

Retail Systems

2013 media pack

www.retail-systems.com

Follow us on twitter: www.twitter.com/retailsystems

First choice for technology purchasers in multi-channel retail

Highly targeted circulation

More business for your organisation.
Audit Bureau of Circulation accredited.
Our magazine is ABC audited with a circulation of 11,500 - higher than our rivals!

Editorial coverage

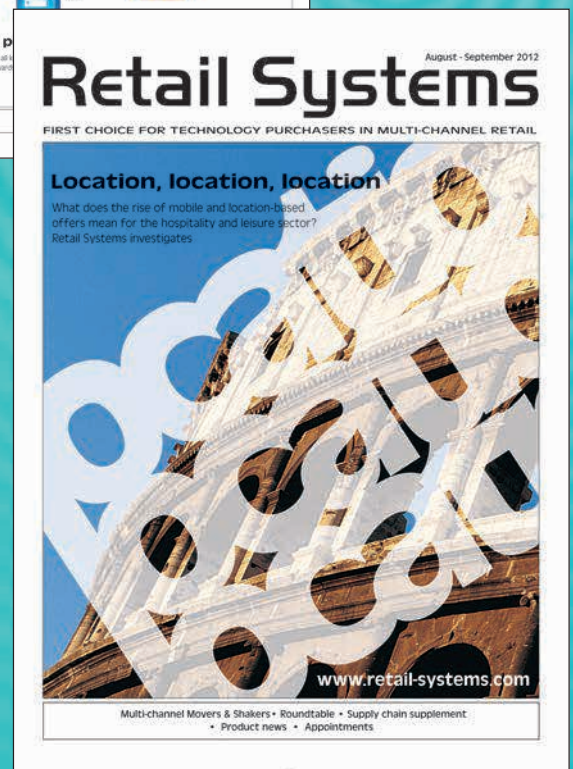
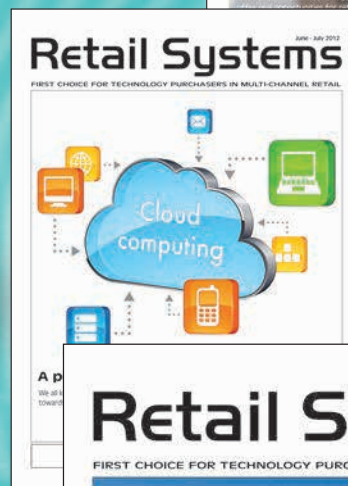
Unrivalled features and news/analysis, covering such areas as EPoS, online, multi-channel, ecommerce, supply chain and logistics.

Advertising

Display, whitepapers, sponsored columns, online, events, creative promotions, webinars, lead generation and much more.

"I wanted to say that the conference was a great success. The event covered all objectives." Vigitrust: Mathieu Gorge.

"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 Emma Stokes on 020 7562 2429 emma.stokes@retail-systems.com

Retail Systems

OPPORTUNITIES

Creative Marketing and Branding

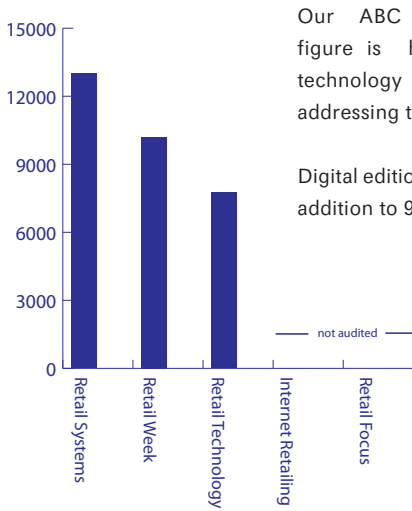
When looking for a high impact campaign that makes you stand out from your competitors, there are promotional alternatives:

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.

