



Independent, comprehensive coverage of the Retail Industry Marketplace.

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## Audience

We serve only the B2B Retail Industry Marketplace. This means our website audience is a very focused group of business executives and decision makers. Our users come from various facets of the Retail Industry: Department & Discount Stores (Mass Merchandise), Apparel, Drug Stores, Specialty, Online, Grocery, Home Improvement, Catalogs, and Consumer Electronics/Entertainment, as well as the Suppliers, Manufacturers, Distributors, and Wholesalers serving them.

## Website Traffic (Feb. 2005 Monthly Numbers)

Page Views, entire site	131,959 / month
Users Sessions	56,962 / month
Unique users visiting site	39,626 / month
Times a single ad banner was viewed	Approx. 32,500 / month

What does this mean? 39,626 unique users came to our site in Feb. 2005 and generated 131,959 page views. If you placed a single ad in our default ad rotation, your ad would have been seen approx. 32,500 times (this assumes you are sharing the rotation with one other advertiser. Double the ad views to 65,000 if you are the only advertiser in the rotation). To boost your exposure, we limit only 2 advertisers in the rotation per month.

## Email Newsletter Traffic (Avg. Monthly Numbers)

Messages sent	34,016 / month
Profiled, opt-in subscribers	1,823

Our users can sign up for daily and weekly e-newsletters and retail information alerts. These are 100% opt-in newsletters. We never send out unsolicited email messages. A single advertisement inserted into all messages for one month would yield 34,016 targeted ad views. These ad views are of a much higher quality than regular website ad views, as they are seen only by profiled, retail industry decision makers who have opted-in to receive our correspondence.

## Rates \*

Single banner ad in site-wide rotation (468x60 image)	\$2,000 / month
Single ad in all opt-in e-newsletters (one paragraph text with one URL link)	\$3,000 / month
Combo package (both banner and e-newsletter)	\$4,000 / month

\* Discounted rates are available for multi-month contracts.

## About Us

RetailNet is a subsidiary of leading retail industry print publisher Lebharr-Friedman, Inc. Lebharr-Friedman has been the voice of retailing for over 75 years. Capitalizing on its unique position in the marketplace, RetailNet.com was launched in November 2003.

## Contacts

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**RetailNet - <http://www.retailnet.com>**

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