retail Technology, Shop Fitting & Store Design, Visual Merchandising)
- Rotation:** None, exclusive placement
- Price:** €3,000.–



RECTANGLE BANNER

The rectangle banner can be booked on the homepage and in one of the categories (Instore, Technology, Marketing or Expo). It appears on the right-hand side of the page. If a category is booked, the rectangle is also displayed in every article within the category. The generous dimensions (300 x 250 pixels) offer you a wide spectrum of possibilities for your online advertising.

| | |
|-------------------|--|
| Run: | 3 months in German and English |
| Placement: | Homepage or category (Instore, Technology, Marketing or Expo) |
| Rotation: | max. 8 banner in click rotation |
| Price: | €1,000.– |

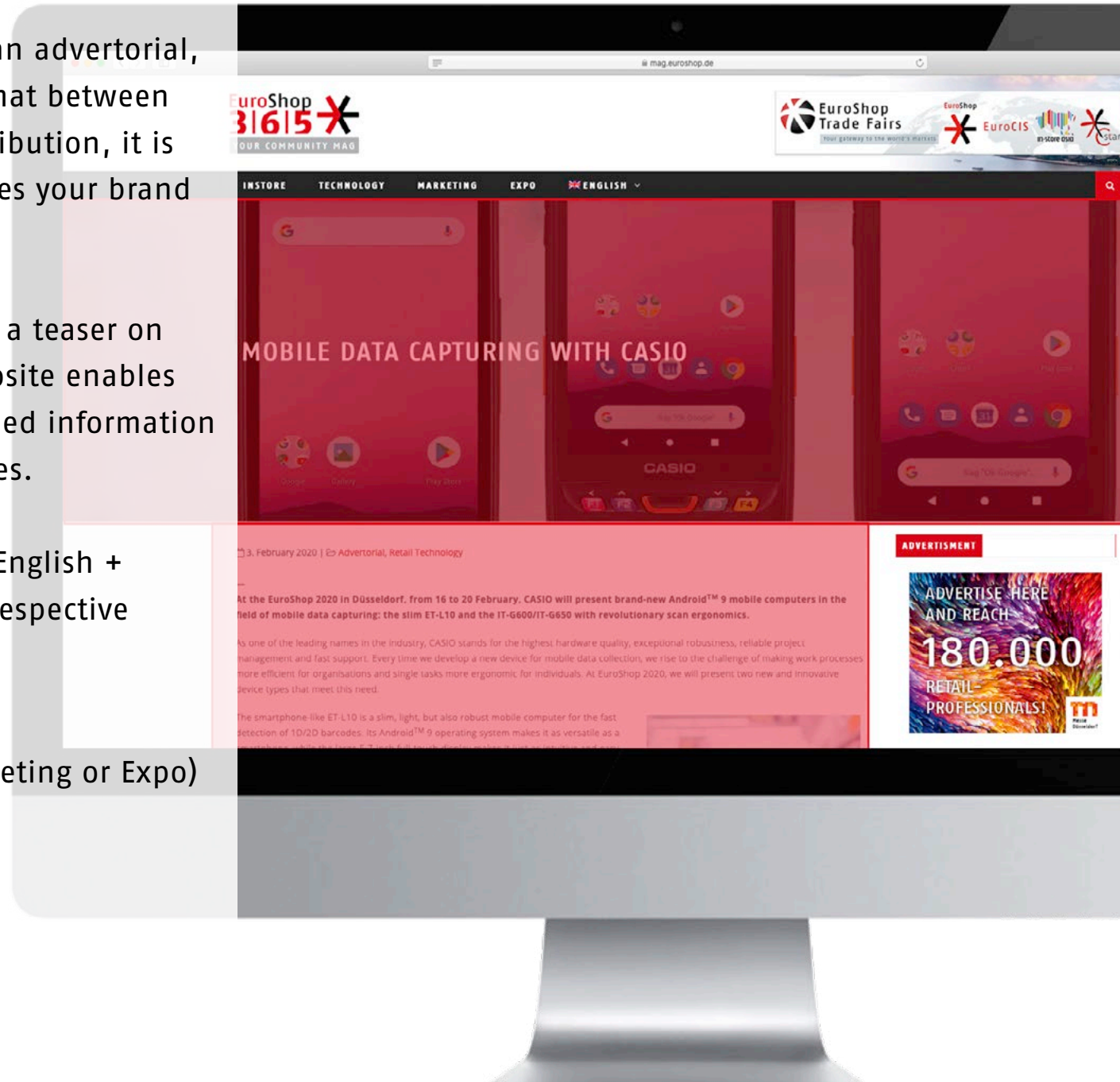


CONTENT MARKETING

Content marketing can take the form of an advertorial, a text ad or a video placement. As a format between classic advertisement and editorial contribution, it is very popular with our readers. It combines your brand message with valuable information.

