

# RETAIL AWAKE! SPRING AHEAD

iXtenso Retail Technology Special  
Media Kit 2021 | Valid January 2021

**iXtenso**  
Magazine for Retailers



# Retail awake! Spring ahead

## iXtenso Retail Technology Special

A grueling pandemic winter is behind us. Most bricks-and-mortar retailers are looking back on a year dominated by restrictions, uncertainty and lockdowns. But the first rays of the spring sun are beginning to show. Now it's time. "Retail Awake! Spring ahead"

Just as plants need the strengthening sun to grow, retail needs one thing now more than ever: groundbreaking technologies. The Corona crisis – at the latest – has shown what an important role modern technologies play. What customers have been able to successfully experience, they won't want to do without again any time soon.

Decision-makers in large and small retail companies who can now move forward with awakening courage want to know: What solutions are available and what investments are worthwhile? That's why we are awakening retailers with new and fresh ideas in our Retail Technology Special from April 19th to May 31st. Online on the landing page [tech-in-retail.de](https://tech-in-retail.de) and in a print edition of retail trends on May 17 with exclusive technology content we will be looking at solutions, products and concepts for both brick-and-mortar and online retail.

### E-COMMERCE

ONLINESHOPS, OMNICHANNEL, CLICK & COLLECT, FULFILLMENT, DIGITAL MARKETING, ANALYTICS

### IN-STORE-TECHNOLOGIES

DIGITAL SIGNAGE, POS-MARKETING, IN-STORE-ANALYTICS, PRICE COMMUNICATION

### BACKOFFICE

INVENTORY MANAGEMENT, WORKFORCE MANAGEMENT, COMMUNICATION TECHNOLOGY, SECURITY, FACILITY MANAGEMENT

### CHECKOUT

POS-SOFTWARE, POS-HARDWARE, DIGITAL PAYMENT, CHECKOUT, ACCESSORIES, CUSTOMER JOURNEY, SELF-SERVICE

## Special Packages

Each position is individually bookable.  
→ Contact us!

### Combi 1

# Technology Premium

#### ONLINE: **iXtenso.com**

- Presentation of your company and product information in the theme special 'Retail Technology'
- Rectangle on the start page of the special or in the fitting channel
- 1 advertisements in our newsletter
- Placement of a content-ad on the start page of the special or in the fitting channel for 1 month
- Runtime: 19.04.–31.05.2021
- bilingual publication in German & English
- incl. address entry with logo and company profile

#### PRINT: **retail trends**

- one page ad in issue 1 (Release 05/21)
- one page Business Mirror entry in issue 1

Package price: € 6,500

**OUR TIP:** Extend the presentation

until the end of the year for 2,500€

## Special Packages

Each position is individually bookable.  
→ Contact us!

### Combi 2

## Technology Medium

ONLINE: **iXtenso.com**

- Presentation of your company and product information in the theme special 'Retail Technology'
- Rectangle on the start page of the special or in the fitting channel
- 1 advertisements in our newsletter
- Placement of a content-ad on the start page of the special or in the fitting channel for 1 month
- Runtime: 19.04.–31.05.2021
- bilingual publication in German & English
- incl. address entry with logo and company profile

PRINT: **retail trends**

- half page ad in issue 1 (Release 05/21)

Package price: € 4,600

**OUR TIP:** Extend the presentation until the end of the year for € 2,500

### Combi 3

## Technology Classic

ONLINE: **iXtenso.com**

- Presentation of your company and product information in the theme special 'Retail Technology'
- Leaderboardbanner on the start page of the special or in the fitting channel
- 1 advertisements in our newsletter
- Runtime: 19.04.–31.05.2021
- bilingual publication in German & English
- incl. address entry with logo and company profile

PRINT: **retail trends**

- one page Business Mirror entry in issue 1 (Release 05/21)

Package price: € 1,950

**OUR TIP:** Extend the presentation until the end of the year for € 2,500

# iXtenso.com

## Online Magazine

iXtenso.de / iXtenso.com is the established online trade magazine for the retail industry. We report on current topics and future trends from retailers, their service providers and customers. Our output includes daily news, background reports, innovations, user reports, personnel announcements and an extensive services and product database from more than 3,500 suppliers.

