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Advertise on www.theretailbulletin.com

The Retail Bulletin covers the whole retail sector and you can put your company's message straight onto the desktops of the UK's biggest retailers, brand owners and leisure operators – every day of the week!

Established in 2002, theretailbulletin.com delivers up-to-the-minute retail news and analysis straight to the desktops of the UK's leading retailers, brand owners and leisure operators. If you have a product or service that you think our registered database of over 15,000 retailer decision-makers should know about, why not take a look at the marketing options we can offer you. They are low cost, effective and dynamic – delivered via the medium of choice for busy senior executives!

The Retail Bulletin is highly respected – more than 92% of our registered retailer database rate the service as good, very good or extremely good – a highly credible environment in which to be seen.

Daily news updates 365 days a year – theretailbulletin.com has become essential reading for thousands of retail professionals and with an archive section containing more than 11,000 news items, it is an invaluable information, research and reference tool.

Over 100,000 unique users every month!

Contacts

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Editorial excellence

Our editorial coverage is second to none. The Retail Bulletin's editorial team has extensive journalistic experience in the retail, technology, city, marketing, leisure, and hospitality sectors. Our journalists know what kind of information our readers want, what today's hottest issues are and what tomorrow's will be. This creates an extremely credible environment for advertisers to be seen in and associated with.

The editorial team welcomes news submissions and, because theretailbulletin.com has no page restrictions, we can be much more flexible in our coverage than print media.

Experienced sales team

The Retail Bulletin's sales team has vast experience of the retail media and event industry and is able to offer advice on advertising campaigns and strategies to ensure that your marketing budget works as hard as it can for you.

Top-level readership

The Retail Bulletin's requested registered database comprises executives from the top 750 retailers, brand owners and leisure operators, as well as SMEs, covering the whole spectrum of roles, from head office senior management to those at the front line of retail.

Our registered readership is growing daily through ongoing database marketing, which ensures we are reaching senior decision-makers – your potential customers. Our research has shown that 94% of our registered retailers are based at head office locations.

Readers and advertisers confirm we are providing an invaluable service - an online survey of theretailbulletin.com's registered retailers and they told us:
92% find The Retail Bulletin good, very good or extremely good
93% read us more than once a week
94% are based at head office locations

Job functions include all the major disciplines, such as:

- CEO
- FD
- MD
- IT Director
- Trading Director
- Category Manager
- Audit & Security Manager
- Head of Buying
- Commercial Director
- Head of Multichannel
- Head of Loss Prevention
- Marketing Director
- Sales Development Director
- Brand Manager
- Logistics Director
- Business Solutions Director
- Customer Experience Director
- Store Planner
- HR Director
- Merchandising Director
- Regional Director
- In-Store Comms Manager
- Retail Operations Director

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Making your budget work

theretailbulletin.com can make your marketing budget work even harder and be as flexible as you want it to be. We offer suppliers of products, services and information to the retail industry a variety of ways to get their message straight on to the desktops of potential and existing customers and, because we update every day, your campaign can start exactly when you want it to. You can choose anything, from a single banner to co-ordinated marketing packages, using banners, targeted e-casts, PR, features, advertorials and directory listings, to ensure your message gets the attention it deserves. We can also offer a tailored marketing package to your individual needs and budget.

Access to thousands of retail professionals

Registered retailer database:

c.15,000

Unique users every month:

>100,000

Individual pages opened every month:

>1,000,000

theretailbulletin.com can also be accessed through major search engines such as Google, Yahoo News, Ask Jeeves, Wanadoo, Tiscali and a great many company intranets. This means more than 100,000 unique users log on to the site every month.

Maximum brand exposure

More than 1,000,000 pages are opened every month and this gives any company that advertises with us massive brand awareness. Every time a story is read, the banners are seen by the reader. And, when archive stories are being read, current banners appear, ensuring maximum exposure for your message.

**“Advertising with
theretailbulletin.com is
like being in a new
magazine every day!”**

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Banner advertisements (sizes in pixels, rates per month)

Home or News pages

Top banner (rotating)	468 x 60	£795
Side banners	160 x 90	£700
Sidescraper	120 x 500	£2,400

Special Position Unit 350(w) x 250(h) POA

This advertisement appears at the top right-hand side of our website. It appears on every page, including when a story is opened. A highly visible presence where everybody is looking!

