

RetailWeek

MEDIA INFORMATION



BRAND OVERVIEW

Retail Week is the UK's leading provider of retail industry news, market reports and data from across the entire retail sector. We are the only publication to cover all the issues facing multiple retailers in one place.

For over 20 years *Retail Week* has been providing:

- Exclusive news coverage of the retail sector
- Regular features with in-depth qualitative interviews and authoritative analysis vital for the retail industry
- Respected columnists renowned for their expertise in the retail industry

Retail Week offers you innovative advertising and sponsorship business solutions tailored to your specific needs. Our multiplatform and industry specific marketing strategies are designed to meet your objectives across the full spectrum of digital, print and event marketing.

The *Retail Week* brand includes interactive online site retail-week.com and the smartphone friendly m.retail-week.com. These online platforms offer subscribers the latest breaking news in the retail industry, news alerts and dedicated sections on key retail issues such as technology, multichannel and property.

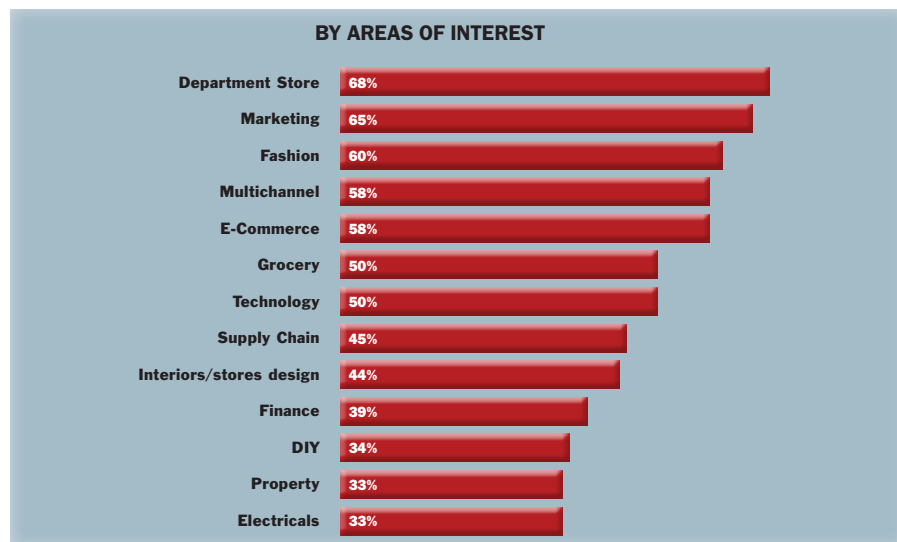
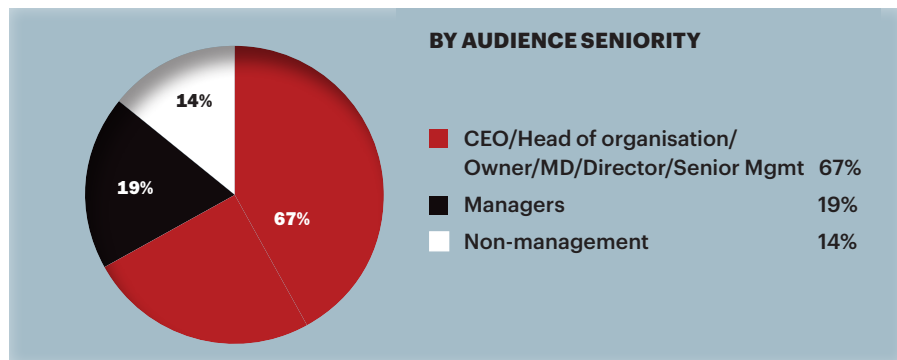
The interactive Retail Week Knowledge Bank contains a comprehensive database of all the essential facts on the UK's top 200 retailers. It is a vital tool for retailers keen to benchmark themselves against the competition, as well as vendors eager to understand potential retail customers.

Retail Week produces a range of established and high-profile events for the retail industry each year. They are perceived by senior industry decision makers to be must-attend events in their calendar, and an indispensable source of sector knowledge and information.



A PREMIUM AUDIENCE

Retail Week is the voice of the retail industry, and we interact with our readers across a wide range of digital, print and event channels. As a result we attract and engage an unrivalled audience of senior decision makers within the retail sector.



