



Media Information 2013

Internet Retailing

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InternetRetailing

Introduction from the Editor-in-Chief



It's our pleasure to present an overview of our planned activity for 2013 – yet another dynamic year of growth and change in our industry.

InternetRetailing's position as the must-read voice for professionals in multichannel retail and ecommerce is founded upon our commercial focus (tracking topics that are, or should be, of interest to our senior subscriber base) and our in-depth, knowledgeable coverage (from long-form magazine content to topical supplements, senior roundtables to research reports).

This commercial focus has led to some additional emphases in 2013. We are introducing the new InternetRetailing In-Store stream (IRIS) that will be present in print, online, at our Expo (IRX) and Conference. We are excited by the digital renaissance of 'the store', and particularly so as web and mobile selling approaches

now impact aspects from display to point of sale, signage to merchandising. Alongside IRIS we continue the exciting growth of M-Retailing.net, with additional pagination in the magazine and a growth in live events too.

Drawing these threads together is the customer and commercial lens through which we assess the industry. As we cover all channels within retail (direct, mobile and store), and include all professional disciplines (not solely eCommerce), InternetRetailing's range of activities serves the board-level discussions in which our subscribers engage.



Please contact Andy to discuss advertising and sponsorship opportunities:

Andy James • Tel: +44 (0)20 7933 8999 • Email: andy.james@internetretailing.net • LinkedIn: uk.linkedin.com/pub/andy-james/3/943/434



InternetRetailing

Print circulation

“ InternetRetailing’s readership includes the big players in the ecommerce world and is a key source of information for the industry. The variety of products and channels enables us to reach our target audience and gives excellent brand exposure helping us increase awareness of PayPal’s reputation as the leading online and mobile payment brand. Internet Retailing has been a core element of our marketing activities in recent years and we certainly look forward to working with them going forward.”

Birthe Emmerich, Paypal

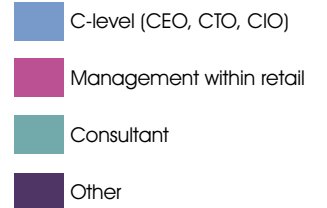
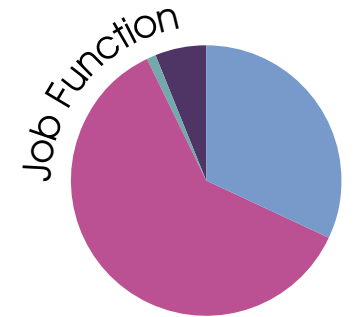
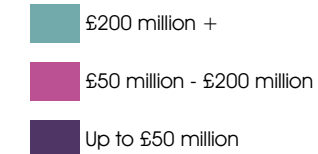
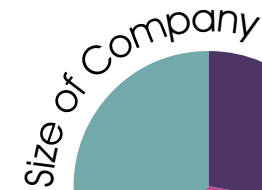
InternetRetailing is focused upon serving the UK and Europe’s leading multichannel and pureplay retailers.

Our circulation is controlled so you can be sure that only the most relevant retail professionals are added to our readership. Our July 2012 to June 2013 circulation will be audited to provide even more transparency for our advertisers.

**Total average
UK circulation: 9,097**

**Digital edition
circulation: 8,172**

Demographics



Our readers These are some of the companies that subscribe to InternetRetailing magazine:

- Amazon • Apple • Arcadia Group • Argos • ASDA • ASOS • B&Q • Boden • Boots • Comet • Debenhams • Dell • Dixons • Dorothy Perkins • Evans Cycles • Expedia
- Figleaves • Halfords • H&M • Homebase • House of Fraser • John Lewis • J Sainsbury • Lego • Littlewoods • Love Film • Maplin • Marks & Spencer • Mothercare
- Net-a-porter • O2 • Orange • Play.com • QVC • Screwfix • Specsavers • Staples • Tesco • The Carphone Warehouse • Topshop • Vodafone • Waitrose • Wickes



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InternetRetailing

2013 features



InternetRetailing magazine will focus on the following areas in 2013. Each topic will be covered across a number of features looking separately at the subject from the point of view of strategy, marketing, logistics, operations and IT.

