

# RetailWatch Magazine Mediaplanner 2017

## Retail Watch

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

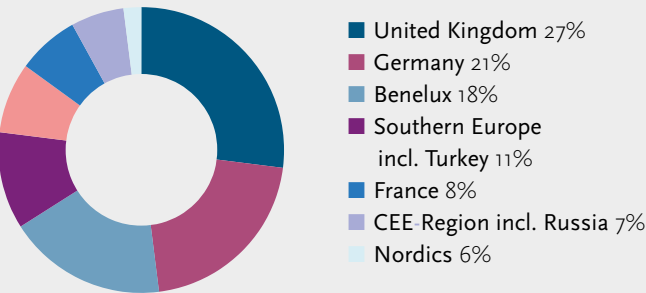
	Publication date	Booking deadline
April issue	April 7	March 24
November issue	November 10	October 27

## Distribution

Retail Watch will be distributed to all subscribers of PropertyEU (approximately 10,000) and to attendees of the following events:

Completely Retail	Dublin	February 28
Hotel Investment Forum	Berlin	March 6-8
MIPIM	Cannes	March 14-17
ICSC Retail Connections	London	March 22
INREV	Berlin	April 4-5
ICSC Annual Conference	Warsaw	April 24-25
Completely Retail	London	April 25
Mapic Italy	Milan	May 16-17
Realty Brussels	Brussels	May
Transport Logistic	Munich	May 9-12
Provada	Amsterdam	May 30-31, June 1
CEE Summit/ULI/PropertyEU	Warsaw	June
REDI Poland	Warsaw	June
Siec	Paris	June
EPRA		September
Completely Retail	London	September 26
Hot E Hotel Investment Forum	London	September 26-27
Expo Real	Munich	October 4-6
Mapic	Cannes	November 15-17
The Class Conference 2017	Lisbon	November
Retail Trends ICSC		November

## Readership by country



## Advertising rates



<b>Full page</b>	
Size	1/1
W x H	215 x 280 mm
Inside	€ 7,950
Inside cover	€ 9,240
Back cover	€ 9,940



<b>Half page</b>		
Size	1/2 spread	1/2
W x H	420 x 121 mm	185 x 121 mm
Inside	€ 8,600	€ 5,000



<b>Other sizes</b>		
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.

[www.retailwatch.info](http://www.retailwatch.info)



## Regular Features

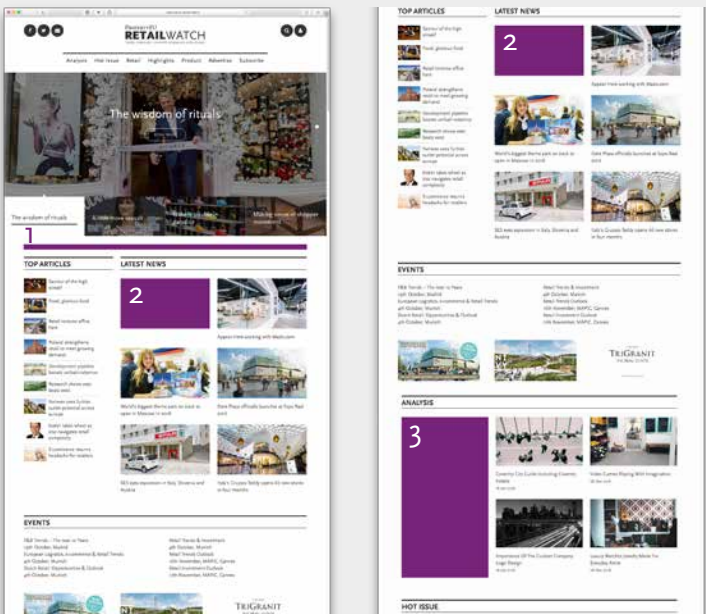
<i>Interview</i>	The Developer	Leading Industry Figure in focus: / investor European retail developer or investor which is expanding/opening new projects in Europe in 2016
<i>Interview</i>	The Retailer	Leading Industry Figure in focus: European or International retailer Retailers expanding across Europe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



# RetailWatch Online Mediaplanner 2017



## Website banner rates



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

\* more positions available

## Homepage visitors by country

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

## Newsletter banner rates



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

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

## Newsletter readers by country

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