THIS IS YOU

MAG

MEDIA INFORMATION FOR YOUR SUCCESSFUL COMMUNICATION AT MAG.EUROSHOP.DE
GO FOR MAGVERTISING – AT MAG.EUROSHOP.DE!

- **The online magazine** for the worldwide number one trade fair and its product family: EuroCIS, C-Star and In-Store Asia.
- **Highly professional content** for an international community: reports, announcements, opinions, images, films, interviews, etc.

- **70,000 users / 180,000 hits**
- **180,000** international recipients of the EuroShop and EuroCIS newsletters.
- **about 4,000 members** in exclusive LinkedIn groups: high professionals in the worldwide retail and Expo&Event sector.
- **35,000 fans** on Facebook.

Benefit from the mega-positive response to the EuroShop. mag. Be present on a site on which renowned industry players contribute numerous guest articles and interviews.
TRULY MAGNIFOLD: ADVERTISING FORMS AND FORMATS.
## Premium Package: MAGXIMAL IMPACT.

- **Dimension sponsoring**
- **Rectangle (homepage or column)**
- **Content advertising** (1 month from January to March)
- **Homepage and column**
- **Content advertising** (6 x 1 month from April to December)
- **Homepage and column**
- **Content advertising** (1 month from January to March)
- **EuroCIS or EuroShop homepage**
- **Content advertising** (1 month from April to December)
- **EuroCIS or EuroShop homepage**
- **Newsletter** (4 x per year)
- **Facebook status update***

**PRICE: 11,400 €**

Run: January to December

*Content advertising can consist of an advertorial, a top-selling product, a text ad or a video placement.

** 1 x in the period January to March

***Facebook status update:
With our Facebook status update, you can reach up to 35,000 fans in our community. Please note: we do not publish content that is purely advertising. Your post should offer added value to the community, e.g., an interesting video, the chance to win something, information on something people can get at your stand at the next trade fair, etc. Our Social Media team is happy to discuss options with you.

## Medium Package: SOLID IMAGE POWER.

- **Rectangle (homepage or column)**
- **Content advertising** (1 month from January to March)
- **Column**
- **Content advertising** (3 x 1 month from April to December)
- **Column**
- **Content advertising** (1 month from April to December)
- **EuroCIS or EuroShop homepage**
- **Newsletter** (2 x per year from April to December)
- **Facebook status update***

**PRICE: 6,600 €**

Run: January to December

## Basic Package: A BIT OF MAGIC.

- **Rectangle (homepage or column)**
- **Content advertising** (1 month from January to March)
- **Column**
- **Content advertising** (1 x 1 month from April to December)
- **Column**
- **Content advertising** (1 month from April to December)
- **EuroCIS or EuroShop homepage**
- **Newsletter** (1 x per year from April to December)

**PRICE: 4,200 €**

Run: January to December

All rates herein are subject to value added tax.

General terms and conditions:
READY FOR MAGVERTISING?

Be present at the exact place the international retail sector focusses on: the global retail community’s medium, the on-line magazine of the world’s largest and most significant retail trade fair. Use the opportunities EuroShop.mag offers.

You never magvertise alone!

Inga Kuhlow will be by your side from the first question to the last answer.

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