

REACH, LEADS & KNOW-HOW



iXtenso EuroShop Special

Mediakit | effective from November 2022

iXtenso
retail trends



The first EuroShop since the Corona pandemic will feature hot topics and big names from the retail industry.

Be a part of the conversation!

What moves the retail industry? What innovations are driving retail forward? What do customers want?

The Dimensions and Hot Topics of EuroShop 2023 offer an extraordinary variety of themes and reflect what the industry is currently talking about:

#ConnectedRetail #SmartStores #CustomerCentricity
#Sustainability #ThirdPlaces

With iXtenso, we are connected to these buzzwords: In our **EuroShop special from October on iXtenso.com**, the engaged and curious will find videos, reports and news on the topics that will also determine the direction of the EuroShop. And as a pre-event, the **retail salsa webtalks** will promote direct, live exchange.

Become part of this conversation! Let us know what you have to contribute and we will bring your know-how to a broad, interested audience. Whether with advertorials, product videos or social media content – take advantage of our reach.

USP of our B2B reporting:

- year-round, free and independent
- multimedia
- bilingual (German & English)
- international branch in the USA
- linked supplier directory

The 8 dimensions of EuroShop mean diversity

SHOPFITTING, STORE DESIGN & VISUAL MERCHANDISING

shopfitting, furniture, mannequins, decoration, shopping carts

LIGHTING

lamps, lighting control, LED technology

MATERIALS & SURFACES

design materials for floors, walls, ceilings

RETAIL TECHNOLOGY

payment, analytics, omnichannel, robotics, fulfillment

RETAIL MARKETING

digital marketing, multi-sensual marketing, advertising materials

EXPO & EVENT MARKETING

exhibition stand construction, live communication, event technology

FOOD SERVICE EQUIPMENT

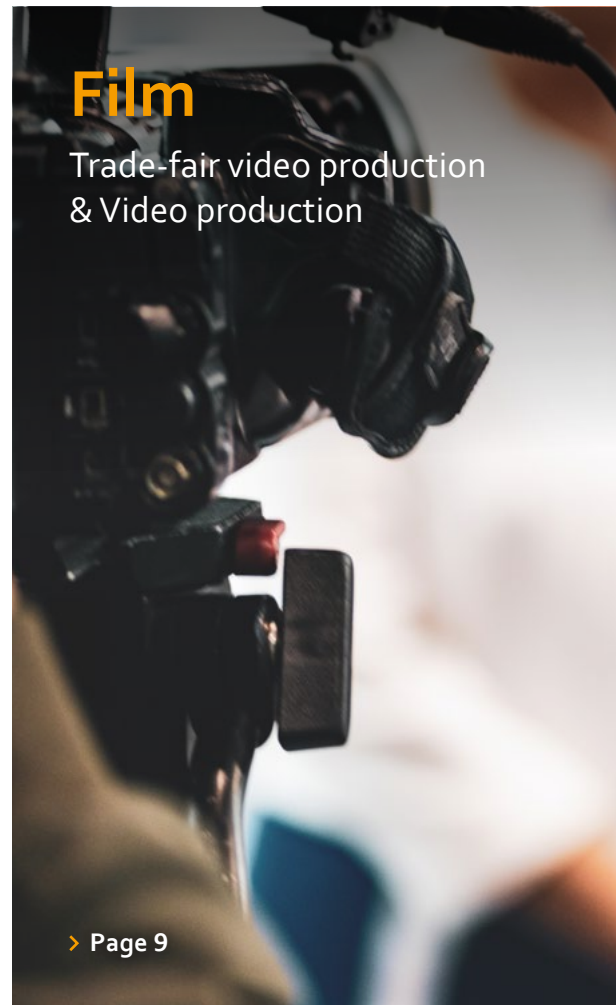
cutting machines, scales, ovens

REFRIGERATION & ENERGY MANAGEMENT

refrigeration, air conditioning, building management

iXtenso – EuroShop Special

We're your omni-channel partner for content in the retail sector





Special 1 Online

iXtenso.com

- Content advertising (1 month)
- Leaderboard banner (3 months)
- 1 Newsletter ad
- News publications

Package price: € 3,280

corresponds to a discount of 5 %
compared to individually booked positions

Special 2 Online & Video

iXtenso.com

- Content advertising (1 month)
- Rectangle banner (3 months)
- 1 Newsletter ad
- News publications

Video

- Video production at EuroShop
- Social Mediaclip

Package price: € 5,200

corresponds to a discount of 10 %
compared to individually booked positions

Special 3 Online, Video & Webtalk

iXtenso.com

- Content advertising (1 month)
- Rectangle banner (3 months)
- 1 Newsletter ad
- News publications

Video

- Video production at EuroShop
- Social Mediaclip

Webtalks

- Participation with your speaker at the Webtalk
- Integration into all marketing activities around the event
- DGSVO-compliant transfer of the participants data

Package price: € 9,860

corresponds to a discount of 14 %
compared to individually booked positions

iXtenso.com

EuroShop-Special

iXtenso.de / iXtenso.com is the established online trade magazine for the retail industry. We report on current challenges as well as insights from industry and retail and inform about industry trends.