InternetRetailing In-Store (IRIS)

Recent developments have brought the store front-of-mind: click and collect, digital signage, tablets, kiosks and, of course, mobile 'merge' the store experience with the customer's own digital devices.

A new in-store section in the magazine (IRIS) will address the opportunities of the digital store renaissance and the new approaches to selling in the digital age.

We'll also be have a dedicated IRIS conference stream at our Expo in March, you can find out more about the Expo later in this document.

January - Pace of change

What does the future hold for internet and cross-channel retailing? This forward-looking issue kick-starts the year as we look at innovations, statistics, trends and the issues facing retailers across their digital, mobile and store estates in 2013 and beyond.

March - Commercial

Creating an overwhelming experience that reaches the customer's heart and mind needs maximum control over every part of the value chain. This issue looks at the strategies, internal processes, operations, teams, technologies and innovations that are helping to shape the retail organisations of tomorrow. This issue will also include a preview of the 2013 InternetRetailing Expo.

May - Mobile

Mobile remains the glue that holds together the cross-channel retail environment but it's also a game changer for all areas of retail: from payments across channels to multi-screen purchasing at home; location-based innovations in the street; data collection; loyalty driver; and as a simple communications tool.

July - Customer

Understanding the customer is one part of the equation. Designing the user experience, personalising all touch points and engaging for a continuing 2-way relationship all have to be factored into the journey from brand agnostic to brand advocate. This issue looks at personalisation, social commerce and techniques for engaging and increasing customers' lifetime value.

September - Cross-channel

From multichannel to cross-channel to omni-channel or total retail. Whatever the term used it means the same for customers. In this issue we look at the technology, staff, operations and logistics to enable consumers to continue their journey to purchase anytime, anyhow, anywhere and how the high street is evolving to match and lead customer behaviour. This issue will also include a preview of the InternetRetailing 2013 Conference.

November - International

As UK retail continues its expansion across borders and into international markets both online and off, we look at the issues being faced. What challenges lay ahead, where are the opportunities and how are UK digital brands evolving to the global heights of Coca-Cola, Apple and Amazon?



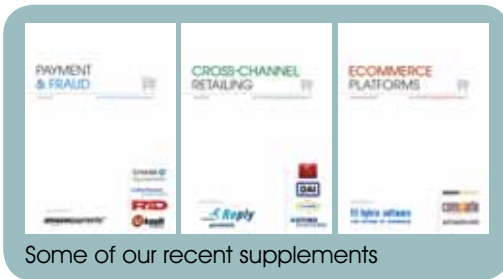
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InternetRetailing

Print opportunities



Some of our recent supplements

Why use print advertising?

- Magazines are number one in driving brand favourability, with over four times the impact of branding campaigns on the internet
- Among senior management and influential buyers, magazines are the strongest influence on personal recommendations
- People are twice as likely to visit a website after seeing a magazine advert

InternetRetailing is written by experts in retail, technology, customer insight and logistics and is a source of ideas, competitive intelligence and business briefing on the sector. Each issue is themed around a certain key aspect of the online or multichannel business and that area is investigated in depth from the point of view of different areas of the retail operation.

Magazine

Advertising in InternetRetailing is the perfect way to build brand awareness and strengthen your point of difference in the minds of current and potential customers. Our editorial excellence guarantees an engaged audience offering your brand the best possible context for your message to them.

Display adverts – double page, single page, half page, and quarter page.

Advertorial – Distinguish your company from your competition with a powerful advertorial. Designed to simulate editorial content, this is an effective way of getting your message to the InternetRetailing readership.

Classified adverts – A low cost advertising option ensuring regular coverage within InternetRetailing for 12 months.

Insert – Place your marketing materials in the issue. We can offer bound and loose inserts and split runs by geographic or demographic.

