

Internet Retailing provides insight, analysis and competitive intelligence into retailing in the UK and beyond from the focus point of the online business. With our knowledge and experience we bring you the very best in business information for the online and multichannel retailing industry via a range of media platforms including Bi-monthly Magazine, Website, E-news, Annual Conference and Jump Start Events.

INTERNET RETAILING



media information

Contents

Internet Retailing Magazine	2
2010 forward features list	3
Magazine advertising opportunities	4
Website	5
Online opportunities	6
Events	7
Pricing, Spec & Contacts	8

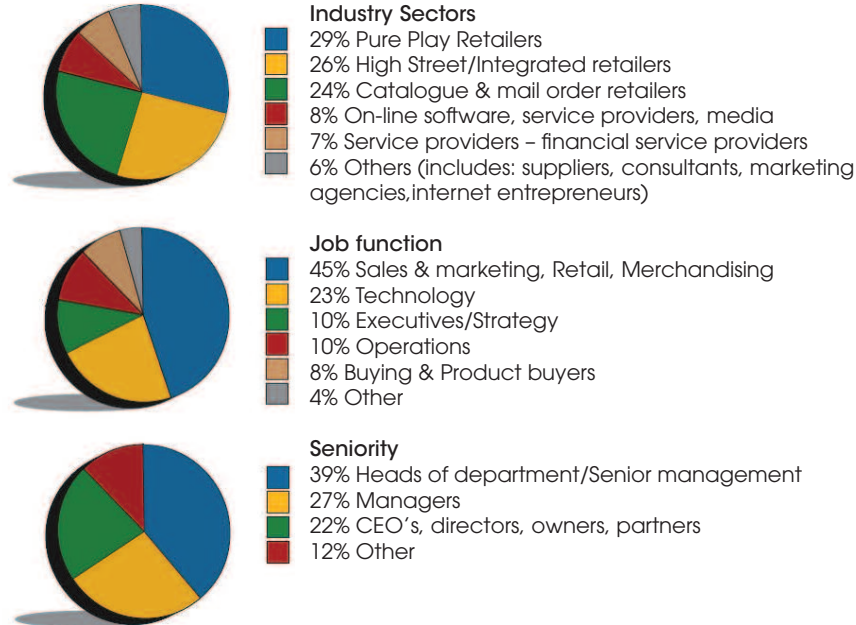
**I subscribe to
Internet Retailing – it's
an invaluable tool for
marketing.**

Paula Brown,
Marketing Manager,
ec2i Limited

internet retailing magazine

Internet Retailing 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 the 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.

CIRCULATION:



**Circulation: 16,000
6,000 print, 10,000 digital**

A FEW INTERNET RETAILING SUBSCRIBERS:

Amazon	Comet Group	Halfords	Jessops	Nike	The Body Shop
Ann Summers	Cotton Traders	Hamleys	John Lewis	O2	Thorntons
Arcadia Group	Crabtree & Evelyn	Harrods	Kurt Geiger	Orange	Tiffany & Co
Argos	Debenhams	Harvey Nichols	Lakeland	Otto	TK Maxx
ASDA	Disney Store	Henri-Lloyd	Lands End	Pets at Home	Top Shop
ASOS	Early Learning Centre	HMV	Laura Ashley	Play.com	Toys R Us
B & Q	Estee Lauder	Hobbs	Littlewoods	Richer Sounds	Urban Outfitters
Blacks Leisure	Evans Cycles	Homebase	Lloyds Pharmacy	Sainsbury's	Virgin
Boden	Fat Face	House of Fraser	Mamas & Papas	Screwfix	
Boots	Fingleaves	IKEA	Marks & Spencer	Selfridges	
Borders	Game	Interflora	Molton Brown	Sports Direct	
Carphone Warehouse	GAP	J D Williams	Net-a-Porter	Ted Baker	
Clinique	H & M	Jaeger	Next	Tesco	



2010 Forward Features List

Internet Retailing magazine will focus on the following areas in 2010. 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.

FEATURES:

January 2010 - Looking forward

What does the future hold for internet retailing? Predictions say that sales will continue to rise – online at least, but what issues will retailers be facing in 2010? Internet Retailing takes a look back over 2009 and gazes into the retail crystal ball.

Editorial close: 1 December

March 2010 – Mobile

Are we 'there' yet? and where is 'there'? Is mobile a channel in its own right or a tool to be used by all areas of the online business? 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.

Editorial close: 2 February

May 2010 – Market Insight

Do you really know your market, your customers' demographic trends and the wider impacts on your customers? When is it right to expand to new markets - in terms of product, geography or demographic opportunities? How should one assess new product launches or range extensions online? In this issue we consider market entry and growth strategies and consider what retailers can learn from best practice in other areas.