Our EuroShop Special from 01.10.2022 includes daily news, background reports, innovations, user reports, how-tos and a direct link to the vendor entries of the participating companies.

The spectrum of our EuroShop Special is as diverse as retail. We are concerned with what moves retailers:

#Omnichannel #Technology #StoreDesign #Fulfillment #Checkout
#EnergyManagement #Sustainability #SelfService #DigitalMarketing
#CustomerExperience #MobileCommerce

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



350.000

Page impressions
in 2021



180.000

Visits in 2021



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: 1 month in German and English
+ 12-month presentation in the fitting theme

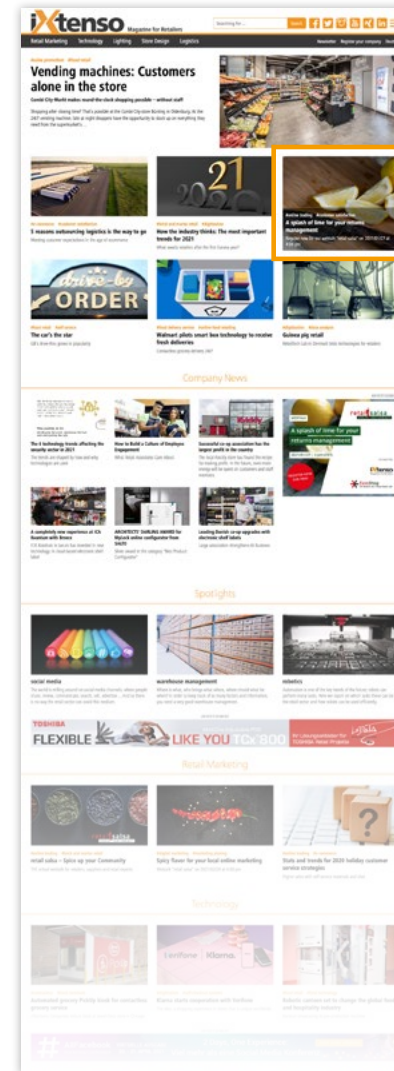
Placement: Homepage or fitting theme

Rotation: None

Price: € 1,800

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: 3 or 12 months
Placement: Homepage or fitting theme page
Language: German and English
Info: Dynamic programmed HTML-5 banner, maximal animation: 7 seconds
Size: 720 x 600 pixels

