

MEDIAKIT 2025

conzoom solutions

The Retail Hub –
news. experts. inspiration.



SET THE DIRECTION. SHAPE THE FUTURE.

Understanding change means acting now. Using marketing solutions from our leading online platform lets you reach international consumer goods decision-makers – in the right place, at the right time. We connect the global community and combine everything that animates the market, from current trends and innovations to technological developments. We even cover breaking news from the trade media and exciting product worlds.

Be part of a dynamic network: present your company, brands, latest products and solutions. This will position you at the high-profile heart of a globally connected sector. Always keep your finger on the pulse.



Advertorials



White paper



Company Profile Plus



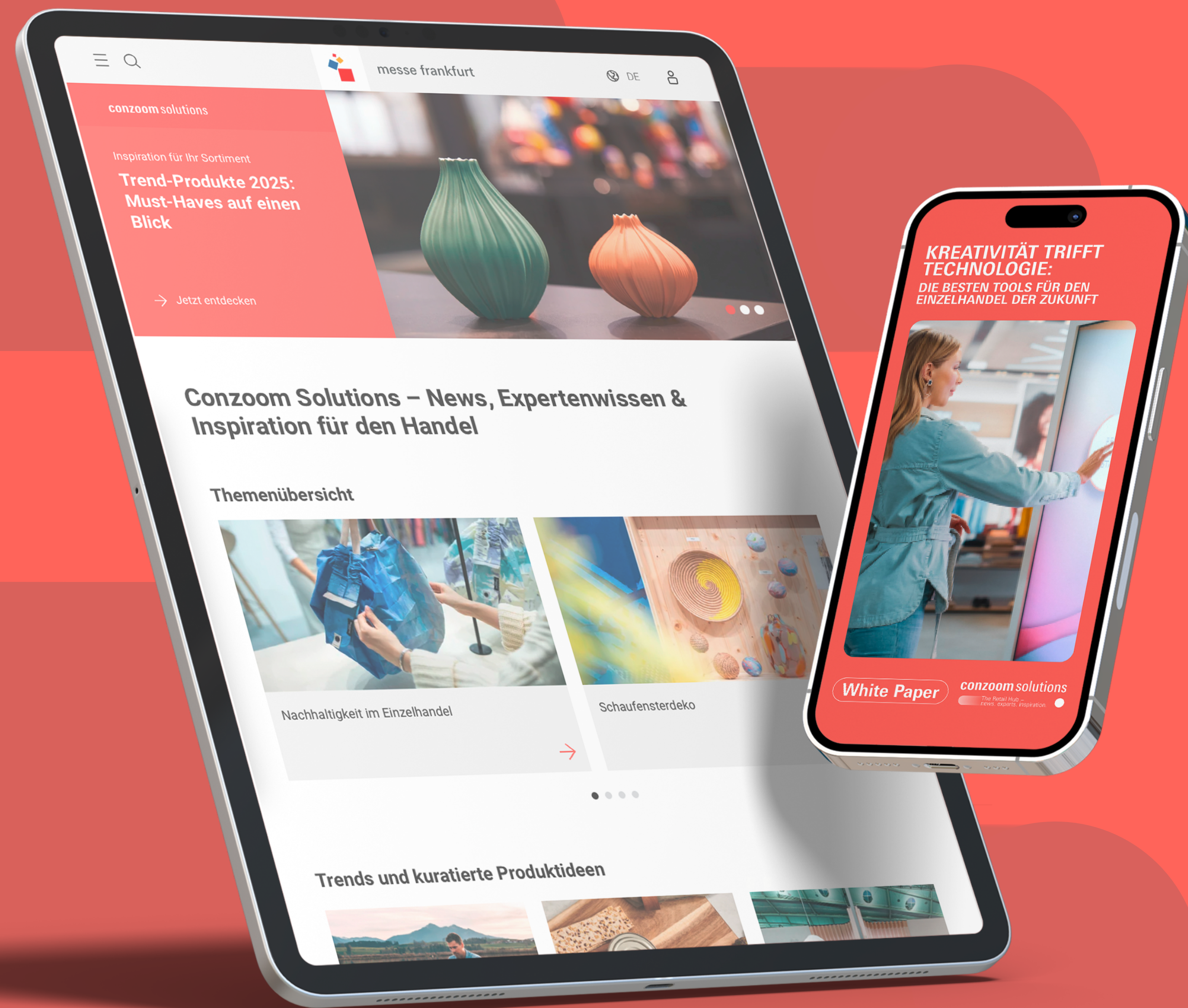
Online banner

Your sector hub. 365 days a year.

Conzoom Solutions is the central sector portal for decision-makers and leading thinkers in retail. We provide in-depth insights, current trends and practical information on themes such as sustainability, digitalisation, innovation and more. We use trade media articles, white papers, interviews and videos to illustrate just what's animating retail. We give guidance in a constantly changing industry.



Are you ready
to face the
future?



Your brand. Our network.



Maximum reach

Reach key target groups in the international consumer goods retail sector. Present your company to top decision-makers and relevant contacts. We maximise your visibility using the reach of leading international trade fairs Ambiente, Christmasworld and Creativeworld – plus over 30 other international events.



Strong brand presence

High-level image building: use the profile of current, sector-wide hot topics to position your company as a skilled thought leader.



Valuable leads

Be what they are looking for: position your solutions precisely where decision-makers are seeking innovation and relevant content. With a clear focus, you'll be visible internationally.

Advertorials

~~1,900€~~
1,600€

Your content in the spotlight ●

Your brand at the heart of industry news and trends. Whether it's an article in the trade media, interview or press statement, advertorials are a way to showcase your expertise and convert your target group using credible content.

Why choose an advertorial?

- + Hit the spot: positioned alongside top-quality industry articles and sector news
