



THE RETAIL
EXCHANGE

Your Industry Podcast

Own the conversation **Media Pack 2022**

Top 10 Best Global Retail Podcast*

*(Source: Feedspot 2021)

theretailexchange.co.uk
#RetailExchange





THE RETAIL EXCHANGE

Your Industry Podcast

With various exciting plans and opportunities in 2022, don't miss your chance to be part of the biggest conversations in retail.



5 Factors that make The Retail Exchange unique

The UK's premier and most listened to retail podcast, featuring some of the world's most progressive retail brands.

Top 10 Best Global Retail Podcast (*Source: Feedspot*)

More than 70,000+ global listens and 3,500 average episode listens

5,000+ senior retail leader subscribers from major retailers and brands

Exclusive in-depth interviews with senior retail leaders to share the story of how they are transforming retail performance, and roundtable podcasts featuring key insights on how to tackle the challenges facing the future of retail.

Who We Are



The mission

The Retail Exchange was founded in 2017 to offer dedicated podcast that would keep an eye and an ear on the world of retail, catering for the needs of a smart, informed and diverse senior retail audience. We believed there was a hunger for globally minded senior retail leaders wanting to access interviews, debate and discussion on the key issues affecting the industry.

Our listeners have proved us right.

Our Content

We deliver a distinct mix of tailored content that mirrors the issues and challenges that exist within the current retail landscape. Providing relevant content, insight and thought leadership from senior retail professionals and leading retail experts.

The Retail Exchange puts a modern take on traditional retail reporting and discussion. Frank, engaging and thought-provoking, we add deep dive insight into retail content editorial; exclusive interviews give peer-to-peer insight into the approaches, solutions being delivered by leading retail brands, as well as a glimpse into the career profiles of leading C-Suite retail professionals from some of the biggest names in international retail.

Want to reach senior retail leaders? We hear you.

Our retail podcast offers unique and innovative commercial opportunities through integrated partnerships, helping you to engage with our listeners through highly credible and respected content.

We also use real-time data and insight to constantly evolve both the editorial and commercial offerings.

Advertising and Sponsorship

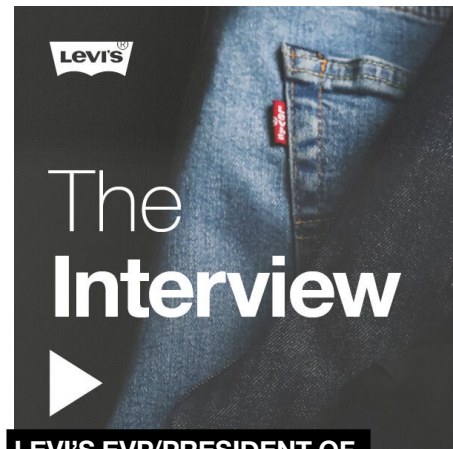
Our retail podcast offers unique and innovative commercial opportunities through integrated partnerships, helping you to engage with our listeners through highly credible and respected content, and reach the people that matter.

The Retail Exchange has a loyal following of retailers, brands and like-minded industry professionals. If you're hoping to build awareness of your brand, products and services, these are the people you want to reach. For more information about advertising on the site or sponsoring future episodes, contact our Advertising Team and let's see how we can help.

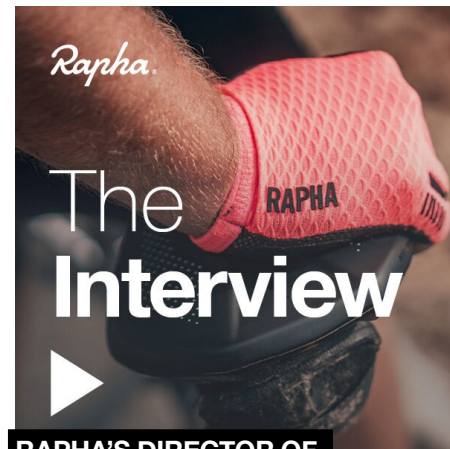
**For Information on Sponsor and Advertising Opportunities with
The Retail Exchange contact Stuart Skate on +44 (0)20 8050 6028 or
mail@theretailexchange.co.uk**

The Interview

Featuring in-depth conversations with senior figures from the world of retail, **The Interview Series** sits down with leading minds and inspiring thinkers from some of the world's biggest retailers and brands, as they share insights into their work, challenges, and personal career stories.



LEVI'S EVP/PRESIDENT OF GLOBAL DIRECT TO CONSUMER, MARC ROSEN, ON HOW THE ICONIC BRAND IS REIMAGINING RETAIL.

