



TOTAL UK CIRCULATION: **24,000**
8,000 print
16,000 digital



magazine | newsletters | portals | videos | conference | jobsite | expo | jumpstart

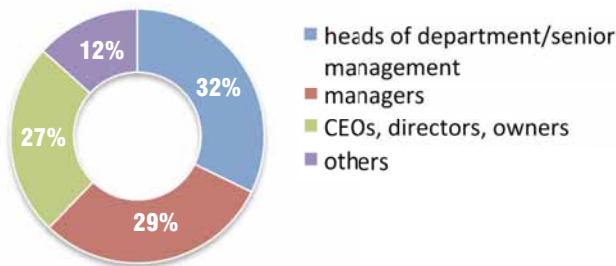
Circulation



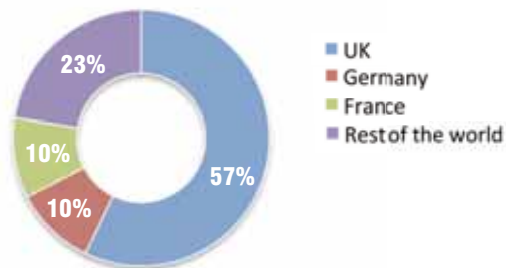
INTERNET RETAILING is focused upon serving the UK and Europe's leading multichannel and pureplay retailers. Inspired by the very best, and commercial to the core, Internet Retailing analyses, stimulates and challenges theetail community with news, analysis, events and insight. With websites and newsletters in French and German, Internet Retailing addresses senior professionals throughout Europe and beyond. Throughout 2012, we will continue to develop new formats and approaches that allow us to serve the needs and aspirations of our senior subscriber base.

TOTAL UK CIRCULATION: 24,000
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Seniority



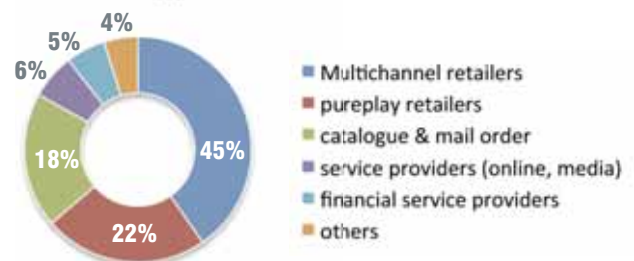
Worldwide circulation



Job Function



Type of business



Some of our INTERNET RETAILING SUBSCRIBERS:

**3Store Amazon Apple Argos ASDA ASOS
 B&Q BHS Boden Boots Comet Currys**

**Debenhams Dell Dixons Dorothy Perkins Easyjet Evans Cycles Expedia Figleaves Game H&M Halfords HMV
 Homebase House of Fraser HP IKEA JD Sports John Lewis Kurt Geiger La Redoute Lands End Lastminute.com
 Lego Littlewoods Love Film Maplin Marks & Spencer Miss Selfridge Monsoon Mothercare New Look Next O2
 Orange PC world Play.com QVC Republic River Island Ryanair Sainsbury's Screwfix Schuh Sports Direct Tesco The
 Carphone Warehouse Thomas Cook Thompson Ticketmaster Tiffany & Co TK Maxx Top Shop Toys'r'us Very
 Vodafone Waitrose Wickes Wiggle**

Forward Features

2012

IR magazine is an essential read for anyone involved in the e-commerce industry. Whether you work for a large multinational business or a start-up niche retailer, the in-depth analysis and valuable insights are key to keeping you up to date on all the latest trends, innovations and opportunities available to e-businesses.

David Smith, Managing Director, IMRG



Internet Retailing **MAGAZINE** will focus on the following areas in 2012. Each subject will be covered across 5 features looking separately at the subject from the point of view of strategy, marketing, logistics, operations and IT.



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 e-retailers in 2012 and beyond.

MARCH – RETAIL STRATEGY

The customer may be king but it is the internal processes, operations, teams, technologies and suppliers behind the smiling digital faces that make the sales and deliver the promise. We look at what the customer doesn't see.