Other section pages

Top banner (rotating)	468 x 60	£575
Side banners	160 x 90	£525
Suppliers Guide top banner (rotating)	468 x 60	£725

Email news alert sponsorship

Every Sunday, Wednesday and Friday, The Retail Bulletin news alert is emailed to our controlled database of 15,000 retailers and 6,000 suppliers. Your company can sponsor these e-shots via the solus top banner. They are then delivered straight to the inboxes of senior directors and managers. Series discounts are available.

Wednesday or Friday	Top banner	£575 per alert
	Side banner	£450 per alert
Sunday	Top banner	£695 per alert
	Side banner	£525 per alert

Events page

Advertise your exhibition, conference or seminar to drive delegates and exhibitors to your event.

80-100 words plus event date, venue & hyperlink £325/month

Jobs section

Please contact us for details

E-marketing (prices per ecast)

Your own e-cast can be sent to our registered retailer database £1595

Your own e-cast can be sent to our registered retailer and supplier database £1895

E-cast to specific job titles within our registered database POA

Advertorials

An advertorial gives you the opportunity to tell the whole story, the way you want to tell it. Put your advertorial in a specialist news section that is relevant to your company's area of business. Advertorials are also retrievable from the archive. If you would like our journalists to help you write it, that's all part of the service. The first time your advertorial is published, it is highlighted on a news alert. **£950**

Suppliers Guide

Make sure potential customers know about your company's products and services. This is not a guide that just sits on the shelf, but is within an environment that gets constant, large volumes of traffic, ensuring the guide is regularly referred to. The guide is terrific value, with four listing levels, ranging from a basic level to a premium level at £245 for a whole year.

Go to www.theretailbulletin.com/suppliers/index.php and click on 'Get Listed' for full details

Marketing packages

We can offer a co-ordinated marketing package, including banners, news alerts, e-marketing, advertorials, supplier listings, events listings, features and PR, to ensure your message gets the attention it deserves. A variety of packages are available, from one-month to 12-month schedules.

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The Retail Bulletin organises a range of events including:

: Awards : Conferences : Workshops : Seminars : Round table meetings : Supplier events

These events are held throughout the year. All highly focused and covering the issues of the day and the future, they create a fantastic environment in which to be seen and network with potential clients.

Conferences and Seminars

Because of the high-quality content of our conferences, these events are well supported by high-level delegates from leading retailers. This helps to generate good networking between the retailer peer group, stimulating open discussion, and increases the number of retailers that sponsors and exhibitors are exposed to. These events are retailer-led and not filled with suppliers. By sponsoring or exhibiting at one of our conferences, you will not be competing with high numbers of suppliers, all vying for the retailers' attention! The benefits of sponsoring and exhibiting also include long term exposure on the theretailbulletin.com which has a retailer database of c.15,000 retailers (94% based at head offices) and more than 1,000,000 page impressions every

month. The website also attracts over 100,000 unique users each month.

For more information go to:
www.retailbulletinconferences.com

People in Retail Awards

The Retail Bulletin's 'People in Retail Awards' recognise that ultimately, it is people that make the difference in retail. Teamwork, enthusiasm, knowledge and commitment to customer service create the buzz that transforms an everyday shopping experience into genuine retail therapy. The awards honour those individual employees and teams who have shown the greatest commitment to their customers. Recognising that committed individuals can only flourish in the right company culture, the awards also honour those retailers who

have done the most to empower their employees. People in Retail award sponsors will be aligning themselves with the best exponents of customer service – it's all about quality and what better environment to show potential customers your commitment to 'going the extra mile', than the People in Retail Awards? **For more information go to:**
www.peopleinretailawards.com

Round Table meetings

If you would like to meet key retailers in a relaxed and stimulating environment, we can organise such events, from small to large meetings. We can target the specific companies you want to reach and create a relaxed and informative atmosphere where you can really get to know your potential clients. We deal with everything – you just turn up!