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.

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

Media partner of:

AIGRIM Associazione delle Imprese di Grande Ristorazione e servizi Multilocalizzate

ATRI

www.travelretail.it

mapic

CNCC

THE HAPPETITE

Eventi EDIFIS

Foodservice Award Italy 2021

RISTORAZIONE 2022

TOP 50 FOODSERVICE Influencial People

BARtù Bar | Alberghi | Ristoranti la passione

EDIFIS

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

media kit 2021

INFO

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

company/retailandfood

retailfood

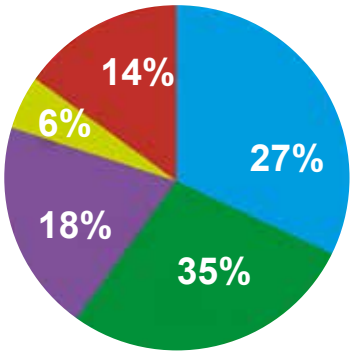
@twitter

Newsletter 40.000 contacts/month

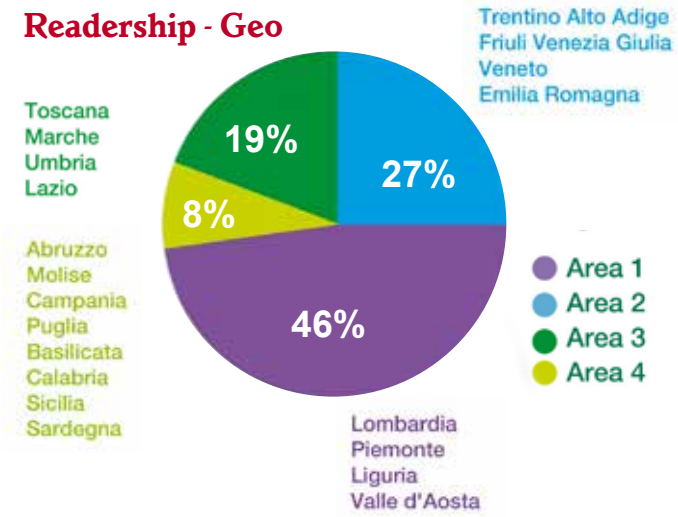
The Reader

- **CEO**
- **General manager**
- **Commercial director**
- **Commercial director no aviation (airports)**
- **Purchasing director**
- **Director of development and property management**
- **Leasing director**
- **Retail development director**
- **Responsible for franchising development**
- **Communication & marketing director**
- **President and Holder**

Readership



Readership - Geo



TOPICS

Release Dates

January/February
Release: February 1st
Advertising deadline: January 11th

March
Release: March 2nd
Advertising deadline: February 12h

April
Release: April 2nd
Advertising deadline: March 12th

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 16th

October
Release: October 1st
Advertising deadline: September 14th

November
Release: November 2nd
Advertising deadline: October 14th

December
Release: December 3rd
Advertising deadline: November 12th

Editorial Plan

2021 promises to be a year of transition for retail, with a moderately positive outlook to the extent that it is reasonable to think that the arrival of the vaccine or vaccines will have a favorable impact on people's lifestyle and, consequently, on their propensity to shop. The mission of retail&food in 2021 is to outline the so-called new normal with numbers and direct testimonies, giving visibility to successful cases across channels and product categories. We will therefore continue to monitor consumption trends and the retail development of brands in urban locations, shopping centers and in the travel retail segment with interviews and insights, the latter destined to take off once the business and leisure tourism sector is restarted.

