

iXtenso Media Kit

Trade Fair-Special EuroCIS 2018

Online-Special: EuroCIS 2018

iXtenso supports EuroCIS 2018 with a comprehensive online special covering the duration of the trade fair. From December 2017 through March 2018, we are introducing the most important products in this special and deliver the latest news in the industry.

As the official online editorial partner of Trade Fair Düsseldorf, we also service the EuroCIS-tradefair.com portal and provide you with the opportunity to present your company and your products to target the audience in exclusive publication packages.



Premium Package	Newsletter Full Banner¹ iXtenso.com/EuroCIS-tradefair.com
	Advertorial² iXtenso.com/EuroCIS-tradefair.com
	Leaderboard/Vertical iXtenso.com/EuroCIS-tradefair.com
	Unlimited News publication iXtenso.com
Combined Price: 7,850 4,500 EUR	

iXtenso-Solo:
~~3,700~~ 3,400 EUR

EuroCIS-Solo:
~~3,350~~ 3,000 EUR

Medium Package	TOP Product iXtenso.com ³ /EuroCIS-tradefair.com ²
	Leaderboard/Vertical iXtenso.com/EuroCIS-tradefair.com
	Unlimited News publication iXtenso.com
Combined Price: 4,850 3,600 EUR	

iXtenso-Solo:
~~2,250~~ 2,100 EUR

EuroCIS-Solo:
~~2,600~~ 2,500 EUR

Basic Package	Leaderboard Banner iXtenso.com
	Vertical Banner EuroCIS-tradefair.com
	Unlimited News publication iXtenso.com
Combined Price: 2,250 1,900 EUR	

iXtenso-Solo:
1,250 EUR

EuroCIS-Solo:
1,000 EUR

Package run time: 12/01/2017 - 03/31/2018

- ¹ 1 issue
- ² Runtime 4 weeks
- ³ Runtime 14 days

Our Tip

Extend your order at iXtenso.com from 4 to 12 months for an additional charge of just € 1,500!

Print-Special: retail trends 2018

iXtenso – the Online Journal for Retail once again publishes its popular special issue **retail trends** in time for EuroCIS 2018 in Düsseldorf. The issue highlights the major topics in the retail sector today. All of the EuroCIS themes are being addressed and analyzed in professional contributions and interviews with decision makers in the industry. The issue also introduces the latest products on the market.



Our readers include key IT executives, buyers and purchasing agents, architects, and other decision makers in the retail, wholesale and manufacturing sectors. This special edition is perfectly suited for retail decision makers in preparation for the world's largest capital goods trade fair for retail.

Contents	Details
Focus: EuroCIS 2018	products, background information
Feature Topics: Payment solutions, mobile technologies, location based services, coupons, rfid, digital signage, merchandise management, etc.	professional articles, interviews with decision makers
Business Mirror: Companies in the aforementioned Industries/Segments	company profiles and product entries
Events Calendar: Trade Fairs, Conferences, Continuing Education 2018	event dates and schedule

Important Dates

Publication Date: 02/07/2018
Ad Deadline: 12/22/2017
Submission Date: 01/05/2018

Format: 230mm x 300mm
Circulation: 8,000
Distribution: Mailing and additional display and distribution at EuroCIS 2018

Advertisement

Format	Rates
Cover Page	4,900 EUR
Full Page	3,200 EUR
Half Page	1,800 EUR
Full Page Inside Back Cover	3,700 EUR
Full Page Inside Front Cover and Outside Back Cover	4,500 EUR
Text Display (Advertorial) Double Page	4,200 EUR
Text Display (Advertorial) Full Page	2,900 EUR
Text Display (Advertorial) Half Page	1,900 EUR

Entries in Business Mirror*

Format	Preis	Details
Half Page	850 EUR	combined with iXtenso.com: 950 EUR
One-Third Page	650 EUR	combined with iXtenso.com: 750 EUR
One-Sixth Page	300 EUR	combined with iXtenso.com: 400 EUR

*These entries are designed and implemented in our layout.

Offprints

We also offer offprints of selected articles and product descriptions. Publications in **retail trends** or by iXtenso.com are adopted in unchanged form and designed in the distinctive iXtenso layout as offprints.

Use our offprints as displays at trade fairs and events for example and complement your PR material.

The offprint charges are contingent upon circulation and volume.

Charge: from 2,000 EUR

Print Run QTY: 1,000 pieces

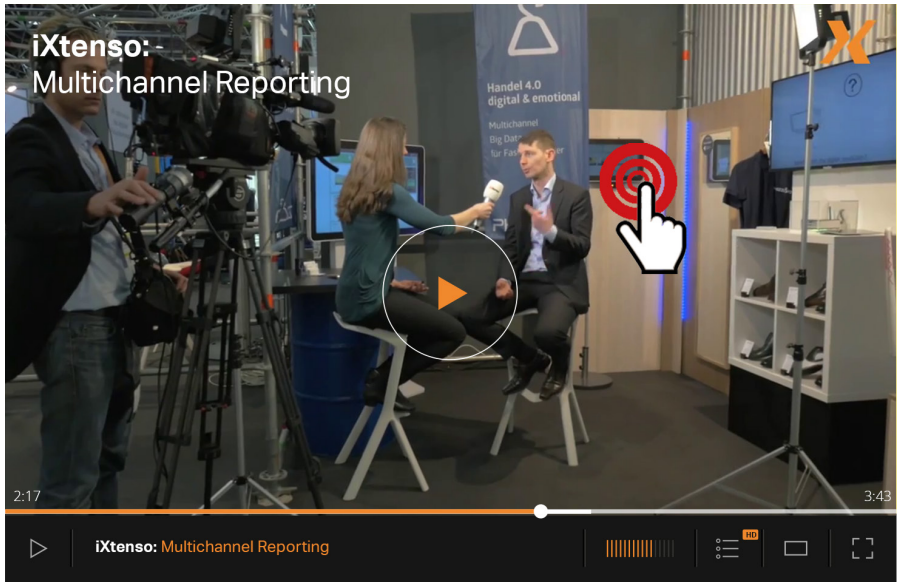
Your Video Production at EuroCIS 2018

Showcase your company in a professional and exciting manner. iXtenso has several camera teams available at EuroCIS. Along with our moderator, you will introduce your company and its products right at the trade fair in a 2.5-minute video. The video is completed during the trade fair and published on the EuroCIS Portal and at iXtenso.com.

Video Length: 2.5 minutes

Cost: 1,800 EUR

(Production process at the booth approximately 60 minutes)



Our Tip

Take this opportunity to convey additional information with interactive hotspots and actively involve your audience. References may be obtained at www.video.iXtenso.com

Other Available Options to You

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

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.



Trade Fair Video



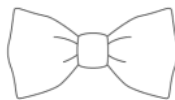
Product Video



Reporting



Live Production



Event Video



Corporate Video

References may be obtained under www.video.iXtenso.com

Your Contact Persons



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