

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 street. Analyses, news, surveys and opinions on spaces, facilities, store openings, food and no-food brand chains, services and trade shows.

The magazine is produced by Edifis, a Milanese media company that has also managed secretariat, administration and communication **AIGRIM, Associazione Imprese Grande Ristorazione Multilocalizzate, since 2019. For information: info@retailfood.it**

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

MEDIA PARTNER OF:

AIGRIM
Associazione delle Imprese
di Grande Ristorazione
e servizi Multilocalizzate

CNCCC
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LE IMPRESE DEL COMMERCIO MODERNO

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ITALIANA
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mapic

OUR EVENTS



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**Media
Kit2024**

Print run and circulation

Non-food retail	34%
Restaurants	28%
Landlords & Funds	18%
Services and Suppliers	17%
Organisations and Associations	3%

Subscriptions shipped via standard mail.

Distributed during the food industry trade fairs

11.000 copies

FAIRS/EVENTS 2024:

Marca, Bologna, January
Beer & Food Attraction, Rimini, February
Franchise Expo Paris, March
Netcomm Forum, Milan, May
Mapic Italy, Milan, May
Cibus, Parma, May
Vending, Milan, May
TFWA, Cannes, October
Salone Franchising Milano, October
Forum Retail, Milan, October
Convegno AIGRIM, Milan, November

Salone dei Pagamenti, Milan, November
Sicurezza, Milan, November
Mapic, Cannes, November



DIGITAL AND SOCIAL

Can be browsed online for free
 (around the beginning of the month)

Daily updates:

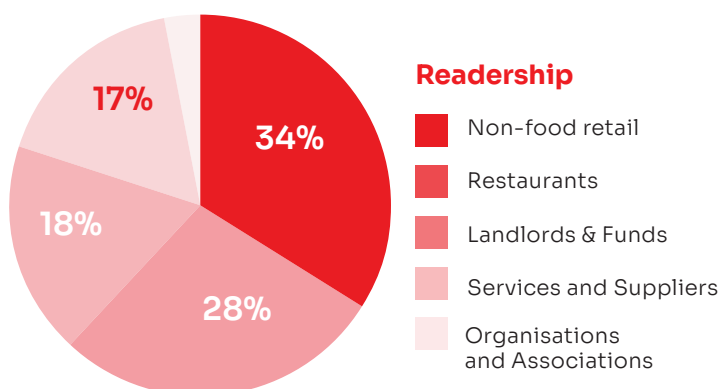
www.retailfood.it



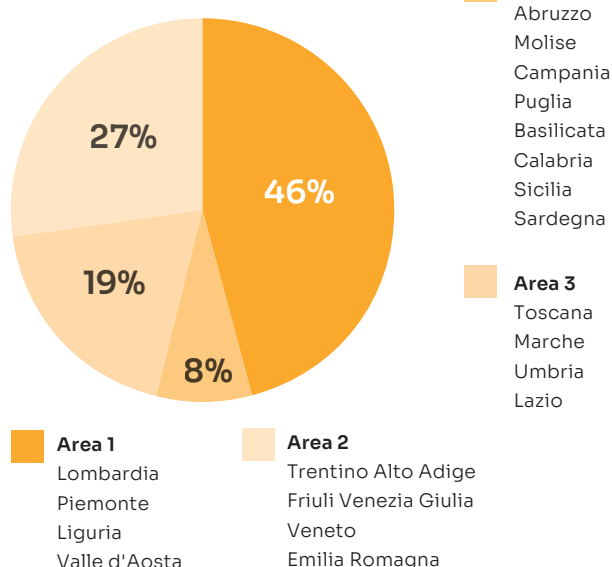
Newsletter
40.000 (monthly average)

The Reader

- President - Holder
- CEO
- General manager
- Commercial director
- Shopping Center 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



Readership - Geo



Editorial Plan

January/February

Focus: Airports

Mapic Report

Retail market analysis: Beauty and care

March

Focus: Railway stations

Retail market analysis: GDO and discount

April

Focus: Digital and omnichannel

Suppliers: Furnishing, design and projects

Retail market analysis: Fashion and accessories

May

Focus: Mapic Italy Special, shopping centers

Retail market analysis: Shoes

June

Focus: Ristorando Event Special

Mapic Italy Report

Suppliers: Catering equipment

Retail market analysis: Catering

July/August

Focus: Airport

Ristorando Event Report

Retail market analysis: Tech, consumer electronics

September

Focus: Outlet

Retail market analysis: Books

October

Focus: Franchising

Suppliers: Retail technologies

Retail market analysis: Pet

November

Focus: Mapic Cannes Special,

shopping centers

Salone Franchising and AIGRIM Event Report

Retail market analysis: Sportswear

December

Focus: Travel retail

Retail market analysis: Duty free

Journalistic Articles and Reports

- Word of... the interview of the month
- Price observatory
- Brand analysis, a brand under the magnifying glass
- Dossier airports
- Market analysis, data and figures on the sector trend
- Budget analysis, costs and revenues under the scrutiny of experts
- GDO
- Mystery, let's try an undercover store
- Finance and retail: investment funds, crowd funding, advisory, banks, club deal, venture capital, legal, ...
- Real estate projects

