

Official means of communication



# Retailers

## MAGAZINE

INNOVATION AND TECHNOLOGY

**MEDIA KIT 2024**

TECHNOLOGY, OMNICHANNEL, E-COMMERCE, SUPPLY CHANNEL AND MORE

## 13 years of experience speaking to the retail industry

At **RetailersMx**, we stand out as a leading communication company that, through an omnichannel approach, presents a specialized press model in the Retail Industry. We differentiate ourselves by the excellence of our content backed by the application of the latest technology. Thanks to our strong alliances with leading retail associations and technology manufacturers, we facilitate strategic connections for effective B2B business growth in an effective way.

---

More than just a simple means of communication, we are the most consulted most consulted information tool in the retail sector

We target our content to a demanding audience of CEOs, general managers, commercial directors, marketing directors, store operators, IT directors, CIOs, CIOs and product category managers, among other prominent profiles in the

**B, B+ Y A, A+**

These leaders rely on us for technology solutions and business information essential to their decision-making processes.

## Interests:

- Omnichannel
- e-Commerce
- Supply chain
- Artificial Intelligence, machine learning
- Logistics
- Digital marketing, point of sale
- Human capital
- Industry 4.0
- Sustainability
- Energy Management
- Market development



As the official media of ANTAD and GS1 Mexico, we play a crucial role in delivering trends and technology news within the Retail Industry. Our ability to provide first-hand information translates into an essential decision-making resource for directors, managers, decision makers, buyers and direct users of technology. This is achieved through our strong relationship with the partner structure and affiliates of these leading associations.



- ✓ **More than 47 thousand** stores
- ✓ **More than 21 millions** square meters of sales floor

- ✓ **+ 31,000 associates** directly or indirectly related to retailing
- ✓ **+ 6 six billions** of barcodes scanning daily
- ✓ **+ 100 millions** of products carry on GS1 barcodes

# We're experts at running integrated digital marketing campaigns

**Retailers**  
MAGAZINE  
INNOVATION AND TECHNOLOGY

## Media Platform

## WEBSITE

## TABLET



Fb: RetailersMagazine

Tw: @RetailersM

IG: @RetailersMx

Lin: Retailers.MX

YouT: Retailers Magazine

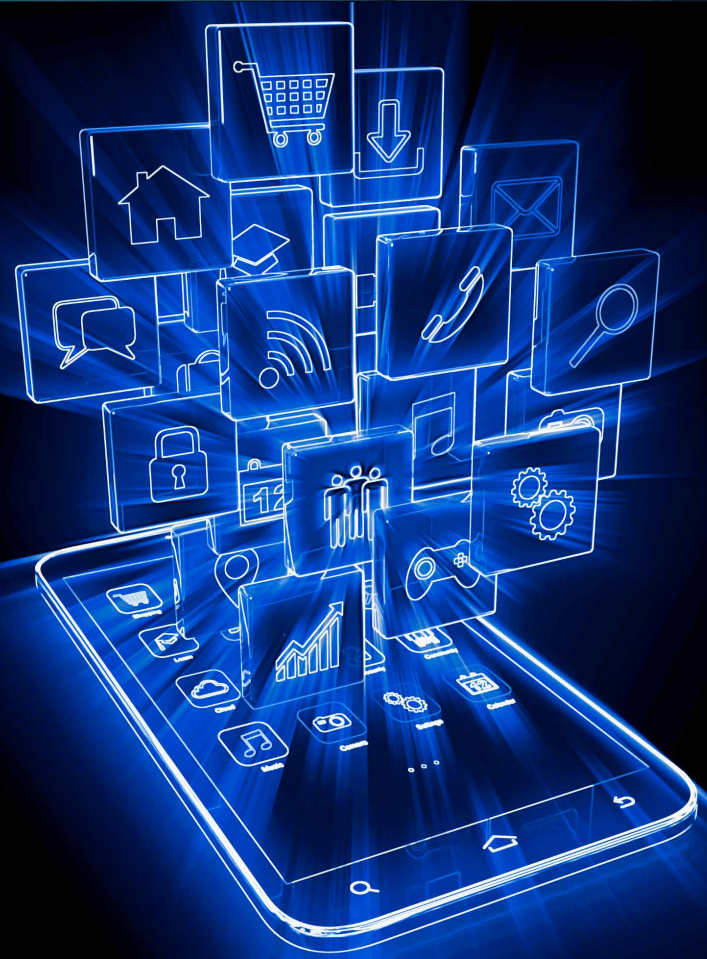
## MOBILE

# We're experts at running integrated digital marketing campaigns

---

At **RetailersMx** we are committed to maximizing the profitability of our advertisers' investments.

