

  **mag**

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C O M M U N I T Y

N E W S

**MEDIA DATA FOR YOUR SUCCESSFUL RETAIL  
COMMUNICATION ON [MAG.EUROSHOP.DE/EN](https://mag.euroshop.de/en)**

Valid from 10 / 2022



# EUROSHOP 3|6|5 – YOUR COMMUNITY MAG



**EuroShop 3|6|5 – Your community mag** is the „always on“ online magazine of the world's leading retail trade fair EuroShop and its product family EuroCIS, China in-store and and In-Store Asia, which is published in German and English.

It offers the community highly professional content on topics that move the industry. Reports, pictures, films, interviews, opinions or short news items – we inform entrepreneurs and decision-makers in the retail industry about trends and developments – **practical, technically sound, objective and with an international orientation.**

In the meantime, EuroShop.mag has established itself as the industry meeting place for all those interested in the retail and expo sector and has attracted a great deal of attention on the international market. Thus, within a very short time, the magazine has established itself as a door opener for interesting cooperations, especially in future-relevant areas.



# COMMUNITY

## USER BY SECTOR\*



42% retail



21% services

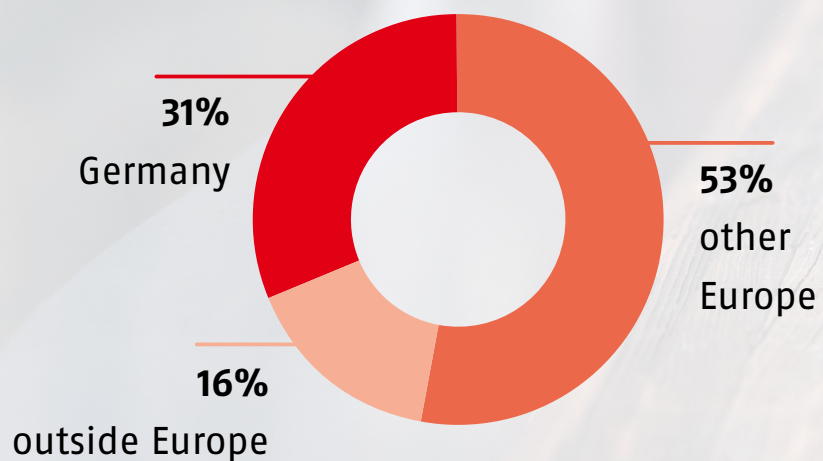


20% industry



11% other

## INTERNATIONALITÄT DER LESERSCHAFT

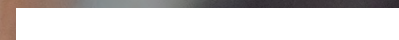


\*Difference to 100% = pupils, students, non-working people

## DECISION-MAKING COMPETENCE AND PROFESSIONAL KNOW-HOW



50% top-management



21% middle-management





# THEMATIC FOCUS

All of the eight dimensions of EuroShop can be found in the sections **Instore**, **Marketing and Technology** through to **Expo**:

- **Expo & Event Marketing**
- **Retail Marketing**
- **Retail Technology**
- **Lighting**
- **Shopfitting, Store Design & Visual Merchandising**
- **Materials & Surfaces**
- **Food Service Equipment**
- **Refrigeration & Energy Management**

**BE PRESENT WHERE RENOWNED PLAYERS OF THE INDUSTRY  
INFORM THEMSELVES.**







## ACCESS NUMBERS\*

\*monthly average

19,500 pages views

8,000 visitors

3.5 minutes dwell time

2.43 page views per visit

## FOLLOWER\*\*

\*\*status August 2022

### NEWSLETTER

165,000 recipients

### LINKEDIN

15,700 (total), thereof 6,100 premium business contracts in the "EuroShop" and "EuroCIS" groups and 9,600 followers on the profiles