Supplements – InternetRetailing regularly publishes specialist supplements that examine specific aspects of online and multichannel retail in more depth. Sponsoring a supplement will position your brand as a thought leader.

2013 Supplements

January	International & Cross Border
March	User Experience
May	Payment & Fraud
July	Cross-Channel
September	Ecommerce Platforms
November	Supply Chain



Please contact Andy to discuss advertising and sponsorship opportunities:



InternetRetailing

Procurement guide



The InternetRetailing annual Procurement guide is an essential tool for any retail professional involved in the procurement process.

Over 150 pages in which we review the state of supply within our industry, set out the trends and near-future changes, and outline some questions and approaches to ensure our readers get the best from their procurement process.

Your listing – in print, in digital and online

Suppliers benefit from a company listing in the printed guide which is mailed to the full InternetRetailing readership of over 9,000 retail professionals.

A digital version of the guide is also available on the website for download all year and is emailed to our full database of 37,077.

The listing is then replicated within the IRDX section on our website which is a fully searchable database of suppliers, retailers and industry figures.

Opportunities

There are a range of options to suit all budgets, for more information on how the Procurement Guide can be of benefit to you please contact the sales team.

Pricing

Package	Cost
Headline sponsor	£8,995
Section sponsor	£5,995
Premium listing	£1,995
Standard listing	£250



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InternetRetailing

“Working with InternetRetailing is always a pleasure as they truly are a leading voice in the ecommerce space. The launch of their job board was most welcomed and has helped us reach their extensive network of ecommerce professionals. Cranberry Panda certainly sees a long and successful future working with the team at InternetRetailing.”

Jonathan Hall, CEO and founder of Cranberry Panda

Digital opportunities

Website

InternetRetailing.net is an essential tool for every ecommerce professional. Containing all the latest news, analysis, features, jobs and events within the online retail sector, along with a directory and training information, our users now spend more than 6 minutes per visit reading information on the site.

This provides an engaged and receptive audience for your online advertising, and, with over 30,000 unique visits per month, you will be getting your campaign in front of the key players in the industry.

Traffic

Total visitors per month	38,896
Unique visitors per month	30,229
Time spent on site per visit	6 minutes, 40 seconds

(All measurements given are an average between October 2012 and September 2013 taken from Google Analytics.)

Sponsorship opportunities

There are various advertising opportunities available on the website using MPUs, leaderboards and skyscraper banners. All banner dimensions are on the technical specifications page at the end of this document.

M-Retailing



Mobile commerce is an ever more important growth area for all multichannel retailers, and our M-Retailing website and newsletter ensure readers have all of the latest information at their fingertips.

Promoting yourself in this section of the website or within the fortnightly newsletter (mailed to the full 37,077 database) is the perfect way to attract retailers who are looking at adopting mobile technology or taking it to the next level.

Jobsite

The InternetRetailing Jobsite offers jobs in ecommerce, multichannel, mobile and social media and it's updated with great opportunities every week. Each role is tweeted instantly to @etail_jobs.

If you are recruiting visit the website now and follow the steps to upload your vacancy. It's free for retailers and there is a small fee for recruitment agencies, please contact the team for more information.



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InternetRetailing

Email opportunities

“InternetRetailing has been invaluable to our success in entering the UK ecommerce market. They have been a great source for driving leads and building brand in a market where we were previously not well known. They are a key partner for us and we look forward to working with them for the many years to come.”

Joe Colopy, Bronto

Did you know?

The eNewsletter subscriber database has more than doubled in 2012, providing you with even more value from your banner campaigns

eNewsletter

The InternetRetailing eNewsletter is mailed twice a week on a Tuesday and Friday to our online subscriber database of 37,077 readers.

Offering up-to-date news and analysis from the world of ecommerce, this newsletter is a must for those wanting to keep one step ahead of their competitors.

Sponsorship opportunities

eNewsletter sponsorship using MPUs, leaderboards and skyscraper banners is available on a tenancy basis.