Through a proactive approach, we listen to your needs and provide expert advice to recommend the most effective use of the tools available, ensuring the optimization of your investment. Our distinctive value is based on more than 13 years of experience in specialized retail media, backed by a deep knowledge of each of the tools we offer.





# We're experts at running integrated digital marketing campaigns

## Our digital offer

- ✓ [www.retailers.mx](http://www.retailers.mx) (web page)
- ✓ Specials, (Articles & Sections)
- ✓ Social Media
- ✓ Branded content
- ✓ Content marketing
- ✓ Newsletter banners
- ✓ Email marketing
- ✓ Webinars / dialogue roundtables
- ✓ B2B interviews



# We're experts at running integrated digital marketing campaigns

## Web Site

With more than 6 years in the industry, we have perfected the formula to boost visibility and generate tangible results for our advertisers.

At **RetailersMx**, we offer more than advertising space, we provide a strategic platform to highlight your brand or product in the Retail Industry. With a select audience of leaders, decision makers and influential professionals, your message will reach those who really matter.

### Audience:

- Active Users: **more than 17 thousand**
- Visits web: **more than 24 thousand**
- Page views: **more than 31 thousand**
- Geographic location: **México 62%, Latin America 34%, USA 4%**

### Statisticals:

- Average monthly impressions: **approximately 31 thousand**
- CTR: **0.80%**



Tariff scheme 2024	Prices in USD	Temporality
Web page (home page)		
Leader board / 728 x 90 px	790.00 USD	Half-month
Medium Rectangle / 350 x 250 px	560.00 USD	Half-month
Pop up window / 300 x 600 px	970.00 USD	Half-month
Corner peel / 250 x 250 px	105.00 USD	Half-month
Floating banner / 350 x 150 px	615.00 USD	Half-month
Interior banner between journalistic notes / 735 x 200 px	412.00 USD	Half-month

Notes: • The design is the client's responsibility • Banners are delivered in jpg or gif format • Link is delivered separately



## Identification of our audience on the website:

### Age:

- 23-34 years old **61%**
- 35-44 years old **15.50%**
- 45-54 years old **12.50%**
- 55 years and above **11.00%**

### Sex:

- Men **54%**
- Women **46%**

## Level and positions of our audience:

### **Directors, managers of the Industry of Retail = 35% of traffic**

**Identified positions:** CEO's, CTO's (heads of technology), CIOs (chief information officers), directors and heads of human resources, area administrators, sales managers, purchasing managers, director of operations

### **Other Retail professionals: 60% identified positions:**

project managers and supervisors, quality managers, category managers, logistics managers, category specialists, marketing managers, consultants, solutions architect, brand managers, learning & developer, e-commerce, etc.