3 month | Price: € 2,000

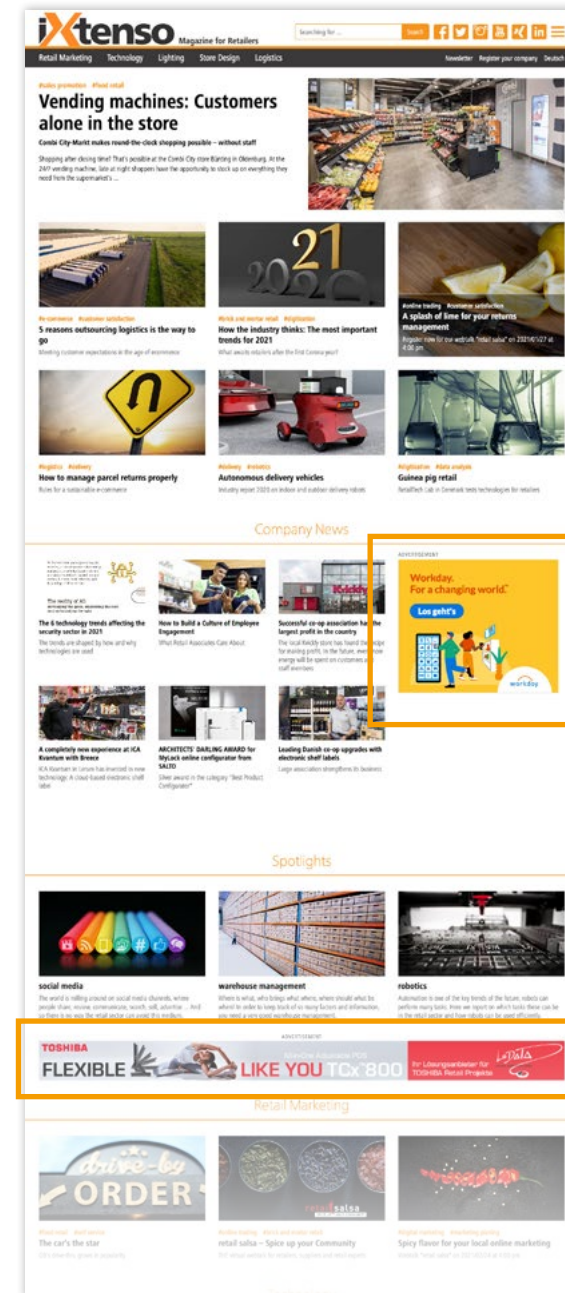
12 month | Price: € 6,000

Leaderboard

Runtime: 3 or 12 months
Placement: Homepage or fitting theme page
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

3 month | Price: € 1,000

12 month | Price: € 3,000



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

Price: € 650

Technical specifications:

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



22,3 %

Opening rate
(Status: 2020)



3.480

Newsletter
subscribers

Film

Live at EuroShop: iXtenso video productions

It's now multi-medial. At the EuroShop we roll with several camera teams and produce video interviews, product presentations or several short clips for you within a few hours. Use them for even more coverage in your and our media.

TRADE FAIR IMAGE VIDEO

TRADE SHOW VIDEO "STATEMENT AND IMPRESSIONS"

TRADE SHOW VIDEO "IMPRESSIONS"

SOCIAL MEDIA CLIPS



Trade fair image video

Present your company and your products professionally and movingly in a 2.5-minute trade fair image video at EuroShop 2023. For this, we skillfully stage your trade fair booth as well as your products. Your video will be rounded off by a moderated interview.

We produce your video exclusively and directly at the fair. Post-production takes place within 24 hours, so that you can publish your video during the trade fair runtime.

As official editorial partner of EuroShop, we are authorized to publish your contribution in the official trade fair channels (EuroShop portal).

Technical specifications:

- Camera team consisting of editor/presenter, cameraman/woman, sound assistant
- Professional equipment: camera, sound, light
- Shooting time: max. 60 minutes
- Interview incl. B-roll
- Recording in Full HD or 4K
- Post-production (editing and GEMA-free background music)
- Language: German OR English
- Design: Corporate design of EuroShop (corner logo, lower third, intro, outro)
- Length: 2.5 minutes
- Completion within max. 24 hours
- 1 proofreading loop
- Fixed contact person on site
- Delivery as MP4 video file, online-optimized video format

Trade fair video "Statement and impressions"

You like it short and on point? Whether for your web presence or social media – this product is ideal to take a look at what's happening at your trade fair booth and to put your innovations in the spotlight.

We produce your video exclusively and directly at the fair. Post-production takes place within 24 hours, so you can publish your video during the trade fair runtime.

Technical specifications:

- Camera team consisting of editor, cameraman/woman, sound assistant
- Professional equipment: camera, sound, light
- Shooting time: max. 30 minutes
- Statement incl. B-roll
- Recording in FullHD or 4K
- Post-production (editing and GEMA-free background music)
- Language: German OR English
- Design: standardized lower third with name, title and company
- Length: 60-90 seconds
- Completion within max. 24 hours
- 1 proofreading loop
- Fixed contact person on site
- Delivery as MP4 video file, online-optimized video format

Trade fair video "Impressions"

Ideal tool for smaller marketing budgets: Present the highlights of your trade fair appearance to your target audience in a short and easy way. Put your products or services in the spotlight by your own.

We produce your video exclusively and directly at the fair. Post-production takes place within 24 hours, so you can publish your video during the trade fair runtime.

Technical specifications:

- Camera team consisting of editor, cameraman/woman
- Professional camera equipment
- Shooting time: max. 30 minutes
- Impressions WITHOUT statement
- Recording in FullHD or 4K
- Post-production (editing and GEMA-free background music)
- Length: 60-90 seconds
- Completion within max. 24 hours
- 1 proofreading loop
- Fixed contact person on site
- Delivery as MP4 video file (online-optimized video format)

Other options available at extra cost:

Translation, subtitling, delivery of video footage, Customization of the video with your logo

Feel free to contact us!

