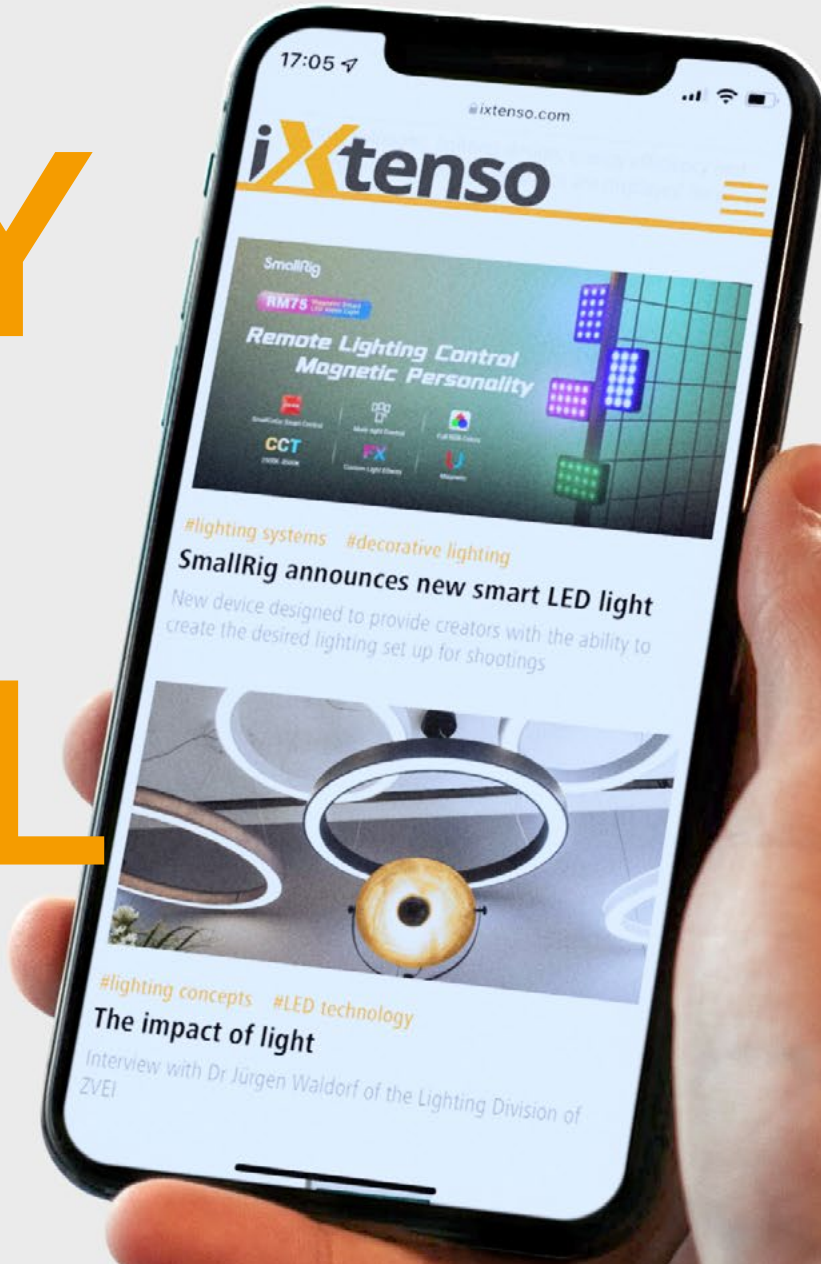


# READY FOR RETAIL

Media Kit 2024 | Valid November 2023



# iXtenso

## We bring retailers and their partners together

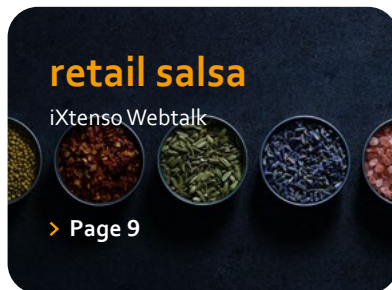
Since going online in 2008, iXtenso has quickly developed from a pure supplier directory for the retail sector and its partners into a trade publication for retailers.

