



Retails News - Retails Insights - Retail Updates

MEDIA KIT



THE NEWS THAT MAKES YOU LOVE WHERE YOU WORK.

INTRODUCTION

Retail News is a place where retailers can come for all their advice, daily news and information on everything that is happening in the retail world.

We're the first network site where you can catch up on the latest news, techniques, swap ideas and share experiences.

Retail News exists to bring together the retail community in a mutually beneficial environment. We help to connect with professionals to make them more productive and successful.

The growth of the retail industry in Asia and Europe is increasing, particularly in the Asia Pacific region. In the Asia-Pacific region, China ranks first as the country with the highest growth in retail industry, while Indonesia is in second position.

We aim to be the site the retail industry opens up to each morning to start off their day. This will give our advertisers the pole position in the retail industry and the best value for their money and efforts.



WHY ADVERTISE ON RETAIL NEWS

Increased Exposure for Your Brand

- Thousands of professionals and consumers are searching each month for information, products and services
- Brands showcased in the context of searches

Extended Reach

- Thousands of regional customers and professionals

Direct Response

- Customers can contact you 24/7
- Control and Expand Your Message with Premium Business Listing Ads
- Social Media Shoutouts
- Daily Newsletters in Asia|Europe to more than 1,000,000 professionals

4 Ways to Advertise

You can advertise with Retail News Asia|Europe

- Online Ad placements
- Daily Newsletter Ad placements
- Social Media Shoutout
- Retail TV & Retail Magazine





