

Retail Systems

www.retail-systems.com

2011 media pack

First choice for technology purchasers in multi-channel retail

Highly targeted circulation

More business for your organisation.
Audit Bureau of Circulation accredited.
Our magazine reaches 11,714 named IT decision makers - higher than our rivals!

Editorial coverage

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

Advertising

Display, advertorial, sponsorship, classified, reprints, online, events, and various 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 call Lisa Gayle on 020 7562 2428 lisa.gayle@retail-systems.com or Edward Young on 0207 562 2431 edward.young@retail-systems.com

Creative Marketing and Branding

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

These include:

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

The Retail Systems sales team can also offer advice and suggestions and help develop ideas, ensuring your creative campaign achieves maximum impact. The price will vary depending on what you will be trying to achieve.

Inserts

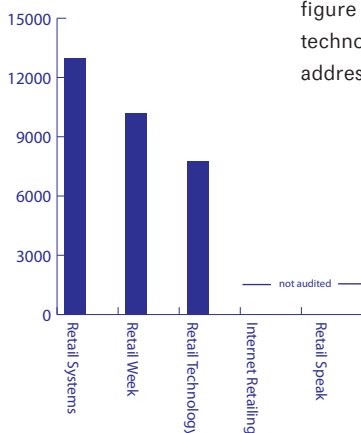
Placing inserts within Retail Systems is an extremely cost effective way to communicate with our readership of 11,714 key technology decision makers in the retail sector. The minimum order is 5,000 and a 10% discount is offered if a full run is booked.

The costs of carrying inserts within the magazine is structured according to weight as follows:

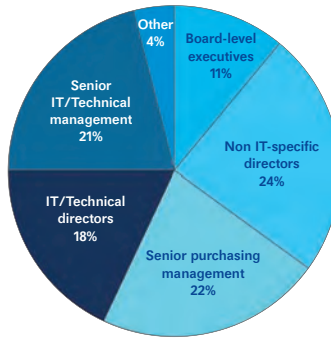
Up to 15g	£215 per thousand
Up to 20g	£240 per thousand
Up to 25g	£260 per thousand
Over 25g	quotations on request

Inserts can also be bound into the magazine and quotations are done for this on an individual basis.

ABC Certified circulations Jan-Dec 11:
(Audited Bureau of Circulation)



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



www.abc.org.uk

Circulation by job title

Online Opportunities

Retail Systems Online compliments the printed publication, providing regularly updated news, events and a features archive. Retail Systems Online receives over 8,000 unique visitors and more than 42,000 page impressions a month

Sponsorship of the website **£1,300** per calendar month

(Including the headline banner on the homepage and every page, a skyscraper and button on the homepage)

Banner on Homepage	£700 pcm
Skyscraper on Homepage	£950 pcm
Button on Homepage	£400 pcm
Banner on Breaking/News Pages	£600 pcm
Skyscraper on Breaking/News Pages	£800 pcm
Banner over regular pages	£400 pcm
Skyscraper on regular pages	£550 pcm

Dimensions in pixels:

Banner:	W - 468	H - 60
Skyscraper:	W - 120	H - 600
Button:	W - 120	H - 60

Online Options 2011

The web has transformed the way business communicates with its customers. We view the web as a natural extension of our printed publications. The medium suits the rapid distribution of information that drives Retail Systems forward, and we're investing heavily to make sure our online services meet users' needs in a precise and valuable manner.

E-newsletter sponsorship

As a service that is clearly valued by its subscribers, an excellent marketing opportunity exists for those who wish to be seen in association with our weekly e-mail newsletter. This therefore provides another means of communicating with **over 15,000** members of our readership at their desktop. Our readership consists of the key IT decision makers in UK retail. Sponsorship provides the perfect medium by which to reach these subscribers.

Sponsorship package:

This newsletter is available for sponsorship at £950 and includes;

- The words "A message from our sponsor:" near the start of the newsletter
- Company logo, in colour
- 100 words to convey a message, or to describe products and services
- Hyperlink to your website

Series/block discount will be provided on application.

E-blasts

This is a unique and hugely popular way to send a dedicated message from your company direct to the inbox of our subscribers. E-blasts can be sent on the day of your choice (subject to availability*).

The cost of an e-blast is £1,500 - content is up to you and can contain the likes of graphics, logos, text and hotlinks.

**As we value our e-subscribers and strictly control the amount of mailings they receive from us, we can allow a maximum of two e-blasts per week.*

Multi Channel Summit 2011

In September, we will host the fourth Retail Systems Multi-channel Summit, looking at the challenges faced by retailers in mastering multi-channel and the topics which surround this. Taking place in London, the one-day summit will this year have a particular focus on m-commerce and social networking. For further information, email: lisa.gayle@retail-systems.com

Payments Conference 2011

In November 2011, Retail Systems will host its first Payments Conference in conjunction with sister publication Financial Sector Technology. Speaking and exhibiting opportunities are available on request.