RETAIL SYSTEMS' READERSHIP



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

Digital editions are now circulated in addition to 9000 members

ONLINE

Online Opportunities

Retail Systems Online compliments the printed publication, providing regularly updated news, events and a features archive. Retail Systems Online receives over 10,000 unique visitors and more than 50,000 page impressions a month

Sponsorship of the website **£3000** per calendar month

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

MPU	£800 pcm
Banner	£700 pcm
Skyscraper	£950 pcm
Button	£400 pcm
Headline banner	£900 pcm
Top headline banner	£1000 pcm
Micro site	£2000 pcm

Dimensions in pixels:

Banner:	W - 468	H - 60
Skyscraper:	W - 120	H - 600
Button:	W - 120	H - 60
Mpu:	W - 300	H - 250
Top headline banner	W - 768	H - 90
headline banner	W - 468	H - 60

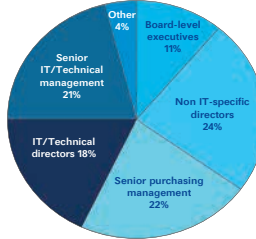
(next to Retail Systems logo)

Inserts

Placing inserts within Retail Systems is an extremely cost effective way to communicate with our readership of 11,500 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.



www.abc.org.uk

Circulation by job title

ELECTRONIC MEDIA

Online Options 2013

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 through our circulated digital editions and twice weekly e-newsletter.

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 9000** 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: (Series/block discount will be provided on application.)

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

E-blasts - series / block discount can be provided.

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. This is sent to 9000 members.

*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.

Video Q&A

Retail Systems is pleased to launch a new video service. We will be producing a series of Q&A videos, on various different topic areas. For each topic we will be looking to tie up with one exclusive sponsor. A senior executive from the sponsor, and our Editor will then conduct an edited finished product which is a 15 minute Q&A in our central London based studio (the questions for the Q&A will be pre-agreed). For each topic area we are looking for one exclusive sponsor, and we will not repeat the topic area for at least 6 months. Cost of the project is just **£7,000**

For further information call Lisa Gayle on 020 7562 2428 lisa.gayle@retail-systems.com or Emma Stokes on 020 7562 2429 emma.stokes@retail-systems.com

Multi Channel Conference 2013

In September, we will host the 8th Retail Systems Multi-channel Conference 2013, 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 Technology Conference 2013

In November, Retail Systems will host a Payments Conference in conjunction with sister publication Financial Sector Technology. Speaking and exhibiting opportunities are available on request. The event is free to retailers and banks.

Contact Lisa Gayle for sponsorship opportunities: lisa.gayle@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 in the magazine, digital edition and online.

The listing includes:

- Colour logo, eps or jpg
- Contact details and phone number
- 100 words about product and services
- Online presence

The total cost of this for the year is only a one off charge of **£950**

Retail Systems can now host your whitepaper on its website, this can be used as a way to generate leads.

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**

Lead generation: 50 guaranteed leads for **£7,000**

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 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.
- 2x eblasts
- 90 - 100 guaranteed leads

Total cost = **£9,000**

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 also produce outbound supplements and sponsored reports.

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 2013

Now into their 9th 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 Lancaster Hotel in London's Park Lane gives a unique snapshot of the retail technology industry. Representatives from a range of retail organisations, including Harrods, Micros, M&S, Next, Verifone, Carpetright and The Co-op, have attended the awards in the past. This year's event will take place in October 2013.

This is the leading Awards Ceremony within the retail technology sector with the likes of 500 people in attendance.

For sponsorship enquiries, email: lisa.gayle@retail-systems.com

For further information call Lisa Gayle on 020 7562 2428 lisa.gayle@retail-systems.com or Emma Stokes on 020 7562 2429 emma.stokes@retail-systems.com

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. 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 2013

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

those involved in the selection process of implementing new technology. 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 and technology 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, Compliance Managers, Systems Managers, Project Managers, Security Directors, and all other management responsible for recommending and purchasing IT, Technology and Marketing.

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, and indeed remains focused on the future of retail technology.

Advertising options:

- Sponsored columns - can focus on a specific area.
- Advertorials - If a more detailed message is required the sales team can work with clients on advertorials or advertising features.
- Feature Sponsorship
- Outbound Supplements

size	rates (£) per insertion
Full page advertisement or advertorial	3000
Half page (vertical or horizontal)	1900
Quarter page (portrait only)	1100
Quarter page strip on editorial page	1400
Double page spread	5000
Half page double page spread	3500
Outside-back cover	4000
Inside-front cover	3700
Inside-back cover	3500
Supplement sponsorship	7000
Marketplace listing (6 issues)	950

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

Retail Systems is now available as an e-edition for tablets (ipad and Android devices), and can also be read on a PC. This is in addition to our full usual print circulation. The new interactive digital format allows readers to easily search, browse and navigate news, articles, commentary, shows and even adverts. All content is hyperlinked for a richer online experience.

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