



Media kit
effective from 5 | 2019



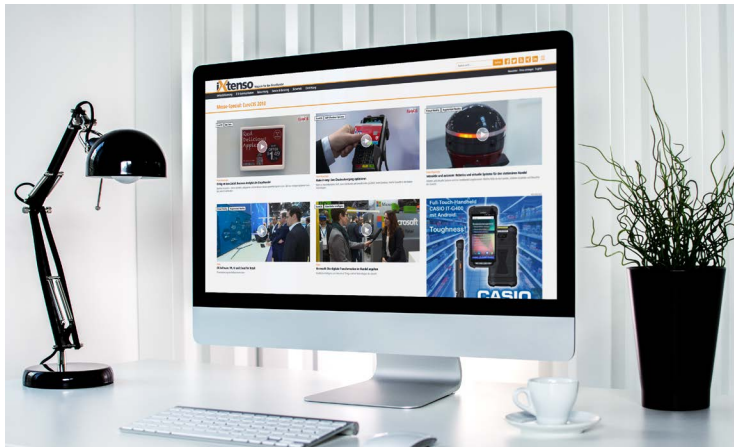
iXtenso
Magazine for Retailers

Special: EuroShop 2020

iXtenso accompanies EuroShop 2020 throughout the trade fair period with an extensive **online special** and a special print edition of **retail trends** focusing on EuroShop.

From December 2019 to February 2020, we will present the latest products in the online special of iXtenso.com and provide information on current events in the industry.

As an official editorial partner of Messe Düsseldorf, we also manage the EuroShop.com and EuroShop.mag portals and offer you the opportunity to present your company and your products to the readership in exclusive publication packages. (p. 7)



SPECIAL Packages

Online

- Content advertising (1 month)
- Leaderboard banner (3 months)
- 1 Newsletter advertisement
- News releases

Price: EUR 3,450,-
EUR 3,280,-*

*5% discount compared to single bookings

Our tip: Extend your booking from 3 to 12 months for only EUR 1,500,- extra charge!

Print

- 1/1 Page
- 1/2 Page Business Mirror

Price: EUR 4,350,-
EUR 4,130,-*

*5% discount compared to single bookings

Print & Online

- 1/1 Page
- 1/2 Page Business Mirror
- Content advertising (1 month)
- Leaderboard banner (3 months)
- 1 Newsletter advertisement
- News releases

Price: EUR 7,800,-
EUR 7,020,-*

*10% discount compared to single bookings

Print & Online & Video

- 1/1 Page
- 1/2 Page Business Mirror
- Content advertising (1 month)
- Rectangle banner (3 months)
- 1 Newsletter advertisement
- News releases
- Video production at EuroShop trade fair
- Social Media clip

Price: EUR 10,900,-
EUR 9,600,-*

*12% discount compared to single bookings

Each placement can also be booked individually. Please contact us.

Print-Special: retail trends 2020

The magazine **retail trends** is published on the occasion of EuroShop 2020 in Düsseldorf with the main topics of the event.

In technical articles and interviews with decision-makers in the industry, we provide an in-depth insight into current topics. We also present the latest products on the market.

Our readers are owners, managing directors, IT managers, buyers, architects and other decision-makers from the retail, wholesale and industrial sectors.

The special issue is ideally suited for decision-makers from the retail trade to prepare for the world's leading trade fair for capital goods in the retail trade.

Contents	Details
Feature Topics: POP/POS Marketing, Retail Technology, Lighting, VM, Shopfitting and Design, Energy Management, Security	Professional articles, interviews with decision-makers
Business Mirror: Companies from the above industries/segments	Company profiles and product entries



Deadlines

Publication date: 2020/02/05
Ad Deadline: 2020/01/08
Submission date: 2020/01/10

Print run: 12,000
Distribution: Mailing and additional display and distribution at EuroShop 2020

