



Media kit

effective from 1|2017

iXtenso
Magazine for Retailers

iXtenso.com - Online-Journal for retailers

www.iXtenso.com – **the online magazine for the retail sector** covers the latest topics in the industry and retail sector since 2008 and informs about industry trends. Our information portfolio for you includes **news, background reporting, innovations, user feedback, personnel announcements** and an extensive supplier and product database featuring **more than 3,000 suppliers**.

We are a cut above the rest – our USP

Thanks to our magazine's modern and fresh design and its clear and straightforward structure, retailers and their partners are able to quickly find news and expert articles that focus on the latest relevant retail happenings. Our international regular readers spend an above average amount of time getting informed with our online magazine, which is published **in German and English**.

Smartly networked and extensively informed

We offer our readers smartly networked reports that provide extensive information on the respective topic – free of charge. iXtenso.com creates an increased online presence of companies. As a supplier, you reach the searchers right when they have a need and at the moment they are receptive to your products and services. The latest news about your company and detailed company profile and product presentations can make a significant difference in this case. Since 2014, we have successfully complemented our portfolio with the once-yearly special print edition of **“retail trends“**.



Our readers are:

Independent owner	33%
Managing director, board member	21%
Manger Marketing, IT, other branches	18%
Department head	10%
Group / team leader	12%
teacher	2%
Trainee, student	3%
others	1%

Based on analytics from NL subscribers and own survey 2016

Sectors at iXtenso.com:

Sales Promtion | Service & Consulting | IT & Communication | Security | Lighting | Store equipment

Statistics 2016:

135.000 PI
54.000 visits
3'2 min average visit duration

Package offers

Our premium services	Our medium services	Our basic services
Rectangle banner at homepage or preferred sector (banners are shown on mobile devices)	Super banner at homepage or preferred sector (banners are shown on mobile devices)	Leaderboard banner at homepage or preferred sector (banners are shown on mobile devices)
One month placement of an advertorial iXtenso.com incl. teaser in the newsletter	14 days placement of a TOP Product entry at homepage or preferred sector	1 text or banner ad in the newsletter
14 days placement of a TOP Product entry at homepage or preferred sector	2 text or banner ads in the newsletter	Adress entry
4 text or banner ads in the newsletter	Company profile entry	Company profile entry
Company profile entry	Adress entry	Publication of company and product news
Adress entry	Publication of company and product news	Publications in German and English
Publication of company and product news	Publications in German and English	
Publications in German and English		
Runtime: 12 months Price: EUR 9,000,-* *21 % discount compared to single bookings	Runtime: 12 months Price: EUR 4,500,-* *15 % discount compared to single bookings	Runtime: 12 months Price: EUR 2,600,-* *10 % discount compared to single bookings

Advertorial*

Present your company, your services or your products in an editorial topic of focus.

An advertorial as a crossover between classical advertisement and editorial article is very popular with readers, as it combines your brand message with compelling information.

The textual integration in form of a microsite enables the portrayal of comprehensive and detailed information and illustrations on products, topics or services. The advertorial will also appear in the iXtenso newsletter with teaser text and link.

Runtime: 1 month
Preis: EUR 1,800,- (German and English)

We also provide assistance in writing a convincing advertorial:

Price for writing, translation and publication:
EUR 2,700,- (German and English)

* The advertorial is marked as advertisement.

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iXtenso [Sales Promotion](#) [IT & Communication](#) [Lighting](#) [Service & Consulting](#) [Security](#) [Equipment](#) [Newsletter](#) [Register your company](#) [Details](#)

Advertorial - 01.01.2017

Retail 4.0: Scale and Data Management in Modern Grocery Stores

Digital traders with a customer-centric strategy turn out to be successful

The retail business has already arrived in the middle of the digital revolution. This entails more than just a transformation from analog to digital trade or strategies for online marketing and e-commerce. Basically, the success model is not new, and traditional mom-and-pop stores have shown the way. Digital traders with a customer-centric strategy turn out to be successful. What are the implications of this for controlling scales and data?