**Unidentified: 5%**

**Leader board (728 x 90 px)**

**Corner Peel (250 x 250px)**

**Pop up (300 x 600 px)**

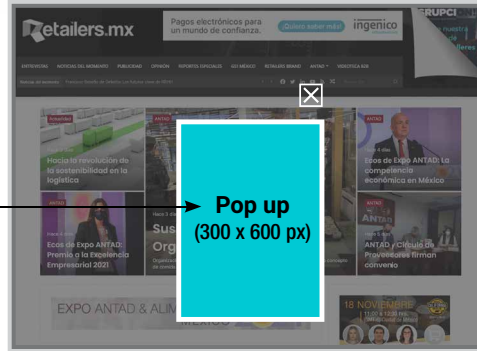
**Leader board (728 x 90 px)**

**Medium Rectangle (350 x 250 px)**

**Medium Rectangle (350 x 250 px)**

**Leader board (728 x 90 px)**

**Floating banner (350 x 150 px)**



**Pop up (300 x 600 px)**



**Floating banner (350 x 150px)**

Tariff scheme 2024	Prices in USD	Temporality
<b>Web page (home page)</b>		
Leader board / 728 x 90 px	<b>790.00 USD</b>	Half-month
Medium Rectangle / 350 x 250 px	<b>560.00 USD</b>	Half-month
Pop up window / 300 x 600 px	<b>970.00 USD</b>	Half-month
Corner peel / 250 x 250 px	<b>105.00 USD</b>	Half-month
Floating banner / 350 x 150 px	<b>615.00 USD</b>	Half-month
Interior banner between journalistic notes / 735 x 200 px	<b>412.00 USD</b>	Half-month

Notes: • The design is the client's responsibility • Banners are delivered in jpg or gif format • Link is delivered separately

## Social Media

(monthly average information)

### Outstanding Features:

**Quality Organic Content:** Our commitment to quality is reflected in every publication, giving your brand a prominent space amid relevant and valuable content.

**Audience Auditing:** We meticulously curate our audiences to ensure that your message reaches those who really matter to your brand.

**Exclusive Retail Information:** By advertising with us, your brand is associated with the leading source of first-hand information in the Retail Industry, generating trust and credibility.

Social media campaigns	
Facebook post	142. <sup>00</sup> USD
Twitter post	194. <sup>00</sup> USD
LinkedIn post	247. <sup>00</sup> USD
Instagram post	123. <sup>50</sup> USD

\*Prices are plus VAT and may vary according to the contracted volume



Followers: **10,040**

Impressions: **+37,487** average per month

Interactions: **2,387** average per month

---



Followers: **1,920**

Impressions: **+29,800** average per month

Interactions: **+3,750** average per month

---



Followers: **2,366**

Reach **+18,900** average number of people per month

---



Followers: **1,175**

Reach **1,270** average number of people per month

# We're experts at running integrated digital marketing campaigns

## Content Marketing expert advisors in branded content

At **Retailers.Mx**, we don't simply offer advice; we are part of your marketing strategy, providing a comprehensive content development service. From specialized written pieces to multimedia content, we create experiences that stand out in our digital ecosystem specialized in the Retail Industry.

### Why Choose Us:

**Retail Specialization:** We know the retail industry inside out, allowing us to create content that resonates with your audience.

**Effective Promotion:** We not only create content, we optimize it for maximum visibility in our digital environment, ensuring a significant impact.

**Ongoing Support:** We are committed to your long-term success. We offer constant monitoring of results to ensure that your marketing goals are met and exceeded.

### Statistics:

- ✓ **More than 24 thousand visits monthly**
- ✓ **30 to 35 thousand impressions monthly**
- ✓ **CTR: 1.5% to 3.5%**

Content Marketing and Branded content ***		
Note (on home page 1 week)	971. <sup>00</sup> USD	5 to 7 thousand characters
Note + Post (1 post on each social media profile)	1,323. <sup>50</sup> USD	Fb, Tw, Lin, IG
Note + Post + Banner (button 350*250 px)	1,617. <sup>50</sup> USD	Half-month
Note + Post + Banner + Newsletter (banner and note)	2,088. <sup>00</sup> USD	1 newsletter mailing
Note + infographic + Post + Banner + Newsletter	2,347. <sup>00</sup> USD	1 newsletter mailing

\*\*\* Packages can be put together that include more social media posts and more newsletters.