- + Focus on target groups: take your content to decision-makers as they seek solutions
- + Flexible: the ideal way to explain a complex product

Your package:

- ✓ Header photo, headline, teaser and editorial text (DE & EN), 3–5 images
- ✓ Distribution via sector hub, social media and newsletter

For details and booking

Online banner

~~from 1,150€~~
from 950€

An image boost for your brand ●

Grab attention by positioning yourself on our sector hub – right where decision-makers are looking for insights and solutions. As it's embedded in editorial content, you'll gain exclusive visibility and strengthen your brand image.

Why choose an online banner ad?

Shape your image: be seen as an expert
Authentic: reach your target group in the editorial section
Exclusive: limited openings available

Your package:

Banner formats 10:1 (1.140 x 114 px) or 6:1 (1.140 x 190 px), inc. link
Run time: 12 weeks

For details and booking

White paper

~~1,900€~~
1,500€

Expertise that lands ●

Introduce your expert solutions in a targeted way. A white paper is a way to share valuable specialist knowledge, position your company as a thought leader in the industry and reach the right decision-makers as they seek in-depth insights.

Why choose a white paper?

- + Hit the spot: feature alongside sector news and expert views
- + Focus on target groups: get your content to B2B decision-makers as they seek solutions
- + Increase your range: perfect to download and share

Your package:

- ✓ White paper PDF (max 25 MB), header photo, headline, teaser and teaser graphic
- ✓ Distribution via sector hub, social media and newsletter
- ✓ Run time: 1 year for maximum visibility

For details and booking

Company Profile Plus

5,200€

In the spotlight worldwide ●

The directory of suppliers gives an overview of industry suppliers worldwide. Present your brands, products, solutions and innovations in a relevant international retail environment.

Why choose Company Profile Plus?

International presence: network with other relevant, specialist industry players
Year-round visibility: benefit from a permanent brand presence
Targeted: reach users through customisable interest areas

Your package:

1 company page and 1 image, company name and contact details for easy discoverability,
3 content pages, 8 search terms and a logo
Social media links and documents for greater reach

For details and booking