

# RETAILNEWS

Magazine for retail and its suppliers

We will help you to be  
**better than your competitors**



2026



## MAGAZINE FOR RETAIL AND ITS SUPPLIERS

**Retail News** ([www.retailnews.cz](http://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](http://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](http://www.retailnews.cz) and printed version of the magazine we manage to be available to everyone interested in retail information.

### REGULAR TOPICS

- 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

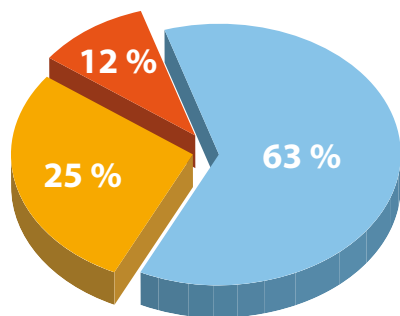
### TARGET GROUP

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](http://kosik.cz), [rohlik.cz](http://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

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

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## 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](http://www.retailnews.cz) and [www.press21.cz](http://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, POPAI Central Europe, 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, Meeting and others.

Retail News organizes professional seminars:

- Sustainability for production and trade
- Shop equipment

# ADVERTISING PRICELIST

## 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)



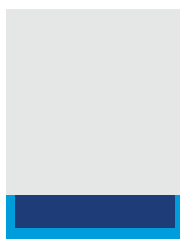
10,000

1/6  
123 × 59  
(135 × 79)



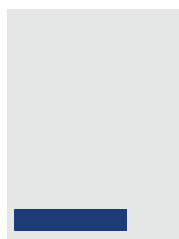
10,000

1/6  
186 × 30  
(210 × 50)



10,000

banner on page 3  
(below the editorial)  
123 × 30



9,500

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 9,000

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

Commercial article at [www.retailnews.cz](http://www.retailnews.cz) / central column: CZK 12,000

News at [www.retailnews.cz](http://www.retailnews.cz): CZK 10,000

### QUANTITY DISCOUNTS FOR REGULAR ADVERTISING:

2x .....	5%	6–9x .....	15%
3–5x .....	10%	10x and more.....	20%

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