# We're experts at running integrated digital marketing campaigns

## Newsletter:

**Temporality:** sent twice per month.

### Features:

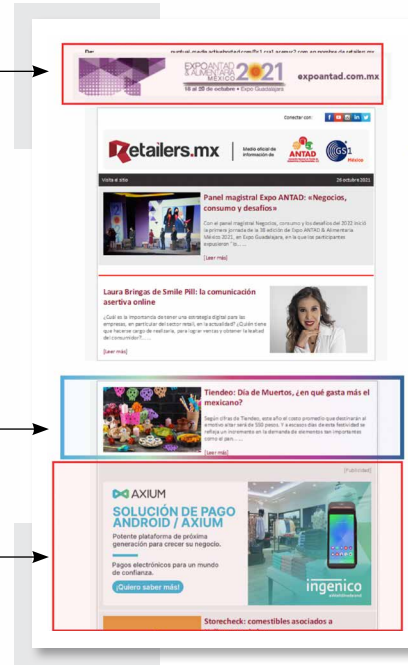
- We incorporate the branded content of our clients.
- 70% is editorial content from Retailers.Mx
- 30% is for commercial spaces.
- Sent to our database of more than 17 thousand contacts

### Marketable formats

- Banner 650\*300 px (header)
- Notes for content marketing
- Banner 700\*330 px (image with embedded text)

### Statistics:

- Open Rate: 35%
- Average CTR of email marketing campaigns: 4.65% to 6.5%



Newsletter		
Banner 650*300 header	818.00 USD	One single sent
Banner 650*300 in middle	953.00 USD	One single sent

## Our database

### CONTACT IDENTIFICATION

**17 thousand contacts** in our lists  
**More than 3 thousand contacts** occupy level positions managers in the Retail industry.

**Positions held:** CEO, CTO, CIO, COO, HR Director, Manager Director, CFO, eCommerce Director, Supply Chain Director, Project Manager, Business Development Manager

**More than 12 thousand contacts** occupy positions executives within retail companies

**Positions held:** Heads of HR, Manager, head of technology, head of finance, purchasing and procurement managers, quality manager, marketing, project manager, key account executives, project architects Solutions, PR Coordinator, Analyst of data, Big data Chief, among others  
**Less than 2 thousand contacts are not identified**

**Demographics:** 65% Mexico, 25% Latin America, 2% USA, 8% unknown



# We're experts at running integrated digital marketing campaigns

**EmailMarketing services.** We carry out individual and unique campaigns for our clients according to their interests, we put at your disposal our databases to do so.

## Specs:

- The template is provided by the client, preferably HTML.
- The use of image is not recommended to avoid Spam classification.
- The "Subject" of the mail and the possible links provides the customer.
- It is suggested to incorporate a league that leads to a landing page

## Statistics:

- Database of 17 thousand contacts
- Open rate: 22.5%
- Average CTR of campaigns of email marketing: 1.80% to 2.5%.

**Alibaba.com**

**cajanauti**

**GS1 México**

## Alcance Global, Impacto Local:

Conoce la Alianza entre **GS1 México** y **Alibaba.com** para fortalecer el Comercio Digital B2B

**Horario:** 9:00 AM - 12:30 PM  
**Lugar:** FORO GS1 - Blvd. Toluca 46, El Conde, 53500 Naucalpan de Juárez, Méx.

**01 Jueves Febrero**

[Quiero participar](#)

¡Una celebración de comercio global!

Agenda

## E-mail marketing

100% commercial mail with intellectual property the clients.

Client provides material

Preferred delivery in HTML with embedded links

**930.00 USD**

One single sent

**Conversations / Dialogue tables.** Undoubtedly the most powerful tool in digital marketing. We engage all our digital tools to convene the audience that our client is looking for, who we support from the design of the graphic material to the operation of the webinar, delivering measurable results and, above all, databases of participant records.

# We're experts at running integrated digital marketing campaigns

• LIVE

**gupshup** | WhatsApp | **CONVERSATORIO**  
EVENTO PRESENCIAL

## El Poder Conversacional en el Mundo del Retail

**SPEAKERS**

- Tania Ramos**  
Directora de Planeación Estratégica  
mercado libre
- Andrés Ehrli Torres**  
Director de Mercadotecnia y Publicidad  
laComer
- Alejandro De Haro**  
Industry Lead  
Meta
- Cristóbal Bugeda**  
Sales Manager SPLA  
gupshup
- Darinel Becerra**  
Director Editorial  
retailers.mx