For retail chains operating many scales at different locations, it is a challenge to ensure identical configurations, software revisions and operating procedures on all devices. Retail chains can use management software to automatically install, configure, monitor and maintain their scales in all their stores. Software features and modifications can be installed locally on all devices without user intervention. Administrative overhead is low even for complex installation tasks. Costly service calls and downtimes can be reduced and uniform data revisions on all devices can be ensured by automatic feature notification.

Scale applications and specific retail applications can be installed remotely without any local intervention by service technicians. Major roll-outs that previously took months can now be done quickly and without any traveling. After being unpacked at the store, new scales are powered up and connected to the network. The software will then take care of all subsequent installation steps. An integrated monitoring feature actively notifies the administrator whether the installation or configuration is completed successfully or with a fault. Any failures can be repaired by remote maintenance before the store opens, ensuring smooth operation.

Life cycle management

- Deploy**
Profile-controlled distribution of software packages
- Installation**
Time-controlled installation and monitoring
- Commissioning**
Remote start-up by RetailControl
- Configuration**
Reconfiguration at runtime by RetailControl
- Updates**
Planning, realization and controlling
- Inventory**
Inventory of devices' hardware and software
- Monitoring**
Monitoring of the whole process
- Backup**
Saving and backup of scale data

To be successful, retailers must listen to the requirements of the market and their customers. This includes flexible expansion of their weighing systems for a variety of applications. For instance, origin data and orders can be managed directly in the scales. Other scenarios include the integration of advertising campaigns into the store concept or the execution of time-controlled receipts and campaigns, enabling retailers to quickly respond to latest market trends. After all, devices must adapt to their customers, and not the other way around. Retail companies that successfully expand the functionalities of their weighing systems can prepare themselves for the challenges of the future.

About Bizerba

Bizerba offers its customers in industry, trade, and logistics a globally unique solutions portfolio of hardware and software around the central value "weight". This portfolio includes products and solutions related to weighing, processing, weighing, checking, commissioning, filling and labeling. A wide range of services from consulting and service, labels and consumables to testing complete the portfolio.

Since 1866 Bizerba has made a significant contribution to the development in the area of weighing technology and today is represented in 120 countries. The customer base includes globally operating companies in trade and industry as well as retailers, bakeries and butcher shops. With around 3,800 employees worldwide and with its headquarters in Balingen, Baden-Wuerttemberg, Bizerba has been in the same family for five generations.

Top Product

Put the spotlight on your product!

Placed at the homepage or in the sector of your choice you can reach your target group and inform them about your product innovation(s).

With our TOP-Product listing you have the possibility to present your product with all its facets - in form of pictures and text.

Runtime: 14 days

Placement: [ixtenso.com homepage](https://www.ixtenso.com) or journal topic

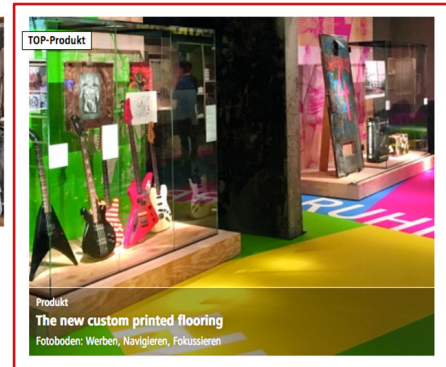
Price: EUR 1,000,- (German and English)



Multisensuales Marketing
Bericht
Sound-Systeme inszenieren Produkte und Marken punktgenau
Whispering Window und Sound Dusche locken Kunden in den Store und animieren zum Kauf



Design Ladenbau
Bericht
So kann Shopdesign aussehen: Cartoon in Hamburg
Der Kunde als Hauptdarsteller in einem 70er Jahre Kinostreifen



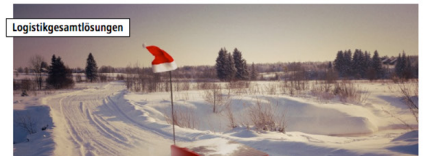
TOP-Produkt
Produkt
The new custom printed flooring
Fotoböden: Werben, Navigieren, Fokussieren



E-Commerce Social Media



Markeninszenierung Design



Logistikgesamtlösungen


Newsletter Ads

The readers of our regular iXtenso newsletter are willing to take up information since the current news about retail are from the user itself required information. That way your message arrives weekly with the newsletter on the screens of our subscribers.