Editorial close: 30 March

July 2010 – Customer Insight

Is delivering the promise enough for today's shoppers or do they really expect retailers to go further? How can retailers know what's in the customer's mind, or how to delight them? From helping the potential customer choose what to buy, to adding value post-purchase, and turning visitors into evangelists, we look beyond customer research to behavioural and attitudinal insights and how these can impact service offerings.

Editorial close: 1 June

September 2010 - The Xmas issue: Gifting all year round

Are internet retailers making the most out of the holiday period and how can it be extended? We look at how one-off purchases can be a gift for retailers who use the opportunity to turn the shopper into a customer for life. We also look at emerging trends in subscription products versus purchases, and consider whether trends in the music, entertainment and mobile sectors will influence the way retailers sell products.

Editorial close: 3 August

November 2010 – Cross-channel innovations

The benefits of cross-channel retailing are plain to see. However the challenges of planning, refining and operating complex cross-channel activities mean that many retailers lag behind demand. In this issue we look beyond areas such as click-to-collect and in-store returns, contact centre order lines and pan-channel stock visibility and consider the shift from 'multichannel' to 'cross-channel'.

Editorial close: 5 October

SUPPLEMENTS

Internet Retailing publish a series of specialist supplements that examine specific aspects of retail in more depth. Current annual titles include:

- Payments & Fraud – January
- E-Commerce Platforms - March
- The Multichannel Customer – May
- Europe - November

Sponsoring a supplement positions your company as a "thought leader" in a specific field, provides branding throughout and offers advertising sites to you and your partners.

Magazine Advertising Opportunities

DISPLAY ADVERTISING/ADVERTORIALS

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 serious about learning ways in which to improve the way they do business, offering your brand the best possible context for your message to them.

CLASSIFIEDS

Internet Retailing classifieds run in every edition of the magazine for 12 months. Divided into specific product/service sections, each section will showcase a maximum of 10 of the UK's leading suppliers. The classified section offers readers a one stop information resource; and for suppliers and advertisers a regular presence at a very cost effective rate.

Initially we will have the following sections available: 'Digital Agencies', 'Hosting', 'Payments & Fraud' and 'Performance, Analytics and Optimisation'.

The package includes:

- Exclusivity as there's only a maximum of 10 companies
 - Full Colour advert, 90mm(w) x 45mm(h)
 - 12 months (6 issues) of coverage
 - Linked URL in the Digital version
- The cost is a flat rate, one off payment of £1,200 (equates to £100 a month!)

CREATIVE OPPORTUNITIES

Strengthen your ad campaign by taking advantage of the creative opportunities listed below. Consider one of the following high impact promotions which are ideal for product launches, re-branding or publicising events:

- Belly Wrap
- Gatefold
- Bound insert
- CD/DVD tip on

SPECIALIST SUPPLEMENTS

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- Payments & Fraud - January
- E-Commerce Platforms - March
- The Multichannel Customer - May
- Mobile Commerce - July
- Europe - November

Sponsoring a supplement positions your company as a "thought leader" in a specific field, provides branding throughout and offers advertising sites to you and your partners.

Headline Sponsor:

- Logo on cover of Supplement
- 2 x Full page advert
- 1 x Full page - question from editor
- Full page Case Study
- Sponsorship banner x 2 on Digital edition email (468 x 60 pixels)
- Interview with editor to be emailed to full email circulation 10,400
- Cost - £7,995

Section Sponsor:

- Logo on Cover of supplement
- Full page advert
- Half page - question from editor
- Tile advert on Digital edition email (120 x 90 pixels)
- Cost - £4,495



internet retailing website

The Internet Retailing website (www.internetretailing.net) provides readers with the latest news, analysis and features about the online retail sector. Easy to navigate, the website is designed to support a number of initiatives that engage the user to thoroughly explore this resource to its maximum potential. As part of our group's new media strategy, our website is experiencing exceptional growth each month.

REACH A VAST SPECIFIC GLOBAL AUDIENCE OF DIGITAL MARKETERS AND BUYERS

With over 20,000 unique visitors per month, www.internetretailing.net offers advertisers access to a targeted audience looking specifically at e-tail. The engaging and essential content is updated on a daily basis ensuring that readers come back regularly for updated information. The website receives more than 300,000 page impressions with each reader spending an average of 22 minutes on the site.

Main Features Include:

- News Updated Daily
- Video Interviews
- Features articles
- Searchable supplier directory
- Webinars
- Research & Reports
- Jobs & Training - Coming Soon!