Bespoke emails

At InternetRetailing we like to offer a comprehensive range of advertising options to suit your campaign objectives, and our bespoke emails are an excellent tool for getting your message out to our targeted readership.

Bespoke email campaigns are sent to our full mailing list. All subscribers to our newsletter database are given the opportunity to opt out of 3rd party mailings and our bespoke email campaigns are delivered to an average of 34,528 people.

We restrict the amount of eblasts we send each month to ensure you are getting maximum return on investment and our database does not get tired. We provide full traffic reports on all campaigns which include the number of emails sent, opened and the click-through rate.

Simply send us your html and subject line, we will set up the campaign, send you a test and then launch it to our subscribers at your agreed date and time.

CEO Spotlight

This newsletter offers your CEO a chance to speak directly to our readers and explain the unique features of your company and why they should choose you over your competitors. This is your chance to establish or influence a potential purchaser's preferences – all the while increasing your brand's value and recognition.



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Internet Retailing

Jumpstarts



"Jumpstart provided us with a great opportunity to share our mobile insight with a strong, targeted and enthusiastic audience – the event was professionally organised and I would not hesitate to recommend it."

Alex Meisl,
Chairman, Sponge Ltd

Our Jumpstart events are a series of targeted seminars which take an intense look at some of the key areas within the online retail sector.

These half day events aim to give a short sharp view of the market from six leading suppliers, providing retailers with an ideal chance to gain insight into the products and services available in the market.

2013 Events

8th May	Ecommerce Platforms
29th May	International & Cross Border
5th June	Cross-Channel
19th June	Customer Experience
September – date TBC	Multichannel Payments

Sponsorship opportunities

Jumpstarts are always popular amongst our subscribers and the dedicated visitor marketing ensures there is a great attendance rate.

We have six opportunities per event for suppliers in

relevant areas to sponsor and take one of the speaking slots.

Benefits

As opportunities are limited for each Jumpstart event we take bookings up to a year in advance, please get in touch as soon as possible if you would like to contribute to one of our 2013 events.

The package includes:

- A 20 minute presentation slot with 10 minutes of Q&A
- A comprehensive marketing campaign will ensure a minimum of 100 registrants
- Logo and presentation synopsis on IR.net and marketing
- Video coverage on IR.net post event
- Full delegate contact details post event

For more information on our Jumpstarts please contact a member of the team.



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InternetRetailing

Webinars and roundtables

“Working with InternetRetailing has always been a pleasure, and thanks to its broad selection of events, emails and newsletters, we have been able to connect to our target market. Its knowledge of the retail landscape is unparalleled and its articles are always current and very educational.”

**Zoe Ripley, Marketing Director – EMEA,
Channel Advisor UK Ltd**

Our bespoke webinar and roundtable events give you the chance to get your message across to a targeted audience of interested retailers.

Webinars

InternetRetailing organises webinars for companies who wish to talk about a specific subject within the online retail industry.

Coordinated online by the InternetRetailing team, the webinars are a quick and efficient way to reach our senior level audience. With an average of 200 registrations, the webinars are always extremely popular.

The package includes:

- Full marketing and coordination of the event on the day
- Your logo on the website and all pre-event marketing
- Full contact details of all registrants
- Video recording live on IR.net for one year post event

Roundtables

Roundtables are targeted events in which we invite up to 8 senior industry professionals to discuss a particular topic. Based upon original research and case studies, the events focus on thought leadership and best practice. This is not an event to sell your products but rather an opportunity to network and share your knowledge and experience with key industry figures.

Choose your topic of interest and InternetRetailing will take care of the rest.

The package includes:

- Coordination of the event and an editorial chair person
- InternetRetailing will work with the sponsor to identify and invite relevant senior figures to join the discussion

For more information on our bespoke events or to discuss new ideas please contact the team.



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InternetRetailing

IR Expo – 20th-21st March 2013, Birmingham NEC

“The networking has been great! It's really the right people here at this show, CEO-level. Great customers coming, who are very informed about what it is that we do and show very strong interest, and we're excited about the promising leads so far.”

Jonathan Ross
Business Development UK,
FACT-Finder

IRX provides a unique opportunity to blend marketing with technology, logistics with customer facing design, and mobile with in-store – the full range of skills and capabilities to sell in the multichannel era.

IRX contains all the elements to deliver a high quality and highly targeted visitor audience and will generate significant ROI for exhibitors and sponsors.

Attendees

- 3,112 retail professionals visited IRX 2012 and 77% listed their job function as retail management, ecommerce or sales and marketing
- 80% of our 2012 visitors said they wanted to learn about new products and services, a further 62% said they wanted to meet new suppliers or current ones

Exhibit

The exhibition hall at IRX saw over 3,000 visitors and 2013 promises to be even bigger. Use your stand to launch products, generate leads, meet with potential buyers and increase brand awareness. If your business is in InternetRetailing, then participating at IRX 2013 should be at the top of your to do list.

Exhibition shell scheme (including carpet, walls, fascia and stand cleaning) costs £395 per sqm.
Space only costs £375 per sqm.

Sponsor

We have extensive packages available at a range of prices and including different elements to ensure you gain the most out of your sponsorship.

Packages include

- Headline sponsor
- Conference sponsor
- Bars and lounges
- Workshops and Innovation pavilion
- Registration areas
- Onsite video interviews
- Plus various advertising and branding opportunities at the event and to the pre-reg mailing list

Sponsorship packages start at £995, please contact us for full details.

InternetRetailing
Selling in the digital age
expo 20th - 21st
March 2013



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InternetRetailing

Conference – 8th October 2013, Novotel, Hammersmith, London



Three conference streams, free workshops and a packed exhibition hall.

As the leading strategic event in the ecommerce calendar, the InternetRetailing 2013 Conference – now in its eighth year – brings together the industry's leaders, thinkers, strategists and commentators to explore the new responsibilities of leadership and how ecommerce is pushing forward changes in the industry and internal teams, celebrating operational successes, rising to new challenges and creating opportunities to turn the retail industry away from the brink of recession.

Major industry figures will keynote the conference and share their knowledge and insight from key points in their industry, before the event splits into three essential learning opportunities

Attendees

The conference is for business people in retail, it attracts more than 500 top-level executives from pure play, multichannel and bricks and mortar retailers.

Opportunities

There are several sponsorship opportunities available to suit your budget and the level of exposure you wish to gain.

Title sponsor – your company logo travels with the conference logo and this package provides the most extensive branding opportunities including direct mail, dedicated eblasts and print and web advertising, plus a display stand and exclusive speaking opportunity. You'll also have the chance to display your company literature, whitepapers and presentations, and receive 12 delegate passes.

Other sponsorships available

- Track title sponsor – take ownership of one of the conference streams
- Exhibition space – promote your products to our delegates and visitors
- Delegate bags – provide your branded bags and literature to our delegates
- Registration and badge sponsor – expose your brand to every attendee
- Notebooks and pens – 500 delegates using your branded stationery
- Bar and cocktail reception – be part of the networking and ideas sharing at the end of the day
- Workshops – your very own event within our event
- Programme sponsor – the ultimate display advertising space

Prices start from just £950 and packages can be tailored to your requirements.

2013 InternetRetailing
● ● 8th October 2013, Novotel, Hammersmith, London

InternetRetailing
● ● Selling in the digital age

Please contact Mark to discuss advertising and sponsorship opportunities:

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InternetRetailing

eCommerce Awards

July 2012 saw the inaugural InternetRetailing eCommerce Awards which was held at Cannon Bridge Roof Gardens.

Retailers and suppliers met to mingle over a game of croquet and a glass of fizz to toast the success stories of the previous year.

Awards categories

There were six awards categories which were nominated by retailers and judged by retailers:

- Customer
- Sustained Performance
- Capability
- Innovation
- Omni
- Judges' Award

Sponsorship opportunities

There are several sponsorship opportunities available for the 2013 awards, including:

- Headline sponsor
- Awards category sponsor
- Bar sponsor
- Ice boxes, napkins, competitions and many more

Please contact the sales team to discuss availability for 2013.