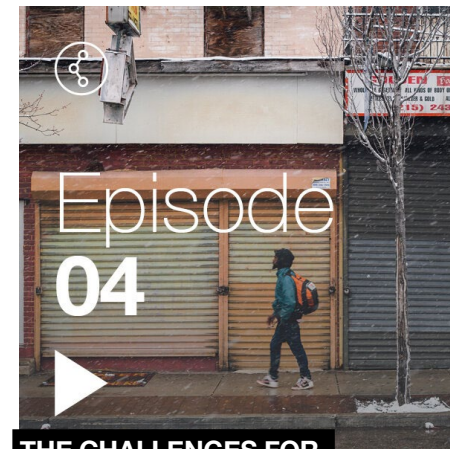


RAPHA'S DIRECTOR OF RETAIL & DEVELOPMENT, CAROLINE CROSSWELL, EXPLORES OUR LOVE OF ALL THINGS TWO WHEELED.

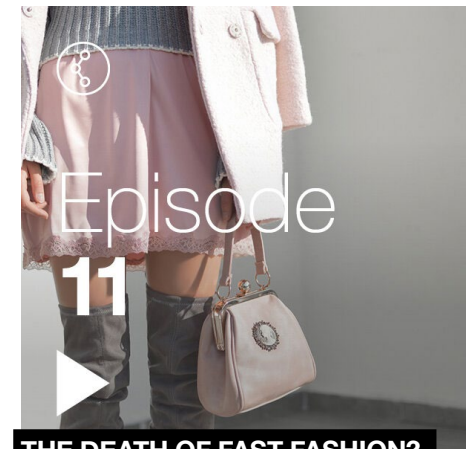
Roundtable Episodes



Our **roundtable podcast episodes** gather senior industry professionals and thought-leaders to discuss the challenges of delivering great retail in face of changing shopper behaviour and increasingly competitive landscape.



THE CHALLENGES FOR MAINSTREAM RETAILERS AND WHAT CAN BE DONE TO GET STORES BACK ON TRACK.



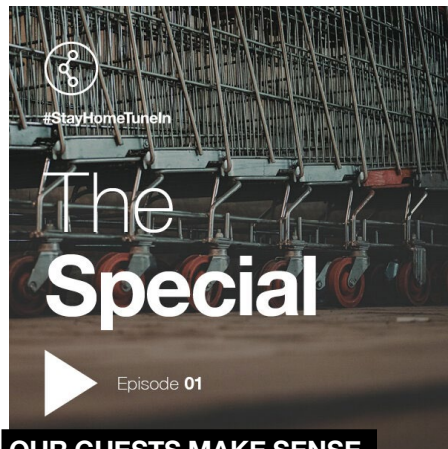
THE DEATH OF FAST FASHION? WHAT'S NEXT IF THE HIGH STREET IS TO STAY IN VOGUE.

The Special

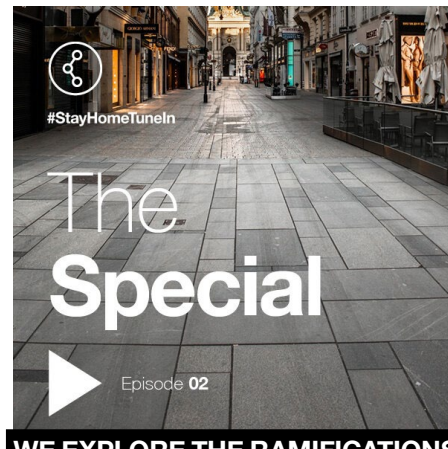


Our series The Special took an in-depth look at the biggest economic, social, cultural and political stories impacting those that work within the retail industry. As part of our Covid-19 pandemic related coverage, we aired a four-part series to assess the impact of outbreak on the industry.

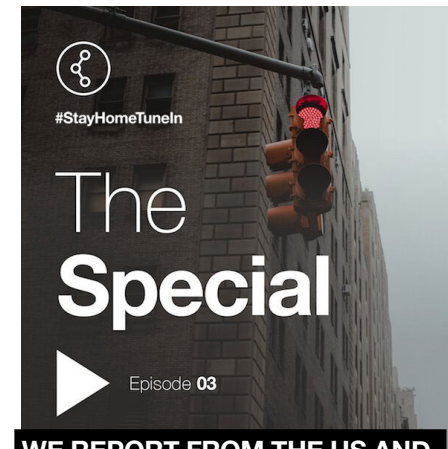
With exclusive dispatches across three continents, our special episodes featured comment from seasoned retail professionals, leading journalists (including Retail Week, The Grocer and Bloomberg), and a host of senior industry analysts.