Presenting suppliers and their products in a critical setting remains what drives us. We want to bridge the gap between suppliers and end users. We want to show everything that is possible.

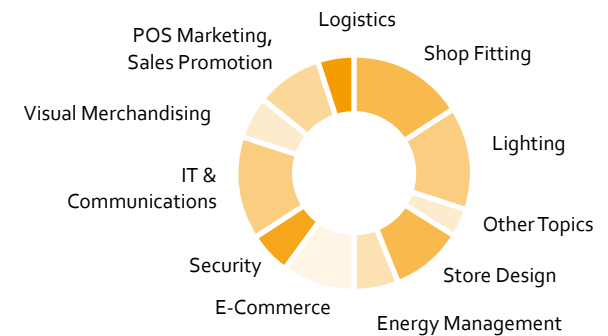
To this end, we are constantly developing ourselves and our formats. For those who value direct exchange with retailers and their partners, our "retail salsa" is just the right thing for you.

**Themes of iXtenso:** **RETAIL MARKETING** **LIGHTING**  
**TECHNOLOGY** **STORE DESIGN** **LOGISTICS**

We want to build a bridge between suppliers and users. We want to show everything that is possible. We can only accomplish this together. Our cross-media offerings and comprehensive services provide solutions for a wide range of communication tasks and customer requirements.



### Reader interests:



### Readership Breakdown:

- Independent owner **33 %**
- Executive management **21 %**
- Management IT, marketing, other specialty **18 %**
- Division leader **10 %**
- Team leader **12 %**
- Educator **2 %**
- Student, trainee **3 %**
- Other **1 %**

Based on an analysis from NL readers and questionnaire results.

# iXtenso.com

## Online Magazine

[iXtenso.de](http://iXtenso.de) / [iXtenso.com](http://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.



350.000

Page impressions  
in 2021



180.000

Visits in 2021



3.480

Newsletter  
recipients



3,2 Min

Session length



# Communications Packages

## Online Premium

- **Publication of your company and product news**
- **Rectangle banner** on the homepage or in the fitting theme page
- **4 advertisements** in the newsletter
- **2 placements** of a content ad on the homepage or in the desired theme pages for 1 month incl. placement in the newsletter and in our social media channels
- **4 Social Media Posts**
  
- Bilingual publication in German and English
- Includes company profile and logo
- 12 month runtime

€ 9,000

## Online Medium

- **Publication of your company and product news**
- **Leaderboard banner** on the homepage or in the fitting theme page
- **2 advertisements** in the newsletter
- **1 placements** of a content ad on the homepage or in the desired theme pages for 1 month incl. placement in the newsletter and in our social media channels
- **2 Social Media Posts**
  
- Bilingual publication in German and English
- Includes company profile and logo
- 12 month runtime

€ 4,800

## Online Classic

- **Publication of your company and product news**
- **Leaderboard banner** on the homepage or in the fitting theme page
- **1 advertisements** in the newsletter
- **1 Social Media Post**
  
- Bilingual publication in German and English
- Includes company profile and logo
- 12 month runtime

€ 3,000

# 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.

In addition, there will be a teaser in our newsletter and a mention in our social media channels.

**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

## Sponsored Post / News Publication

With a sponsored post / news publication on iXtenso.de you reach our readership and grab their attention.

You decide on the content and the form of presentation. You are free to decide whether you want to focus on a product or service, an event or company news.

**Duration:** 12 months on our website minimum  
**Placement:** in the respective category  
**Rotation:** none

Price: € 550



### Technical specifications:

Category page: high-resolution image in landscape format  
Microsite: up to 1,500 characters text length, link to website, various images  
Quality: 72 dpi  
File format: .jpeg, .png, .gif  
Language: German & English

## Rectangle

- Runtime:** 3 or 12 months
- Placement:** Homepage or fitting theme page
- Language:** German and English
- Size:** 720 x 600 pixels
- Specifications:** .jpg, .png, .gif or alternatively dynamically designed HTML-5 banner  
Maximum animation length 7 seconds without loop

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
- Size:** Orientated on 90-pixel height  
Alternative: 1200x90 px & 728x90 px & 295x90 px
- Specifications:** .jpg, .png, .gif or alternatively dynamically designed HTML-5 banner  
Maximum animation length 7 seconds without loop

3 month | Price: € 1,000

12 month | Price: € 3,000





# Feed Post

## Publication (German or English)

With our feed posts on LinkedIn and Twitter you will reach about 1,700 followers in our community. Please note: Your post should offer added value for the community: an interesting video, the chance to win something, something that can be picked up on site at your stand at the next trade fair, etc.

