

Retailers

MAGAZINE

INNOVATION AND TECHNOLOGY

MEDIA
KIT
2026

Connect your brand with retail
leaders in Mexico and LATAM

Institutional Media of:



15 years connecting brands with the Retail Industry

B2B Content for decision-makers in Mexico and LATAM

Retailers Magazine is a B2B media outlet that informs and connects decision-makers in the retail sector across Mexico and Latin America. We publish specialized content on business innovation and transformation, focusing on **applied technology, omnichannel, eCommerce, and supply chain**.

Backed by strategic alliances such as **ANTAD** and **GS1 Mexico**, we drive high-value conversations between brands, executives, and organizations looking to accelerate their market competitiveness.

We are more than just a media outlet. We stand out as the most frequently consulted source within the Retail Industry.

Who we reach:

Retailers Magazine targets leaders and decision-makers in the retail sector and its value chain in Mexico and LATAM: General Management, Commercial, Marketing, Operations, Technology, and Supply Chain/Logistics. Our audience seeks strategic information and applicable business trends.

Content Pillars:

- Retail Technology (including AI)
- Omnichannel and eCommerce
- Supply Chain and Logistics
- Customer Experience
- Retail Marketing and Point of Sale
- Data, Analytics, and Big Data
- Cybersecurity
- Sustainability and Energy Management

Socioeconomic Profile: B, B+, A, and A+

Institutional Media of:



Over 48,000 stores (Self-service, Department, Specialized).

Over 22.1 million square meters of sales floor.

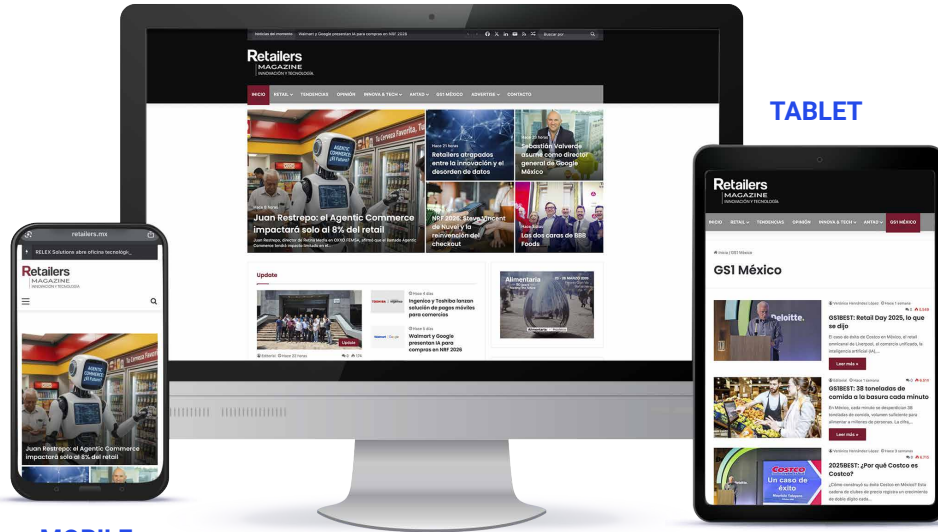


Over 31,000 associates directly or indirectly related to retail.

Over 100 million products carry GS1 barcodes.

WEB

TABLET



MOBILE

Fb: **RetailersMagazine**
Tw: **@RetailersM**
IG: **@RetailersMx**

Lin: **Retailers.MX**
YouT: **Retailers Magazine**

One message, multiple touchpoints with the B2B retail audience.

We activate your brand in Retailers Magazine:
We distribute content and campaigns through our own channels to position brands before retail leaders in Mexico and LATAM.

What sets us apart:

- **Real B2B Audience:** Decision-makers and industry leaders.
- **Positioning Content:** Articles, interviews, specials, and branded content.
- **Multichannel Distribution:** Web + Newsletter + LinkedIn + special formats.
- **Execution and Measurement:** Clear deliverables and campaign reports.