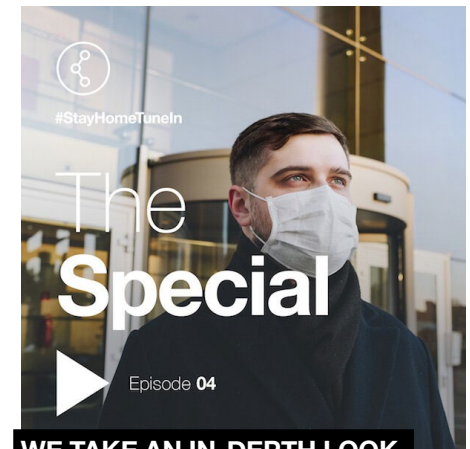
OUR GUESTS MAKE SENSE OF THE VOLATILE, FAST-MOVING AND HUGELY COMPLEX SITUATION FACING GROCERY RETAILERS.



WE EXPLORE THE RAMIFICATIONS OF THE RETAIL APOCALYPSE THAT NO-ONE IN THE INDUSTRY COULD HAVE EVER HAVE FORESEEN.



WE REPORT FROM THE US AND CANADA, AS RETAILERS ACROSS BOTH COUNTRIES CLOSE THEIR PHYSICAL STORES.



WE TAKE AN IN-DEPTH LOOK AT THE HUMAN IMPACT OF THE PANDEMIC AND THE IMPORTANCE OF WELLBEING.

Featured Interviews



No other retail podcast features more senior retail leaders from more retailers and brands than we do. Period.



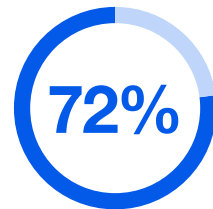
Our Audience



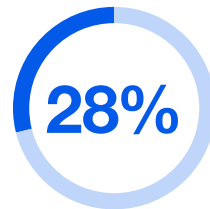
The Retail Exchange has shown consistent month on month traffic growth since its launch in 2017. Engagement and organic traffic showing continued growth.

“A valuable, highly targeted & engaged audience of retailers, brands, agencies and senior C-Suite retail decision makers.”

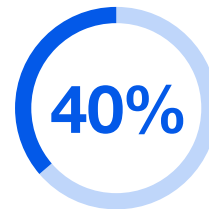
70,000+
GLOBAL LISTENER



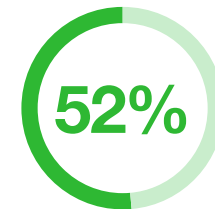
Retail/Brand Audience



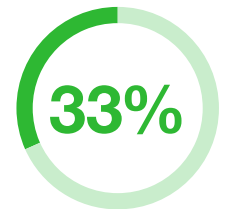
Agency Audience



Month-On-Month Audience Growth

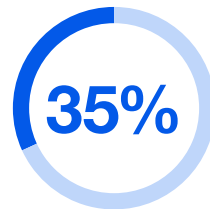


C-Suite Level

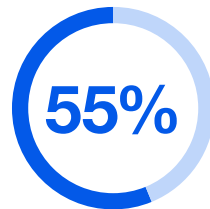


35 Years+

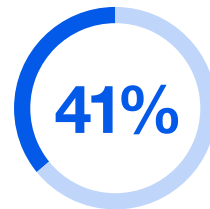
3,500
AVERAGE EPISODE LISTENS



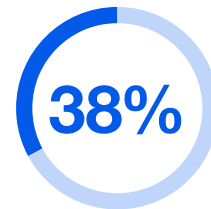
UK Audience



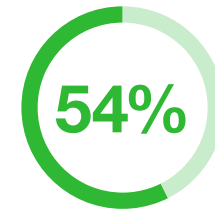
US Audience



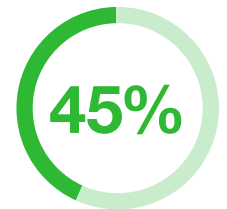
Website



iTunes



Male



Female

Our Advertisers



Just some of those who have seen the benefits of partnering with The Retail Exchange podcast. Join them...