Price: € 500

## LinkedIn Ad Boost

### Optionally bookable

In addition to our organic reach, your ad will receive additional reach in your target group through an additional budget.

Price: from € 300

## Creation

We are happy to support you in the creation of your social media content. We have been creating convincing content for over 20 years. As a communications agency, we know which content offers your target group added value and thus increases your reach and brand awareness. Within our portfolio, we offer you a wide range of content formats - from search engine optimized web content, social media, moving images to webtalk.





## Feed Post



### Technical specifications for LinkedIn:

#### Image:

- Sharepic post: 1200x1500 Pixel  
recommended format: PNG, but JPG or GIF also possible  
maximum 9,54 MB
- Carousel post: Two to nine images, 1200x1500 pixels  
Format: PDF
- Link post: No image necessary

#### Video:

- Format: 16:9 (MP4 or MOV)
- Length: Ideally 15-30 seconds, maximum 3 minutes
- File size: Maximum 5 GB

#### Text:

Max. 6000 characters incl. spaces

#### Hashtags:

- 2–3 hashtags
- Use in body text or at the end of the post
- #SpellingWithInternalCase for better readability

#### Links / Tagging:

Links and tagging of company pages are possible



### Technical specifications for Twitter

#### Image:

- Sharepic post: 1600 x 900 pixels, but other arbitrary formats also possible.
- Format: PNG, JPG or GIF  
maximum 5 MB
- Carousel post: Two to four images, 800 x 800 pixels or 800 x 418 pixels
- Format: PNG or JPG
- Link post: No image necessary

#### Video:

- Format: 16:9 (MP4 or MOV)
- Length: Ideally approx. 15 seconds, maximum 140 seconds
- File size: Maximum 512 MB

#### Text:

Max. 280 characters including hashtags, emojis and link if applicable.

#### Hashtags:

- 1–2 hashtags
- Use in body text or at the end of the post
- #SpellingWithInternalCase for better readability

#### Links / Tagging:

Links and tagging of company pages are possible

## 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

Price: € 650

### Technical specifications: Full-banner

Size: 1200x420 px, without animation, displayed size: 600x210 px

Quality: 72 dpi

Data format: .jpg, .png

Language: German and English

### Technical specifications: Text ad

Website: high-resolution image in landscape format;  
up to 1,500 characters text length, link to website, various images

Quality: 72 dpi

Data format: .jpg, .png, .gif

Language: German and English



28 %

Opening rate  
(Status: 2021)



3.480

Newsletter  
subscribers

# retail salsa

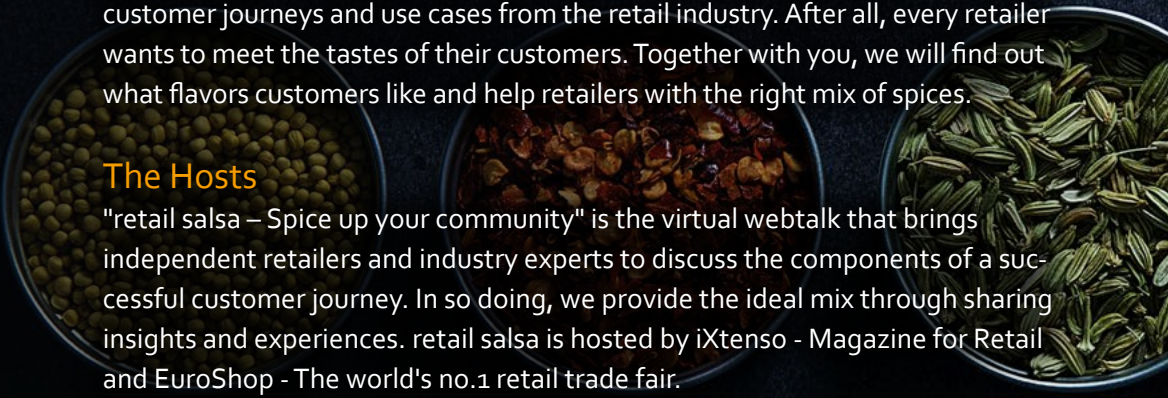
The webtalk for retailers, suppliers and independent experts