The range of topics covered by iXtenso is as diverse as the retail industry. We are concerned with what moves retailers. We cover the entire customer journey – be it stationary, online and all that lies between.

By the way, we attach great importance to the fact that all articles can be read free of charge and without registration.

Existing partners:



350.000

Page impressions  
in 2020



180.000

Visits in 2020



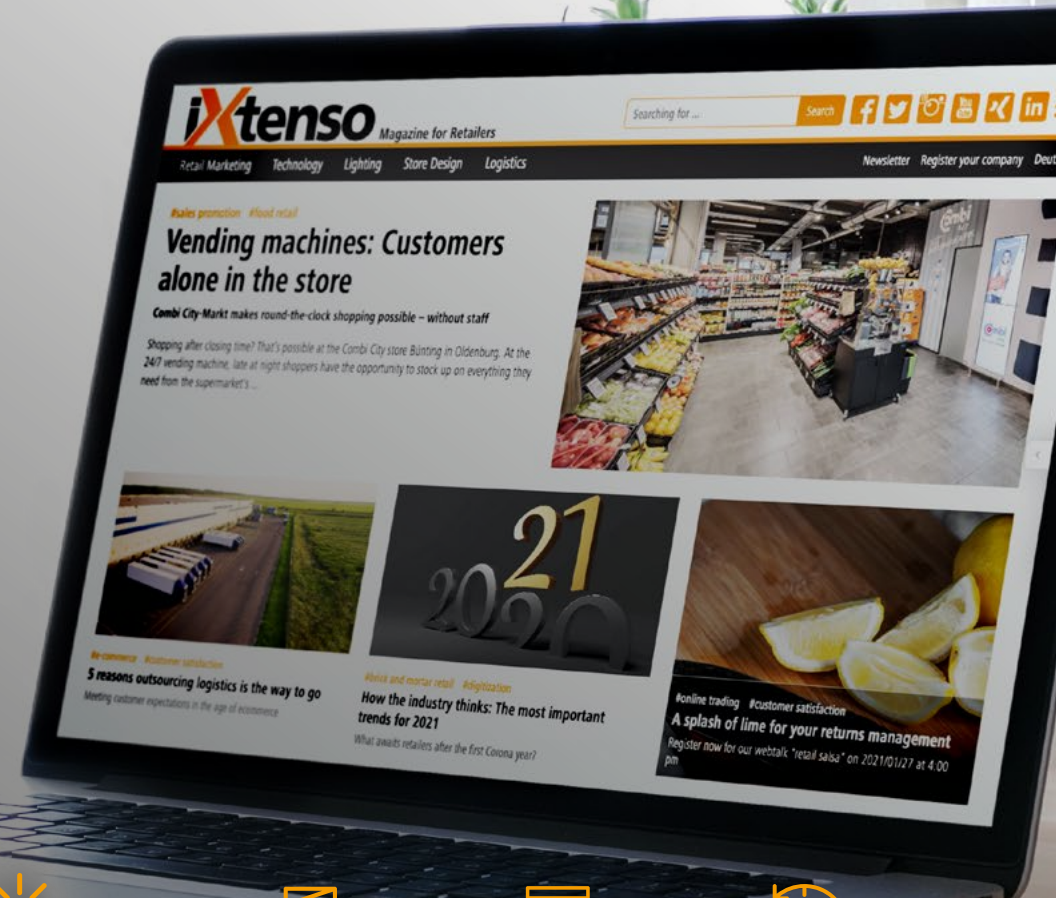
3.480

Newsletter  
recipients



3,2 Min

Session length



# Content Advertising

Content advertising can be an advertorial, a text ad or a video placement. As a format between a classic advertisement and an editorial article, it is very popular with our readers. Your message is combined within a fitting contextual surrounding.