Full banner or text advertisement:

Runtime: 1 issue
Price: EUR 650,- (German and English)
Subscribers: 2,832 (12/2016)
Average opening rate in 2016: 21,8 %

ADVERTISEMENT



EuroCIS
24.-26.02.15
HALLE 10
STAND C09

LANCOM
Systems

Preise
einfach funken.

LANCOM
Systems

TICKET SICHERN!

Tips for your right trade fair presentation

Dear Sir or Madam,

EuroShop is getting closer. For exhibiting companies, it is now necessary to finally plan their trade fair appearance. iXtenso spoke with Jan Kalbfeisch, Managing Director FAMAB Association for Direct Business Communication, why the trade fair appearance is becoming increasingly important for the overall communication of a company. Important trends - virtual reality and interactive design - stand out in 2017.

Have fun reading!

Melanie Günther

iXtenso-Team



TRADE FAIR APPEARANCE

Social Media is important, face-to-face interaction is even more essential

Interview with Jan Kalbfeisch, Managing Director FAMAB Association for Direct Business Communication



NEWS

Retail 4.0: More Data = Better Data?

Predictive analytics and big data are central themes in the Retail Technology segment of EuroShop




PHOTO GALLERY

A different type of market: The Market Hall in Rotterdam

Rotterdam's "Markthal" is very impressive. During the press event for EuroShop 2017, we visited the building

ADVERTISEMENT



EuroCIS
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LANCOM
Systems

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Video placement

Videos are appalling and our reader like watching videos! Use the chance to present your company or product video on iXtenso.com and reach the attention of your target audience.

Runtime: 1 month
Placement: homepage
Price: EUR 1,000,-



Photo gallery

adidas in London: A flagship store in the digital age

The shoe is the star. The hip sneakers in London's adidas store are downright being celebrated



Interview

Brand appearance: building customer loyalty with relevant topics

Interview with Michael Ostertag-Henning of Schmidhuber



Interview

Identifying purchase intentions: market basket analysis for brick-and-mortar retailers

The right software to understand and use data to improve profitability



Report

Conversational Commerce: Messenger Apps are the new sales channels

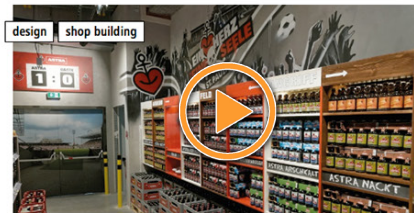
Addressing the customer in real-time is on the rise



Report

Supermarket lighting: good times for shopfitters

The rise of LEDs creates optimal conditions for the POS



Brand design

"The POS is not rocket science" – emotional design for Astra

Interview with Lars Roisch, Managing Director at Stein Promotions on the design of the Astra product vignette in St. Pauli's Edeka

Digital video production

Showcase your company professionally and lively. beta-web produces exhibitor videos at the most important trade fairs, that deal with the topic “Retail” (e. g. EuroShop, EuroCIS). Your customers and potential buyers get to know you and your products in an audio-visual experience. A great way to set yourself apart from the competition and reach customers. Include your video also in your customer presentations or on your company website.

Cost pertains to the equipment installation at the trade fair booth, the camera shoot and postproduction of your project. Afterwards we publish your video on iXtenso.com and in our social media channels.

You receive an internet adaptable premium data file co version of your film in MPEG4 format. Along with your data file you will also receive unlimited rights of use for your internet presentation!