Core Services:

1. Web Banners (Display)
2. Branded Content (Sponsored article + Social Media)
3. B2B Interview (Video + Article + Social Media)
4. Newsletter Sponsorship (Insertion / Mention)
5. Dedicated Email Marketing
6. Comprehensive Packages (Web + Newsletter + Social Media)

Add-ons

- Creative Design (applies in specific cases)
- LinkedIn Amplification (Newsletter and Carousel)
- Event Coverage / Live Streaming (restrictions apply)

Custom packages built by objective: Positioning, Consideration, or Demand Generation.



B2B Audience and Display Formats

With a solid industry track record, we have perfected a formula to boost visibility and generate measurable results for our advertisers.

Audience Metrics:

- Unique Users: **24,100**
- Pageviews: **38,500**
- Engagement: **1.06 minutes per article**
- Views per User: **1.59 pages**
- Geography: **Mexico 65%, USA 4%, LATAM 31%**.

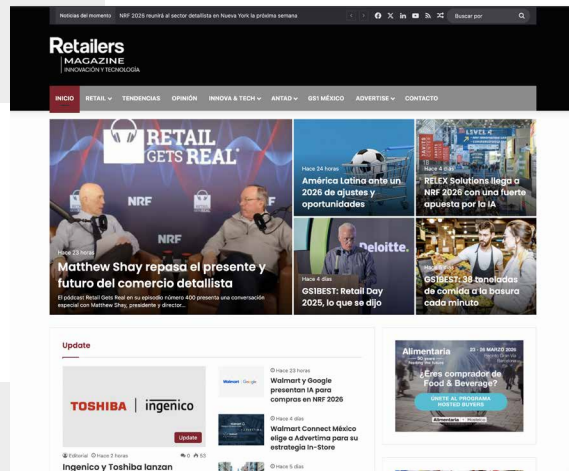
Most Requested Display Formats:

Leader board / 728 x 90 px

Medium Rectangle / 350 x 250 px

In-article Banner / 735 x 200 px

**Full price list and space availability at the end of the document and/or request it from an executive*



Audience Profile:

Age:

- 23-34 **61%**
- 35-44 **15.50%**
- 45-54 **12.50%**
- 55 **11.00%**

Gender:

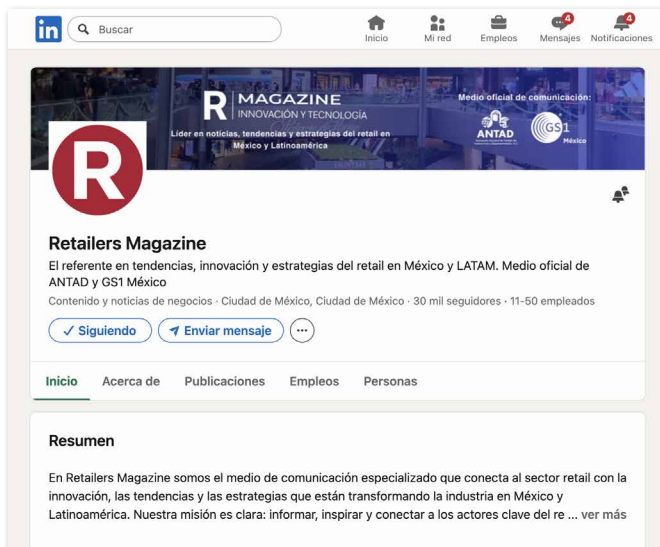
- Men **54%**
- Women **46%**

Levels and Roles:

- **Directors/Managers:** 35% CEO, CIO, CTO, COO, CMO, Supply Chain Dir, Sales/Buying Managers.
- **Heads/Professionals:** 60% Logistics Head, Category/Quality Head, Marketing Head, eCommerce, Solutions Architect.
- **Unidentified users:** 5%

Monthly average from Jan-Nov 2025.

Source: GA4



Social Media Campaigns

Post on Facebook

Post on Twitter

Post on LinkedIn

Post on Instagram

**Full price list and space availability at the end of the document and/or request it from an executive*



LinkedIn: **37,500** followers

Impressions: **542,000** (2025 monthly average)

Interactions: **6,938**

LinkedIn Newsletter: **13,400 subscribers**

Our primary B2B community is on LinkedIn, where we connect brands with retail and tech leaders in Mexico and LATAM. We complement our distribution across social channels to amplify content, interviews, and special features. Monthly Reach: +18,900



2,400 followers

Reach: **+18,900** monthly



1,200 followers

Average reach per post: **1,270** monthly



1,950 followers

Impressions: **+29,800** monthly

Interactions: **+3,750** monthly

We create B2B content to position your brand before retail leaders in Mexico and LATAM. We combine editorial narrative with multichannel distribution to generate brand recall and business conversation.