DEMOGRAPHICS

GENERAL ADULTS

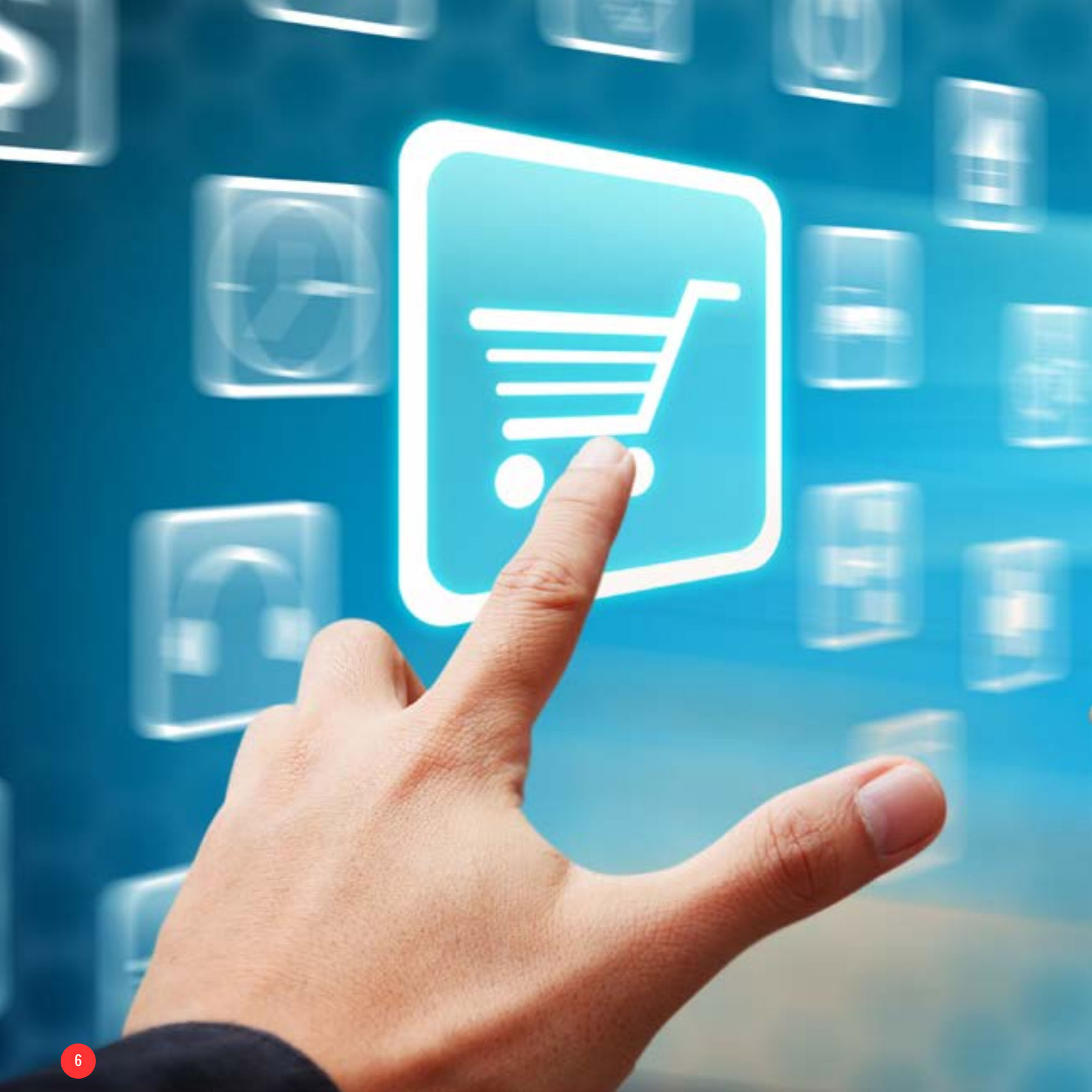
% COMP

Female	54.0%
Male	46.0%
College Graduated	53.0%
Employed	85.8%
Median Age	33.8%
Median HHI	\$53,465
Single	68.3%
Married	31.7%

READER'S BUYING HABITS

% COMP

Own a Major Credit Card	87.8%
Purchased Item via Internet	43.4%
Dined at a Restaurant in past 30 days	85.8%
Consume Alcoholic Beverages In past 30 days	86.2%
Own over 100 CDs	60.0%
Respond to offers	84.3%
Purchase Jewelry or Watches	51.0%
Brand in Clothes is important	47.0%
Attend live music venues or Nightclubs	39.0%
Attends Theater	52.0%
Spa & Health Centers	67.3%
Plan to buy or lease automobiles	39.0%
Travel	86.0%
Sports	57.0%
Own a Personal Computer	82.3%
Own a Cell Phone or PDA	95.8%



DISTRIBUTION AND CIRCULATION

10,000

Retail News Magazines

DISTRIBUTION & CIRCULATION

Retail News Magazine will be published every 3 months with a projected base circulation of 10,000 free copies. Subscriptions will also be available. 8,000 magazines will be sent via direct mail. We will also provide targeted delivery through news stand distribution and selected distribution reaching each target area :

8,000 Magazines will be mailed to targeted businesses and professionals via Direct Mail.

2,000 Will be distributed to local businesses in each area

Retail
Restaurants
Music stores
Hotels
Bars and Nightclubs
Colleges & Universities
Miami International Airport

Car Rentals
Attractions
Fitness Centers
Oil & Gas
Retail Conferences



PRINT ADS



Prices

Covers Quadri \$650	1/3 Quadri \$170
Center Page Quadri \$610	1/4 Quadri \$155
Full Page Quadri \$530	1/6 Quadri \$95
2/3 Page Quadri \$350	1/8 Page Quadri \$75
1/2Page Quadri \$300	1/16 Page Quadri \$50

Retail News With many collective years in the retail industry, we realized that there was no single website in Asia or Europe delivering the latest news – you had to visit a variety of different sites in each market. And although there are many great retail industry sites around the world, no site specifically aggregated news on Asia for the Asian retail industry. Hence, the concept for Retail News was born.

Demographics The Asian retail sector continues to undergo rapid changes and new challenges to overcome. To help professionals dealing with this demanding environment, Retail News is dedicated to delivering the latest retail news and assisting B2B professional networking in the retail industry within the region to grow and prosper through knowledge sharing of trends, ideas, education and advice.

Industries Our readers are all key decision makers and end users, so sharing your information with them is the ideal platform to realise the full marketing potential of your product or service. And because every company is different, we have a range of sponsorship and advertising opportunities available for you to reach your target market.



