MEDIA INFORMATION FOR YOUR SUCCESSFUL COMMUNICATION VIA MAG.EUROSHOP.DE

Valid from 1 September 2020
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

- 31% Germany
- 53% Other European countries
- 16% Non-European

*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

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
<th>Run</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>X Rectangle (on the landing page or in a category)</td>
<td>Insertion of content marketing for one month on the landing page or in a category</td>
<td>3 months</td>
<td>€4,500.– rather than €5,350.–</td>
</tr>
<tr>
<td>X Newsletter ad in the EuroShop and EuroCIS newsletters</td>
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<td>3 months</td>
<td>€4,500.– rather than €5,350.–</td>
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<td>X Facebook post</td>
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<td>X Bilingual publication in German and English</td>
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<tbody>
<tr>
<td>Exclusive sponsoring of a Topic in Focus</td>
<td>Rectangle (on the landing page or in a category)</td>
<td>3 months</td>
<td>€7,800.– rather than €13,200.–</td>
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PACKAGE OFFERS

OUR BASIC PACKAGE

- Run extended from 3 to 12 months
- 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.–
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.

<table>
<thead>
<tr>
<th><strong>NEWSLETTER EUROSHOP</strong> (125,260 subscribers)</th>
<th><strong>NEWSLETTER EUROCIS</strong> (22,063 subscribers)</th>
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<td><strong>Run:</strong></td>
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<tr>
<td><strong>Rotation:</strong></td>
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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
Telephone: +49 (228) 919 37 31
Fax: +49 (228) 919 37 42
mailto: inga.kuhlow@beta-web.de

Ben Giese – Account Manager (International)
Telephone: +49 (228) 919 37 66
Fax: +49 (228) 919 37 42
mailto: ben.giese@beta-web.de
EuroShop 31615
YOUR COMMUNITY MAG
MAG.EUROSHOP.DE

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Applicable VAT added to all prices.
Only physical promotional material without tracking or redirects.