The integration of content in the form of a teaser on the homepage and on a connected microsite enables you to present comprehensive and detailed information and images on products, topics or services.

| | |
|-------------------|--|
| Run: | 3 months in German and English + at least 12 months in the respective category |
| Placement: | Homepage or category (Instore, Technology, Marketing or Expo) |
| Rotation: | None |
| Price: | €1,900.– |





RETAIL SALSA – THE WEBTALK-SERIES

Salsa makes a dish something very special. That's why we've created "retail salsa – Spice up your community", a new and spicy format to discuss unique ingredients of successful customer journeys and use cases from the retail industry.

"retail salsa – Spice up your community" is the virtual webtalk that brings independent retailers and industry experts to discuss the components of a successful customer journey. In so doing, we provide the ideal mix through sharing insights and experiences. "retail salsa" is hosted by iXtenso – Magazine for Retail and EuroShop – The world's no.1 retail trade fair.

A project by



Existing partners

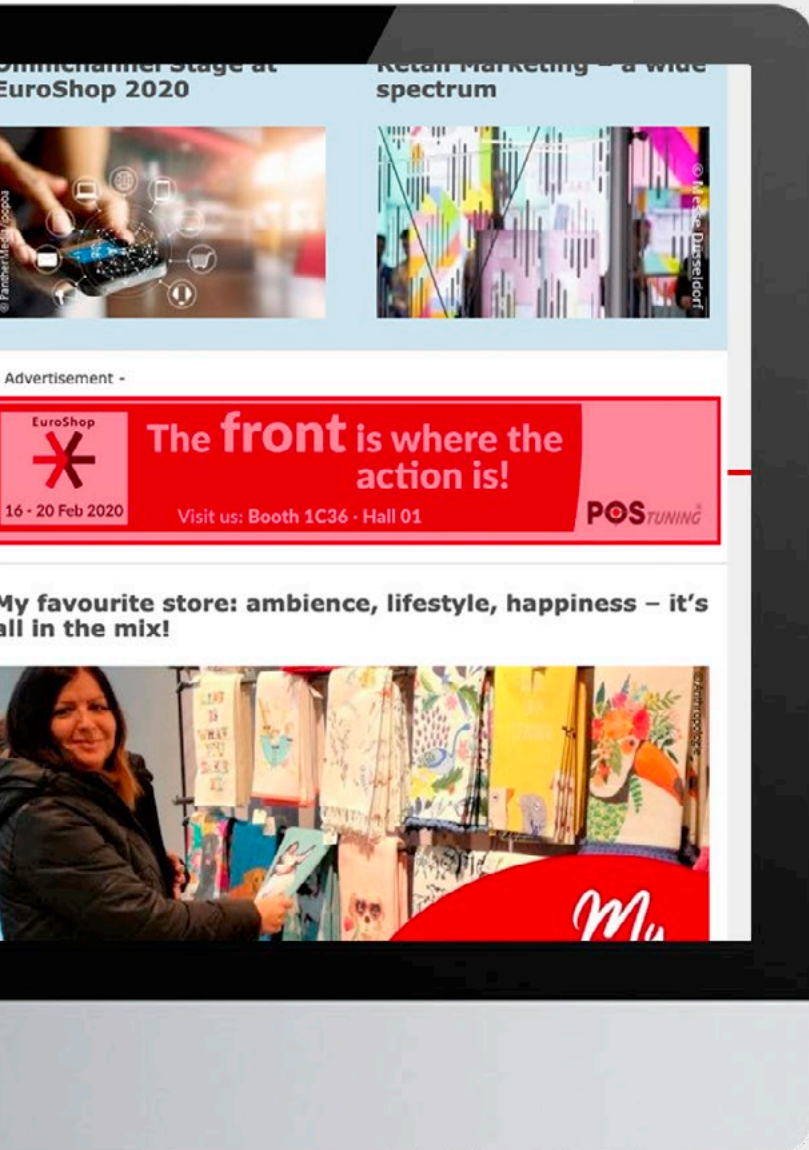


www.retail-salsa.com

EXPECT THE FOLLOWING SERVICES:

- You take part in the talk with your expert and your company's identity.
- Theme, content and language version will be decided with your input. The kitchen is yours!
- The webtalk is not a product pitch. Rather an informative and interactive event.
- The best case is you providing real examples from your customers' experiences with your solutions. Let them tell us how good it tastes!
- With your confirmed participation, your company's name and logo will be embedded within all communication and marketing concerning this session – you achieve maximal exposure.
- Landing page for retail salsa: www.retail-salsa.com, Website iXtenso, EuroShop.mag; Newsletter iXtenso, EuroShop and EuroCIS; Social-Media-Channels iXtenso, EuroShop and EuroCIS.
- Conforming to GDPR, contact data of participants is supplied to the sponsoring partner.
- All active participants receive access to the recorded webtalk to give them your recipe ideas for their future dishes.
- Future audiences are able to access the webtalk with their registration. Good food is made to be shared!
- Additionally, a review article is presented within EuroShop.mag and iXtenso in which your company's participation and ideas are explained.

Price: 6.000,–€



NEWSLETTER ADVERTISEMENT

EUROSHOP AND EUROCIS NEWSLETTER

Interest in getting up-to-date information from the EuroShop or EuroCIS newsletter is particularly high – our users want all the information and current news from the retail industry.

Your message – tailored to your target group – appears in the inboxes of approx. 147,000 domestic and international subscribers every month.

| | |
|-------------------|--------------------------------|
| Run: | 1 issue in German and English |
| Placement: | Content area |
| Rotation: | None, max. 3 banners per issue |
| Price: | €2,450.– |