Source: Retail Week Subscriber Survey 2012, 2010

- Print readership and circulation
 - **7,505** circulation (ABC)
 - **37,600** readership
 - **57%** of subscribers have been reading *Retail Week* for over 5 years
 - **38%** of subscribers have been reading *Retail Week* for over 3 years
- Online readership and circulation
 - **226,169** web users per month
 - **646,953** page impressions per month
 - **1050** companies on Retail Week Knowledge Bank
 - **41%** of subscribers visit retail-week.com once a week or more
 - **25%** of subscribers visiting retail-week.com via their smartphone
- Event attendees
 - **3670+** paying delegates attended *Retail Week* events in 2012
 - **3,600** members within Retail Week Clubs
- An unrivalled senior audience
 - The **top 500** UK retail companies read *Retail Week*
 - **67%** of subscribers are board level decision makers with purchasing power
 - **23%** of subscribers are managers with purchasing power
 - **21%** of subscribers are responsible for an annual purchasing budget of over £1million

51,709 Followers

29,458 Members

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Print Advertising	
Double Page Spread	£11,827
Full Page	£6,224
Half Page	£3,385
Quarter Page	£1,693
Strip Advertising	£1,092
Advertorials	£8,091

Weekly Newsletter Sponsorship:	
Daily (x5)	£2,500
Stores (Monday)	£750
Property (Tuesday)	£750
Technology (Wednesday)	£750
Fashion (Thursday)	£750
Food (Friday)	£750

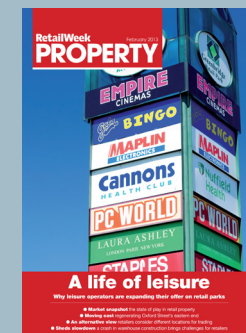
Digital Advertising	Ad Position	Width in Pixels	Height in Pixels	CPM
Slot 1	Top Leaderboard	728	90	£45
Slot 2	Top MPU	300	250	£49
Slot 3	Skyscraper	160	600	£34
Slot 4	Bottom MPU	300	250	£24
Slot 5	Bottom Leaderboard	728	60	£22

Other Opportunities:	
Solus Emails (16,377 third party database)	£1,500 (first 1000) £350 per additional 1000
Webinars	From £15,000
Video Content	From £4,000
Surveys/Questionnaires	From £7,500
White Papers/ Case Studies	From £1,500

Supplement Sponsorship:	
February	Supply Chain Property
March	Technology
April	Interiors Property
May	Multichannel
June	PowerList Interiors
September	Property Technology Multichannel Interiors
October	Warehousing
Novemeber	Property Supply Chain Etail PowerList
Decemeber	Interiors



Retail Week Interiors



Retail Week Property

Creative solutions:	
Cover wrap	£22,880
Bellyband	£18,750
Bellyband leading to DPS	£27,040
Polybag	£7,800
Loose inserts	£POA
Bound-in inserts	£POA

Grams	Cost per 000	Full Run 8,500
1-10	£275	£2,340
11-20	£300	£2,548
21-30	£324	£2,756
31-40	£361	£3,068
40+	£POA	£POA

Roundtables	From £15,000
Sponsored feature	From £7,985
Sponsored research report	£POA
Surveys/ Questionnaires	From £7,500



▲ Yahoo! Roundtable

RetailWeek

SALES ON MARCH?
 Deloitte's annual
 balancing act **pg 28**

WALKER'S WORLD
 Ireland from exports
 back to the US **pg 30**

MYERS ON A REDISION
 Wal-Mart's new
 boss profiled **pg 31**

MARKET MAN
 Stores chief Steve
 Rome at work **pg 32**

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Best Buy's UK chief quits

Paul Antonicelli must chase with migration just 12 weeks after the election and a UK launch

IN THE NEWS
 Antonicelli's departure
 comes as Best Buy
 prepares for a
 migration to
 Amazon's new
 marketplace **pg 34**



Best Buy's UK chief quits
 Paul Antonicelli, Best Buy's UK chief, has quit the company. Antonicelli joined Best Buy in 2007 and led the company's expansion into the UK market. He was expected to lead the company's launch in the UK market, but his departure comes as the company prepares for a migration to Amazon's new marketplace. Antonicelli's departure is seen as a setback for Best Buy's UK expansion plans.

Simple payments. Sparkling profits.



Open now to find out how to make
payment simple for your customers.



BARCLAYS



barclays.com

Tesco eyes West End for standalone fashion shop

GRAND OPENING
 Tesco's new standalone fashion shop in the West End of London is set to open this week. The shop, located in the heart of the city, will offer a range of clothing and accessories for men and women. It is expected to be a success, given Tesco's strong reputation for value and quality. The shop will be a key part of Tesco's strategy to expand its presence in the fashion retail market.



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▲ Bellyband leading to DPS

[illegible]

▲ Bellyband leading to DPS (back)

RetailWeek

READ ALL ABOUT IT
What's the future of the bookstore? [see](#)

WELSH WONDER
John Lewis on you've never seen it [here](#)

BRAND GUARDIAN
Barbary boss
Angela Ahlendorf [join](#)

www.retail-week.com

October 14, 2010 11:00



Simple payments. Sparkling profits.

Accept payments easier and
faster with contactless.



 **BARCLAYS**

 **barclaycard**

▲ **Cover wrap**

Getting paid for small items just got easier.

