

DIGITAL COMMUNICATION

MEDIA KIT
2023



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

Official means of communication



12 years of experience speaking to the retail industry

RetailersMx we are a communication company that through a model omnicanal proposes a press model specialized in the Industry of the Retail, based on the quality of content and the use of the latest technology. Our alliance with the main retail trade associations and technology manufacturers allows us to generate approaches for the B2B business generation.

More than a simple
means of communication,
we are the informative
tool most consulted
within the retail industry

It is a demanding public that seeks information and technology solutions decision making business. Some of our readers are CEO's, managing directors, directors sales representatives, marketing managers, store operators, IT managers, directors of systems, directors of product category, etc.

B, B+ Y A, A+

Are interested:

- Omnichannel
- E-commerce
- Supply Chain data analytics
- Big data
- A.I.
- Machine learning
- Logistic
- Category management
- Marketing digital and point of sale
- Loss prevention
- Digital human capital
- Industry 4.0

Being the official means of communication for ANTAD and GS1 Mexico allows us to communicate first-hand the trends and technological developments in the Retail Industry, managing to provide adequate elements for decision-making to directors, managers, professionals with decision-making capacity, buyers and users direct technology, through the structure of partners and affiliates of these associations



- ✓ **More than 44 thousand** stores
- ✓ **More than 21 millions** square meters of sales floor



- ✓ **More than 25 thousand** affiliates
- ✓ **More than 6 six billions** of barcodes scanning daily
- ✓ **More than 100 millions** of products carry on GS1 barcodes

We're experts at running integrated digital marketing campaigns



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Media
platform

WEBSITE

TABLET



Fb: **RetailersMagazine**
Tw: **@RetailersM**
IG: **@RetailersMx**
Lin: **Retailers.MX**
YouT: **Retailers Magazine**



MOBILE

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Our commitment is to do
profitable investments
our advertisers

We listen to you and advise you to make the recommendation of the use of digital tools more effective to make your investment more profitable. Our added value, without a doubt, is the more than 11 years in the specialized media of the retail and our extensive knowledge of each of the tools we offer you.



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Our digital offer

- ✓ www.retailers.mx
- ✓ Social Media
- ✓ Branded content
- ✓ Content marketing
- ✓ Newsletter banners
- ✓ Email marketing
- ✓ Webinars / dialogue roundtables
- ✓ B2B interviews



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Web Site

www.retailers.mx It is a website adaptable to any electronic device to achieve optimal visibility and reading, thereby achieving the success of any digital campaign through various available tools for our advertisers.

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 2023	Prices in USD	Temporality
Web page (home page)		
Leader board / 728 x 90 px	640.00 USD	Biweekly
Medium Rectangle / 350 x 250 px	445.00 USD	Biweekly
Pop up window / 300 x 600 px	830.00 USD	Biweekly
Corner peel / 250 x 250 px	670.00 USD	Biweekly
Floating banner / 350 x 150 px	520.00 USD	Biweekly
Interior banner between journalistic notes / 735 x 200 px	275.00 USD	Biweekly

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:

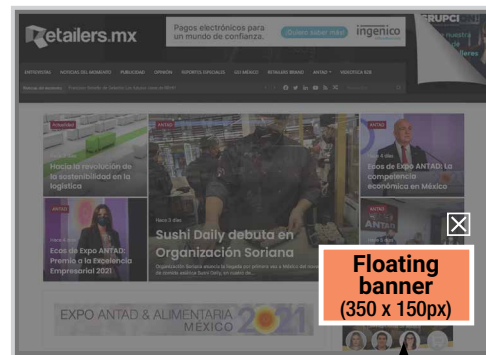
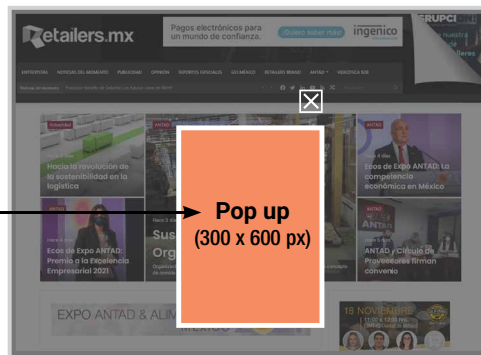
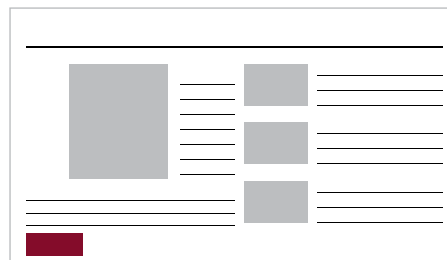
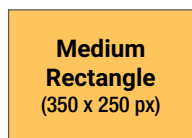
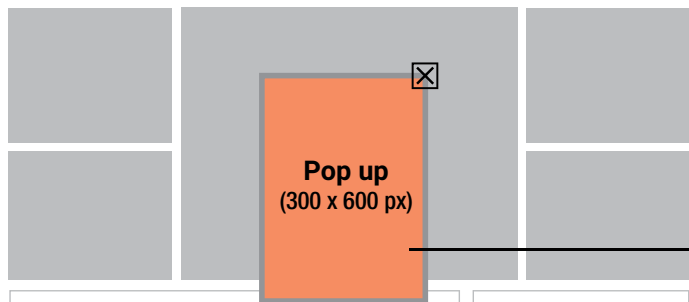
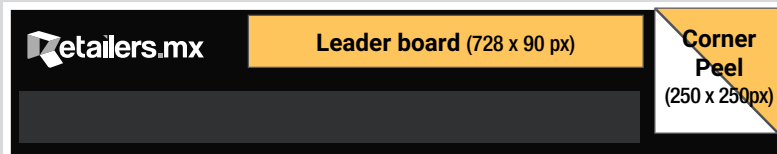
Directors, managers of the Industry of Retail = 35% of traffic