### INSTAGRAM

5,770 followers

### FACEBOOK

29,900 subscribers

### TWITTER

4,600 followers



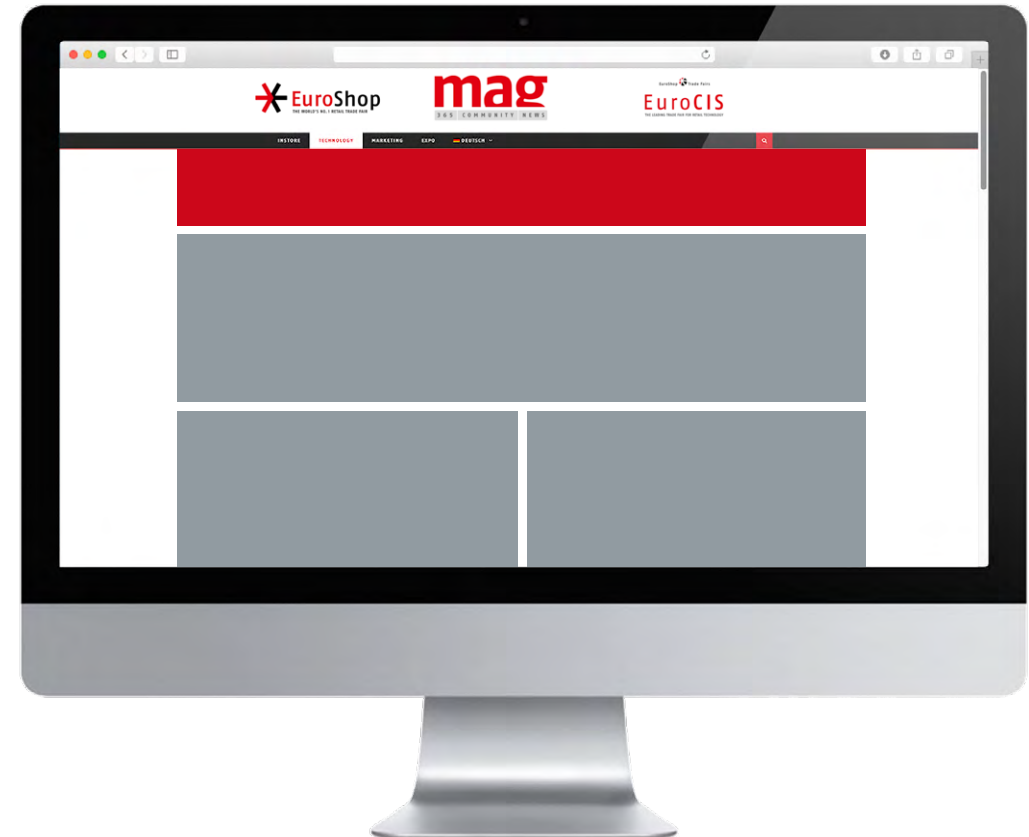
# DIMENSION SPONSORING

Benefit from the exclusive presence in one of the specific topics and position your brand precisely for your target group! Our main topics can each be exclusively occupied by one sponsor. The offer includes logo presence on the overview page and in every article that is assigned to the topic.

**Placement:** thematic focus  
(Expo & Event Marketing, Retail Marketing, Retail Technology, Lighting, Shopfitting, Store Design & Visual Merchandising, Materials & Surfaces, Food Service Equipment, Energy Management, Refrigeration)

**Rotation:** none, exclusive placement

|           |             |
|-----------|-------------|
| 3 MONTHS  | 1,500.– EUR |
| 12 MONTHS | 4,500.– EUR |



# RECTANGLE BANNER

The rectangle banner can be booked on the start page and in one of the sections (Instore, Technology, Marketing or Expo) and is published on the right-hand side of the page. If a section is booked, the rectangle is also displayed in every article of this section. The generous dimensions (300 x 250 pixels) offer you versatile possibilities for your online advertising.

**Placement:** start page or section  
(Instore, Technology, Marketing or Expo)

**Rotation:** max. 8 banners in click rotation



|           |             |
|-----------|-------------|
| 1 MONTH   | 500.– EUR   |
| 3 MONTHS  | 1,000.– EUR |
| 12 MONTHS | 3,000.– EUR |

# CONTENT AD

A content ad can be an advertorial, a text ad or a video placement. As a format between a classic advertisement and an editorial article, it is very popular with our readers because your brand message is combined with value-added information.

The integration of the content in the form of a teaser on the start page and a microsite enables the presentation of comprehensive and detailed information and images on products, topics or services.

**Placement:** start page or section  
(Instore, Technology, Marketing or Expo)

**Rotation:** none



1 MONTH

950.– EUR

NEW

incl. social media posting





Reference customers



## RETAIL SALSA – WEBTALK SERIES

A salsa makes a dish something very special. That's why we have created a new and spicy webtalk format with „retail salsa – Spice up your community“ to talk about 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 retailers, suppliers and independent industry experts together to talk about the ingredients of a successful customer journey. We do not make a trade secret out of the ideal mix, but share mix, but share insights and experiences.