Advertisement

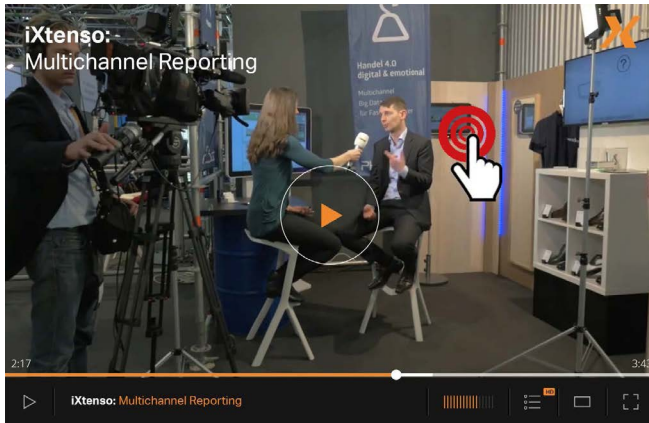
Format	Price	Details
Front Cover	EUR 5,200,-	230 x 300 mm (plus 3 mm bleed: 236 x 306 mm)
Full Page	EUR 3,500,-	230 x 300 mm (plus 3 mm bleed: 236 x 306 mm)
Half Page	EUR 2,100,-	high: 110 x 300 mm (plus 3 mm bleed: 116 x 306 mm), cross: 230 x 147,5 mm (plus 3 mm bleed: 236 x 153,5 mm)
Full Inside Back Cover	EUR 4,300,-	230 x 300 mm (plus 3 mm bleed: 236 x 306 mm)
Full Inside Front Cover and Back Cover	EUR 4,800,-	230 x 300 mm (plus 3 mm bleed: 236 x 306 mm)
Text Display (Advertorial) 2/1 Page	EUR 4,500,-	6,000–6,500 characters, 2–3 graphics/images
Text Display (Advertorial) 1/1 Page	EUR 3,200,-	3,000–3,500 characters, 1–2 graphics/images
Text Display (Advertorial) 1/2 Page	EUR 2,200,-	1,500–2,000 characters, 1 graphic/image
1/1 Page Business Mirror*	EUR 1,200,-	2,800 characters, 1–2 graphics/images, logo
1/2 Page Business Mirror*	EUR 950,-	1,400 characters, 1 graphic/image, logo
Supplements, production prints	on request	

*These entries are designed and implemented in our layout by us.

Your digital video production at EuroShop 2020

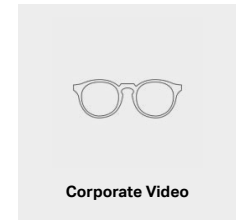
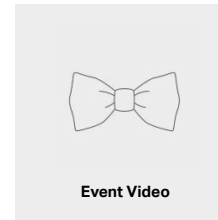
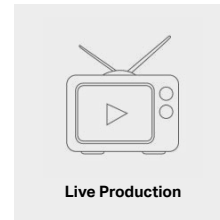
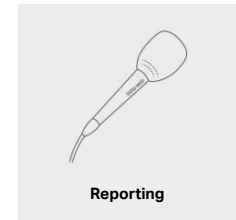
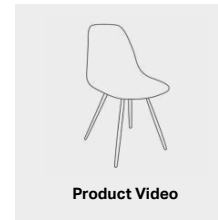
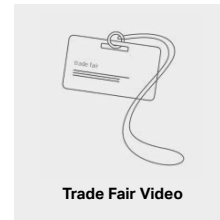
Showcase your company in a professional and moving way. iXtenso is in action at EuroShop with several camera teams. Together with our presenters, you will present your company and your products in a 2.5-minute contribution at the trade fair. The contribution will be completed during the fair and published both in the EuroShop portal and on iXtenso.com.

Lenght: 2,5 Minuten
Price: EUR 1.800,-
 (Production time of aprox 60 minutes)



Other available options to you

Caption embedding of supplied text	EUR 300,-
Caption embedding incl. translation by our editorial team (in English or German; other languages available upon request)	EUR 400,-
Corner logo embedding	EUR 200,-
Creation of personalized inserts	EUR 300,-
Creation of a logo intro	EUR 400,-
Purchase of complete raw footage incl. unrestricted Rights of Use	EUR 700,-
Social Media Clip (15 sec.)	EUR 300,-



Your contact persons



Inga Kuhlow

Head of Sales

Tel. +49 (0)228/919 37-31

E-Mail: i.kuhlow@iXtenso.com



Ben Giese

Account Manager (International)

Tel. +49 (0)228/919 37-66

E-Mail: b.giese@iXtenso.com



Andreas Klein

Account Manager (DACH)

Tel. +49 (0)228/ 919 37-32

E-Mail: a.klein@iXtenso.com



Asif Saeed

Account Manager (International)

Tel. +49 (0)228/ 919 37-38

E-Mail: a.saeed@iXtenso.com



Pedro Fatzikis

Account Manager (DACH)

Tel. +49 (0)228/ 919 37-62

E-Mail: p.fatzikis@iXtenso.com

Publisher: beta-web GmbH, Celsiusstraße 43, 53125 Bonn, Germany

General Terms and Conditions on our Homepage iXtens.com
All prices do not include VAT.

Our offer as official service partner of Messe Düsseldorf.



Go for mag-vertising!

The joint online magazine for EuroShop-Trade Fairs. Professional Content for an international community!

Package prices starting from EUR 4,200,-