SUPPLIER DIRECTORY

If you supply e-commerce related services, solutions and/or technology then you are eligible to have a profile in our Supplier Directory. We offer three levels of profile basic, full and premium:

Profile	Basic	Full	Premium
Address	Yes	Yes	Yes
Linked URL	No	Yes	Yes
Email address	No	Yes	Yes
200 word profile	No	Yes	Yes
Colour Logo	No	No	Yes
White Papers	No	No	Yes
Video Content	No	No	Yes
Number of categories	1	2	Unlimited
Cost per annum	FREE	£200	£1,995



20,000 Unique visitors per month

22 minutes

Average time spent on site

300,000

Page impressions per month

Internet Retailing magazine is one of the very few trade journals I actually read cover to cover - they obviously take the trouble to edit and inform rather than trawl the newswires just to fill pages - keep it up!

Tim Curtis, Managing Director, Lands End

online opportunities

INTERNET RETAILING E-NEWS

The Internet Retailing email newsletter is mailed twice weekly to the Internet Retailing online subscriber base. This is available for sponsorship and offers a great opportunity to get your message to an eager and attentive audience.

M-RETAIL NEWS

A new monthly newsletter from Internet Retailing, M-Retail offers readers the latest news and views concerning mobile technology for e-commerce. This newsletter creates a perfect environment to engage with retailers who are looking to adopt mobile technology.

TECHNOLOGY AND SERVICES BULLETIN

Do you have a new product or service that you are looking to promote the UK's online retail sector? If so then why not take a listing in the Technology and Services Review? This twice monthly email is sent direct to the inboxes of over 10,000 subscribers.

BESPOKE EMAIL CAMPAIGNS

With the proven quality of the Internet Retailing database, we now offer a very impactful route to market with dedicated HTML or text emails that are delivered directly to our email subscribers. To maintain the value of this hard hitting execution we limit the amount of e-blasts that we send out, making sure that each campaign represents an excellent return on investment.

We supply full statistical analysis for all campaigns including emails sent, emails opened and click through rates.

CEO SPOTLIGHT

A monthly email to our subscribers that offers you the chance to put your CEO in the spotlight!

This newsletter is an opportunity for your company's leadership to impress their uniqueness and the inflexion points for choosing you over your competitors. Our senior, budget-holding, sector-leading and intelligent readership is inured to marketing hype and PR pressure. They are, however, interested in "getting under the skin" of suppliers. They are keen to learn and to understand the points of difference and 'how' to go about procuring key services.

This is an opportunity to establish or influence a potential purchaser's preferences - all the while increasing your brand's value and recognition.

WEBCASTS

Internet Retailing Webcasts are one-hour topic and sponsor specific sessions broadcast live on the Web with streaming video or audio and PowerPoint capabilities for a content rich experience. Audiences have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices and case studies. Webcasts are also archived for on-demand viewing, so that the busy executives will be able to access the information they need 24 hours a day, 7 days a week, according to their demanding schedule.

In a world of daily e-mail newsletters not worth the bandwidth they're written on, how nice it is to get the considered, insightful update from Internet Retailing - I always feel someone has taken the time to sift through the mass of information out there and pull out the handful of things that might be of real interest to me.

Tim Curtis, Managing Director, Lands End



internet retailing events

INTERNET RETAILING CONFERENCE

The annual Internet Retailing Conference takes place in early October 2010. With an associated display area for up to 40 pop up/table top displays and 8 workshops, the conference delivers 500 high level delegates and over 700 visitors who just attend the exhibition area and workshops. Now in its 5th year, the annual conference is regarded as THE annual industry conference and delivers more CEO & Board Level attendees than any UK event.

For details on all opportunities contact Mark Pigou mark@internetretailing.net Tel; 07970579288



INTERNET RETAILING JUMP START

June 2009 saw the launch of the Internet Retailing JUMP START programme. A series of short, sharp half day events taking an intense look at key procurement issues. Focusing upon identifying and presenting the key questions you should ask, rather than presuming to advance some generic, one-size-fits-all maxim. All solutions are individual, and our "JUMP START" programme helps attendees get to the heart of the questions.



Upcoming events include:

Fulfilment & Logistics – 19th November 2009

Payments & Fraud – 11th February 2010

Ecommerce Platforms – 10th March 2010

Multichannel Retail – 5th May 2010

Each event showcases six market leading suppliers to an invited audience of 60-80 senior level retailers. All suppliers taking part in each event will receive:

- 20 minute presentation + 10 minute Q & A session
- Video coverage of your presentation to be hosted on www.internetretailing.net for 6 months
- Full hosting rights to the video for your own marketing purposes
- Full contact details for all delegates
- Logo on all marketing activity leading up to the event (adverts, banners, e-shots, tickets)

RESEARCH BRIEFINGS / ROUNDTABLES EVENTS

Internet Retailing Round Table editorial events facilitate high level discussions between a targeted group of industry professionals. Sponsorship of these events will highlight to attendees and Round Table Reports readers your company's interest in the topic under discussion. Internet Retailing will tailor each Round Table to your specific requirements offering a bespoke solution to your needs. Internet Retailing roundtables offer:

- A targeted audience chosen by you
- Event Hosting by an Internet Retailing Industry Expert
- Full coverage within Internet Retailing magazine
- Coverage on the Internet Retailing Website

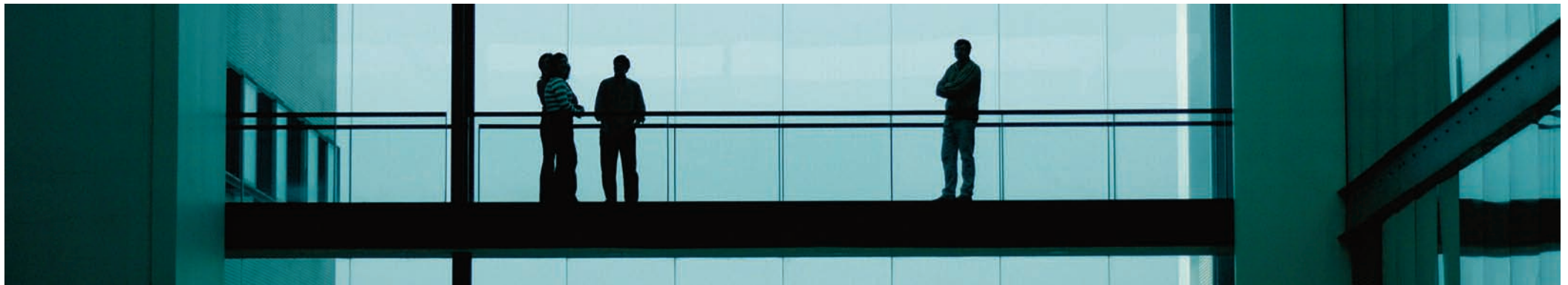
Other options include:

- Video coverage,
- Email promotion,
- Branded brochures.

INTERNET RETAILING QUARTERLY DINNER

This is an exclusive opportunity for one company to partner with Internet Retailing to sponsor our senior level executive dinners hosted in 5 star private dining environment. The dinners are for 18-20 retailers invited by Internet Retailing. The dinners are hosted by Ian Jindal (Editor-In-Chief, Internet Retailing) and the sponsor will have two representatives present.

Internet Retailing will organize the whole event. All sponsors will need to do is turn up and take advantage of this great opportunity to network with senior figures from the UK's leading online retailers.



INTERNET RETAILING DISPLAY ADVERTISING

	Price	Spec (h x w)
Quarter page (portrait)	£1,060	62.5 x 184 mm
Quarter page (strip)	£1,060	130 x 89 mm
Half page (horizontal)	£1,612	130 x 184 mm
Full page (trim)	£2,956	297 x 210 mm
Full page advertorial	£3,251	297 x 210 mm
Double page	£4,726	297 x 420 mm
Double page advertorial	£5,198	297 x 420 mm
Inserts (up to 20g)	£1,260	
Inserts (over 20g)	POA	

SERIES DISCOUNT

2 insertions	5%
3 insertions	10%
4 insertions	15%
5 insertions	20%
6 insertions	25%

INTERNET RETAILING.NET

	Run of site (rotation)*	Home page (rotation)*	Category page (rotation)*	Spec
Leaderboard	2450	995	495	468 x 60
MPU	2690	1050	525	300 x 250
Skyscraper	1965	655	395	120 x 600
Tile advert	975	325	295	180 x 150
IMU	885	325	295	320 x 130

* Maximum of three adverts rotating at anyone time
All pricing is per month

INTERNET RETAILING E-NEWSLETTERS

	IR E-news*	M-retail E-news**	Tech Services bulletin***	Spec
Leaderboard	2450	795	495	468 x 60
MPU	2690	865	525	300 x 250
Skyscraper	1965	655	395	120 x 600
Tile advert	975	395	295	180 x 150
IMU	885	325	295	320 x 130
Logo and Listing (150 words)	n/a	n/a	455	

* Twice per week

** Once per month

*** Twice per month

EMAIL CAMPAIGNS

Bespoke HTML email campaign	£2,600
CEO Spotlight	£2,200

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 both classified and display ads.

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.

FTP DETAILS

ftp - 212.100.100.218

username - ftpstjohnpatrick

password - letmein

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