In every issue

- Le news
- News opening
- Parola di...
- Star Trek retail / food
- Brand analysis
- Dossier aeroporti
- Dossier shopping mall
- Analisi Mercato
- 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

Available on the App Store
Available on PC & Mac
amazon.com ANDROID
ANDROID APP ON Google play

ADV & WEB

Contacts

Roberta Motta
Sales Account - Direzione Commerciale
+39 02 3451230 int. 226
roberta.motta@edifis.it

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 €
• Space in “services and suppliers”: 1000 characters of text + 1 photo	300 €
• Space in “vetrina”: 1000 characters of text + 1 photo	300 €

On request: excerpts, information and special projects

Technical Specifications

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

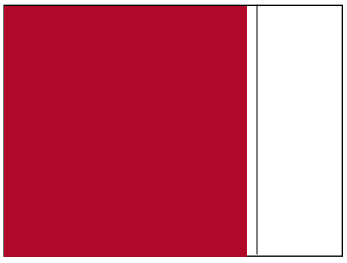
Required material:
format High resolution PDF (300 dpi)

ONLINE adv rates

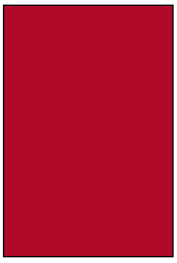
Banner / sponsorship newsletter
more than 8,000 contacts reached per newsletter
(average in October 2020),
min. 4 newsletters/month:
· 1 newsletter € 300
· 5 newsletters € 1,200
· 10 newsletters € 2,000
Minimum banner size
250x120 pixel (gif/jpg 72 dpi)

DEM
1 issue € 1,500

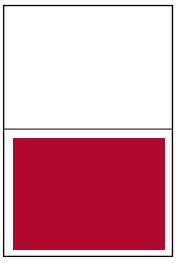
Double page
470 x 280 mm



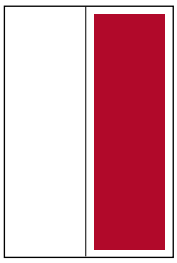
One and a half pages
348,5 x 280 mm



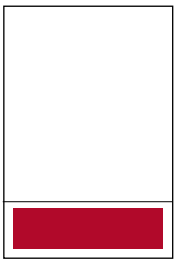
Full page
235 x 280 mm



½ Horizontal page
209 x 118 mm

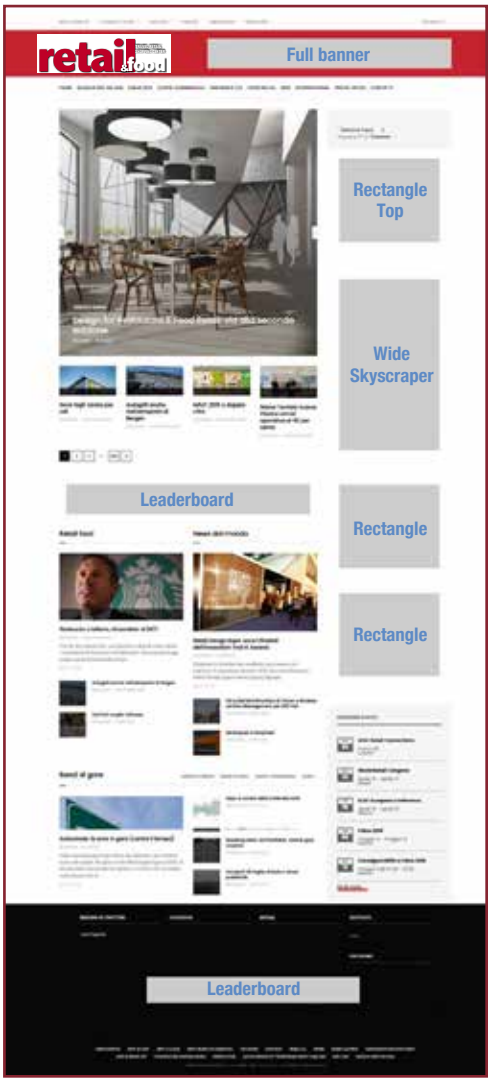


½ vertical page
102 x 246 mm



Module
209 x 52 mm

retail&food
web price list - retailfood.it



Price List 2021

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

retail&food

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

EDIFIS