Contact Lisa Gayle for sponsorship opportunities: lisa.gayle@retail-systems.com
For speaker and agenda enquiries, contact: scott.thompson@retail-systems.com

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 a year-long visibility to potential clients.

The listing includes:

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

The total cost of this for the year is **£900**

Retail Systems can now host your whitepaper on its website.

Package includes:

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

Total cost **£3,000**

Other opportunities

Sponsored Reader Survey

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 10 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**

Each edition contains an in-depth supplement on a hot retail technology topic.

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.

Total cost for sponsorship of a supplement is **£6,500**

Focus features

A focus feature provides an excellent opportunity for companies to promote themselves in a mini inbound supplement, appearing in both print and on the Retail Systems website, using both display advertising and editorial coverage. A Focus feature consists of the following:

- Full-page advertisement.
- Focus cover page (inbound) bearing your company logo and the words 'Sponsored By'
- Two pages feature written by yourselves on a subject that is relevant to you, so this gives you added flexibility to cover topics that may not necessarily be mentioned in the forward features. You have complete freedom to write about and focus on the topic of your choice to position yourselves as a thought leader in a given area.

The cost for participation in a focus feature is **£6,000**

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 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. Single or multiple sponsors are invited to take part in the discussion, and to be seen as thought-leaders and discussion facilitators. The sponsor gains extensive branding both at the event and in the magazine, and an excellent opportunity to network with senior retailers. Attendees will be specifically invited from leading UK retail organisations.

Cost of roundtable co-sponsorship/participation is **£3,000**

Cost for solo roundtable sponsorship is **£10,000**

An additional cost will be applied to the above should sponsors and participants wish for the roundtable to be recorded and streamed, post-event, on our website as a webcast. Cost available upon request.

The Retail Systems Awards

Now into their sixth 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, M&S, BT, Next, Specsavers, SAS, Torex, Carpetright and The Co-op, have attended the awards in the past. This year's event will take place in October.

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Market leader

Retail Systems is the leading technology title for the UK retail sector. One of the keys to this success lies in delivering an excellent editorial product and targeting it accurately at the industry. Retail Systems bridges the gap between the purely technical journals and the more business-issue led titles. With a sector specific focus, it not only covers the latest developments in technology, but also talks about the way that technology is changing the world in which our readers live and work.

Circulation

Retail Systems is audited by the Audit Bureau of Circulations. This is an independent body that verifies the targeting and volume of magazine circulations, and provides advertisers with an important guarantee. The latest ABC shows a circulation of 11,714 with 67.5 per cent requested copies. Additional copies of the magazine are also circulated to members of the leading e-tail association, IMRG. Established in 1995, Retail Systems has become the essential business title for

Advertising Rates 2011

Complementing your marketing plan with a proven advertising platform, Retail Systems offers a unique and unrivalled marketing platform to all its advertisers. We are one of the few titles that focus specifically on technology issues across all of the retail industry, therefore offering companies the chance to target potential customers. 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 into general news and news from international markets. There are also regular EPoS, general

those involved in the selection process of implementing new IT. This is indicated by our unrivalled level of requested subscription. 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.

The readership roughly breaks down into the following job descriptions:

Senior includes: CEOs, CFOs, CSOs, CIOs, Chief Executives, Managing Directors, IT Directors and other members of the board

Management includes: IT Managers, E-commerce and Multi-channel Directors, Systems Managers, Project Managers, Security Directors, and all other management responsible for recommending and purchasing IT.

news, multi-channel and supply chain sections. This unrivalled news content puts Retail Systems way ahead of other titles for this sector.

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.

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)

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.

Full page

type area 240 x 175, trim 271 x 204, bleed 277 x 210

Half page horizontal

type area 120 x 179, trim 135.5 x 204, bleed 141.5 x 210

Half page vertical

type area 246 x 80, trim 271 x 102, bleed 277 x 108

Quarter page portrait

type area 120 x 85

(We don't have bleeding quarter page ads)

Quarter page strip (horizontal)

type area 53 x 175, trim 68 x 204, bleed 71 x 210

DPS

type area 246 x 380, trim 271 x 408, bleed 277 x 414

Half page DPS

type area 120 x 380, trim 135.5 x 408, bleed 141.5 x 414

Please contact Lisa Gayle if you require any additional information.

Lisa Gayle, Advertising and Marketing Manager, 0207 562 2428

Email: lisa.gayle@retail-systems.com