

**RetailUpdate**  
made by Lebensmittel Zeitung

# MEDIA- INFORMATION 2017

NEW FROM JULY 01 2017

PERFECT  
PLACE FOR  
YOUR  
MESSAGE



# FORMS OF ADVERTISING RETAIL UPDATE



## MAXI-BANNER

Format: 728 x 180 px  
Price for 1 week: **2,990.00 €**

## TEXT AD

Max. textvolume: 430 characters<sup>1</sup>  
Price for 1 week: **2,100.00 €**

## MEDIUM RECTANGLE

Format: 300 x 250 px  
Price for 1 week: **2,990.00 €**

## RETAIL UPDATE

[www.retailupdate.com](http://www.retailupdate.com)

## BRIEF OUTLINE

The globally researched RetailUpdate newsletter provides the newest information from retail and fmcg to a fast growing readership from around the world for free.

## TARGET GROUP

The global B2B community from retail and fmcg-industry.  
More than 30,000 recipients.<sup>2</sup>

## PUBLICATION FREQUENCY

Daily message from Monday through Friday. RetailUpdate is published in English.

## CONTACT

### Ad Sales RetailUpdate

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More information and newsletter specs: [www.lebensmittelzeitung.net/newsletter-werbung](http://www.lebensmittelzeitung.net/newsletter-werbung)

<sup>1</sup> incl. spaces, ca. 90 of which for the headline, only in form of a text or HTML text advertisement

<sup>2</sup> Source: Recipient database, 01.06.2017