ONLINE BANNER ADS

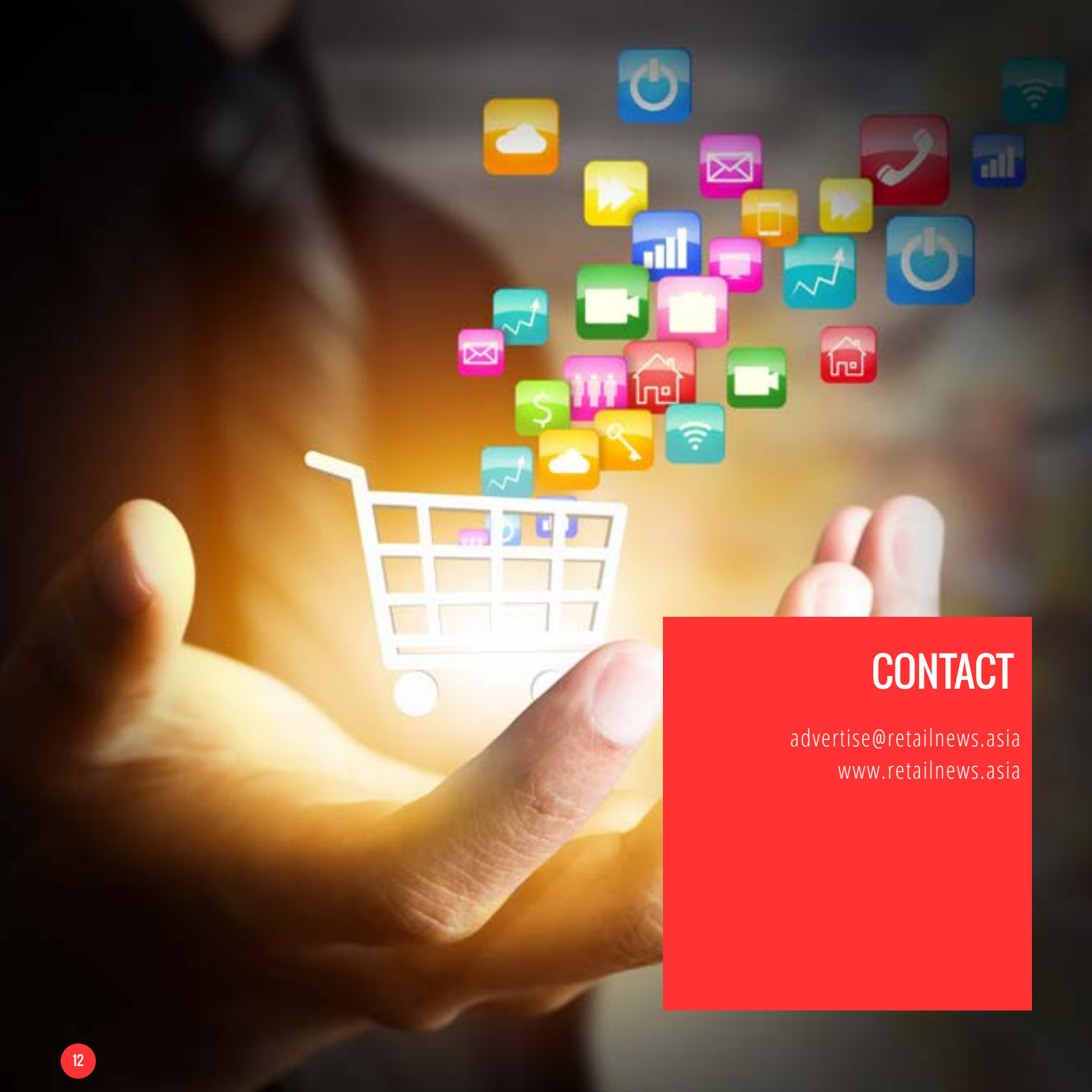
Prices

728 by 90 Top Leaderboard	728 by 90 Bottom Leaderboard	Website	Banner ad 728x90 30 days : 550 \$
1200 by 90 Wide Leaderboard	300 by 600 Half Page	Website	Banner ad 300x250 30 days : 450 \$
300 by 250 Medium Rectangle	320 by 50 Mobile Banner	Newsletters	Banner ad 728x90 30 days : 650 \$
		Mobile	Banner ad 320x50 30 days : 350 \$
		Social Media	FB & Twitter shoutout 3x/week : 90 \$

Retail News With many collective years in the retail industry, we realized that there was no single website in Asia or Europe delivering the latest news – you had to visit a variety of different sites in each market. And although there are many great retail industry sites around the world, no site specifically aggregated news on Asia for the Asian retail industry. Hence, the concept for Retail News was born.

Demographics The Asian retail sector continues to undergo rapid changes and new challenges to overcome. To help professionals dealing with this demanding environment, Retail News is dedicated to delivering the latest retail news and assisting B2B professional networking in the retail industry within the region to grow and prosper through knowledge sharing of trends, ideas, education and advice.

Industries Our readers are all key decision makers and end users, so sharing your information with them is the ideal platform to realise the full marketing potential of your product or service. And because every company is different, we have a range of sponsorship and advertising opportunities available for you to reach your target market.



CONTACT

advertise@retailnews.asia

www.retailnews.asia