**MODERADOR**

**8 de febrero**  
08:30 a 12:00 hrs. CDMX

Pre registrate

retailers.mx Medio oficial de información de ANTAD CS1 México

## Boost your strategy with Our Conversations / Dialogue Tables

Live Streaming		
Transmission platform	4,090.00 USD	Per event
Event configuration		
Design and conceptualization		
Moderator (RetailersMx)		
Guide of Questions to develop		
Transmission platform operation		
Event Coordination		
Promotion of the event in the RetailersMx's social media		
Interview – promotion for event (duration 2 minutes maximum)		
Banner on home page retailers.mx for promotion		
Delivery of registered database		
Publication of news note after the event		

Other additional services		
Event conceptualization	The price will be agreed with the customer, according to his needs.	
Curatorship and management of speakers		
Control of call for tenders		

## Why opt for our talks?

- ✓ **Comprehensive Approach:** We take care of every detail, from conceptualization to execution, ensuring an unparalleled conversation experience.
- ✓ **Quantifiable Results:** Not only do we offer powerful dialogues, but we back each event with tangible results and metrics that allow you to measure the real impact.
- ✓ **Strategic Databases:** Every participant is not just a spectator, but a potential opportunity. We provide robust and detailed databases to fuel your future strategies.



## B2B Interviews: Where Brands Find Their Voice



In the realm of digital marketing, content is sovereign, and at **Retailers.Mx**, we have created an exclusive space for your brand to stand out. Introducing our B2B Interviews, a service designed to captivate our audience with meticulously crafted and strategically targeted content.



## LA PRIMERA AGENCIA PARTNER DE SHEIN Y CUÁL ES EL NUEVO CAMINO DEL MARKETPLACE EN MÉXICO

CHARLA CON



**Juan Diego Bermeo Donoso**

Director comercial  
en Cajanauta.com



**Omar Mijael Gutierrez Ubaldo**

Mentor Global  
Business Hunter SHEIN.



**SHEIN**



Medio oficial de información de



### B2B Interviews: Where brands find their voice

Note with relevant content through editorial articles	2,260.00 USD	5 thousand characters
Supporting images for editorial note		
Video interview lifting		15 minutes
Video interview editing (retailers and client image)		5 minutes maximum
Promotional material design (post and banner)	2,260.00 USD	
Promotional post on social media (1 per week for 1 month)		FB, TW y LIN
Incorporation of video-interview on newsletter with promotional banner		2 mailings
Incorporation of content note on newsletter		2 mailings
Incorporation in the B2B video library on retailers.mx		



## Why opt for our B2B Interviews?

- ✓ **Strategic Approach:** We understand that every interview is an opportunity to highlight your brand. Our strategic approach ensures that every word contributes to the strengthening of your identity in the market.
- ✓ **Digital Multichannel:** We do not limit ourselves to text. We complement our interviews with various digital tools to maximize their impact. From visual to interactive content, we make sure your message is delivered effectively.
- ✓ **Segmented Promotion:** It's not just about creating content; it's about making sure it reaches the right audience. We use our digital platforms to promote your interviews to the most relevant audience.
- ✓ **Transform your Interviews into Impactful Brand Stories:**  
At Retailers.Mx, we understand that every word counts. We allow your interviews to not only inform, but also build a narrative that resonates with your audience.

2024	PUBLICATION DATE	TITLE	RELEVANCE AND IMPACT
NOV - DEC	Tuesday 26 NOV	ENERGY INNOVATION FOR THE NEXT RETAIL	We will tell you success stories about the use of innovative equipment and strategies for energy savings in the operation of your store and logistics.
2025	PUBLICATION DATE	TITLE	RELEVANCE AND IMPACT
JAN - FEB	Monday 17 FEB	WE ARE EXPO ANTAD 2025!	Expo ANTAD is one of the most important professional gatherings in the retail industry in Mexico and Latin America. Therefore, Retailers.mx will interview key directors and brands participating in 2025 to highlight the protagonists of this world-renowned event.
MAR - APR	Tuesday 1 APR	THE NEW CUSTOMER EXPERIENCE WITH AI	Which technologies best integrate AI and make a difference in an omnichannel shopping experience.
MAY – JUN	Thursday 15 MAY	OPTIMIZING THE PAYMENT EXPERIENCE	How many and which payment gateways and terminals are suitable for your eCommerce and point of sale?
JUL – AGO	Tuesday 15 JUL	EMPOWERING TALENT WITH TECHNOLOGY	We inform you about technologies such as mobile devices that allow retail employees to perform their daily work with high efficiency.

