

Retail Systems

www.retail-systems.com

2010 media pack

Highly targeted circulation
More business for your organisation
Audit Bureau of Circulation accredited
13,000 named IT decision makers

Editorial coverage
Unrivalled features and news/analysis,
covering such areas as EPoS, online,
multi-channel, supply chain.

Advertising
Display, advertorial, sponsorship, classified,
reprints, online, events, and other creative
promotions.

"Advertising in Retail Systems is the ultimate way to get your brand in front of top retail decision makers. It is an informative industry magazine with interesting news and well researched features. Covering a whole range of technology available to the retail sector, Retail Systems articles are reflective of current industry issues and concerns." Servebase Computers.



For further information contact Lisa Gayle on 020 7562 2428 lisa.gayle@retail-systems.com

ABOUT RETAIL SYSTEMS

Retail Systems bridges retail business and technology, making it essential reading for key decision makers who are involved in technology strategy, recommendation, authorisation and purchasing.

What marks Retail Systems out from the crowd is the quality of this circulation. All of the copies are sent to named individuals, who fall under terms of control independently verified by the ABC: "those who authorise or recommend IT purchase". We are the only title in the retail technology sector to exercise such controls. It has the largest and most focused circulation of any comparable title (13,000 ABC accredited).

EDITORIAL

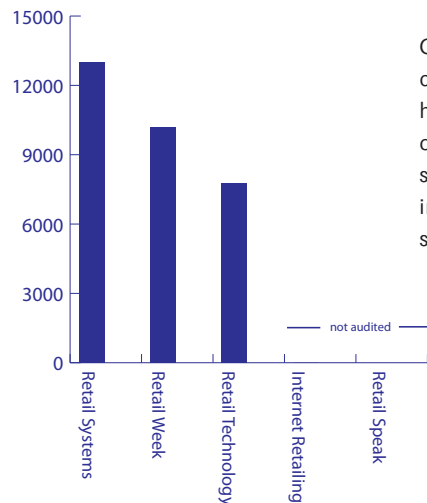
Retail Systems is the leading technology title for the UK retail sector. The key to this success lies in delivering an excellent editorial product and targeting it accurately at this key market.

The quality of the editorial in Retail Systems sets it apart. The magazine runs an average of seven detailed features in each issue, written by the Editor and a team of independent journalists. These look at different aspects of technology in the retail operation, and cover new developments, trends and their implications for UK retailers.

We also carry detailed news from the sector, broken down in to general news and news from the US and European markets. There are also regular EPOS, multi-channel and supply chain sections. This unrivalled news content puts Retail Systems way ahead of other titles for this sector.

RETAIL SYSTEMS' READERSHIP

ABC Certified circulations Jan-Dec 08:
(Audited Bureau of Circulation)



Our ABC certified circulation figure is higher than any other IT publication specifically addressing the UK retail sector.

Retail Systems has a fully controlled circulation, with a total average net circulation of 13,000 per issue, as verified by the Audit Bureau of Circulations (ABC Jan-Dec 2008). This figure is higher than any other IT publication specifically addressing the UK retail sector, making it the most effective advertising vehicle through which to reach retail technology purchasers in the UK.

Further to the audited circulation, extra copies of the magazine are distributed at relevant exhibitions and industry seminars. We reach a named IT decision maker in all stores with an annual turnover in excess of £500,000 - significant single site operations and all multiple retailers up to and including the UK's top 250 retailers.

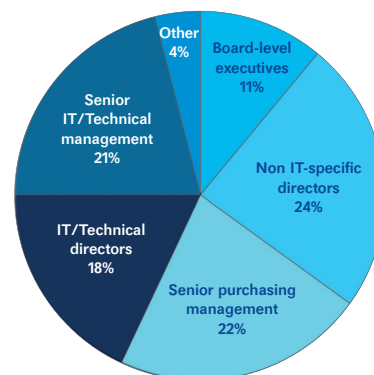


www.abc.org.uk

"In the two years that Vocollect has sponsored the Retail Systems Awards we have received positive feedback from our customers and suppliers. Since launching four years ago, the awards have certainly gained credibility in the retail technology industry and have brought the Vocollect brand to the front-of-mind of many retailers in the UK." Vocollect EMEA.