3 Strategies:

1. Editorial / Sponsored Article (Branded Content).
2. B2B Interview (Video + Article).
3. Thematic Special (Section or Microsite).

Distribution:

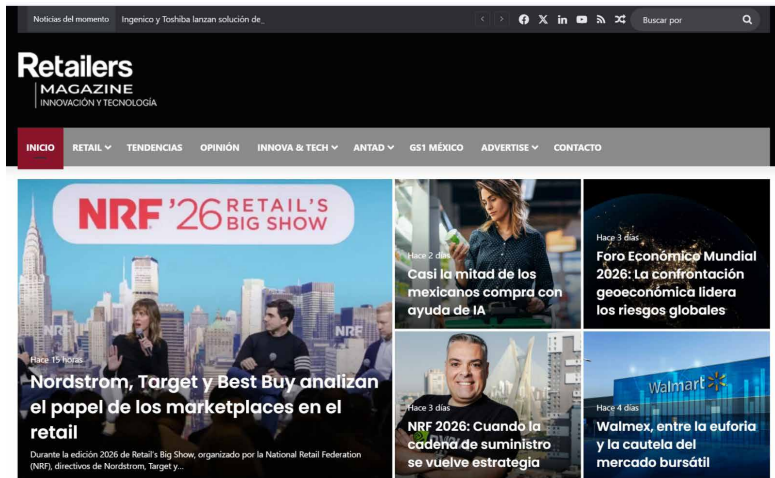
Web + Retailers Magazine Newsletter + LinkedIn (Posts, Carousel, and LinkedIn Newsletter)

What does the brand get?

- **Authority:** Messages with editorial credibility.
- **Reach:** Amplification through our proprietary channels.
- **Measurable Results:** Performance report upon campaign completion.

Key Metrics:

- **Unique Users: 24,100**
- **Pageviews: 38,500**
- **Avg. Engagement: 1.06 minutes per article**



B2B distribution to retail subscribers in Mexico and LATAM.

17,000 contacts on our lists, with over **3,000 in director-level positions**.

Roles & Titles:

- **Leadership & Director Level:** CEO, CTO, CIO, COO, CFO.
- **Directors:** HR Director, Managing Director, eCommerce Director, Supply Chain Director.
- **Management:** Project Manager, Business Development Manager.
- **Heads of Department:** Head of HR, IT Manager, Head of Technology, Head of Finance.
- **Operations & Procurement:** Procurement & Purchasing Managers, Quality Control Manager.
- **Marketing & Strategy:** Marketing Manager, Project Manager, PR Coordinator.
- **Commercial:** Key Account Executives (KAM).
- **Tech & Data:** Solutions Architects, Data Analyst, Chief Data Officer / Head of Big Data.
- And more.

Why it works:

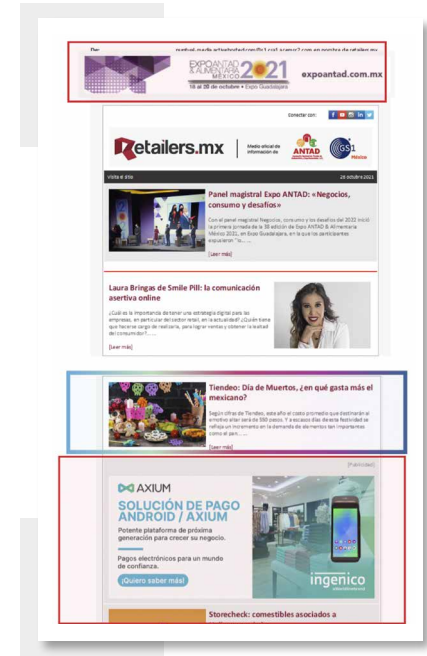
- Professional audience (Retail, Tech, Operations, Supply Chain).
- Quick-read format (High intent).
- Value delivery + Brand visibility in an editorial context.

