



Media kit

effective from 1|2018

iXtenso
Magazine for Retailers

iXtenso.com - Magazine 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 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 2017:

175,000 PI
80,000 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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CASIO is a partner for software and system integrators

CASIO will present the new CASIO IT-G400 full-touch handheld at the EuroCIS 2018

CASIO stands for the highest hardware quality, extraordinary robustness as well as reliable project handling and fast support in the area of mobile data capture. About 20 years ago, the Mobile Industrial Solutions business unit was established, which has developed into a strong partner for system integrators within Europe. Thanks to many years of experience in the development of compact, lightweight and ergonomic hardware, CASIO is one of the leading manufacturers of mobile data capturing devices.

At the EuroCIS 2018 in Düsseldorf, CASIO will present the new CASIO IT-G400 full-touch handheld with Android and the proven CASIO IT-G500 mobile computer. Both models are particularly suitable for trading and are officially certified by SAP and UK Software.

Partner for software and system houses

CASIO stands for the highest hardware quality, extraordinary robustness as well as reliable project handling and fast support in the area of mobile data acquisition.

In addition to the new Android full-touch handheld, CASIO also offers proven handheld series, each with up to three variants. This ensures that the best suited hardware is available, whatever the application. With "Android 6" or Powered by Microsoft Windows Embedded Handheld 6.5, Embedded Compact 7", they represent an extremely secure investment and are open for versatile, demanding applications.

Full-touch handheld for Android apps mobilizes information logistics

The new CASIO IT-G400 mobile computers are particularly suitable for use in retail logistics due to their wide range of functions, their robust construction and the integrated high-performance image. Mobile data capture, photo documentation, proof of delivery by signature and secure online communication are important elements of integrated information logistics.

CASIO
MOBILE INDUSTRIAL SOLUTIONS

IT-9000 IT-G500 IT-G400 DT-X200 DT-X100 DT-970

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 or journal topic

Price:

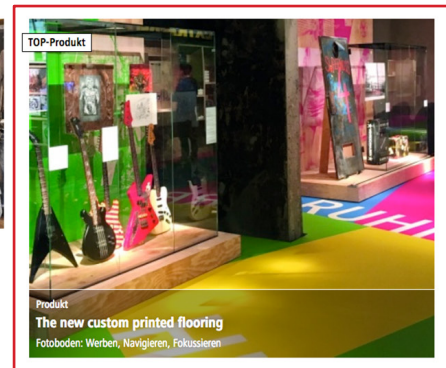
EUR 1,000,- (German and English)



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



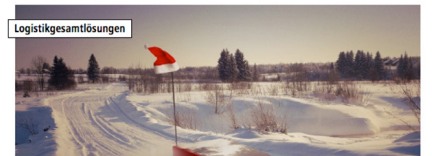
TOP-Produkt
Produkt
The new custom printed flooring
Fotoboden: Werben, Navigieren, Fokussieren



E-Commerce Social Media



Markeninszenierung Design



Logistikgesamtösungen


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: 3,748 (12/2017)
Average opening rate in 2016: 22,3 %

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

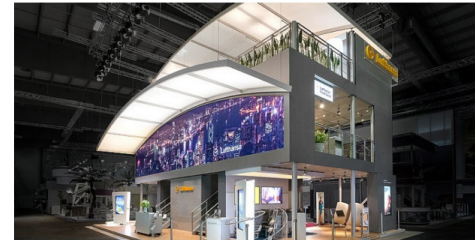
Dear Sir or Madam,

EuroShop is getting closer. For exhibiting companies, it is now necessary to finally plan their trade fair appearance. iXtenso spoke with Jan Kalbfleisch, 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 Kalbfleisch, 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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Systems

Preise
einfach funken.

LANCOM
Systems

TICKET SICHERN!

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

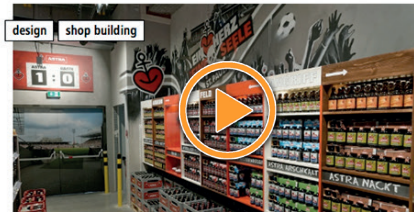
Addressing the customer in real-time is on the rise



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 aprox. 60 minutes

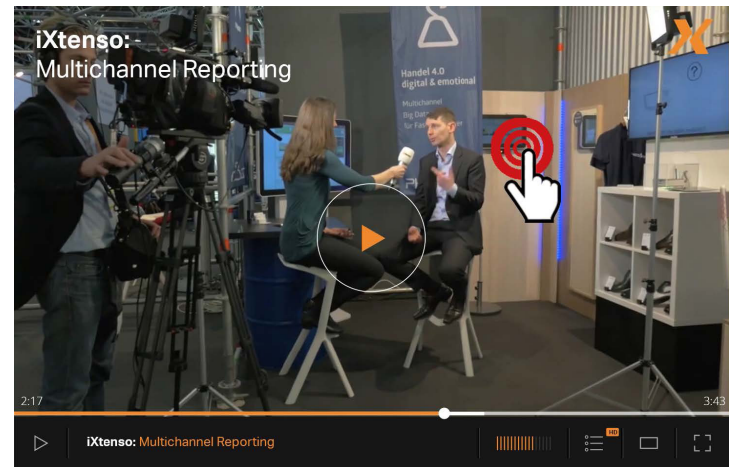
We take care of your video production

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.

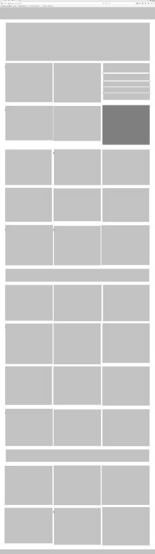
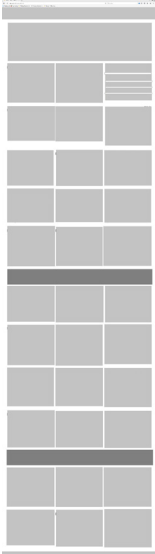
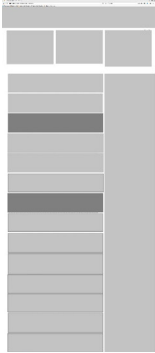
Our know-how from concept to finished production turns your project into effective advertising entertainment.

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 2019!

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
GFOS
gjw mbH
GK Software AG
Glory Global Solutions
Go In GmbH
Güntner GmbH & Co. KG

HARTING Systems GmbH
HeiTel Digital Video GmbH
HERA GmbH & Co. KG
Hötl Retail Solutions GmbH
Honeywell Scanning & Mobility

IBB Adaptive Solutions GmbH
IC Cash Services GmbH
lgel Technology GmbH
impuls Informations-
management GmbH
Infopuls 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

Oktalite 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
Poindus 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 &
Bühnenanhängerbau
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
Westiform 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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