Tomatoes, garlic, chilies, limes, onions and spice to die for! Salsa makes a dish something very special. That's why we've created "retail salsa - Spice up your community", a new and spicy format to discuss 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 flavors customers like and help retailers with the right mix of spices.

## 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 - Magazine for Retail and EuroShop - The world's no.1 retail trade fair.



A project by:



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!**

# 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](http://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 EuroShop.mag and iXtenso in which your company's participation and ideas are explained.

Price € 6,000

## IXTENSO NEWSLETTER

**3.480**      **28 %**  
Subscribers      Opening rate

## EUROSHOP- AND EUROCIS-NEWSLETTER

**150.000**      **20 %**  
Subscribers      Opening rate

## IXTENSO.DE

**28.000**  
Monthly visits

## EUROSHOP.MAG

**19.500**  
Monthly page impressions

## SOCIAL MEDIA CHANNELS



# EuroCIS Special 2024

Now's the time to take advantage of opportunities and to fly your flag!

The Corona crisis, at the latest, has shown what role modern technologies play. Decision-makers in large and small retail companies not only want to know which solutions are available, but also which investments are really worthwhile.

In our **EuroCIS special** on **iXtenso.com** (online from 01.12.2023) and in our webtalk **retail salsa**, we therefore report on the new, fresh and the tried-and-true ideas from the retail technology world. With exclusive content we look at solutions, products and concepts for both stationary and online retail. Your know-how is also in demand here!

At the EuroCIS we are on the road with several camera teams and produce a video interview, a product presentation or several short clips for you within a few hours. Use them for even more reach in your and our media as well as social media channels (iXtenso & EuroCIS).

**USP of our B2B reporting:**

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

**ANALYTICS**

IN-STORE ANALYTICS, INVENTORY OPTIMIZATION, SECURITY, SENSORS, RFID, PERSONNEL MANAGEMENT, PRODUCT SURVEILLANCE, CAMERAS

**PAYMENT**

PAYMENT SYSTEMS, MOBILE PAYMENT, E-PAYMENT, CONTACTLESS PAYMENT, PAYMENT TERMINALS, PAYMENT SYSTEMS (SOFTWARE)

**CUSTOMER RELATIONSHIP MANAGEMENT**

PERSONALIZATION, CUSTOMER LOYALTY, CUSTOMER EXPERIENCE, CUSTOMER SATISFACTION, DIGITAL SIGNAGE, TOUCH SCREENS

**OMNICHANNEL**

CLICK & COLLECT, DIGITAL MARKETING, LOCATION BASED SERVICES, E-COMMERCE, APPS

**SMART STORE**

JUST WALK OUT, AUTOMATION, SENSOR TECHNOLOGY, SELF-SCANNING, SELF-CHECKOUT SYSTEMS, ROBOTICS

# Specials – from 01. december 2023

Term extension  
from 3 to 12 months  
on iXtenso.com  
Price € 1,800

## Special 1 Online

### iXtenso.com

- Content advertising (1 month) incl. placement in the newsletter and in our social media channels
- 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) incl. placement in the newsletter and in our social media channels
- Rectangle banner (3 months)
- 1 Newsletter ad
- News publications

### Video

- Video production at EuroCIS
- Social Media Clip

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) incl. placement in the newsletter and in our social media channels
- Rectangle banner (3 months)
- 1 Newsletter ad
- News publications

### Video

- Video production at EuroCIS
- Social Media Clip

### Webtalk

- 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

# Film

## iXtenso video production

It's now multi-medial. At the EuroCIS 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

### Video production

Pictures say 1,000 words. Sounds quaint, but it is truer than ever. Videos convey messages emotionally and precisely to the desired target group. Present your company and introduce new products. Let us accompany you at trade fairs or events, conduct an interview or broadcast your event live on the Internet - with our know-how, your project becomes effective entertainment. By the way, moving images are a good shortcut to search engine optimization and increase the traffic on your website. The production of a video is something unique. Every film exists only once. It is your video!



