

# RETAILNews

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](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.

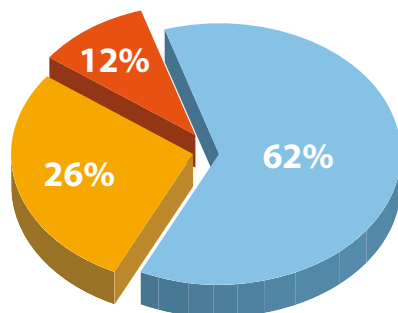
Retail News together with the home page **[www.retailnews.cz](http://www.retailnews.cz)** offers current information to the target group of professionals that can prove useful for their daily work.

<b>COMBINATION OF ELECTRONIC AND PRINTED VERSIONS</b>  To cater to modern lifestyle, we chose both the electronic version and the printed version of the magazine. We can thus achieve a unique effect: to make our magazine available to everybody interested in retail information.	<b>REGULAR TOPICS</b> <ul style="list-style-type: none"><li>● Interviews with specialists</li><li>● Retail information</li><li>● Market overviews</li><li>● News – season (assortments, nutrition, lifestyle)</li><li>● Retail equipment, technology</li><li>● Marketing and real estate</li><li>● Logistics</li><li>● Trade fairs, conferences</li><li>● Law and economy</li><li>● Market news</li></ul>	<b>TARGET GROUP</b>  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.
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## OUR READERS

- Retail chains (Albert, Billa, dm, Globus, Kaufland, Lidl, Makro, Penny Market, Tesco...)
- COOP
- Retail alliance (e.g. Bala, Brněnka, CBA, Hruška, ENAPO, ESO Market, Flop, JIP Východočeská, Rosa market)
- Independent health food stores and organic (Náš grunt, Sklizeno, Country Life...)
- Online grocery ([kolonial.cz](http://kolonial.cz), [rohlik.cz](http://rohlik.cz)...)
- Non-food retail (DIY, assortment of textiles, shoes, furniture...)
- FMCG suppliers
- 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.

## 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.**

It is also available for tablets and smartphones.

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 works with the Czech Confederation of Commerce and Tourism, Association of Czech Traditional Retail AČTO, Czech and Slovak Packaging Association SYBA, GS1 Czech Republic, Blue Events and further companies and institutions from the field.

## CONTACTS

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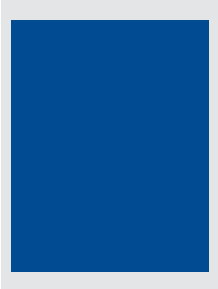
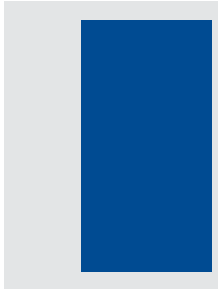
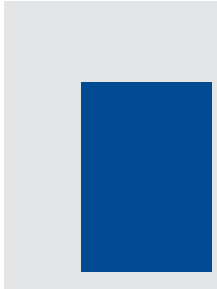
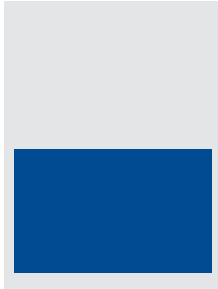


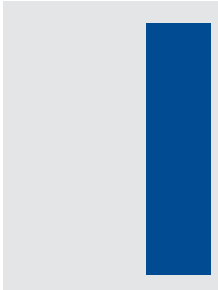
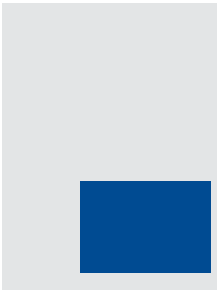
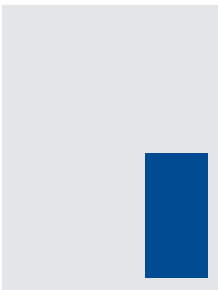
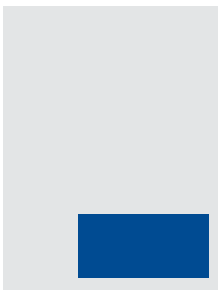
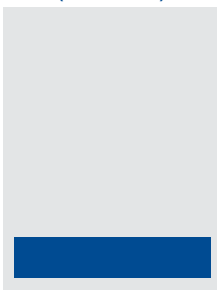
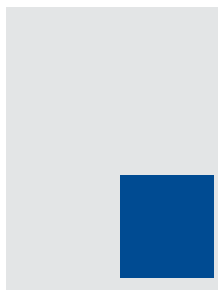
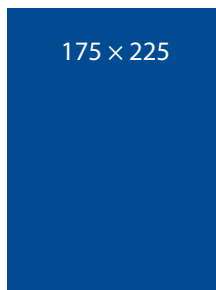
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# ADVERTISING PRICELIST

# RETAILNEWS

## Retail News monthly

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

<b>1/1</b> 175 × 225 (195 × 260)  59,000	<b>2/3</b> 115 × 225 (130 × 260)  45,000	<b>junior page</b> 115 × 170  40,000	<b>1/2</b> 175 × 112 (195 × 130)  35,000	<b>1/2</b> 87 × 225 (95 × 260)  35,000
<b>1/3</b> 175 × 75 (195 × 87)  25,000	<b>1/3</b> 56 × 225 (65 × 260)  25,000	<b>1/4</b> 115 × 83  15,000	<p>(Bleed dimensions provided in parentheses.)</p> <p><b>Second page of cover</b> ..... 70,000  <b>Fourth page of cover</b> ..... 80,000</p> <p>10% of the basic price of advertising will be charged for advertising graphics.</p> <p>Contribution to the printing:  Up to 50 g / per copy ... CZK 6.00  Maximum size: 195 × 260 mm</p>	
<b>1/6</b> 56 × 112  10,000	<b>1/6</b> 115 × 56  10,000	<b>1/6</b> 175 × 37 (195 × 58)  10,000	<b>News</b> 84 × 93  12,000	<b>1/1</b> Opening page of electronic version 175 × 225  45,000

**Presentations in the electronic Retail News newsletter:** CZK 4,500 / 728 × 90 px

**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 9,000

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

## QUANTITY DISCOUNTS FOR REGULAR ADVERTISING:

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

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