Social media clips

Present the highlights of your trade fair appearance to your target audience via social media.

We produce your video exclusively and directly at the fair – and in an aspect ratio of 1:1 or 4:5 to make the most of users' screens and showcase your products or services.

After a thirty-minute shoot, you will receive 3 social media clips for free use. Post-production takes place within 24 hours, so you can publish your video during the EuroShop runtime.

Technical specifications:

- Recording of appealing social media clips at your trade fair stand (Impressions, statement or product presentation)
- Camera team consisting of cameraman/woman and sound assistant
- Professional equipment: camera, sound, light
- Shooting time: 30 minutes
- B-roll OR statement
- Recording in FullHD or 4K
- Post-production (editing and GEMA-free background music)
- Language: German OR English
- 1 proofreading loop
- Fixed contact person on site
- Length: 15-30 seconds per clip
- Delivery as MP4 video file (social media-optimized video format 1:1 or 4:5)

All options at a glance

Trade fair image video with publication in EuroShop 2023 (2.5 mins)	€ 1,800
Trade fair video "Statements and Impressions" (60–90 secs)	€ 950
Trade fair video "Impressions" (60–90 secs)	€ 490
2 social media clips (15–30 secs.)	€ 700
3 social media clips (15–30 secs.)	€ 950
Video footage delivery	€ 700
Customization of video with your logo	€ 600
Subtitles	€ 300
Subtitles and Translation	€ 450

**Do you have alternate ideas or wishes?
Give us a shout!**

Would you like to publish your video in additional channels? [We can help.](#)

retail salsa

The iXtenso Webtalk series

A salsa makes a dish something special. That's why we have created "retail salsa - Spice up your community" we have created a new and spicy webtalk format to talk about unique ingredients of successful customer journeys and use cases from the retail industry. After all, every retailer wants to meet the tastes of their customers. Together with you, we will find out what customers like and help retailers choose the right spices. All around the EuroShop, we create delicious retail recipes with the perfect ingredients for many EuroShop dimensions like **Store Design, Retail Marketing, Lighting, Food Service Equipment, Refrigeration, Materials & Surfaces and Retail Technology.**

The Hosts

"retail salsa – Spice up your community" is the virtual webtalk that brings independent retailers and industry experts to discuss the components of a successful customer journey. In so doing, we provide the ideal mix through sharing insights and experiences. retail salsa is hosted by iXtenso – retail trends and EuroShop – The world's no.1 retail trade fair.



Interested in participating and sharing your spicy insights and sharp product innovations with a global community?

Bookings according to your taste are possible at any time!

A project by:



www.retail-salsa.com

Webtalk | Be part of it!

Expect the following services:

- You take part in the talk with your expert and your company's identity.
- Theme, content and language version will be decided with your input. The kitchen is yours!
- The webtalk is not a product pitch. Rather an informative and interactive event.
- The best case is you providing real examples from your customers' experiences with your solutions. Let them tell us how good it tastes!
- With your confirmed participation, your company's name and logo will be embedded within all communication and marketing concerning this session – you achieve maximal exposure.
- Landing page for retail salsa: www.retail-salsa.com, Website iXtenso, EuroShop.mag; Newsletter iXtenso, EuroShop and EuroCIS; Social-Media-Channels iXtenso, EuroShop and EuroCIS).
- Conforming to GDPR, contact data of participants is supplied to the sponsoring partner.
- All active participants receive access to the recorded webtalk to give them your recipe ideas for their future dishes.
- Future audiences are able to access the webtalk with their registration. Good food is made to be shared!
- Additionally, a review article is presented within EuroShp.mag and iXtenso in which your company's participation and ideas are explained.

Price € 6,000

IXTENSO NEWSLETTER

3.480

Subscribers

22 %

Opening rate

EUROSHOP- AND EUROCIS-NEWSLETTER

165.000

Subscribers

20 %

Opening rate

IXTENSO.COM

28.000

Monthly visits

EUROSHOP.MAG

19.500

Monthly page impressions

SOCIAL MEDIA CHANNELS



Stay in touch

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All prices are exclusive of value added tax.



EuroCIS.mag

EuroCIS.mag - 365 Community News is the "always on" online magazine of the world's leading trade fair EuroShop and its product family EuroCIS, China in-store and in-store asia, published in German and English. It offers the community highly professional content on the topics that move the industry.

Through editorial partnerships with EuroShop and EuroCIS/ Messe Düsseldorf, we can create additional reach for your company and your products and services.