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%



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Social Media

(monthly average information)

Social media campaigns	
Facebook post	115.00 USD
Twitter post	160.00 USD
LinkedIn post	188.00 USD
Instagram post	100.00 USD
*Prices are plus VAT and may vary according to the contracted volume	



Followers: **5,196**
Impressions: **+35,960** average
Interactions: **2,014**



Followers: **1,779**
Impressions: **+29,800** average
Interactions: **+3,670** average



Followers: **1,797**
Reach: **+18,900** average people



Followers: **744**
Reach: **+59,600** average people

Content Marketing

Expert consultants in branded content

We advise you on content development specialized writing or content multimedia to promote them in a way suitable in our digital ecosystem specialized in Retail, achieving your marketing objectives.

Our added value is the accompaniment and follow-up of constant results for the satisfaction of our customers.

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)	830.00 USD	5 to 7 thousand characters
Note + Post (1 post on each social media profile)	1,110.00 USD	Fb, Tw, Lin, IG
Note + Post + Banner (button 350*250 px)	1,390.00 USD	Banner Biweekly
Note + Post + Banner + Newsletter (banner and note)	1,780.00 USD	1 newsletter mailing
Note + infographic + Post + Banner + Newsletter	2,110.00 USD	1 newsletter mailing
*** Packages can be put together that include more social media posts and more newsletters.		

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Newsletter:

Temporality: sent twice per month.

Features:

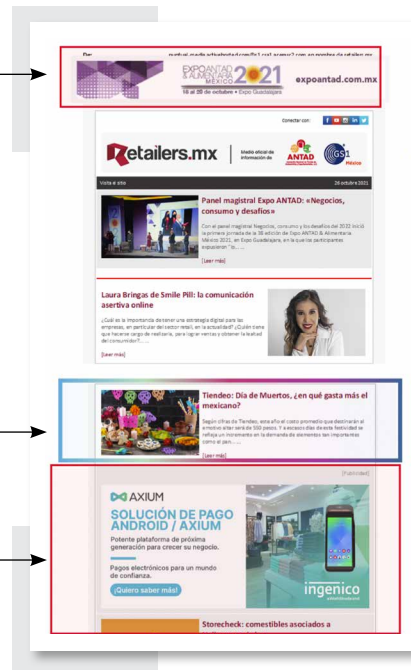
- We incorporate the branded content of our clients.
- 70% is editorial content from Retailers.Mx
- 30% is for commercial spaces.
- Sent to our database of more than 17 thousand contacts

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	659.00 USD	one single sent
Banner 650*300 in middle	805.00 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

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11 de noviembre

11:00 a 12:00 hrs. CDMX

WEBINAR SIN COSTO

La tecnología de UKG
como habilitador de buenas
prácticas en retail



**VERÓNICA
FLORES TREJO**

OBJETIVO

Mostrar cómo lograr buenas prácticas
en gestión laboral a través de nuestra
tecnología como:

- ✓ Contar con la información necesaria para hacer ajustes inmediatos de personal
- ✓ Asignación efectiva teniendo visibilidad de las habilidades y desempeño de los colaboradores
- ✓ Lineamientos correctos del tiempo extra

etailers.mx

Medio oficial de información de



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%.

E-mail marketing

100% commercial mail with intellectual property the clients.

Client provides material

Preferred delivery in HTML with embedded links

805.⁰⁰ USD

one
single
sent

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● LIVE

Patrocinador: **ZEBRA**

LA ESTRATEGIA DE ÚLTIMA MILLA COMO EXPERIENCIA DEL CLIENTE.

Jueves **22** octubre
10 am CDMX.

Regístrate en **zoom**

OBJETIVO
Conversar sobre las estrategias del retail y cómo el papel de la tecnología ayuda a optimizar la estrategia de Última Milla, con la finalidad de marcar una ventaja competitiva al mejorar la experiencia del cliente.

SPEAKERS

DEPARTAMENTAL
Rubén Martínez León
Gerente Nacional Transporte

MARKETPLACE
Hernán Cieri
Director de Marketing
Mercado Libre México

LÍDER TECNOLÓGICO
Andrés Ávila
Gerente de Marketing
de Soluciones LATAM

MODERADOR
Darinel Becerra
Director editorial
Retailers.mx

Organiza:

Medio oficial de información de

Conversational / Dialogue roundtables. Undoubtedly the most power of digital marketing. We gear all our tools digital to summon 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 all registrations to the event.

Live Streaming		
Transmission platform	3,500.00 USD	By 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		

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EL PARTICULAR PUNTO DE VISTA DE **AMAZON WEB SERVICES** SOBRE LA NUBE

CHARLA CON

RICARDO RENTERÍA

ENTERPRISE SALES MANAGER EN **AMAZON WEB SERVICES** PARA LATINOAMÉRICA.

aws

VE LA ENTREVISTA EN:     

Content is the king in digital marketing strategies, so we offer you a space specifically designed to captivate our readers with content well cared and directed not only through text but complemented with several of the digital tools we have to promote it to our audience.

B2B Interviews		
Note with relevant content through editorial articles	1,917.00 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)		
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		

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CONTACT

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LinkedIn: @becerradarinel

www.retailers.mx

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