A project of



[www.retail-salsa.de/en/](http://www.retail-salsa.de/en/)



## THE FOLLOWING SERVICES CAN BE EXPECTED:

- You take part in the talk with your brand and one of your experts
- Topic, content and language version will be agreed with you
- The Webtalk is not a „product show“, but an informative and interactive event with first-hand ingredients
- Ideally, you should therefore bring one of your clients with you to talk about theoretical and practical recipes
- After booking, your company appears at least by name and logo in all our marketing measures and you thus benefit from maximum reach
- Landingpage [www.retail-salsa.de](http://www.retail-salsa.de), Website iXtenso, EuroShop.mag; Newsletter iXtenso, EuroShop and EuroCIS; social-media channel iXtenso, EuroShop and EuroCIS
- Through DSGVO-compliant, i.e. voluntary, data release during registration, you will subsequently receive the data of the interested participants
- All active viewers will receive a link to the recording after completing the „retail salsa“ so that they can also cook your recipe
- For all other interested parties, we provide the recording on demand on our landing page behind a registration form
- In addition, we will publish a review on iXtenso and in EuroShop.mag, in which your company will also be represented

**1 SESSION  
GERMAN OR ENGLISH**

**6,000.– EUR**



# SOCIAL MEDIA POST

With our Facebook and LinkedIn status update you will reach over 45,600 fans in our community.

Please note: Pure ad content will not be published. Your post should offer added value for the community, e.g. an interesting video, the chance to win something, something that can be picked up on site at your stand at the next trade fair, etc. Our social media team will be happy to discuss the possibilities with you.

**1 POSTING  
GERMAN+ENGLISH**

**500.– EUR**





# NEWSLETTER ADS

## NEWSLETTER EUROSHOP AND EUROCIS

The willingness to receive information from the EuroShop and EuroCIS newsletters is particularly high, as current news from the retail industry is perceived by our users as desired information.

Your message appears in the mailboxes of a total of around 165,000 national and international subscribers every month.

**Duration:** 1 issue in German and English

**Placement:** within the content area

**Rotation:** none, max. 3 banner per issue



|          |             |
|----------|-------------|
| EUROCIS  | 850.– EUR   |
| EUROSHOP | 1,600.– EUR |
| IM PAKET | 2,200.– EUR |

# PACKAGE OFFERS / 6 MONTHS:

| FORMAT  | OUR BASIC SERVICES | OUR PREMIUM SERVICES |
|---|--------------------|----------------------|
| Dimension sponsoring                                  |                    | ✓                    |
| Rectangle   | ✓                  | ✓                    |
| Social media post (Facebook & LinkedIn)               | ✓ 1X               | ✓ 3X                 |
| Content ad  | ✓ 1X               | ✓ 1X                 |
| Newsletter Ad in the EuroShop- and EuroCIS Newsletter | ✓ 1X               | ✓ 1X                 |

Price: **4,500.– EUR**  
instead of 7,150.– EUR

Price: **6,750.– EUR**  
instead of 9,650.– EUR



# PACKAGE OFFERS / 12 MONTHS:

| FORMAT  | OUR BASIC SERVICES | OUR PREMIUM SERVICES |
|---|--------------------|----------------------|
| Dimension sponsoring                                  |                    | ✓                    |
| Rectangle   | ✓                  | ✓                    |
| Social media post (Facebook & LinkedIn)               | ✓ 2X               | ✓ 6X                 |
| Content ad  | ✓ 1X               | ✓ 2X                 |
| Newsletter Ad in the EuroShop- and EuroCIS Newsletter | ✓ 1X               | ✓ 2X                 |

**Price: 5,350.– EUR**  
instead of 7,150.– EUR

**Price: 10,900.– EUR**  
instead of 16,800.– EUR

# **OUR TEAM** IS BY YOUR SIDE – FROM THE FIRST QUESTION TO THE LAST ANSWER

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C O M M U N I T Y

N E W S

# MAG.EUROSHOP.DE/EN

Our GTC: <https://beta-web.de/agb/>

All prices excluding VAT.

Only physical advertising media without tracking, no redirects.

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Messe  
Düsseldorf