

**MEDIA
KIT
2025**



Retailers

MAGAZINE

INNOVATION AND TECHNOLOGY



Official means of communication



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

14 years of experience speaking to the Retail Industry

Retailers Magazine is the leading platform in Mexico and Latin America that drives knowledge, digital transformation and innovation in the retail sector. Through specialized content, we offer our readers an analysis of the key trends in **technology, omnichannel, e-commerce and supply chain**, making us the official medium for decision-makers, executives and companies seeking to stay ahead of the curve.

With the backing of associations such as ANTAD and GS1 Mexico, Retailers Magazine connects the industry with global changes, offering a unique space for collaboration and development.

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 leaders and decision makers in the retail and logistics sector.

Our audience includes CEOs, general: managers, sales, marketing, store operators and technology and supply chain managers, among other key profiles. These professionals, from all segments of the retail industry

B, B+, A y A+,

rely on Retailers Magazine to obtain strategic information, technological innovation and essential business to optimize their decision-making processes.

Interests:

- Omni-channel
- e-Commerce
- Supply chain
- Artificial Intelligence and machine learning
- Logistics
- Digital marketing and point of sale
- Customer experience
- Human capital
- Industry 4.0
- Sustainability
- Energy Management
- Big Data and analytics
- Cybersecurity
- Retailtainment
- Blockchain

As the official media of ANTAD and GS1 Mexico, Retailers Magazine is a strategic partner in the retail industry, our platform provides key information on trends, technological innovation and best practices, being an essential resource for directors, managers and decision makers.

Through our strong relationships with these leading associations, we connect the industry with strategic insights and solutions that drive the development of the sector. This positions us as a trusted conduit for retail transformation and growth in Mexico and Latin America.



- ✓ **+ More than 48 thousand** stores.
Self-service - Departmental - Specialised.
- ✓ **+ 22.1 million** square metres of sales floor.

- ✓ **+ 31,000 associates** directly or indirectly related to retailing.
- ✓ **+ 6 billion** barcodes scanned daily.
- ✓ **+ 100 million** products carry 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 are experts in Digital Marketing for Retail

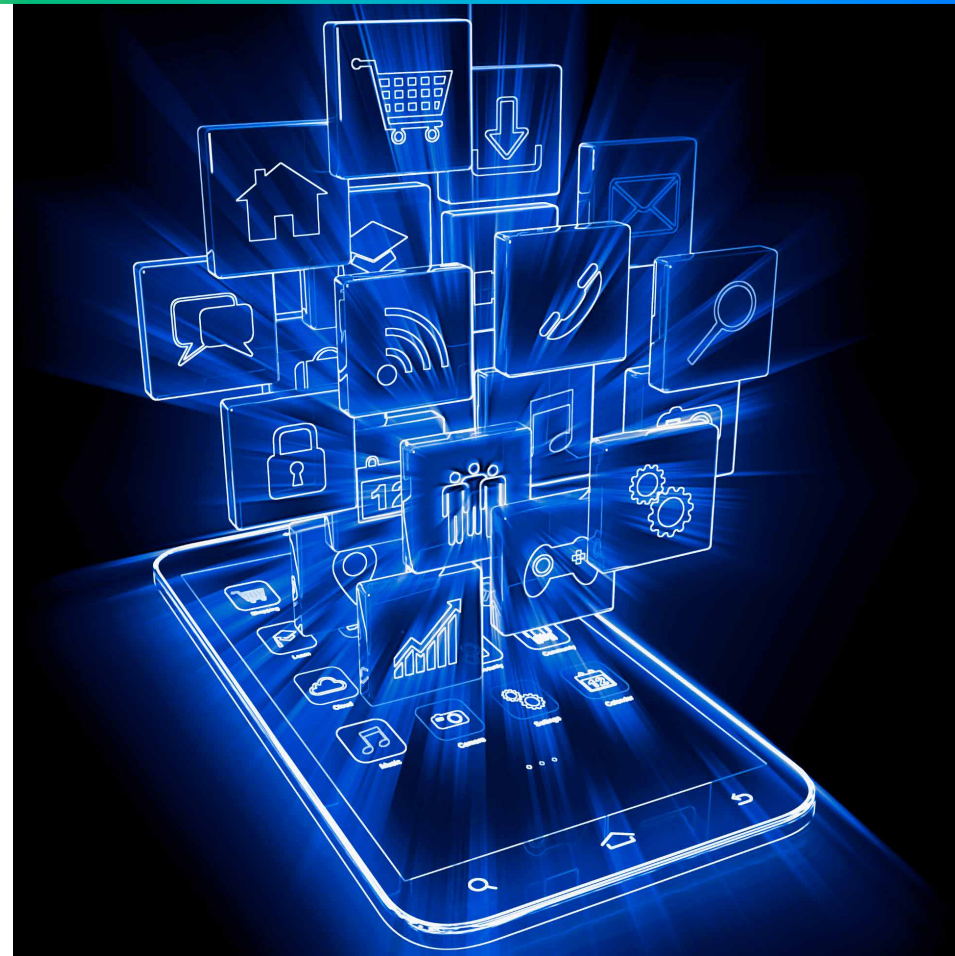
At **Retailers Magazine**, we boost your strategies with digital marketing specialised in retail.