Available Spaces:

- a) Edition Sponsorship (Prominent presence).
- b) Ad Insertion (Banner/box with CTA).
- c) Sponsored Editorial Mention (Article + Link).

Includes:

UTM tracking, validity per edition/period, and basic performance report.



Available formats

Banner 650*300 Header

Banner 650*300 Middle section

Available Bundles Integrated: Newsletter + Web + LinkedIn

We execute dedicated email blasts to our B2B database to amplify commercial messages, events, or product launches. Campaigns are designed to drive traffic to a landing page, ensuring seamless performance tracking.

What's included:

- 1 dedicated blast
- UTM tracking
- Final report (opens/clicks).

Client provides:

- HTML art/template
- Subject/Preheader
- Landing Page URL with a clear CTA.
- We recommend a text + CTA structure to improve deliverability

Campaign Stats:

- **Database:** 17,000 contacts.
- **Open Rate:** 22.5%.
- **Average CTR:** 1.80% to 2.5%.

Historical averages. Performance varies by industry, offer, and database/landing page quality.



Conversatories and Dialogue Tables (Retail Talks)

Live or recorded editorial format to position brands before retail leaders.

What it is:

A space moderated by Retailers Magazine where your brand drives a business conversation with strategic guests (clients, partners, or experts) aligned with key industry trends.

What's Included:

- **Topic Design & Editorial Scripting:** Conversation structure and flow.
- **Hosting & Moderation:** Professional host and moderator.
- **Production & Streaming:** Live or pre-recorded sessions.
- **Multichannel Distribution:** Web + LinkedIn + Newsletter (based on package).
- **Recap Assets:** Editorial article + highlight reels / short-form video.
- **Performance Report:** Core metrics (views, reach, and clicks per channel).

Deliverables:

- 1 Conversatory (30-60 min)
- 1 Recap article (Branded Editorial)
- 3-5 short clips for social media.

Ideal for:

- B2B launches
- Thought leadership
- Partner ecosystem programs.

Requirements:

- Confirmed spokespeople and availability
- Brand guidelines + key messaging
- Outreach support (for guest invitations)

Available Packages:

- 1. Essential (Production + Moderation)**
 - 2. Amplification (Essential + Web + LinkedIn + Newsletter)**
 - 3. Demand (Amplification + Registration/Outreach + Database)**
- Rates and reach:

Available upon request.

B2B Interview (Video + Editorial Article)

Position your spokesperson as a thought leader among retail executives in Mexico and LATAM.



Ejemplo de entrevista



What it is:

A business-focused interview conducted by Retailers Magazine to showcase your brand's strategy, innovation, or success stories, featuring both editorial and social media distribution.

What's Included:

- Pre-production: Focus, scripting, and coordination.
- Hosting & Moderation: Professional host and moderator.
- Recording: Remote or on-site (depending on package).
- Video Editing: Full-length version.
- Editorial Feature: Associated article publication.
- Distribution: Web + LinkedIn + Newsletter (based on package).

Deliverables:

- 1 Video Interview (approx. 20 min)
- 1 Editorial Article (Recap + Key Messages + CTA)
- 3-5 short clips (30-60 sec)
- Distribution asset package (optional)

Ideal for:

- Brand Launches / Brand Positioning
- Success Stories and Partnerships
- Innovation, Retail Tech, Supply Chain, and Omnichannel

Packages

- 1. Essential:** interview + edited video + publication
- 2. Amplification:** essential + editorial note + newsletter + LinkedIn
- 3. Performance:** amplification + clips + ad spend (if applicable)

Rates and reach: Available upon request.

Retailers

MAGAZINE

INNOVATION AND TECHNOLOGY

CONTACTO

Darinel Becerra

Managing Partner

Retailers.mx

darinel.b@dc-b2b.com

LinkedIn: [@becerradarinel](#)

Guillermo Guarneros

Managing Partner

Retailers.mx

guillermo.g@dc-b2b.com

www.retailers.mx

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

Institutional Media of:

