



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



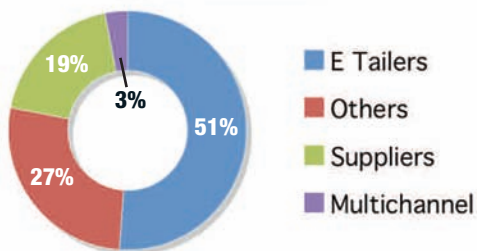
TOTAL UK CIRCULATION:
24,000



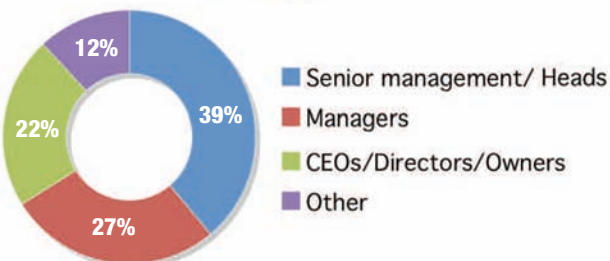
INTERNET RETAILING is focused upon serving the UK and Europe's leading multichannel and pureplay retailers. Inspired by the very best, and commercial to the core, Internet Retailing analyses, stimulates and challenges theetail community with news, analysis, events and insight. With websites now available in French and German, Internet Retailing addresses senior professionals throughout Europe and beyond. The magazine portrays a global view of a European e-tailing context whilst acknowledging the need to address business and customers locally. This engagement has extended beyond the web and store to include mobile and social retailing. Throughout 2011, we will continue to develop new formats and approaches that allow us to serve the needs and aspirations of our senior subscriber base.

Circulation

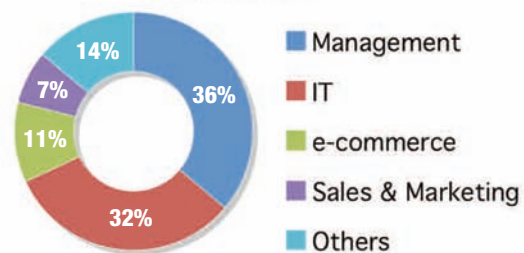
Type of business



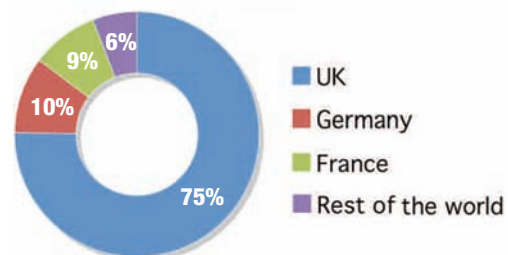
Seniority



Job function



Worldwide circulation



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 Fingleaves Focus DIY 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

2011

Internet Retailing is the most authoritative, influential and enjoyable magazine in the world of ecommerce. It is a 'must have' for all those working within ecommerce.

Neil Hamilton, CEO,
Predictive Intent

Internet Retailing **MAGAZINE** will focus on the following areas in 2011. Each subject will be covered across five features looking separately at the subject from the point of view of strategy, marketing, logistics, operations and IT.



JANUARY – CAPACITY FOR CHANGE

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 2011? Internet Retailing takes a look back over 2010 and gazes into the retail crystal ball.

MARCH – THE GREEN ISSUE

Have the recession and spending cuts put an end to ethical retailing and 'green' practices or are they more important to retailing today as government targets and consumers' wishes for transparency dictate?

MAY – CUSTOMER EXPERIENCE

In an industry where the ability to deliver the promise is considered a compliment, exceeding expectations is a point of differentiation. We look at where retailers are enhancing the customer experience through insight, delivery, choice, added value and good service.

JULY – BLURRING THE LINES

Ecommerce has brought suppliers a closer involvement in the customer journey and changed relationships in every area of retail. This issue looks at areas such as cloud computing, outsourcing and shifting relationships between online and high street retailers.

SEPTEMBER – GLOBAL FOCUS

This issue looks at the challenges and insights from established retailers that a connected world is bringing to UK retail. On one level new customers are finding UK retailers while others are proactively expanding delivery and localised sites to different countries and emerging markets.

NOVEMBER – 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.

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

JANUARY Payment & Fraud

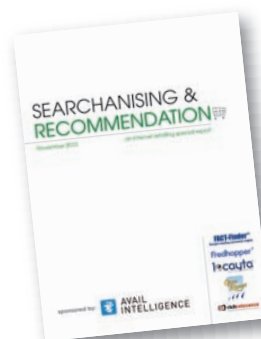
MARCH Social Retailing

MAY Cross Channel

JULY Mobile

SEPTEMBER Rich Media

NOVEMBER Searchandising & Recommendation



more information on request

We've been advertising with Internet Retailing for some time now and we're very pleased with the results we've seen from the campaigns not only from a lead generation point of view, but it's also a great way for us to raise our profile within this busy marketplace.

Eve Hyland,
Marketing Manager, Guava

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.

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.

 **InternetRetailing**
Selling in the digital age

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.



Online Opportunities

INTERNET RETAILING E-NEWS



The **E-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 to this attentive and niche audience.

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.



FRENCH & GERMAN WEBSITES



Internet Retailing is moving into **EUROPE** with the launch of both a German and a French site. Both sites bring their audience local and international news effecting the enterprise e-commerce and multichannel retailing in their respective countries.

Both sites are also producing a dedicated e-newsletter once a week reaching an audience of 3,000 readers per country.

Advertising opportunities on these e-sites and e-newsletters include leaderboards, skyscrapers, MPU's and buttons and provide a great opportunity for those companies wishing to move into, or **grow within Europe**.



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-casts are an excellent method of getting your message in front of this **key audience**.

We restrict the amount of e-casts we send out each month to avoid bombarding our audience with too much information, to ensure, you the advertiser, 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.



WEBSITE

WWW.INTERNETRETAILING.NET keeps our readers up-to-date with the latest news, views, features and events within the online retail sector.

The site is updated on a daily basis attracting over **20,000** unique visitors each month and **300,000** monthly page impressions.

Main features include:
Daily news updates Video interviews Supplier directory Events Features Jobs

Various advertising opportunities are available on the site; leaderboard, MPU, skyscrapers and buttons. These are sold on a monthly tenancy basis and are run of site. The website offers a great platform to promote your products and services to the Internet Retailing readership. We offer full statistical analysis on all online activity including impressions and click-through rates.



We really enjoyed working with Internet Retailing; the conference is a great forum to meet with all the other partners in the marketplace and share common prospects and clients.

Don Morrison,
Foresee Results

Internet Retailing Events



INTERNET RETAILING EXPO

Internet Retailing **EXPO** is a brand new UK event aimed at all parties involved in online retail. This two day trade show will be **free to attend** for visitors giving them access to over 120 exhibitors and to a **high quality conference** programme across four theatres.

IRX is a hub for digital enterprise, taking the learnings and insights from our Magazine, Portal and Conference and helping attendees apply them to sell more effectively. IRX is the **must-attend Expo** for business leaders determined to grow their multichannel enterprise.

The key aspects of IRX will be:

- ▶ **120 leading suppliers** to the ecommerce sector, with specific attention to the needs of multichannel retailers, growth-sector businesses, SMEs and the emerging eBay PowerSelling companies.
- ▶ SME theatre for 150 delegates on the show floor
- ▶ Enterprise theatre for 150 delegates on the show floor
- ▶ InternetRetailing.tv – a **live programme** of interviews, screenings and unique content.
- ▶ M-retailing Zone – including innovation pavilion
- ▶ M-retailing Theatre for 100 delegates off the show floor
- ▶ Rolling JUMP START in-show events. We will be pitting **leading players** against the clock, with 20 minutes to persuade delegates of their character, capabilities and approach.
- ▶ Special guided 'trails' – regular guided 'paths' through IRX for special interest groups, sectors or industries. These Paths will be led by our subject matter **experts** and will ensure that you get to meet the best range of suppliers.

With a projected 4000 attendees over the two days IRX will offer an **unrivalled platform** to promote your products and services to the UK's online retail sector



INTERNET RETAILING CONFERENCE

The annual Internet Retailing **CONFERENCE** will take place on 4th October 2011. 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 6th year, the annual conference is regarded as *the* annual industry conference and delivers more CEO & Board Level attendees than any UK event.



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 a 5 star **private dining environment**. The dinners are for 18 to 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 organise 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.

Jumpstart & Roundtables

INTERNET RETAILING JUMPSTART

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 suppliers 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)



LONDON

FEB 17TH – PAYMENT & FRAUD
APR 27TH – SEARCH AND RECOMMENDATION
MAY 19TH – CROSS CHANNEL
JUN 9TH – MOBILE

MANCHESTER

FEB 9TH – CROSS CHANNEL
APR 20TH – PAYMENT & FRAUD

INSIGHT ROUNDTABLES

The Internet Retailing **INSIGHT** Roundtables offer one company the chance to sponsor a series of high level discussions with a panel of industry experts. The panel work with IR and the sponsor to uncover best practice and examples from the field. The discussions are filmed and broken down into six bite-size chunks for the IR readership covering everything from implementation through measurement and analysis with a view to giving them the tools they need to succeed.

To ensure maximum impact we only run four insight roundtables a year and are looking to work with sponsors that have real expertise in their field.

- ▶ Video roundtables
- ▶ edited to up to 6 x 15minute sessions
- ▶ promoted extensively as a client-focused thought-leadership piece
- ▶ write-up in the Internet Retailing magazine

ROUNDTABLE EVENTS

Internet Retailing **ROUNDTABLE** editorial events facilitate high level discussions between a targeted group of industry professionals. Sponsorship of these events will highlight to attendees and Internet Retailing readers your company's expertise 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



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 ENEWS 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



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 OR 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

Editorial

Editor: Emma Herrod
press@internetretailing.net
(+44) 07801 282 729

Sales contact

Advertising: Rob Prevett or Esther Semple
rob@stjohnpatrick.com or esthers@stjohnpatrick.com
(+44) 020 7933 8999

St John Patrick Publishers Ltd,

6 Laurence Pountney Hill, London, EC4R 0BL