Price: EUR 1,800

Lenght: 2,5 minutes

production time of aproxox. 60 minutes

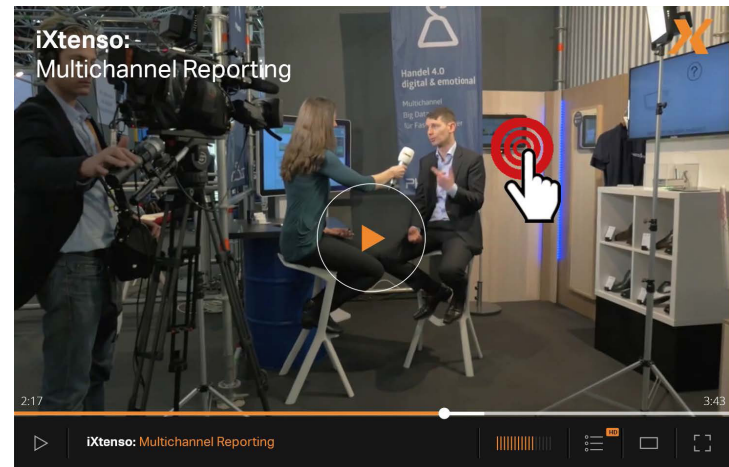
We take care of your video production

Our videos communicate brief and precise messages in an emotional and entertaining manner to the desired target audience. We will be at your side presenting your company and its new products.

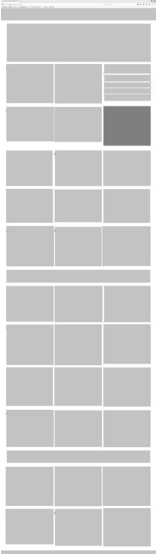
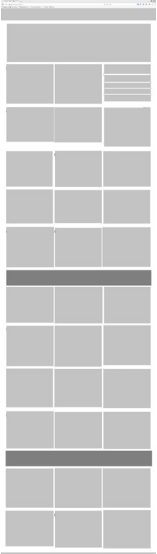
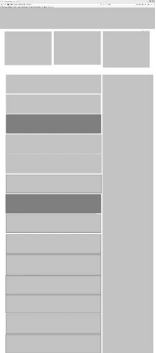
Our know-how from concept to finished production turns your project into effective advertising entertainment.

Other available options to you

Caption embedding of supplied text	EUR 300,-
Caption embedding incl. translation by our editorial team (in English; other languages available upon request)	EUR 400,-
Interactive hotspot (link, video embedding and much more)	EUR 150,-
Corner logo embedding	EUR 200,-
Personalized inserts	EUR 300,-
Creation of a logo intro	EUR 400,-
Purchase of complete raw footage incl. unrestricted Rights of Use	EUR 700,-




Overview banner positions



Rectangle	Superbanner	Leaderboardbanner
<p>Position homepage or sector page</p> <hr/> <p>Size 720 x 600 pixels</p> 	<p>Position homepage</p> <hr/> <p>Size Optimal: Dynamically programmed HTML5-banner oriented at height 90 pixels.</p> <p>Alternative: 1200 x 90 pixels & 728 x 90 pixels & 295 x 90 pixels</p> 	<p>Position sector page</p> <hr/> <p>Size Optimal: Dynamically programmed HTML5-banner oriented at height 90 pixels.</p> <p>Alternative: 728 x 90 pixels & 295 x 90 pixels</p> 
<p>Runtime: 3 months Price: EUR 2,000,-</p> <p>Runtime: 12 months Price: EUR 6,000,-</p>	<p>Runtime: 3 months Price: EUR 1,000,-</p> <p>Runtime: 12 months Price: EUR 3,000,-</p>	<p>Runtime: 3 months Price: EUR 750,-</p> <p>Runtime: 12 months Price: EUR 2,250,-</p>

Advertisement on the trade fair websites EuroShop.de and EuroCIS.com

Trade fair special:
Ask for our
EuroCIS trade fair special 2018!

