

# RETAIL



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## Electronic Newsletter Service

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### Newsletter Overview

Building on the reputation of Retail Fraud magazine, the Retail Fraud newsletter service will be delivered direct to the desktops of the UK's largest 500 retailers by turnover and will build on the strong editorial slant the magazine has developed but in a more up to date and timely format.

### Editorial

Published bi-weekly, the Retail Fraud Newsletter provides up to the minute news stories as well as contract wins, research and new product launches. We particularly focus on stories of interest to our readership. We also include a diary of forthcoming events.

### Readership

The readership of the Retail Fraud Newsletter consists of senior decision makers within UK retailers.

The Newsletter is also distributed to IT professionals within European resellers, systems integrators and consultants.

Total distribution: 20,214 unique readers (as of May 2009) which include:

- 15,203 senior purchasers/specifiers of IT within large UK (top 500) and European retailers. Selection criteria: minimum £50 million/ 70 million Euro turnover. Job functions are typically IT Managers/Directors, Finance Directors, Marketing Directors. Also contacts within Retail Operations, Logistics and ecommerce.
- 5,011 IT professionals within European manufacturers, resellers, systems integrators and consultants targeting the retail sector.
- Data sources: Retail Fraud magazine readership database, online registrations and email/telephone requests. Also Retail Fraud database which includes registered visitors to the Retail Fraud conferences.

### Rates & Specification

We have a range of promotional opportunities within the bi-weekly newsletter to suit all requirements and budgets. Your company can: sponsor these newsletters with a panel appearing at the top of each newsletter, take a standard banner beneath the headlines or include an events listing in the events section. Series discounts are available for each.

No. of insertions	1	2	4	6
Story Sponsor	500	400	350	300

Includes: 250 words, web link and "sponsored by" logo

Promo Banner - location 1	280	250	220	190
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468 x 60 pixel banner beneath lead headline

Promo Banners 2, 3 & 4	220	200	180	160
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468 x 60 pixel banner

Events/Job Listing	200	180	160	140
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Includes: Logo, contact details, link, 30 word description

### Mechanical Specifications

Banners/Logos - jpegs, gifs (animated or static) only. No rich media (flash etc).

Costs are GBP (£ sterling) exc. VAT.

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