

retail & food

TRAVEL RETAIL SHOPPING CENTER



retail&food magazine is the place to get and provide information on modern retail locations, related to travel (airports, motorways, railway stations), organised trade (shopping malls, outlets, retail parks) and the main shopping streets. Analyses, news, surveys and opinions on spaces, facilities, chains, services and trade shows.

Media partner of:

AIGRIM
Associazione delle Imprese
di Grande Ristorazione
e servizi Multilocalizzate

AIRI
Associazione Italiana
Ristorazione
www.travelretail.it

mapic

Consiglio
Nazionale del
Centri Commerciali
ITALIA

THE
HAPPETITE

Download the App ■ Available online ■ www.retailfood.it

Eventi
EDIFIS

RISTORAZIONE
2021

TOP 50
FOODSERVICE
Influencer People

Foodservice
Award Italy
2021

BARTù
la passione

EDIFIS

Edifis S.p.A.
Viale Coni Zugna, 71
20144 Milano - Italy
Tel. +39 02 3451230
Fax +39 02 3451231
www.edifis.it

media kit
2020



Print run and circulation

Non-food retail	35%
Restaurants	27%
Landlords & Funds	18%
Services	14%
Organisations and Associations	6%

Subscriptions shipped via standard mail.

On sale at newsstands in airports, train stations and motorway services.

11.000 copies

Distributed during all food industry trade fairs

DIGITAL AND SOCIAL MEDIA

Can be browsed online for free

(about a month after release of the printed version).

Daily updates:

www.retailfood.it

[in company/retailandfood](https://www.linkedin.com/company/retailandfood)

[f retailfood](https://www.facebook.com/retailfood)

[@twitter](https://twitter.com/retailfood)

Newsletter 40.000 contacts/month

Trade fairs & events

January

- ▶ NRF RETAIL'S BIG SHOW 2020 New York
- ▶ MARCA Bologna

February

- ▶ EUROSHOP Düsseldorf

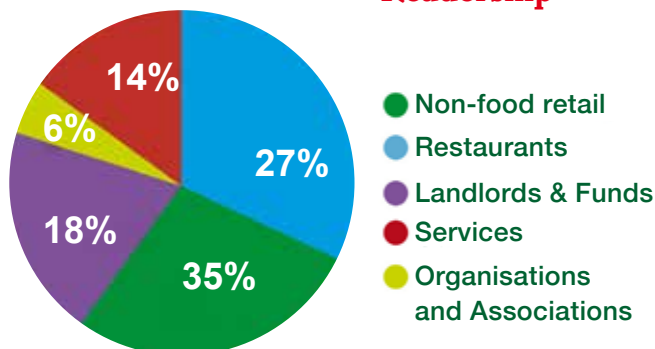
October

- ▶ SALONE FRANCHISING Milan
- ▶ WORLD RETAIL CONGRESS Rome
- ▶ TFWA - Tax Free World Association Cannes
- ▶ FRANCHISE EXPO PARIS Paris

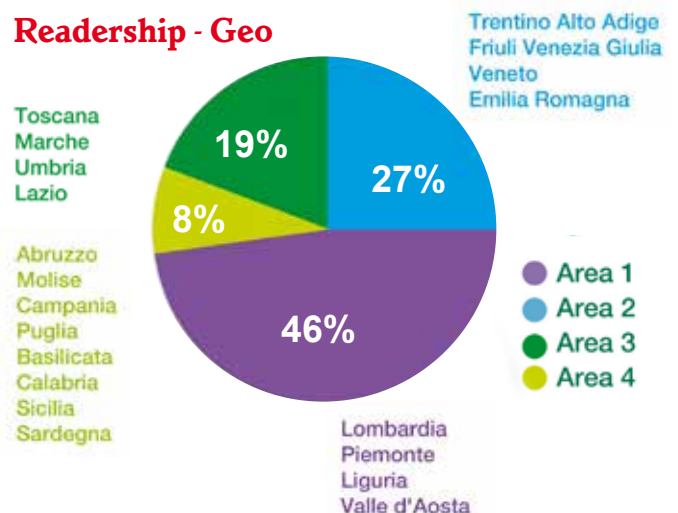
November

- ▶ MAPIC Cannes
- ▶ IL SALONE DEI PAGAMENTI Milan

Readership



Readership - Geo



TOPICS

Release Dates

January/February

Release: January 31st

Advertising deadline: January 10th

March

Release: March 2nd

Advertising deadline: February 13th

April

Release: April 3rd

Advertising deadline: March 13th

May

Release: May 4th

Advertising deadline: April 13th

June

Release: June 3rd

Advertising deadline: May 13th

July/August

Release: July 8th

Advertising deadline: June 17th

September

Release: September 3rd

Advertising deadline: July 17th

October

Release: October 2nd

Advertising deadline: September 14th

November

Release: November 2nd

Advertising deadline: October 14th

December

Release: December 3rd

Advertising deadline: November 13th

Editorial Plan

January/February

Focus: Omnichannel

Mapic Report

Suppliers: retail technologies

Market Analysis: Retail Trade

March

Focus: Airports

Suppliers: flooring & cladding

Market Analysis: personal care

April

Focus: Shopping malls

Suppliers: furniture and design

May

Focus: Covid-19 crisis

Omnichannel retailing

Market Analysis: Pet care

June

Focus: Reopening after lockdown

Italy in store:

interview with Pianoforte Holding

Italy on the railway: interview with GS Retail

Focus on retail consulting

July and August

Focus: Airports

Interviews with airport landlords

and duty-free retailers

Market Analysis: kidswear

September

Focus: Factory outlet village

Suppliers: power plants

Market analysis: footwear, bags,

leather goods

October

Focus: Airports

Suppliers: logistics

Market analysis: womenswear

November

Focus: Shopping malls

Suppliers: electronic payments

Suppliers: lighting

December

Focus: Entertainment

Suppliers: safety

Market analysis: consumer electronics

In every issue

- Le news
- News opening
- Parola di...
- Star Trek retail / food
- Brand analysis
- Brick by brick
- Dossier aeroporti
- Dossier shopping mall
- Analisi Mercato
- Focus Fornitori logistica
- Omnichannel retail
- International news
- World travel retail
- GDO & somministrazione
- News Servizi e Fornitori
- La vetrina
- La foto

Sections:

- Stock Option
- New markets outlook
- Legale
- Duty free world

10
issues
per year



ADV rates

Full page	2,500 €
Double page	4,500 €
One and a half pages	3,500 €
½ page	1,600 €
Module	1,100 €
1st right-hand page	4,500 €
Inside front cover	5,000 €
Inside back cover	4,000 €
Back cover	6,000 €
ADVertorial (3 pages)	6,000 €

On request:

excerpts, information
and special projects

Technical Specifications

Print: four colour
Cover: coated paper glossy
laminated paper
Inside: glossy coated paper

Required material:

format High resolution
PDF (300 dpi)

ONLINE adv rates

Banner / sponsorship newsletter

more than 8,000 contacts reached
per newsletter

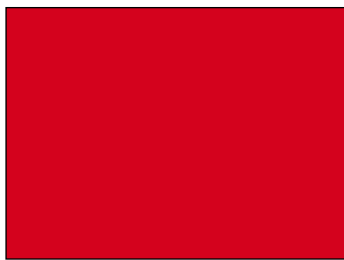
(average in October 2019),
min. 4 newsletters/month:

- 1 newsletter € 300
- 5 newsletters € 1,200
- 10 newsletters € 2,000

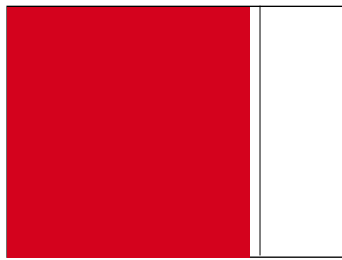
Minimum banner size
250x120 pixel (gif/jpg 72 dpi)

DEM

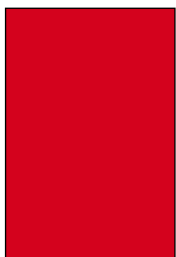
1 issue € 1,500



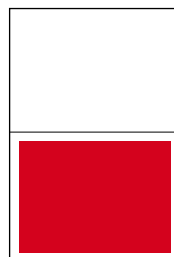
Double page
470 x 280 mm



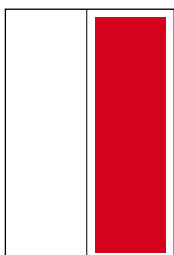
One and a half pages
348,5 x 280 mm



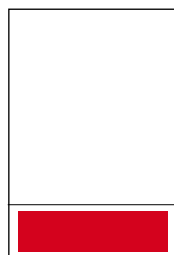
Full page
235 x 280 mm



½ Horizontal page
209 x 118 mm



½ vertical page
102 x 246 mm



Module
209 x 52 mm

Price List 2020

Monthly price

Full banner
728 x 90 - euro 1.000

Rectangle Top
280 x 100 - euro 600

Wide Skyscraper
280 x 600 - euro 900

Rectangle
280 x 100 - euro 450

Leaderboard
728 x 90 - euro 500

L'acquisto dà diritto a 1 mese di visibilità in home page e su tutte le pagine del sito nella medesima posizione.

Specifiche tecniche:
File JPG o GIF (semplici o animati) 72 dpi
Inviare un url (indirizzo web) cui far puntare il banner

Edifis Spa
Viale Coni Zugna 71
20144 Milano - Italy
T +39 02 3451230.226
F +39 02 3451231
roberta.motta@edifis.it