As official editorial partner of Messe Düsseldorf, we can offer you - in addition to our iXtenso portfolio - many possibilities to present your company in the context of trade fairs. The bilingually geared portals are an ideal marketing tool for you and your public relations agenda. You are able to reach your customer base not only at the trade fair, but also directly and all year around.

Trade fair website	Format	Runtime	Price
	Advertorial*	1 month, 11 months archive	EUR 2,200,-
	Top-Product*	1 month, 11 months archive	EUR 2,200,-
	Vertical in magazine	3 months	EUR 1,000,-
	Vertical in magazine	12 months	EUR 2,500,-
	NL advertisement	Per issue	EUR 1,500,-

Trade fair website	Format	Runtime	Price
	Advertorial*	1 month, 11 months archive	EUR 1,600,-
	Top-Product*	1 month, 11 months archive	EUR 1,600,-
	Vertical in magazine	3 months	EUR 800,-
	Vertical in magazine	12 months	EUR 2,000,-
	NL advertisement	Per issue	EUR 750,-

* Marked as advertisement and only available for exhibitors.

More than 200 customers from 19 countries!

The following companies decided for an advertisement at iXtenso.com:

4POS AG

Aasset Security GmbH

ACD Elektronik GmbH

Acteos GmbH Co. KG

Adega GmbH

AHT Cooling Systems GmbH

Aldata Retail Solutions GmbH

AMX GmbH

Ansorg GmbH

AOPEN Europe

APG Cash Drawer, LLC

Archimedes Solutions GmbH

Armstrong DLW GmbH

Arneg S.p.A.

AS-Shop GmbH

Astrum IT GmbH

Atos Worldline SA/N.V.

ATOSS Software AG

Avery Dennison

AWEK microdata GmbH

Axis Communications GmbH

AZKOYEN S.A.

BÄRO GmbH & Co. KG

Barthelmess GmbH

Berner Ladenbau KG

Bilfinger R&M Kühlagerbau

Bielefeld GmbH

Bison Schweiz AG

BIXOLON Europe GmbH

Bizerba GmbH & Co. KG

Bloms Eventtechnik

Blue Yonder GmbH & Co KG

BLUETRADE E-Commerce GmbH

Bonrollen-Service des B.R.

Vertrieb

Braitrim GmbH

BrightSign

Roku, Inc

BSW GmbH

Budgetbox SAS

CashGuard

Casio Europe GmbH

CCV Deutschland GmbH

ChannelAdvisor UK Limited

Checkpoint Systems GmbH

Clements Retail Ltd.

Com In GmbH & Co. KG

Comarch Software und

Beratung AG

comexposium

COMM-TEC

Concept International GmbH

CosmoShop GmbH

Dairygold Deutschland

Dallmeier electronic GmbH &

Co. KG

DataVan International

Corporation

DCR Europe

decor metall GmbH

Deutsches Tiefkühlinstitut e.V.

Digi Deutschland GmbH

dimesid GmbH

Döpke Metallwaren und

Ladenbedarf GmbH

Dr. Haffa & Partner GmbH

Dula-Werke Dustmann & Co.

GmbH

E.W.L. Display & Printing

Solutions GmbH

ECP Polska Sp. z o.o.

edv-werbeartikel.de GmbH

Electro Terminal GmbH & Co KG

ELEKTRA Gesellschaft für

elektrotechnische Geräte mbH

Elektrosil Systeme der

Elektronik GmbH

Elo Touch Solutions

Enodis Deutschland GmbH

Epson Deutschland GmbH

EUROEXPO Messe- und

Kongress-GmbH

FairSpot Unternehmensgruppe

Torsten Heyer

FEIG ELECTRONIC GmbH

findbox GmbH

FloorWindo International BV

Frigoblock Grosskopf GmbH

Frost-Trol s.a.

Fujitsu Technology Solutions

GmbH

Futura Retail Solutions AG

Gastro-Cool GmbH & Co. KG

GE Security GmbH

GEBIT Solutions GmbH

GERA-IDENT GmbH

GFO5

gjw mbH

GK Software AG

Glory Global Solutions

decor In GmbH

Güntner GmbH & Co. KG

HARTING Systems GmbH

HeiTel Digital Video GmbH

HERA GmbH & Co. KG

Höftl Retail Solutions GmbH

Honeywell Scanning & Mobility

IBB Adaptive Solutions GmbH

IC Cash Services GmbH

lgeI Technology GmbH

impuls Informations-

management GmbH

Infoplus Blindow Namens-

schilder GmbH & Co. KG

INKIESS - VOSCOPLAST KG

Intersoft EDV GmbH

iSAPPOS Systems

ITVM Terminals

Klaus Lünemann GmbH

KRAMER GmbH

Kucera GmbH & Co. KG

KUMAvision AG

kunstdünger gmbh

LA CONCEPT GmbH & Co. KG

Lancom Systems GmbH

LANG - SHOP & OBJEKT GmbH

LEWIS Communications GmbH

LG Electronics Deutschland

GmbH

LK Medien-Präsentations-

systeme AG

LODATA Micro Computer GmbH

Ludwig Leuchten KG

M & MC Media & Marketing

Consulting

m&R Kreativ GmbH

M. Kaindl KG

Macnetix GmbH

MAJA Maschinenfabrik

Manhiller Drucktechnik GmbH

maxess systemhaus gmbh

Maxicard GmbH

Maxto Technology

Metric Mobility Solutions

Mesago Messe Frankfurt

Mettler-Toledo GmbH

Microsoft Deutschland GmbH

Modern Expo Ltd.

Mood Media GmbH

Motorola Solutions Germany

GmbH

MULTI DATA Wedemann

Vertriebs GmbH

MULTICOMSYSTEM GBR

B.+ D. Goßen

MULTI-LITE Lichttechnik

Handels GmbH

NCR Discovery Centre

Nedap N. V. Retail

Neue DEUTSCHE KONGRESS

GmbH

New Store Europe Deutschland

GmbH

Newland Europe BV

NordCap GmbH & CmbH &

Co. KG

Nualight Europe

Ökaltite Lichttechnik GmbH

Online Software AG

ORACLE Deutschland B.V. &

Co. KG

ORIENT Technologies bv

Osram GmbH

Otto Group Solution Provider

PC-POS Deutschland

PD Papier Direkt GmbH & Co KG

Phizzard GmbH

Pioneer Solutions, Inc

plano. Vertrieb GmbH

Poindoux Systems Corp.

POS Systemhaus GmbH

POS TUNING Udo Voßhenrich

GmbH & Co KG

POSIFLEX GmbH

PrehKeyTec GmbH

PROLICHT

PROVISIO GmbH

PULSA GmbH

Pyramid Computer GmbH

QUAD GmbH

Reed Exhibitions Deutschland

GmbH

Re-Vision B.V.

SA2 Worldsync

SAF Simulation, Analysis and

Forecasting AG

SALT Solutions GmbH

SAP Deutschland SE & Co. KG

S-CARD

SCS Store Concept AG

Seiko Instruments GmbH

SHOP & DESIGN

ShopperTrak

SIX Payment Services AG

Slimstock GmbH

Smeva Products

stage-liner Mobile Bühnen &

Bühnenanhangerbau

STAR MICRONICS EUROPE LTD

Stibo Systems GmbH

Stiefel Digitalprint GmbH

Superdata EDV-Vertrieb GmbH

TAILORIT GmbH

TCPOS GmbH

Tipro keyboards GERMANY

Toshiba

T-Systems International GmbH

VeriFone Germany GmbH

visuals united ag

Vitra Retail Systems GmbH

Waketo GmbH

welcome-tec

Werbelux GmbH

Westifum GmbH & Co. KG

WILD AUGUST LLC

Wincor Nixdorf International

GmbH

Wirecard Retail Services GmbH

xtra marketing gmbh

Xtralis Headquarter DACH

YAPITAL GmbH

Zebra Technologies Europe

Zenit-Werbung GmbH

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