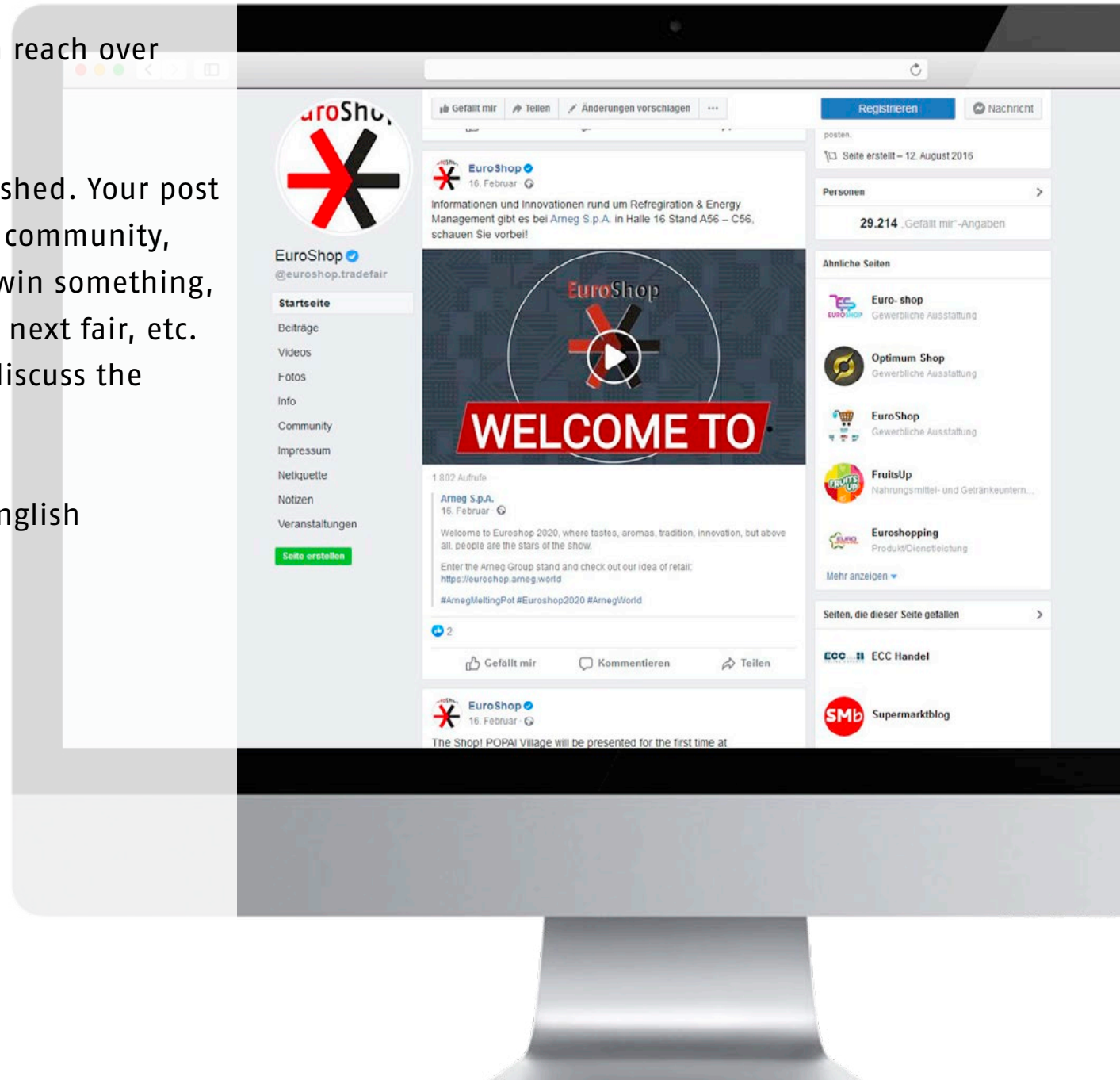
FACEBOOK-POST

With our Facebook status update you can reach over 30,000 fans in our community.

Please note: Pure ad content is not published. Your post should offer valuable information to the community, e.g. an interesting video, the chance to win something, something available at your stand at the next fair, etc. Our social media team will be happy to discuss the various options with you.

Run: 1 posting in German and English

Price: €500.-



PROMOTIONAL FORMATS AT EUROSHOP & EUROCIS

EuroShop.de and EuroCIS.com are the first port of call for all information about the trade fairs themselves. In addition to information on preparing for your trade fair appearance, the portals also offer a comprehensive exhibitor database, with all the facts and figures on the

individual exhibitors and their products, as well as current industry information. It offers exhibitors prominent presentation areas for advertising that is not only attention-getting, but also enjoys a high level of acceptance among users.



NEWSLETTER EUROSHOP (125,260 subscribers)

Run: 1 issue in German and English
Placement: Content area
Rotation: None, max. 3 banners per issue
Price: €1,600.–

CONTENT MARKETING AT EUROSHOP

Run: 1 month in German and English
Placement: Homepage
Rotation: None
Price: €1,900.–

EuroShop  Trade Fairs



NEWSLETTER EUROCIS (22,063 subscribers)

Run: 1 issue in German and English
Placement: Content area
Rotation: None, max. 3 banners per issue
Price: €850.–

CONTENT MARKETING AT EUROCIS

Run: 1 month in German and English
Placement: Homepage
Rotation: None
Price: €1,600.–



DIGITAL VIDEO PRODUCTION

Present your company professionally and compellingly. We make our rounds with several camera teams at EuroShop and EuroCIS. We film your product and your entire trade fair stand while our moderator presents your product or company in an interview.

The price includes setting up the equipment at your stand, camera shoot and post-production (editing, colour correction, title insertion, as well as background music with licence-free music). We will then post your video online on iXtenso.com, EuroShop.de or EuroCIS.de as well as on our social media sites (YouTube and Facebook).



DIGITAL VIDEO PRODUCTION

You receive your film in MP4 format along with the unlimited rights of use for your internet presentation! With our know-how from conception to finished production, you can count on us to deliver an entertaining and high-impact promotional video.