We understand that every peso invested in advertising must generate measurable results. That's why we design tailor-made solutions, taking advantage of our experience of more than 14 years as a leader in specialised media to connect brands with their ideal audience.

What sets us apart?

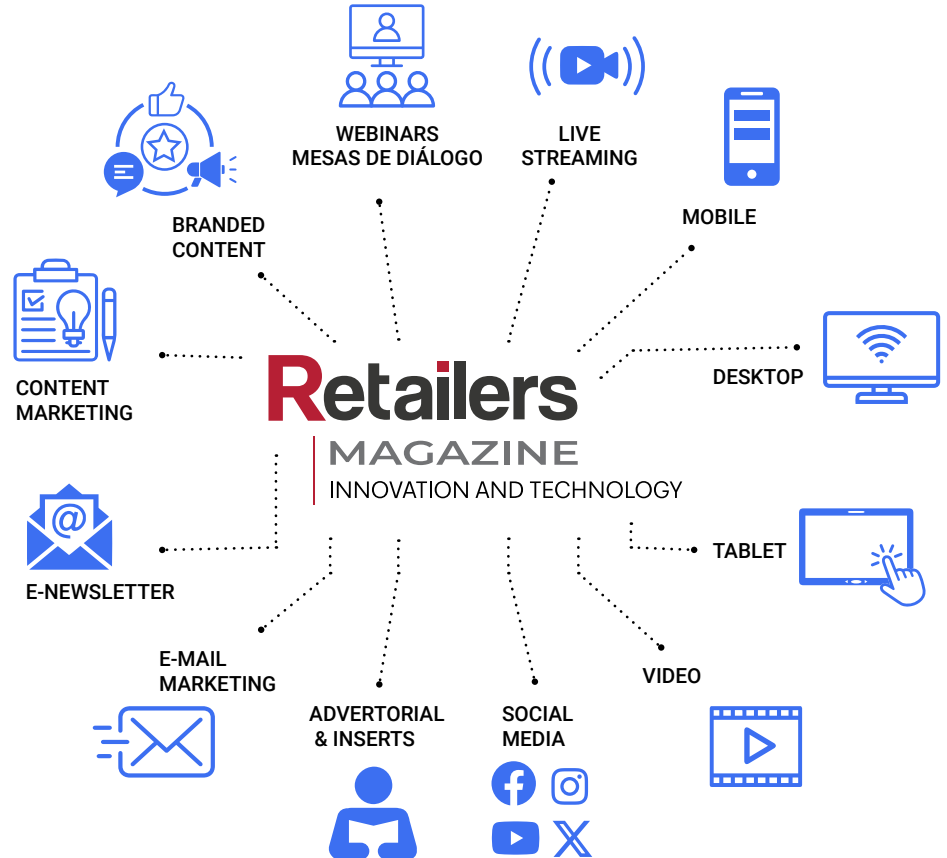
- **Tailored strategies:** We listen to your needs and design campaigns that maximise impact.
- **Expert advice:** Our team analyses the most effective digital tools to optimise your investment.
- **Connection with retail:** We know your target audience and we know how to reach them with precision.

Our commitment is to ensure that every campaign not only reaches your customers, but also build relationships with them relationships and convert opportunities into results.



Our digital offer

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



We are experts in Digital Marketing for Retail

Web site

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

Retailers Magazine understands that the key to a successful advertising strategy is to reach the right audience at the right time. With over 6 years in the industry, we have perfected the formula to boost your brand's visibility and generate tangible results that directly impact your business objectives.



Monthly audience:

- Unique users: **+ than 20 thousand**
- Number of visits: **+ 33 thousand**
- Page views: **+ of 41 thousand**
- Geographical location: **Mexico 62%, USA 4%, Latam 34%.**

Statistics:

- Average monthly impressions: **31,000**
- CTR: **0.80%**

Tariff scheme 2025	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

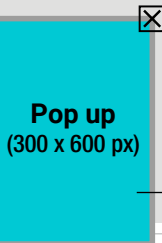
Identified positions: CEO's, CTO's (heads of technology), CIOs (chief information officers), directors and heads of human resources, area administrators, sales managers, purchasing managers, director of operations

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)



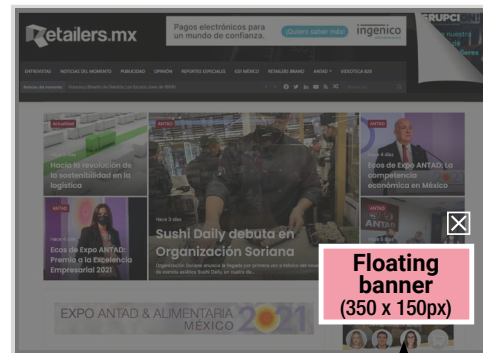
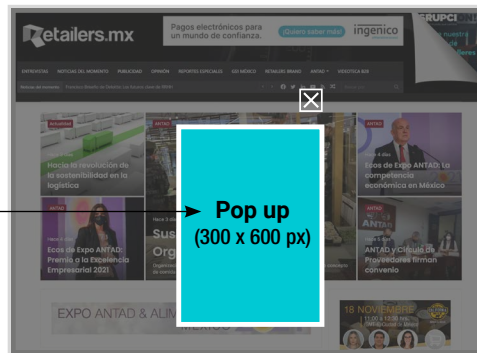
Leader board (728 x 90 px)

Medium Rectangle (350 x 250 px)

Medium Rectangle (350 x 250 px)

Leader board (728 x 90 px)

Floating banner (350 x 150 px)



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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. ⁰⁰ USD
Twitter post	194. ⁰⁰ USD
LinkedIn post	247. ⁰⁰ USD
Instagram post	123. ⁵⁰ USD

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



Followers: **13,000**

Impressions: **+190,000** average per month

Interactions: **3,500** average per month



Followers: **1,950**

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

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



Followers: **2,400**

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



Followers: **1,200**

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

Content marketing Strategies that connect, content that transforms.

At **Retailers Magazine**, we not only offer advice, we are part of your marketing strategy as an integral ally in the development of content. We create pieces that inspire action: from specialized articles to multimedia content, we design experiences that stand out in our digital ecosystem focused on the Retail Industry.

Why Choose Us:

- **Specialisation in retail:**
We have in-depth knowledge of the retail industry and its audience. This allows us to create relevant, personalised and aligned with the sector's trends.
- **Strategic and measurable promotion:**
More than just content, we guarantee your maximum visibility on our digital platform, boosting your brand directly to the most influential decision makers.
- **Accompaniment and tangible results:**
We are committed to your success, providing constant monitoring to ensure that your marketing objectives are not only achieved, but also that your are not only met, but exceeded.