# Retailers

MAGAZINE

INNOVATION AND TECHNOLOGY

Tariff scheme 2024	Prices in USD	Temporality
<b>Web page (home page)</b>		
Leader board / 728 x 90 px	790. <sup>00</sup> USD	Half-month
Medium Rectangle / 350 x 250 px	560. <sup>00</sup> USD	Half-month
Pop up window / 300 x 600 px	970. <sup>00</sup> USD	Half-month
Corner peel / 250 x 250 px	105. <sup>00</sup> USD	Half-month
Floating banner / 350 x 150 px	615. <sup>00</sup> USD	Half-month
Interior banner between journalistic notes / 735 x 200 px	412. <sup>00</sup> USD	Half-month

Notes: • The design is the client's responsibility • Banners are delivered in jpg or gif format • Link is delivered separately

<b>Social media campaigns</b>		
Facebook post	142. <sup>00</sup> USD	
Twitter post	194. <sup>00</sup> USD	
LinkedIn post	247. <sup>00</sup> USD	
Instagram post	123. <sup>50</sup> USD	

\*Prices are plus VAT and may vary according to the contracted volume

<b>Content Marketing and Branded content ***</b>		
Note (on home page 1 week)	971. <sup>00</sup> USD	5 to 7 thousand characters
Note + Post (1 post on each social media profile)	1,323. <sup>50</sup> USD	Fb, Tw, Lin, IG
Note + Post + Banner (button 350*250 px)	1,617. <sup>50</sup> USD	Half-month
Note + Post + Banner + Newsletter (banner and note)	2,088. <sup>00</sup> USD	1 newsletter mailing
Note + infographic + Post + Banner + Newsletter	2,347. <sup>00</sup> USD	1 newsletter mailing

\*\*\* Packages can be put together that include more social media posts and more newsletters.

<b>Newsletter</b>		
Banner 650*300 header	818. <sup>00</sup> USD	One single sent
Banner 650*300 in middle	953. <sup>00</sup> USD	One single sent

<b>E-mail marketing</b>		
100% commercial mail with intellectual property the clients.	930. <sup>00</sup> USD	One single sent
Client provides material		
Preferred delivery in HTML with embedded links		

<b>Live Streaming</b>		
Transmission platform	4,090. <sup>00</sup> USD	Per event
Event configuration		
Design and conceptualization		
Moderator (RetailersMx)		
Guide of Questions to develop		
Transmission platform operation		
Event Coordination		
Promotion of the event in the RetailersMx's social media		
Interview – promotion for event (duration 2 minutes maximum)		
Banner on home page retailers.mx for promotion		
Delivery of registered database		
Publication of news note after the event		

<b>Other additional services</b>		
Event conceptualization	The price will be agreed with the customer, according to his needs.	
Curatorship and management of speakers		
Control of call for tenders		

<b>B2B Interviews: Where brands find their voice</b>		
Note with relevant content through editorial articles	2,260. <sup>00</sup> USD	5 thousand characters
Supporting images for editorial note		
Video interview lifting		15 minutes
Video interview editing (retailers and client image)		5 minutes maximum
Promotional material design (post and banner)		
Promotional post on social media (1 per week for 1 month)		FB, TW y LIN
Incorporation of video-interview on newsletter with promotional banner		2 mailings
Incorporation of content note on newsletter		2 mailings
Incorporation in the B2B video library on retailers.mx		

# Retailers

MAGAZINE

INNOVATION AND TECHNOLOGY

TECHNOLOGY, OMNICHANNEL, E-COMMERCE,  
SUPPLY CHANNEL AND MORE

## CONTACT

**Darinel Becerra**

Partner director

Retailers.mx

*darinel.b@retailers.mx*

*LinkedIn: @becerradarinel*

[www.retailers.mx](http://www.retailers.mx)

Official means of communication