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Internet Retailing

Costs



Magazine

Number of insertions	1	3	6
Double page	£5,717	£5,198	£4,678
Full page	£3,576	£3,251	£2,926
Half page	£1,950	£1,773	£1,595
Quarter page	£1,282	£1,166	£1,049
Eight page strip	£769	£692	£622
Full page advertorial	£3,933		

Supplement

Gold sponsor	£7,694
Silver sponsor	£4,394
Supplement webinar	£5,495

Procurement Guide

Headline sponsor	£8,995
Section sponsor	£5,995
Premium listing	£1,995
Standard listing	£295

Website

Months	1	3	6	12
Leaderboard (468 x 60)	£2,695	£2,450	£2,205	£1,960
MPU (300 x 250)	£2,959	£2,690	£2,421	£2,125
Skyscraper (120 x 600)	£2,161	£1,965	£1,768	£1,572

Enewsletter

Months	1	3	6	12
Leaderboard (468 x 60)	£2,695	£2,450	£2,205	£1,960
MPU (468 x 311)	£2,959	£2,690	£2,421	£2,125
Skyscraper (120 x 600)	£2,161	£1,965	£1,768	£1,572
Text advert	£2,959	£2,690	£2,421	£2,125

M-retailing

Months	1	3	6	12
Sponsor	£3,995	£3,595	£3,235	£2,912
Banner	£2,450	£2,205	£1,960	£1,470
Skyscraper	£1,965	£1,768	£1,572	£1,375
Text advert	£1,965	£1,768	£1,572	£1,414

Bespoke HTML Emails

	1	2	3	4
	£3,200	£3,040	£2,888	£2,743

CEO Spotlight Interview

Print	Online	Print & Online
£3,933	£3,200	£5,993

Thought leadership

Webinar	£7,694
Jumpstart	£3,850
Roundtable	£8,800
Whitepaper production	POA



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InternetRetailing

Technical specifications



Magazine dimensions

DPS	Full page	Half page	Quarter page
Bleed 436 x 303 mm	Bleed 216 x 303 mm	Horizontal 184 x 130 mm	Horizontal 184 x 62.5 mm
Trim 420 x 297 mm	Trim 210 x 297 mm		Portrait 89 x 130 mm
Type 368 x 271 mm	Type 184 x 271 mm		

Website spec

Leaderboard 468 x 60 pixels	MPU 300 x 250 pixels	Skyscraper 120 x 600 pixels	Half Sky 120 x 300 pixels
(Maximum file size 100 kb / Files accepted - jpeg, gif, flash)			

Enewsletter spec

Leaderboard 468 x 60 pixels	MPU 468 x 311 pixels	Skyscraper 120 x 600 pixels	Half Sky 120 x 300 pixels
(Maximum file size 60 kb / Files accepted - jpeg, gif)			
PLEASE NOTE WE DO NOT ACCEPT ANIMATED BANNERS FOR E-NEWSLETTERS			

Copy Deadline

2 weeks prior to publication. Please refer to publishing schedule available at: www.internetretailing.net

Cancellations

Must be received in writing 28 days prior to copy deadline for all advertising.

Materials Required

InternetRetailing is 100% digital

- All ads should be supplied on Mac formatted disk or by email
- File creation: Quark Xpress,

Illustrator, Acrobat Press ready PDF (or as Illustrator/Freehand EPS), Photoshop, TIFF, JPEG

- Pictures/Images can be supplied as: EPS, TIFF or JPEG

- All Images should be CMYK and 300dpi (dots per inch) to allow for acceptable reproduction

- Ads can be supplied via email. If any advertiser wants to supply an ad on PC disk please check with production first



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InternetRetailing

Contact us

To discuss any of the opportunities featured in this document or to talk about new ideas for promoting your company to our readership please feel free to contact one of the team.

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