



MEDIA INFORMATION FOR YOUR SUCCESSFUL COMMUNICATION AT MAG.EUROSHOP.DE



GO FOR MAGVERTISING – AT MAG.EUROSHOP.DE!

- The online magazine for the worldwide number one trade fair and its product family: EuroCIS, C-Star and In-Store Asia.
- **Highly professional content** for an international community: reports, announcements, opinions, images, films, interviews, etc.
- **35,000 users** *I* **62,000 hits** (since 5/2018, and rising).
- **130,000** international recipients of the EuroShop and EuroCIS newsletters.
- 3,700 members in exclusive LinkedIn groups: high professionals in the worldwide retail and Expo&Event sector.
- 35,000 fans on Facebook.

Benefit from the mega-positive response to the EuroShop. mag. Be present on a site on which renowned industry players contribute numerous guest articles and interviews.

TRULY MAGNIFOLD: ADVERTISING FORMS AND FORMATS.



Facebook status update

Dimension sponsoring

24.July 2018 | D Inserview, Shop Fitting & Stone Design

Use the content advertising opportunities in the EuroShop.mag!

only ones who are clause with the contrast between concrete and either materials. Architects also use this building material, which already saved the Parthenan of Ancient Greece from destruction in increasingly creative ways. The concrete look is also frequently featured in retail stone design.

Mr. van Uffelen, you wrote a book about the use of concrete in architecture. What makes this building meterial suddenly so attractive again?

To be fair, concrete had actually never fully vanished from the scene. The same applies to pallet-related architecture and design. A gift now, imperfection is very much back in fashion - meaning essentially self-made creations in stank contrast to all the flamless perfection that has dominated in the last decades in the form of parametric architecture, where powerful computers are needed to calculate the curves of walls etc. With concrete, you simply pour it into a form and your wall is done.



Imperfection. That sort of reminds me of the patina finish for mecals that's also very popular right now.

That's right, in this case, the metal is pretreated to make a look aged and sineage in a short amount of time. In fact, that's the benefit of every natural macerial is allowed to age. On clumbic waits must over show any sculfs or scratches. Unlike brick, concrete and any natural material, where signs of use are permitted to show.

To me, concrete always felt somewhat bulky and crude, Are there any new design options?

formwork in any shape and it's cheaper than it was in the past. Methods used in shipbuilding are upliqued in this case. In the 1970s. and 1980s, excrything still needed to be formed by hand, which was far top expensive. That's the reason we lost this imagin sove expression of concrete. Foretwork extremery was simply too expensive. While makes formwork so exclude a pre-pictories a

property is a great example of this, Large sketches and disputes were exched across the concrete formwork and

hade up of additives. You can add whatever you



Deals Roberts, Racks



The unique store of Muster Beauty by



Escaping the one-way



















Content advertising

PREMIUM PACKAGE: MAGXIMAL IMPACT.

Dimension sponsoring

Rectangle (homepage or column)

Content advertising* (1 month from January to March)

Homepage and column

Content advertising* (6 x 1 month from April to

December) Homepage and column

Content advertising* (1 month from January to March)

EuroCIS or EuroShop homepage

Content advertising* (1 month from April to December)

EuroCIS or EuroShop homepage

Newsletter (4 x per year)**

Facebook status update***

PRICE: 11,400 €

Run: January to December

MEDIUM PACKAGE: SOLID IMAGE POWER.

Rectangle

Content advertising* (1 month from January to March)
Column

Content advertising* (3 x 1 month from April to December) Column

Content advertising* (1 month from April to December)

EuroCIS or EuroShop homepage

Newsletter (2 x per year from April to December)

Facebook status update***

BASIC PACKAGE: A BIT OF MAGIC

Rectangle

Content advertising* (1 month from January to March)

Column

Content advertising* (1 x 1 month from April to

December) Column

Content advertising* (1 month from April to December)

EuroCIS or EuroShop homepage

Newsletter (1 x per year from April to December)

PRICE: 6,600 €

Run: January to December

PRICE: 4,200 €

Run: January to December

*Content advertising can consist of an advertorial, a top-selling product, a text ad or a video placement.

** 1 x in the period January to March

***Facebook status update:

With our Facebook status update, you can reach up to 35,000 fans in our community. Please note: we do not publish content that is

purely advertising. Your post should offer added value to the community, e.g. an interesting video, the chance to win something, information on something people can get at your stand at the next trade fair, etc. Our Social Media team is happy to discuss options with you.

All rates herein are subject to valueadded tax.

General terms and conditions:

https://ixtenso.com/en/global/terms_conditions.html



READY FOR MAGVERTISING?

Be present at the exact place the international retail sector focusses on: the global retail community's medium, the online magazine of the world's largest and most significant retail trade fair. Use the opportunities EuroShop.mag offers.

You never magvertise alone!

Inga Kuhlow will be by your side from the first question to the last answer.

Telephone: +49 (228) 919 37 31 Mobile: +49 (171) 370 54 38 Fax: +49 (228) 919 37 42

mailto: inga.kuhlow@beta-web.de



www.messe-duesseldorf.de