Sections & News

- Italian news, the most important news in the world
- News opening, the main store openings
- News ESG, environmental, social and governance
- International news
- Legal directory
- Collaborations & Co-Branding
- Duty Free World
- World Travel Retail, travel shopping in Italy and around the world
- Products and suppliers news

Release Dates

January/February

Release: February 1st

Advertising deadline: January 12th

March

Release: March 1st

Advertising deadline: February 14th

April

Release: April 1st

Advertising deadline: March 13th

May

Release: May 6th

Advertising deadline: April 15th

June

Release: June 7th

Advertising deadline: May 17th

July/August

Release: July 12th

Advertising deadline: June 14th

September

Release: September 2nd

Advertising deadline: July 15th

October

Release: October 1st

Advertising deadline: September 13th

November

Release: November 1st

Advertising deadline: October 14th

December

Release: December 2nd

Advertising deadline: November 13th

10 issues per year



ADV rates

▪ Full page	2.750 €
▪ Double page	4.950 €
▪ One and a half pages	3.850 €
▪ ½ page	1.760 €
▪ Module	1.200 €
▪ 1st right-hand page	4.950 €
▪ Inside front cover	5.500 €
▪ Inside back cover	4.400 €
▪ Back cover	6.600 €
▪ ADVERTorial (3 pages)	6.600 €
▪ Space in "products and suppliers": 1000 characters of text + 1 photo	330 €

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 2023),
min. 4 newsletters/month:

- 1 newsletter € 350
- 5 newsletters € 1.350
- 10 newsletters € 2.200

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

DEM

1 issue € 1.500

Basic advertorial package:

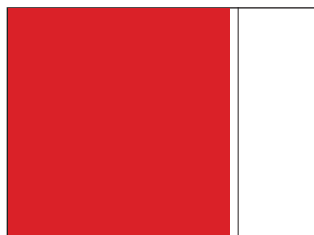
web + newsletter + social € 1.500

On request:

- Extracts, transmissions and special projects
- Page skin on the site
- Advertorial page production: + 300 €



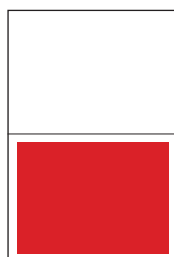
Double page
470 x 280 mm



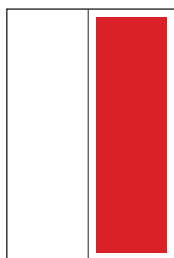
One and a half pages
348,5 x 280 mm



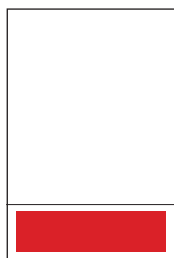
Full page
235 x 280 mm



½ Horizontal page
209 x 118 mm



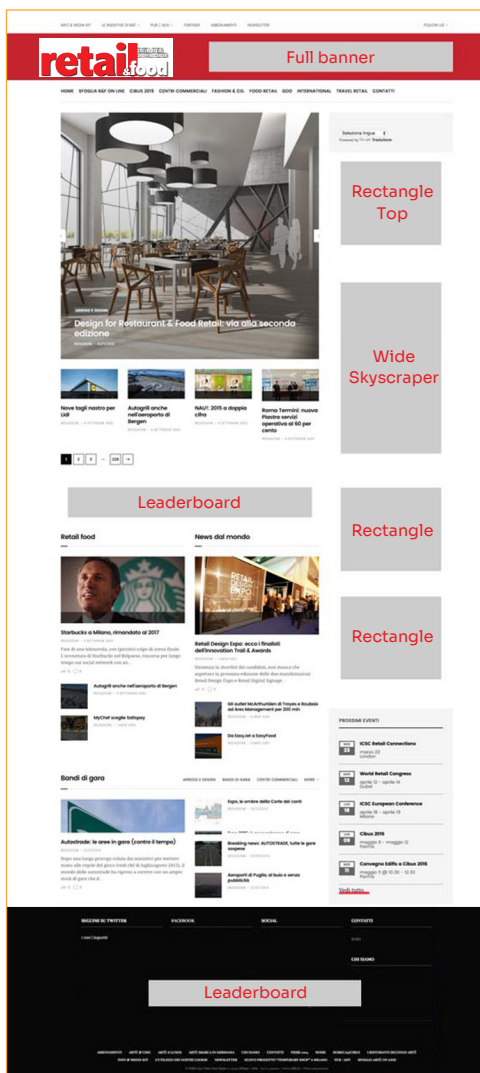
½ vertical page
102 x 246 mm



Module
209 x 52 mm

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food

web price list - retailfood.it



Price List 2024

Monthly amounts

Full banner
728 x 90 - euro 1.100

Rectangle Top
280 x 100 - euro 660

Wide Skyscraper
280 x 600 - euro 990

Rectangle
280 x 100 - euro 500

Leaderboard
728 x 90 - euro 550

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

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