The integration of the content in the form of a teaser on the start page and microsite enables the presentation of comprehensive and detailed information on individual topics and products and services.

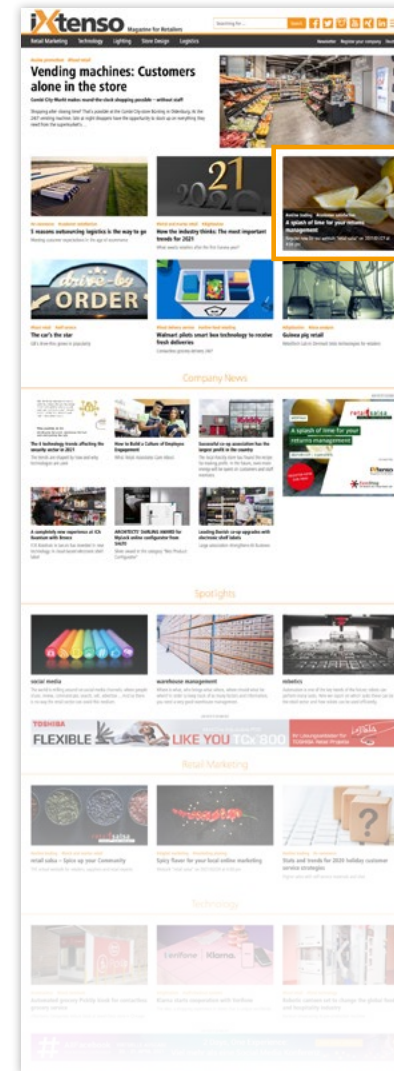
**Runtime:** 6 weeks in German and English  
+ 12-month presentation in the fitting theme

**Placement:** Start page of the special or fitting theme

**Rotation:** None

## Technical Specifications:

**Homepage:** High quality photo in landscape format  
**Microsite:** up to 3,000 character text body, link to desired landing page, various photos  
**Quality:** 72 dpi  
**Data Format:** .jpeg, .png, .gif  
**Language:** German & English