Cheil



Cybertill



**FutureBrand
UXUS**

jisp

NG Retail
Summit



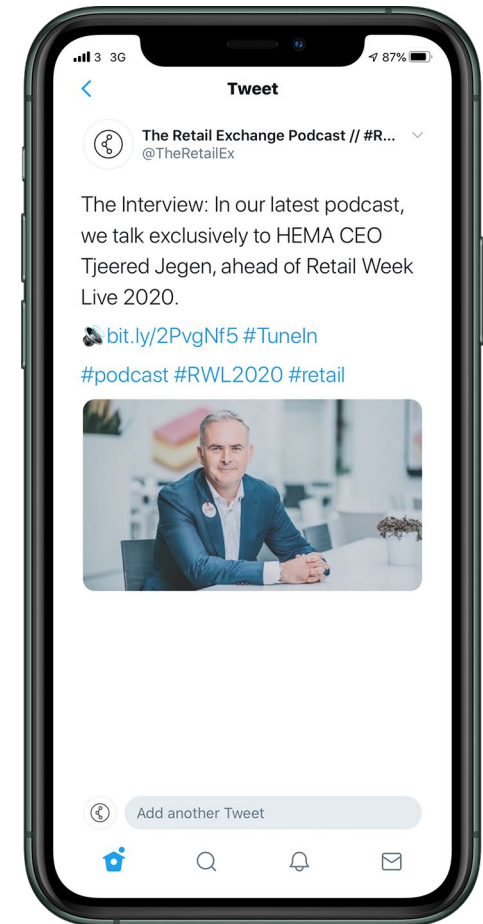
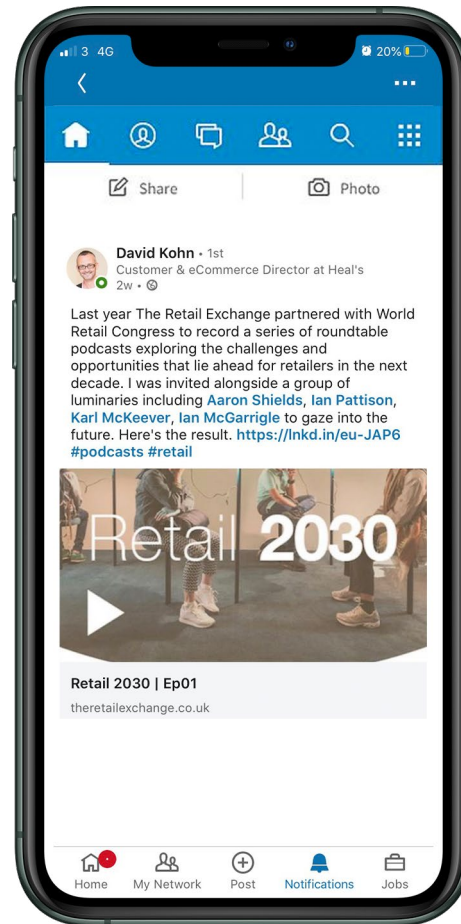
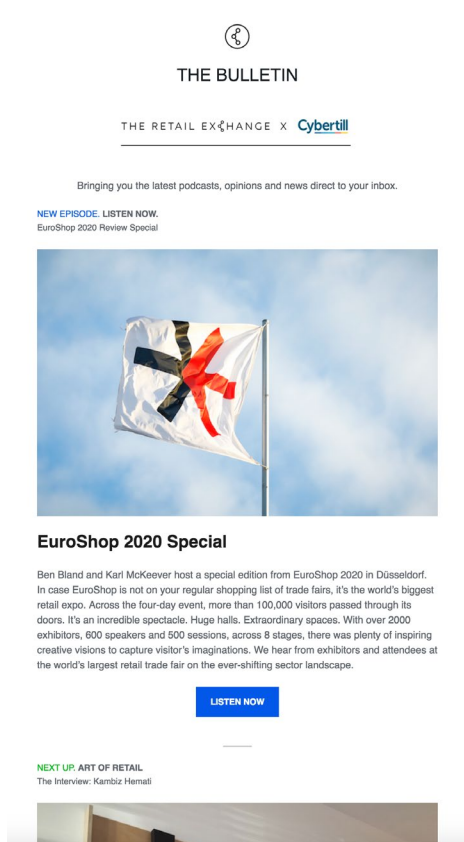
Flagship Events



Major international retail events? You'll find us there, too. We partner with some of the biggest. And that means an even bigger audience for your message.