MAY – MOBILE

Android, iPhone and Nokia app, tick; mobile-optimised site, tick; cross-channel strategy, tick; mobile marketing strategy, tick. M-commerce has well and truly landed but how do you develop a 5-year plan for a platform that's evolving faster than ecommerce? We look at 'mobile' and m-commerce from a number of angles to see where best practice retailers are taking the channel in everyone's pocket and where mobile is leading e-retailing.

JULY – CUSTOMER CENTRICITY

The customer is at the heart of retail, adding their voice to board decisions and expecting personal service on their terms. This issue looks at personalisation, social commerce and techniques for understanding, engaging and increasing customers' lifetime value.

SEPTEMBER – CROSS-CHANNEL

Where is the retail high street on the journey to cross-channel connectivity? This issue investigates the issues and challenges facing the industry today along with the opportunities being grasped by the innovators running complex cross-channel operations.

NOVEMBER – INTERNATIONAL AND CROSS-BORDER

Has the lure of the overseas customer paid off for UK e-retail? We look at the challenges the connected world is bringing to the industry in terms of currency, fraud, logistics, customers and competition and look to the green pastures of emerging markets.

Magazine **SUPPLEMENTS** will examine specific aspects of online and multichannel retail in more depth.

JANUARY International/Cross-border

MARCH The Customer

MAY Payment & Fraud

JULY Cross Channel

SEPTEMBER eCommerce platforms

NOVEMBER Searchandising & Recommendations



more information on request

Advertising Opportunities



Internet Retailing **MAGAZINE** 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 of the magazine is themed around a certain key aspect of the online or multi-channel business and looked at in depth from the point of view of different areas of the retail operation; Ecommerce requires knowledge of, and input and engagement from, all areas of the business: strategy, marketing, operations, logistics, customer focus, product and service development, buying, merchandising, CRM, finance and contact centre.

Keeping up with the trends and working out what's important in the age of digital selling is now a challenge in itself. With Internet Retailing, thanks to a mix of events, features, and online resources, that challenge is a little bit easier. And for solution providers such as Hybris, this is the perfect springboard to reach our target audience effectively.

Kate Roe, Marketing Director,
Hybris Software

MAGAZINE

Due to its essential and engaging content Internet Retailing is held in extremely high regard by online retail professionals.

ADVERTISING in Internet Retailing 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 a **potent audience** offering your brand the best possible context for your message to them.

PRINT ADVERT: Double page, single page, half page, 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 Internet Retailing readership

CLASSIFIED ADVERT: A low cost advertising option ensuring regular coverage within Internet Retailing for 12 months

INSERTS: Stand alone advertising material inserted

SUPPLEMENTS

Internet Retailing regularly publish 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.



WHY PRINT ADS?

- ▶ Magazine ads are No. 1 in driving brand favourability: Magazines have **four times the impact** of the Web.
- ▶ Magazine advertising is the most **cost efficient** means of generating online search through offline media.
- ▶ Magazine ads rank No. 1 in driving word of mouth: Among senior management and influential buyers, magazines are the strongest influence on personal recommendations.
- ▶ Magazine advertising can **increase web traffic** by more than 40 percent: Including a URL address in magazine ads significantly increased Web visits.
- ▶ People are **twice as likely to visit a website** after seeing a magazine ad: Magazine ads have a major impact on building Web traffic at each stage of the purchase funnel.

Online Opportunities

INTERNET RETAILING E-NEWS



The **NEWSLETTER** is mailed twice weekly to our online subscriber database of 16,000 readers. Offering up-to-date news and analysis from the world of e-commerce, this newsletter is a must for those wanting to keep **one step ahead** of their competitors! Sponsorship opportunities such as skyscrapers, leaderboards and MPU's are available on a tenancy basis.

BESPOKE E-MAIL CAMPAIGNS

With a senior audience of 16,000 subscribers, all of whom have opted in to receive third party e-mails, our 'e-blasts' are an excellent method of getting your message in front of this **key audience**.

We restrict the amount of 'e-blasts' we send out each month to ensure you are getting maximum return on investment.

We provide full traffic reports on all campaigns which include the number of e-mails sent, opened and click through rates.