At Retailers Magazine, we transform ideas into strategies that connect with your audience and generate real impact.

Statistics:

- ✓ **+ 33 thousand visits per month**
- ✓ **+ 41 thousand impressions per month**
- ✓ **CTR: 1.5% - 3.5%**

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

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

We are experts in Digital Marketing for Retail

Newsletter:

Temporality: sent twice per month.

Features:

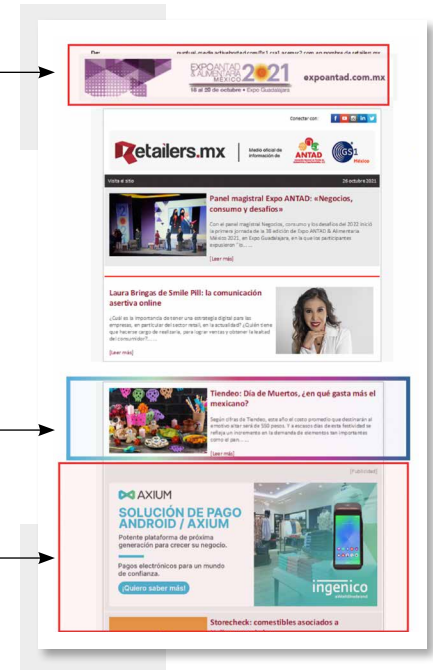
- We incorporate the branded content of our clients.
- 70% is editorial content from Retailers.Mx
- 30% is for commercial spaces.
- Sent to our database of more than 17 thousand contacts

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

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%.

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.

Transformamos conversaciones en conexiones estratégicas

At **Retailers Magazine**, conversations and roundtables are much more than events: they are the most powerful digital marketing tool to connect brands with their ideal audience. We integrate all our digital and technological capabilities to design experiences that generate tangible impact and measurable results.

From conceptualization to execution, we are with you every step of the way. We design attractive graphic materials, manage the technical operation of the webinar and deliver a unique added value: databases of registered and attended participants, which turn each participant into an opportunity for your business.

Why opt for our talks?

- ✓ **Comprehensive approach:**
We take care of every detail to ensure an unparalleled experience, from creative planning to technical execution.
- ✓ **Quantifiable Results:**
Back your decisions with clear metrics and tangible results that demonstrate the impact of each dialogue.
- ✓ **Strategic Databases:**
We transform your event into a robust data source, ensuring that every participant is a valuable connection for future strategies.

With Retailers Magazine, your events not only connect, but also transform audiences into results.

We are experts in Digital Marketing for Retail

• LIVE

gupshup | WhatsApp | **CONVERSATORIO**
EVENTO PRESENCIAL

El Poder Conversacional en el Mundo del Retail

SPEAKERS

- Tania Ramos**
Directora de Planeación Estratégica
mercado libre
- Andrés Ehrlí 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 GSI 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		

B2B interviews:

In digital marketing, content is the engine that drives the connection between brands and their audience. At **Retailers Magazine**, we have developed our B2B Interviews as a strategic tool designed to elevate your brand's identity, highlighting it among retail leaders.

Our interviews are not only content, they are experiences designed to generate impact. Every word, every format and every channel are strategically aligned to **captivate, inform and transform**.





**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.



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)		
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 transform each interview into a platform to strengthen your brand voice. We design every detail to resonate accurately in the market.

✓ Digital Multichannel:

We take your interviews beyond text, incorporating visual, interactive and dynamic tools that ensure powerful impact across multiple channels.

✓ Segmented Promotion:

It's not just about reaching more people, it's about reaching the right people. We use our digital platforms to help your interviews find the most relevant audience.

✓ Stories that Connect:

It's not just content, it's storytelling. We create interviews that not only inform, but inspire, connect and leave an impression on the audience.

At Retailers Magazine, every interview is an opportunity to redefine the perception of your brand.

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

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Transmission platform		
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B2B Interviews: Where brands find their voice		
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SUPPLY CHANNEL AND MORE

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www.retailers.mx

Official means of communication