Readers of Retail Systems are the senior decision makers responsible for IT strategy and purchasing from the UK retail sector. The readers come from across the spectrum of retail organisations, including clothing stores and supermarkets through to garages and hospitality chains.

Within each retail organisation, the magazine is read by individuals who are involved in technology purchasing decisions. These range from board-level executives, directors and senior management who control spend and need to understand the business implications of technologies, through to individuals who have a specifically IT related role.



Circulation by job title

DISPLAY ADVERTISING

This popular form of advertising provides the opportunity to promote your brand and products against high profile independent editorial. It also raises awareness with decision makers in a fiercely competitive sector.

Advertising options:

- Advertorials - If a more detailed message is required the sales team can work with clients on advertorials or advertising features. Advertorials offer the chance to launch a product into the marketplace or lift the profile of a company with approximately 600 to 800 words of editorial.
- Advertising inserts - These can promote a direct and measurable response to your requirements.

ELECTRONIC MEDIA

With online and email based advertising increasing, Retail Systems offers a range of e-media opportunities, including

- Weekly e-news alert sponsorship - This provides a way for advertisers to reach 6,000 plus exclusive subscribers at their desks. The news alert is designed to help readers keep up to date with the latest developments in the UK retail technology sector through its breaking news, as well as containing opinion pieces and case studies. Sponsorship includes company logo, contact details and a brief description of key products and services.
- Website. Exposure on our popular site is available through banner advertisements, skyscrapers, buttons and links.
- E-blast - A unique method of sending an exclusive, targeted, and solicited company e-mail message direct to over 6,000 Retail Systems online subscribers. The content of the mail can contain graphics, logos, text and hotlinks.

MARKETPLACE

This section provides details of supplier companies and their products and services. It is an excellent source of information for retailers compiling vendor lists and, therefore, a new business generator.

A marketplace listing provides a cost effective way of achieving year-long visibility to potential clients.

The listing includes:

- Colour logo
- Contact details
- 100 words about product and services

WHITE PAPER

Retail Systems can now host your white paper on its website.

Package includes:

- White paper will be available for download on our homepage for three months.
- It will then be added to our archive section for nine months.
- One e-blast to our subscriber database to promote the white paper.
- White paper will be promoted on our e-newsletter and in our bi-monthly magazine.

CREATIVE PROMOTIONS

When looking for a high impact campaign that makes you stand out from your competitors, there are promotional alternatives:

These include:

- Belly-wraps
- Competitions
- Reprints
- Corporate profiles
- Gatefolds
- Tip-ons

The Retail Systems sales team can also offer advice and suggestions and help develop ideas, ensuring your creative campaign achieves maximum impact.

SUPPLEMENT SPONSORSHIP

Each edition holds a supplement on a major technology field. Supplements analyse a topic in more depth than can be achieved through a single feature, and provide a particularly powerful medium for a single sponsor to be seen at the forefront of their field of expertise. Organisations can boost their profile and branding with extensive editorial and advertising coverage, which sponsorship entails.

Sponsorship includes:

- A generic introduction to the supplement, credited to the author.
- A full-colour, full-page advertisement in the supplement's prime site.
- The sponsor's logo and the words "sponsored by" on the supplement cover.
- The words "sponsored by" and a logo on each editorial page of the supplement.

ROUNDTABLES

Retail Systems goes one step further in engaging with retailers, and organises roundtable discussions which enable a select group of retailers and key industry experts to debate a hot topic. These roundtable discussions are set in a relaxed, neutral atmosphere, which provides an ideal setting for retailers to share their experiences and concerns on the topic in hand. A single sponsor is invited to take part in the discussion, and to be seen as a thought-leader and discussion facilitator. The sponsor gains extensive branding both at the event and in the magazine, and has an excellent opportunity to network with senior retailers. Attendees will be specifically invited from leading UK retail organisations.