M-RETAIL E-NEWS

A fortnightly e-newsletter focused around the rapidly growing world of mobile commerce. Promoting yourselves within this newsletter is the perfect way to **attract retailers** who are looking at adopting mobile technology or taking it to the next level.



CEO SPOTLIGHT

This is the perfect opportunity to put your CEO in the spotlight!

This newsletter offers your company's leadership a chance to impress the uniqueness and the inflection points for choosing you over your competitors. This is an opportunity to establish or influence a potential purchaser's preferences – all the while increasing your brand's value and recognition.



INTERNET RETAILING JOBSITE

Internet Retailing launched its brand new jobsite www.internetretailing.net/jobs in March 2011 along with a monthly jobs newsletter, reaching out to our 16,000 digital subscribers.

The site offers jobs in Ecommerce, multichannel, mobile and social media and is updated with great job opportunities every week. Each role is tweeted instantly to the @etail_jobs twitter account and to its 1000 followers.

If you are recruiting, don't wait any longer, visit the jobsite and follow the steps. For enquiries, please contact the sales team.



WEBSITE – WWW.INTERNETRETAILING.NET

THE WEBSITE keeps our readers up-to-date with the latest news, analysis, features and events within the online retail sector with videos, interviews, a supplier Directory and a jobsite.

23,000 unique visitors each month
300,000 monthly page impressions.

Various advertising opportunities are available on the site;

leaderboard, MPU, skyscrapers and buttons.



Working with Internet Retailing 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 Internet Retailing.

Jonathan Hall,
CEO and founder of Cranberry Panda

Events

Opportunities



INTERNET RETAILING EXPO

IRX is a hub for digital enterprise, taking the learnings and insights from our magazine, portal and conference; the event is the must-attend expo for business leaders determined to grow their multichannel enterprise.

Building on the success of this year's inaugural event, IRX 2012 will offer visitors and exhibitors an even better experience with **4 conference streams with 250 seats each**, free to attend **workshops**, a mobile zone, an in-store experience area, and unique opportunities to network.

The Expo will take place at the NEC in Birmingham on 21st and 22nd March 2012.

Last year, there were 120 exhibitors and 2,652 visitors made it to the show; next year, our objective is to bring to our exhibitors **4000 visitors**.



The Internet Retailing Expo has been great for Amazon. The quality of the delegates has been very high and it's been busy for two full days. We're coming back next year.

Chris Poad, Director Merchant Services, Amazon UK



INTERNET RETAILING CONFERENCE

In its 7th year, the annual Internet Retailing Conference will take place on October 9th 2012, in London. With more than **500 delegates** and 700 visitors, the Conference is regarded as THE annual conference for the UK online and multichannel sector and delivers more CEO and Board level attendees than any other UK conference.

WEBINARS

Internet Retailing organizes webinars for companies who wish to talk about a specific subject on the online retail industry. Coordinated online by Internet Retailing, the webinars are a **quick and efficient way to reach to our senior level audience**. With an average of 300 registrations, the webinars are always extremely popular and companies presenting get the full registration list of subscribers; so far Silverpop, Marin Software, and RedEye have signed up. Contact us for more information.

Fast Track Briefing Programme

JUMPSTART

An INTERNET RETAILING event

Internet Retailing's Jumpstart are a series of small targeted events taking an intense look at some of the key areas of the online retail sector. These half day events aim to give a short, sharp view of the market from six leading suppliers.

All participating suppliers will get:

- ▶ a 20 minute presentation slot with 10 min of Q&A
- ▶ video coverage on ir.net
- ▶ full contact details of all delegates.

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

LONDON Jumpstart dates

- MAY 2ND** – INTERNATIONAL & CROSS BORDER RETAILING
- MAY 16TH** – MULTICHANNEL PERFORMANCE MARKETING
- JUNE 13TH** – CUSTOMER EXPERIENCE
- JUNE 27TH** – CROSS CHANNEL

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

Opportunities in France & Germany



BIENVENUE!

With a subscriber's database of **3000**, the weekly Internet Retailing French newsletter is written by our French journalist **Isabelle Sallard**, who provides our French readers with news and analysis from the multichannel online retail sector in France and abroad. With an introductory editorial section, the newsletter highlights case studies, innovations and trends in the industry with a sharp analysis. Our French subscribers are coming from companies such as Air France, Decathlon, FNAC, La Redoute, Pixamania, Renault and many more. The newsletter is linked to the website www.internetretailing.fr which portrays each news and update in more details. Advertising opportunities on both website and newsletter include leader boards, skyscrapers, MPU's and buttons and provide a great opportunity for companies wishing to move into or grow within Europe.



The Internet Retailing newsletter presents all the news and information e-commerce professionals need to know to be up to date. **David Chau**, Director Partner Management, Trusted Shops

WILKOMMEN!

With a subscriber's database of **3300**, the weekly Internet Retailing German newsletter is written by our German journalist **Michael Matzer**, who provides our German readers with news and analysis from the multichannel online retail sector in Germany and abroad. With an introductory editorial section, the newsletter highlights case studies, innovations and trends in the industry with a sharp analysis. Our German subscribers are coming from companies such as Allianz, Audi, Lufthansa, Volkswagen, and many more. The newsletter is linked to the website www.internetretailing.de which portrays each news and update in more details. Advertising opportunities on both website and newsletter include leader boards, skyscrapers, MPU's and buttons and provide a great opportunity for companies wishing to move into or grow within Europe.



When registering to a newsletter, you always wonder whether the information will be relevant and presented in an efficient way to save time. With the Internet Retailing newsletter, there was no wonder. It is always a precious source of insight especially for a company like ours willing to make a difference on this market. **Jean-Pierre Le Borgne**, Associate Director, Yuseo

Costs

MAGAZINE

Number of issues	1	3	6
Double Page	£5198	£4726	£4253
Full Page	£3251	£2956	£2660
Half Page	£1773	£1612	£1450
Quarter Page	£1166	£1060	£954

Inserts (up to 20g)	£200 per 1000
Inserts (over 20g)	Price on Request

WWW.INTERNETRETAILING.NET

Months*	1	3	6	12
Leaderboard	£2450	£2205	£1960	£1470
MPU	£2690	£2421	£2152	£1883
Skyscraper	£1965	£1768	£1572	£1375
Half Sky	£1080	£972	£864	£756
Button	£850	£765	£680	£595

*all website banners booked on a monthly tenancy basis

IR NEWS UK

Months*	1	3	6	12
Leaderboard	£2450	£2205	£1960	£1470
MPU	£2690	£2421	£2152	£1883
Skyscraper	£1965	£1768	£1572	£1375
Half Sky	£1080	£972	£864	£756
Button	£850	£765	£680	£595

*all website banners booked on a monthly tenancy basis

BESPOKE EMAIL MAILINGS

Mailings	1	3	6	12
	£2995	£2695	£2425	£2183

WEBINARS	£6,000/webinar
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FRANCE & GERMANY WEBSITES

Months*	1	3	6	12
Leaderboard	£1495	£1345	£1196	£1046
MPU	£1650	£1485	£1320	£1155
Skyscraper	£1065	£958	£852	£745
Half Sky	£585	£526	£468	£409
Button	£430	£387	£344	£301

*all website banners booked on a monthly tenancy basis

E-NEWS FRANCE & GERMANY

Months*	1	3	6	12
Leaderboard	£1495	£1345	£1196	£1046
MPU	£1650	£1485	£1320	£1155
Skyscraper	£1065	£958	£852	£745
Half Sky	£585	£526	£468	£409
Button	£430	£387	£344	£301

*all website banners booked on a monthly tenancy basis

MECHANICAL DATA

DPS

Bleed 303 x 432 mm
Trim 297 x 420 mm
Type 271 x 368 mm

FULL PAGE

Bleed 303 x 216 mm
Trim 297 x 210 mm
Type 271 x 184 mm

HALF PAGE

Horizontal 130 x 184 mm

QUARTER PAGE

Horizontal 62.5 x 184 mm
Portrait 130 x 89 mm

Website spec:

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

E-news Spec:

Leaderboard 468 x 60 pixels
MPU 670 x 445 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.
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

Internet Retailing 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.

Contacts

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