## Trade fair image video

Präsentieren Sie Ihr Unternehmen und Ihr Leistungsangebot professionell und bewegend in einem 2,5-minütigen Messe-Image-Video. Hierfür setzen wir Ihren Messestand sowie Ihre Produkte gekonnt in Szene. Abgerundet wird Ihr Beitrag durch ein moderiertes Interview.

Wir produzieren Ihr Video exklusiv und tagesaktuell vor Ort. Die Postproduktion erfolgt während der Messe innerhalb von 24 Stunden, sodass Sie Ihr Video zur Messelaufzeit veröffentlichen können.

**As official editorial partner of EuroCIS, we are authorized to publish your contribution in the official trade fair channels (EuroCIS portal and newsletter) and on iXtenso.com.**

Price: € 1,800

### 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 EuroCIS (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.

Price: € 950

### 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.

Price: € 490

### 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)

## 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.

Price: € 700 for 2 clips

Price: € 950 for 3 clips

### 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)



## Publication of your social media clips

In addition to your own social media presence, use our reach and spread your know-how in target group relevant channels!

By **publishing these 3 clips in the official channels of iXtenso and EuroCIS**, you expand your retail community. We mention your channels (@mention) and provide the appropriate stage at runtime.

Price: € 500 (publication)

### LinkedIn Ad Boost

#### Optionally available

In addition to our organic reach, your ad will receive additional reach in your target group through an additional budget.

Price: from € 300

---

### Technical specifications:

- Format 16:9 (MP4 or MOV)
- Duration: Ideally 15-30 seconds, but maximum 3 minutes (LinkedIn) and maximum 140 seconds (Twitter)
- Size: Maximum 5 GB (LinkedIn), maximum 512 MB (Twitter)
- Hashtags:
  - 2-3 Hashtags (LinkedIn)
  - 1-2 Hashtags (Twitter)
  - Use in body text or at the end of the post
  - #SpellingWithInternalCase for better readability

## All options at a glance

Trade fair image video with publication in EuroCIS portal (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.each)	€ 700
3 social media clips (15–30 secs. each)	€ 950
Video footage delivery	€ 700
Customization of video with your logo	€ 600
Subtitles (German or english)	€ 300
Subtitles and Translation (German or english)	€ 450
Publication social media	€ 500

### Agency commission

15 % agency commission or additional agency discount is granted when booking through an advertising agency recognized by us (not on technical costs and transitory items).

**Start-ups** (less than three years old and not affiliated with a group) and **universities** receive a **15% discount** on all prices quoted.

**Please contact us if you have any further ideas or requests!**

Stay in touch

# Our Contacts



**Inga Kuhlow**

**Sales Management**

Tel. +49 (0)228/286530-21  
Mobile: +49 171 370 5438  
E-Mail: [inga.kuhlow@beta-web.de](mailto:inga.kuhlow@beta-web.de)



**Ben Giese**

**Account Manager (International)**

Tel. +49 (0)228/286530-36  
USA: +1 773 372 5152  
E-Mail: [ben.giese@beta-web.de](mailto:ben.giese@beta-web.de)



**Moritz Ostkamp**

**Account Manager**

Tel. +49 (0)228/286530-26  
Mobile: +49 173 571 3327  
E-Mail: [moritz.ostkamp@beta-web.de](mailto:moritz.ostkamp@beta-web.de)

## PUBLISHER

**beta-web GmbH**  
Heilsbachstr. 22-24, 53123 Bonn  
Germany

All formats are marked as advertisements.  
You can find our GTC on the homepage: [www.beta-web.de](http://www.beta-web.de)  
All prices are exclusive of VAT.



## EuroCIS.mag

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

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.

**Reach out to us!**