AWARDS

Now into their fourth year, the Retail Systems Awards recognise excellence and innovation in the field of information technology within the UK retail sector. The cross section of businesses gathered at the Ballroom of The Grosvenor House Hotel in London's Park Lane gives a unique snapshot of the retail technology industry. Representatives from a range of retail organisations, including Oracle, McDonald's, M&S, Next, Specsavers, SAS, Torex, Carpetright and The Co-op, attended the 2008 event. For sponsorship enquiries, email: lisa.gayle@retail-systems.com

See over for more promotional opportunities.

SPONSORS SURVEYS

Retail Systems offers the opportunity to run response driven research campaigns in the form of sponsored reader surveys. They consist of a number of questions put together by both the sponsor company and Retail Systems. The number of questions is limited to a maximum of ten in total. In order to make it easier to collate results at the end, multiple choice answers are advised.

The surveys are run across all channels of Retail Systems, thus offering our readers the chance to respond as easily as possible.

The package consists of:

- a full run of A4 page inserts in Retail Systems.
- a full page reproduction of the survey within one issue of Retail Systems.
- a page of the website dedicated to the reader survey.
- a link to the online survey included on two of our monthly email newsletters.

Total cost = £6,639

CONFERENCE

In September, we will host a one-day summit looking at the challenges faced by retailers in mastering multi-channel. As the credit crunch continues to bite, acquiring and keeping customers in 2009 will be tough, both online and on the High Street. Mastery of multi-channel will, therefore, be many retailers' best defence against an uncertain future and a powerful weapon for expanding their trading horizons.

Key topics to be addressed at the summit include:

- 1.) Getting the basics right. Bringing an e-business mindset into the centre of your operation.
- 2.) Achieving the real-time, single view of the customer that multi-channel demands.
- 3.) Emerging retail technologies.
- 4.) The future of multi-channel retailing.

The one-day summit will take place on 17th September at The IoD Hub in London. Further information at: www.retail-systems.com/conferences/multichannel2009

Please read the guidelines below before submitting your ad.

Please supply all images in the following format only:

- Full page ad to be supplied in PDF format. The PDF must have crop marks and 3mm bleed
- Any other ad than full page ad to be supplied in EPS, TIFF or JPEG format
- Please ensure all fonts are embedded

- Resolution of 300dpi
- Colour - CMYK format
- Please check your correct ad size below

Images can be sent on CD or via email.

FTP details can be given upon request.

RATE CARD

size	rates (£) per insertion
Full page advertisement or advertorial	3190
Half page (vertical or horizontal)	1936
Quarter page (portrait only)	1148
Quarter page strip on editorial page	1473
Double page spread	4975
Half page double page spread	3340
Outside-back cover	3991
Inside-front cover	3784
Inside-back cover	3510
Supplement sponsorship	7585
Marketplace listing (6 issues)	965

A discount of 10% is offered for a series booking of four insertions, and a discount of 20% is offered for six insertions.

NB. A 5% surcharge applies for special guaranteed positions (ie the first third of the magazine, early right hand page, opening ad site in a specific feature)

Copy specifications (mm)

Full A4 page	type	262 x 181
	trim	297 x 210
	bleed	303 x 216
Half page horizontal	type	128 x 181
	trim	143 x 210
	bleed	149 x 216
Half page vertical	type	262 x 88
	trim	297 x 100
	bleed	303 x 106
Quarter page portrait	type	128 x 88
	trim	143 x 210
	bleed	149 x 216
Quarter page strip	type	60 x 181
	trim	75 x 210
	bleed	78 x 216
DPS	type	262 x 390
	trim	297 x 420
	bleed	303 x 426
Half page DPS	type	128 x 390
	trim	144 x 420
	bleed	147 x 426