

# Media kit

## iXtenso retail trends



### The Magazine:

The print magazine *retail trends* presents successful implementations, provides technical background information and offers decision guidance for choosing the proper retail solution. It is published in English.

### The Topics:

POP/POS Marketing, E-Commerce, AI, Virtual Reality, Business Intelligence, Retail Technology, Lighting, VM, Shopfitting and Design, Energy Management, Security

### The Business Mirror:

Solution providers present themselves with their company profiles and product portfolio in this convenient and easy to browse business mirror.

### The readers:

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 as a guidance for future investments.

86 % of this decision makers are CEO or owners.



Epaper issues: [retail trends](#) (German), [retail trends](#) (English)

Print run: 8,000

Verbreitung: Mailing and additional display at several events and congresses.

Business Mirror, Example

**Advertisements:**

| Format                                              | Price     | Details                                                                                  |
|-----------------------------------------------------|-----------|------------------------------------------------------------------------------------------|
| Cover                                               | EUR 4,900 | 230 x 300 mm (plus 3 mm bleed)                                                           |
| 1/1 Page                                            | EUR 3,200 | 230 x 300 mm (plus 3 mm bleed)                                                           |
| 1/2 Page                                            | EUR 1,800 | vertical: 110 x 300 mm (plus 3 mm bleed)<br>horizontal: 230 x 147,5 mm (plus 3 mm bleed) |
| Full Page Inside Back Cover                         | EUR 4,000 | 230 x 300 mm (plus 3 mm bleed)                                                           |
| Full Page Inside Front Cover and Outside Back Cover | EUR 4,500 | 230 x 300 mm (plus 3 mm bleed)                                                           |
| Text ad (Advertorial) 2/1 Page                      | EUR 4,200 | 6,000–6,500 characters, 2–3 pictures                                                     |
| Text ad (Advertorial) 1/1 Page                      | EUR 2,900 | 3,000–3,500 characters, 1–2 pictures                                                     |
| Text ad (Advertorial) 1/2 Page                      | EUR 1,900 | 1,500–2,000 characters, 1 picture                                                        |

**Business Mirror Entries\*:**

| Format   | Price     | Details                                                                     |
|----------|-----------|-----------------------------------------------------------------------------|
| 1/1 Page | EUR 1,000 | In combination with iXtenso.com: EUR 1.200   2,800 characters, 1–2 pictures |
| 1/2 Page | EUR 750   | In combination iXtenso.com: EUR 950   1,400 characters, 1 picture           |

\*These entries are designed and implemented in our layout.

**Termine:****retail trends 2/2018**

Ad deadline: 27/04/2018  
Submission date: 04/05/2018  
Publication date: 04/06/2018

**retail trends 3/2018**

Ad deadline: 31/08/2018  
Submission date: 07/09/2018  
Publication date: 01/10/2018

**retail trends 1/2019**

Ad deadline: 21/12/2019  
Submission date: 08/01/2019  
Publication date: 12/02/2019

**Frequency Discount:**

2 issues: 10 %  
3 issues: 15 %

Your contact:



**Inga Kuhlow**  
Head of Sales  
Tel. +49 (0)228/ 919 37-31  
Fax +49 (0)228/ 919 37-42  
E-Mail: [i.kuhlow@ixtenso.com](mailto:i.kuhlow@ixtenso.com)



**Radanush Clemm**  
Account Manager (DACH)  
Tel. +49 (0)228/ 919 37-32  
Fax +49 (0)228/ 919 37-42  
E-Mail: [r.rashedi@ixtenso.com](mailto:r.rashedi@ixtenso.com)



**Ben Giese**  
Account Manager (International)  
Tel. +49 (0)228/ 919 37-66  
Fax +49 (0)228/ 919 37-42  
E-Mail: [b.giese@ixtenso.com](mailto:b.giese@ixtenso.com)

[ixtenso.com](http://ixtenso.com)

A publication of beta-web GmbH, Celsiusstraße 43, 53125 Bonn, Germany