

RetailWatch Magazine Mediaplanner 2018

RetailWatch is the leading source of news, analysis, trends, strategies and intelligence for the pan-European retail sector.

	Publication date	Booking deadline
April issue	April 20	April 13
November issue	November 10	October 27

Distribution

RetailWatch reaches over 15,000 key decision-makers including the full readership of PropertyEU, the ICSC Membership and attendees at the following events:

MIPIM	Cannes	March 13-16
ICSC ReCon	London	March 22
INREV	Dublin	April 11-12
ICSC Annual Conference	Barcelona	April 24-25
Completely Retail	London	April 24
MAPIC Italy	Milan	May 23-24
MAPIC Food & Beverage	Milan	May 23-24
Realty Brussels	Brussels	May 16-17
Completely Retail	Stockholm	May 22
Provada	Amsterdam	June 5-7
REDI Poland	Warsaw	June 6-7
Siec	Paris	June 6-7
EPRA	Berlin	September 4-5
Completely Retail	Amsterdam	September 11
Completely Retail	London	September 25
ICSC Retail Innovation Forum	Amsterdam	September 26-27
EXPO REAL	Munich	October 8-10
Completely Retail	Prague	October 17
MAPIC	Cannes	November 14-16
Christmas World	Frankfurt	2019

In Partnership with ICSC Europe

RetailWatch is jointly published with ICSC Informed & distributed to all ICSC Members



Advertising rates



Full page

Size	1/1	
W x H	215 x 280 mm	
Inside	€ 7,950	
Inside cover	€ 9,240	
Back cover	€ 9,940	



Half page

Size	1/2 spread	1/2
W x H	420 x 121 mm	185 x 121 mm
Inside	€ 8,600	€ 5,000



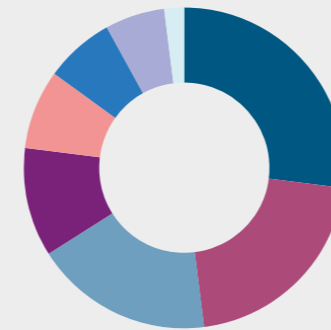
Other sizes

Size	1/4 spread	1/4
W x H	420 x 60.5 mm	185 x 60.5 mm
Rate	€ 5,750	€ 3,180
Placement	inside	inside

Specifications

All mentioned sizes are without 3 mm bleed.
Image resolution 300 dpi.
Digital files as high res PDF.

Readership by country



- United Kingdom 27%
- Germany 21%
- Benelux 18%
- Southern Europe incl. Turkey 11%
- France 8%
- CEE Region incl. Russia 7%
- Nordics 6%

Regular Features

Interview	The Developer	Leading Industry Figure in focus: / investor European retail developer or investor which is expanding/opening new projects in Europe in 2016
Interview	The Retailer	Leading Industry Figure in focus: European or International retailer Retailers expanding across Europe or globally
Retail Round Table		Expert opinion on key industry topics
Top Retail Developers & Investors		Who's developing / investing what and where
News Analysis & Industry Research		Analysis of the retail news from across Europe, new openings & expansions. Highlighting retail research & reports from leading market sources
Location In Focus		Analysis of a selected city & region, its retail offering & opportunities
	April	City in Focus – Holland Metropole Country in Focus – Italy
	November	City in Focus – London Country in Focus – Germany
The Main Event		All the key industry events and retail openings
Retail Outlet		Outlet shopping across Europe, retail trends, innovations
Retail Concept		Highlighting new retail concepts from across the globe
Multi Channel		News & analysis of multi channel initiatives across Europe
Consumer Trends		Research & analysis highlighting the latest consumer trends, tenant mix, F&B
On the Move		Retail executive career moves
Retail Insight		Guest views from retail industry experts on the key trends
Profile		Industry leading companies highlighted

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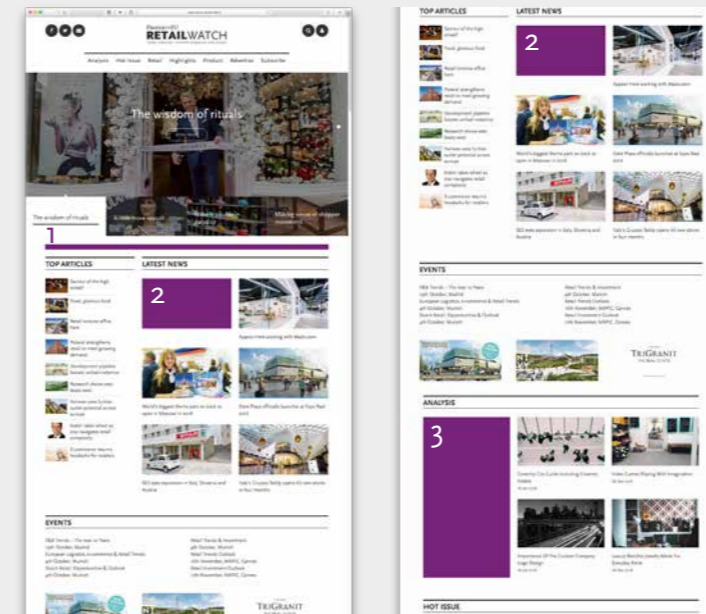
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RetailWatch Online Mediaplanner 2018



Website banner rates



Position	size	per week	per month
1 Top Banner	1070 x 20	€ 1,250	€ 4,500
2 Banner*	350 x 196	€ 950	€ 3,250
3 Banner	350 x 647	€ 1,250	€ 4,500
4 Banner	1070 x 20	€ 950	€ 3,250

* more positions available

Homepage visitors by country

United Kingdom	35%	
Benelux	12%	
Germany	11%	
CEE incl. Russia	10%	
France	7%	
USA	6%	
Asia	5%	
Nordics	5%	
Southern Europe	5%	
Turkey	2%	
Other	2%	

Newsletter banner rates



Position	size	per week	months
1 Top Banner	670 x 80	€ 995	€ 3,250
2 Top Square	145 x 145	€ 725	€ 2,400
3 Banner	420 x 100	€ 450	€ 1,250
4 Banner	224 x 100	€ 350	€ 1,125

All prices are in EUR excl. VAT and € 50,- handling cost

Newsletter readers by country

United Kingdom	25%	
Benelux	17%	
Germany	15%	
France	10%	
Southern Europe	9%	
CEE incl. Russia	8%	
Nordics	6%	
Asia	4%	
USA	4%	
Turkey	2%	

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