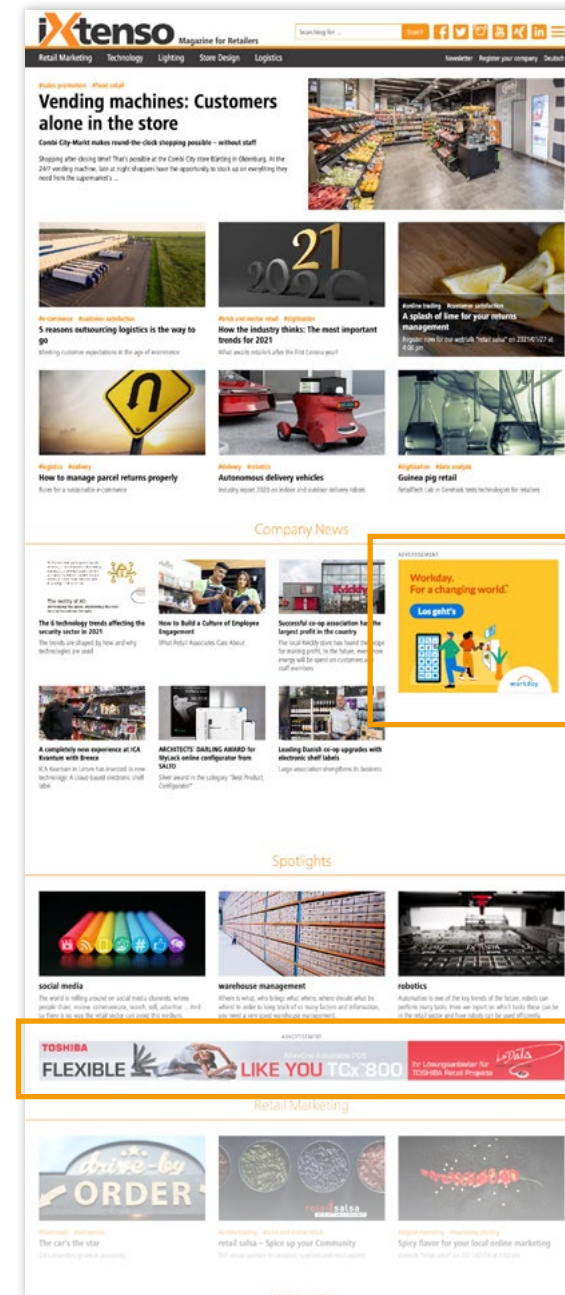


# Rectangle

- Runtime:** 6 weeks
- Placement:** Start page of the special or fitting theme
- Language:** German and English
- Info:** Dynamic programmed HTML-5 banner, maximal animation: 7 seconds
- Size:** 720 x 600 pixels

# Leaderboard

- Runtime:** 6 weeks
- Placement:** Start page of the special or fitting theme
- Language:** German and English
- Info:** Dynamic programmed HTML-5 banner, maximal animation: 7 seconds
- Size:** Orientated on 90-pixel height  
Alternative: 1200x90 px & 728x90 px & 295x90 px




# Newsletter advertisements

Messaging that delivers! The capacity for an audience to receive information is exceptionally high while they engage with the impactful reporting of the retailing world delivered through the iXtenso newsletter. You get direct access to a refined target audience of high-level retailing decisionmakers from around the world.

- Format:** Full-banner or text advertisement
- Runtime:** 1 edition
- Language:** German and English

## Technical specifications:

- Size:** 468 x 60 px without animation
- Quality:** 72 dpi
- Data format:** .jpeg, .png, .gif
- Language:** German and English



**ADVERTORIAL**  
**The favour of the hour**  
Energy efficiency and environmental awareness in retail



**NEWS**  
**Retail library in Vancouver**  
Fairmont Pacific Rim Hotel partners with renowned art book publisher TASCHEN

**ADVERTISEMENT**




**INTERVIEW**  
**Innovation in sales!**  
NEXT by MediaMarktSaturn – finding ideas for customers and company




**NEWS**  
**Smart and sustainable solutions in the supply chain**  
Unilever and JD Logistics have signed a Memorandum of Understanding to drive sustainable business initiatives




**NEWS**  
**Americans expect privacy controls**  
4 out of 5 people want a privacy law to protect personal data

**ADVERTISEMENT**





**COMPANY NEWS**  
**ARNEG GROUP: from Sharing Avenue to Melting Pot**  
The sharing road leads a long way



**NEWS**  
**cloud4retail – the revolutionary platform for retailers**  
Essential services like price calculations, loyalty or promotions

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beta-web GmbH • Celalustraße 43 • 53125 Bonn • Deutschland  
Telefon: +49 (0)228 91937 35 • Telefax: +49 (0)228 91937 42

E-Mail: [redaktion@ixtenso.com](mailto:redaktion@ixtenso.com)  
Internet: [www.beta-web.de](http://www.beta-web.de)



# 22,3 %

Opening rate  
(Status: 2020)



# 3.480

Newsletter  
subscribers



# retail trends

## iXtenso print magazine

The trade magazine "retail trends" clearly presents new developments for the retail industry in practical applications, provides well-founded background reports and offers decision-making aids for selecting the right solution. The magazine is published in German.

Thematic focuses:

- POP/POS MARKETING, E-COMMERCE, AI, VIRTUAL REALITY,
- BUSINESS INTELLIGENCE, RETAIL TECHNOLOGY, LIGHTING, VM,
- STORE CONSTRUCTION AND DESIGN, ENERGY MANAGEMENT, SECURITY

Our readers are IT managers, buyers, architects and other decision-makers from the retail, wholesale and industrial sectors. The magazine is ideal for retail managers as a decision-making aid for future investments. 86% of the readers are these decision-makers, such as managing directors or owners.

