

RETAIL**News**

Magazine for retail and its suppliers

We will help you to be
better than your competitors



MAGAZINE FOR RETAIL AND ITS SUPPLIERS

Retail News (www.retailnews.cz) is a modern magazine for retailers and their suppliers. It contains information from the world of retail, suppliers, logistics, new technologies for retail and many other topics focusing on retail issues.

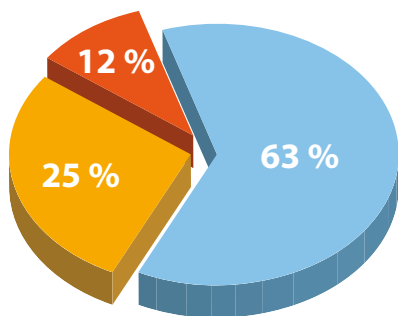
Retail News together with the home page **www.retailnews.cz** offers current information to the target group of professionals that can prove useful for their daily work and targeted presentation of companies and their products.

COMBINATION OF ELECTRONIC AND PRINTED VERSIONS Thanks to the combination of full-fledged electronic version of the magazine linked to website www.retailnews.cz and printed version of the magazine we manage to be available to everyone interested in retail information.	REGULAR TOPICS <ul style="list-style-type: none">● Interviews with specialists● Retail information● Market overviews● News – season (assortments, nutrition, lifestyle)● Retail equipment, technology● Marketing and real estate● Logistics● Trade fairs, conferences● Law and economy● HR	TARGET GROUP People with decisive authority in retail, manufacturers of technology for retail and logistics. Specialised and economic type of institutions, high schools and universities. Packaging and POS producers.
--	--	---

OUR READERS

- Retail chains (Albert, Billa, dm, Globus, Kaufland, Lidl, Makro, Penny Market, Tesco...)
- COOP
- Retail alliance (e.g. Bala, Brněnka, CBA, Hruška, ESO Market, Flop, JIP Východočeská)
- Independent health food stores and organic
- Online grocery (kosik.cz, rohlik.cz...)
- Non-food retail (DIY, assortment of textiles, shoes, furniture...)
- FMCG suppliers
- Suppliers of packaging solutions and POS
- Logistics services providers
- Retail technology suppliers
- Institutions and schools
- + anybody interested in food and non-food retail and sales

WHO ARE OUR READERS



- Retail management, purchasing specialists
- FMCG manufacturers
- Suppliers of shop equipment, technology, logistics services, etc.

CONTACTS

Press21 s.r.o.

Holečkova 103/31
150 00 Prague 5-Smíchov
www.press21.cz

ID: 247 33 784

UID: CZ 247 33 784

The company is registered with the Municipal Court in Prague in the Commercial Register, Section C, Entry 169808

Projects and advertising

Ing. Eva Klánová

Executive manager
phone: +420 606 414 301
e-mail: klanova@press21.cz

Mgr. Astrid Lovrantová

Advertising Manager
phone: +420 602 377 060
e-mail: lovrantova@press21.cz

Lucie Cabáková

Advertising Manager
phone: +420 773 112 334
e-mail: cabakova@press21.cz

Website administration

phone: +420 720 704 199
e-mail: info@press21.cz

DISTRIBUTION

Retail News is published as a monthly magazine 10 times a year, with double issues 1–2 (January/February) and 7–8 (July/August).

It is distributed in the form of a regular monthly newsletter.

As well as the magazine, a current newsletter is also distributed once a month.

An electronic version, including a complete archive can be freely downloaded at www.retailnews.cz and www.press21.cz.

3,000 magazine prints are sent directly to the managers of retail chains and alliances, purchasing specialists and marketing managers.

Each edition thus reaches 45,000 readers thanks to the combination of the electronic and printed versions.

PARTNERSHIP

Retail News is a member of the Czech Confederation of Commerce and Tourism through Press21, works with the Association of Czech Traditional Retail AČTO, GS1 Czech Republic, Blue Events and further companies and institutions from the field.

CONFERENCES AND EVENTS

Retail News is distributed to the most important branches conferences: Retail Summit, Primetime for... Big Data, Retail in Detail, Communication Summit, Brand Management, Human capital, SpeedCHAIN, Meating and others.

Retail News organizes professional seminars:


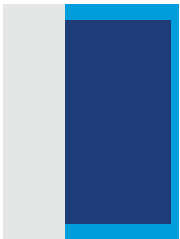
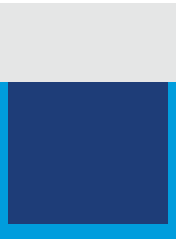



- Sustainability for production and trade
- Shop equipment

ADVERTISING PRICELIST

RETAILNews

Retail News monthly

– formats (in mm) and advertising prices (in CZK)

1/1	2/3	2/3	junior page	1/2	1/2
186 × 237 (210 × 275)	123 × 237 (135 × 275)	186 × 163 (210 × 183)	123 × 163 (135 × 183)	186 × 117 (210 × 137)	93 × 237 (105 × 275)
					
59,000	45,000	45,000	40,000	35,000	35,000

Partner of issue

Logo on front page
Banner below the editorial
and on 4 other pages,
text in the actuality section



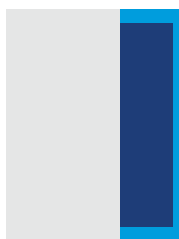
30,000

1/3
186 × 72
(210 × 99)



25,000

1/3
59 × 237
(71 × 275)



25,000

central point
100 × 90



20,000

1/4
93 × 117
(105 × 137)



15,000

1/4
186 × 49
(210 × 69)



15,000

1/6
59 × 117
(71 × 137)



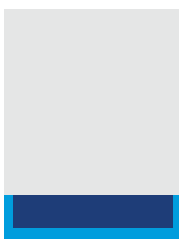
10,000

1/6
123 × 59
(135 × 79)



10,000

1/6
186 × 30
(210 × 50)



10,000

Second page of cover 70,000

Fourth page of cover 80,000

10% of the basic price of advertising will
be charged for advertising graphics.

Contribution to the printing:
Up to 50 g / per copy... CZK 6.00
Maximum size: 195 × 260 mm

(Bleed dimensions provided in parentheses.)

Presentations in the electronic Retail News newsletter: CZK 6,500 / 728 × 90 px

Banner at www.retailnews.cz: uniform price CZK 10,000 / 1 month 728 × 90 px, 250 × 250 px

Commercial article at www.retailnews.cz / central column: CZK 12,000

News at www.retailnews.cz: CZK 10,000

QUANTITY DISCOUNTS FOR REGULAR ADVERTISING:

2× 5%
3–5× 10%

6–9× 15%
10× and more..... 20%

Price of inserting film presentation
+ 20% of the ordered advertising price.