With contactless, you can take small payments without cash or a PIN. And you can take payments of £10 or less. **12m**. You can accept 125,000+ UK retailers that accept 12m payments. No fees on contactless. No limit on how many times you can use it.

Plus, there's fast service.

12m

Monaco Bay
ESTABLISHED 1982
100% PROVENANCE
100% CONTACTLESS

Look for the contactless symbol on your favourite cards.

12m

32m contactless cards are predicted to be in circulation by the end of the year.

14m

of contactless users have brought from new merchants because of contactless.

▲ Bellyband attached to DPS

Seven reasons to get contactless.

It's here

Realise that contactless cards go beyond the tap to be convenient by the end of the year, getting acceptance from 60 million of the £100+ million who have to enter their PIN.

It makes getting paid easier

Contactless being so easy for the change, it's not even listed as being caused by anything.

Customers love it

Contactless payment has a 90% acceptance rate¹. Real earnings in the UK. £1.4m every month (excluding the £1.4m in a contactless²).

It's the future

With Barclaycard

It's the future of all already, meaning your opportunities with contactless through Barclaycard. It's the future technology leader.

And bank wins us.

Call us today on 0800 556 5142 to find out how you can take advantage of the contactless opportunity. Or to apply now, visit www.barclaycard.co.uk/business/contactless-payment

1. Barclaycard's contactless payment card is available to all cardholders who have their PIN card. This is a contactless payment card. 2. Barclaycard's contactless payment card is available to all cardholders who have their PIN card. This is a contactless payment card.

SPECIFICATIONS

Print specifications

Display page areas

Full page

Type area: 275 x 190mm
Trim: 297 x 210mm
Bleed: 303 x 216mm

Half page

Landscape: 134 x 190mm
Portrait: 275 x 93mm

Quarter page

134 x 93mm

DPS

Type area: 275 x 400mm
Trim: 297 x 420mm
Bleed: 303 x 426mm

Eighth page strip

35 x 190mm

Production specifications

CMYK only. No spot colours.
Digital files as high res PDF to pass4press standards on email or FTP.

Image resolution 300 dpi.
All high res images must be embedded within the file.
Do not use OPI settings.

Booking deadlines

For weekly issue:
10 days prior to publication.

For supplements:
2 weeks prior to publication.

Interested in advertising or sponsorship?

Contact the Retail Week sales team today to find out more about our bespoke advertising and sponsorship business solutions:

T: 020 3033 4222

E: retailweek@emap.com

W: retail-week.com

N.B. All bookings are subject to Emap Ltd's terms and conditions
www.emap.com/contact-us/advertising-terms-and-conditions

Web specifications

Site advertising

	AD POSITION	Width in pixels	Height in pixels	File size*
Slot 1	Top leaderboard	728	90	40k
Slot 2	Top MPU	300	250	40k
Slot 3	Skyscraper	160	600	40k
Slot 4	Bottom MPU	300	250	40k
Slot 5	Bottom leaderboard	728	90	40k

Banners running on newsletters can only be GIF/JPEG format

Newsletter advertising

	AD POSITION	Width in pixels	Height in pixels	File size*
Slot 1	Top banner	468	60	40k
Slot 2	Skyscraper	160	600	40k
Slot 3	Bottom banner	468	60	40k

Mobile advertising

	AD POSITION	Width in pixels	Height in pixels	File size*
Slot 1	Top banner small	120	20	20k
Slot 1	Top banner medium	168	28	20k
Slot 1	Top banner large	216	36	20k
Slot 1	Top banner X-large	300	50	20k
Slot 1	Top banner XX-large	320	50	20k

* Initial downloads only

All files should be emailed to adops@EMAP.com

Guidelines

- Files must be no larger than 40K for site and newsletter ads, 20k for mobile ads (larger files will be slow to download to viewers)
- All files should have a target URL supplied for the advert to link to
- Where a white background is used a border must be present
- Sound must be user initiated (on click)
- Video must be user initiated (on click)
- Emap reserves the right to refuse ads due to design/editorial content
- Emap requires 24/78 hours notice to set files on site

For further help with online specs email adops@EMAP.com

Accepted file types

Static GIF / JPEG .GIF, .JPEG

Animated GIF .GIF

Flash .SWF (see Flash spec below)

Video spec sheet available

3rd party redirects

Animation length

Maximum time: 30sec

Maximum rotations: 5

Expanding banner

Close button on non expanding portion "Close X"

Flash banner specifications

So our adserver can count clicks on the ad the following needs to be added to the flash file.

- Build to Flash Version 8
- Create a transparent button covering the clickable area
- Apply the below action script to the button:
on (release)
{
 getURL(_root.clickTAG, "_blank");
}
- Provide a .GIF version of the banner for users that can't view Flash files
- Send us the final .SWF and .GIF files with the corresponding click-through URL