Existing partners:



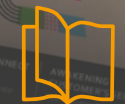
8.000

Copies per print run



Distribution

Postal distribution and access through multiple retailing events



ePaper

All editions available any time online as an ePaper edition

retail trends

## Editions and timing

### retail trends 1/2021

THEMATIC FOCUS:

#### Retail Technology

Booking deadline: 12.04.2021  
Content delivery deadline: 19.04.2021  
Printing: 17.05.2021

### retail trends 2/2021

THEMES:

#### Retail Marketing, Technology, Lighting, Store Design, Logistics

Booking deadline: 10.09.2021  
Content delivery deadline: 17.09.2021  
Printing: 15.10.2021



## Advertisement

Format	Price	Graphic Specifications	Text Specifications
Cover	€ 4,900	230 x 300 mm (plus 3 mm bleed: 236 x 306 mm)	-
1/1 page	€ 3,200	230 x 300 mm (plus 3 mm bleed: 236 x 306 mm)	2.800 characters, 1–2 graphics/pictures
1/2 page	€ 1,800	hoch: 110 x 300 mm (plus 3 mm bleed: 116 x 306 mm), quer: 230 x 147,5 mm (plus 3 mm bleed: 236 x 153,5 mm)	1.400 characters, 1 graphic/picture
1/1 U3	€ 4,000	230 x 300 mm (plus 3 mm bleed: 236 x 306 mm)	-
1/1 U2 and U4	€ 4,500	230 x 300 mm (plus 3 mm bleed: 236 x 306 mm)	-

## Business Mirror

Format	Price	Details
1/1 page	€ 1,000	2.800 characters, 1–2 graphics/pictures
1/2 page	€ 750	1.400 characters, 1 graphic/picture

## Custom Editions

We also offer individual print runs of your selected articles and product presentations. We take your message and give it the weight of iXtenso's look and feel. This provides you with the ability to broadcast actual physical

messaging to your event audience, to selected customer groups and through sales teams.

Price from: € 2,000

# Even more reach

Through our editorial partnership with the Messe Düsseldorf, EuroShop, and Crisis Prevention-Beta Verlag, we offer a broad audience for you to utilize. Let us know your audience; we provide possibilities.

## EuroShop.mag



EuroShop 3|6|5 – your community mags is the 'always on' online magazine of the globally leading retailing trade fair EuroShop and its product family of EuroCIS, C-Star and In-Store Asia. It covers the global retailing landscape in German and English with high-level content to inform those whose job it is to ensure retailing success.

## Crisis Prevention



Do your customers belong to security services, critical infrastructure managers, aid agencies or military services? Use the option offered through Crisis Prevention to promote your products and services in the areas of video surveillance, access control, personal protective equipment (PPE), response vehicles, energy management, fire control, IT security, interagency communication, and geographic information systems to a high-level audience.

Stay in touch

# Our Contacts



## Inga Kuhlow

**Sales Management**

Tel. +49 (0)228/919 37-31  
Mobil +49 171 370 5438  
E-Mail: inga.kuhlow@beta-web.de



## Moritz Ostkamp

**Account Manager**

Tel. +49 (0)228/919 37-43  
Mobil +49 173 571 3327  
E-Mail: moritz.ostkamp@beta-web.de



## Ben Giese

**Account Manager (International)**

Tel. +49 (0)228/919 37-66  
Fax +49 (0)228/919 37-42  
E-Mail: ben.giese@beta-web.de

## PUBLISHER

**beta-web GmbH**  
Celsiusstraße 43  
53125 Bonn  
Germany

You can find our GTC on the homepage: [iXtenso.com](http://iXtenso.com)  
All prices are exclusive of value added tax.