Film length 2.5 minutes:

€1,800.– (incl. publication)

Production time at your stand of approx. 60 minutes

YOUR FURTHER OPTIONS

- Subtitle integration with supplied text **€300.–**
- Subtitle integration incl. translation by our technical editors (English. Other languages on request) **€400.–**
- Corner logo integration **€200.–**
- Creation of personalised inserts **€300.–**
- Creation of a logo intro **€400.–**

OUR TEAM IS AT YOUR SIDE – FROM THE FIRST QUESTION TO THE LAST ANSWER:

Inga Kuhlow – Sales Manager

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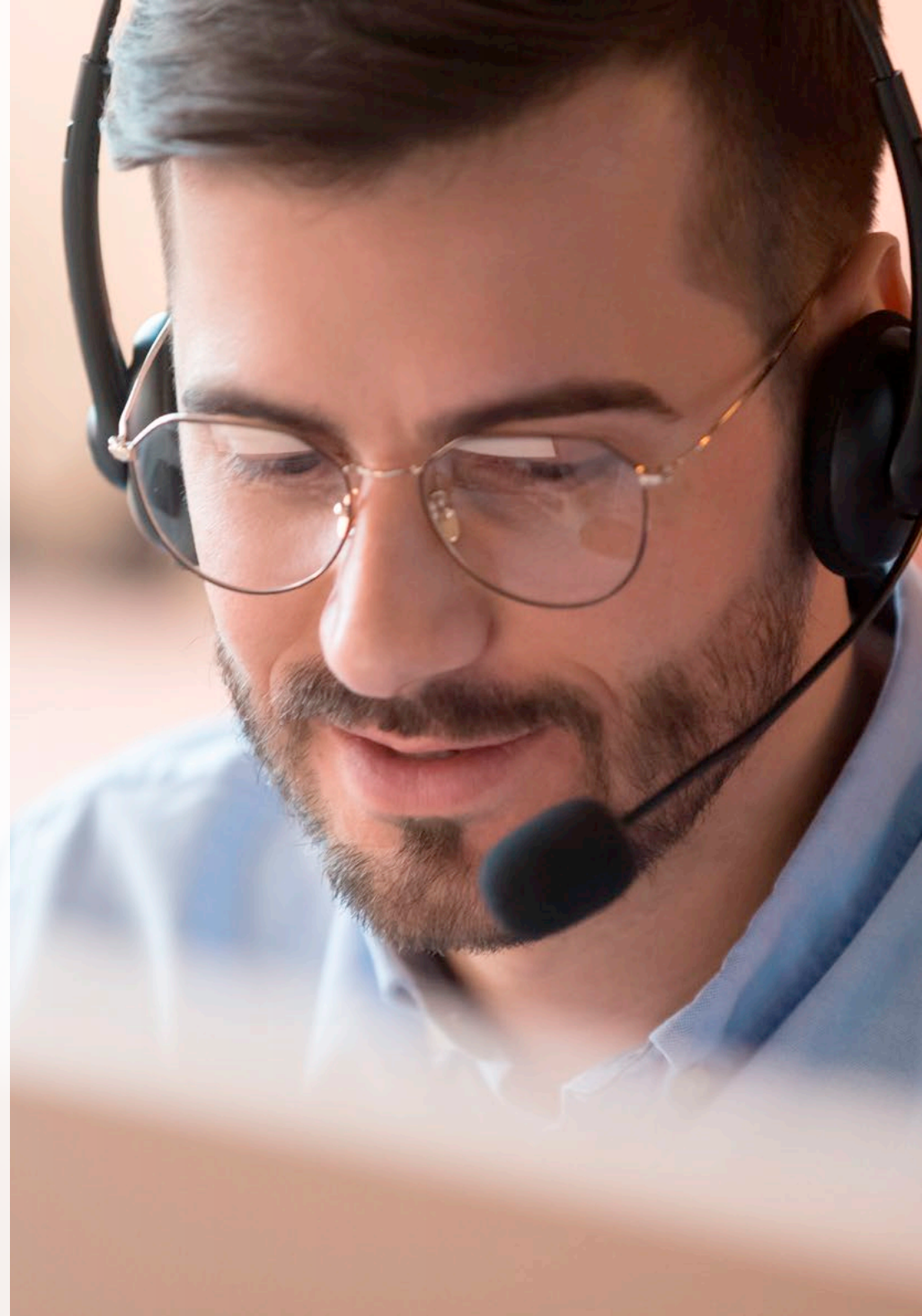
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YOUR COMMUNITY MAG

MAG.EUROSHOP.DE

Our general terms and conditions: http://ixtenso.com/de/allgemein/allgemeine_geschaeftsbedingungen.html

Applicable VAT added to all prices.

Only physical promotional material without tracking or redirects.

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