Social Buzz



Event Sponsorship



Event Sponsorship

Packages start from £10,000.00

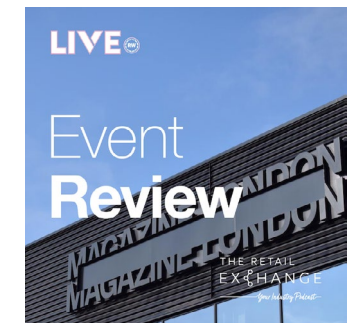
The Retail Exchange is the official podcast partner for many leading international retail events, conference and seminars. And the list continues to grow each year. As part of our partnership with every event, our production team produces exclusive event episodes for our international listeners. From **event previews** to **special roundup episodes** as well as **exclusive interviews** with senior retail and brand professionals.

Event Headline Sponsorship

- Our Headline Sponsor benefits package includes:
- Your sponsorship announced through social media posts
- Prominent branding on our podcast booth at event
- Extensive pre-event partnership branding
- Logo displayed on all promotional material, including related episode tiles
- 'Sponsored by' name check featured prominently in all related podcast episodes
- 'Sponsored by' announcement in pre/post-episode trail reads
- Your brand and URL link promoted within episode social media posts
- Company and URL link mention in episode page on theretailexchange.co.uk
- Homepage banner advertising online or HPTO (Homepage Takeover) advertising opportunities
- Digital banner advertising and Company Profile article on The Retail Exchange – The Bulletin email newsletter (+3000 C-Suite retail subscribers)
- In-episode advertising (30-40secs spots (in daily roundup episodes)

theretailexchange.co.uk

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Sponsored Episodes



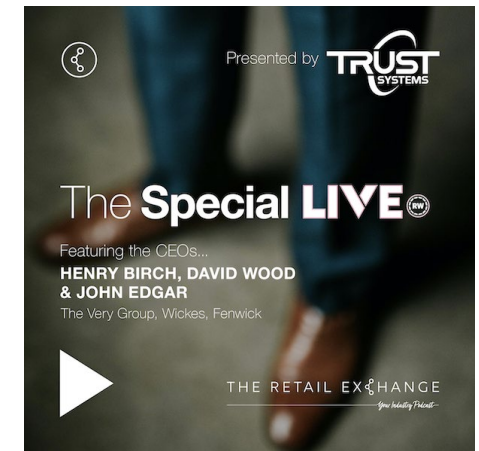
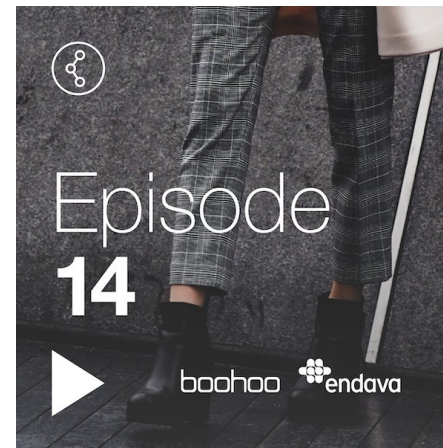
Sponsored Episode

£2,250.00

Per Episode

Put your brand, products or event at the heart of the biggest conversations in retail. By taking one of our **Episode Sponsorship packages**, senior retail professionals in the industry are guaranteed to hear your message and soon to be talking about you.

- Pre-roll 'Sponsored by' message in pre/post-episode trail reads
- 30-40sec pre and mid-roll in-episode ad read message
- Logo displayed on all promotional material, including related episode tiles
- 'Sponsored by' announcement in pre/post-episode trail reads
- Your sponsorship announced through social media posts
- Your brand and URL link promoted within episode social media posts
- Company and URL link mention in episode page on theretailexchange.co.uk
- Digital banner advertising on The Bulletin email newsletter
- 75-100 words event profile copy + related 'editorial' image in The Bulletin email newsletter



Custom Content



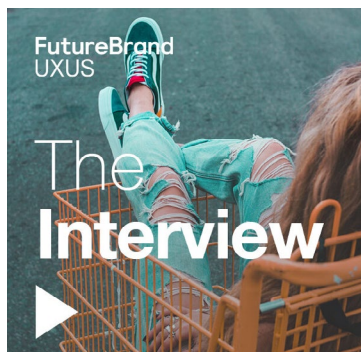
Custom Content

Packages start from £4,500.00

Solus Company Profile

The Retail Exchange creates original content for those interested in exploring alternative creative solutions to communicate brand and marketing messages. Produced entirely in-house by the editorial team (working closely with you to define and develop your episode in a way that hits key message points relevant to your business or event), our **Custom Content episodes** are afforded the same level of quality and time as all our editorial output, employing the talents of our editorial and production team and experienced business broadcasters to deliver valuable and shareable custom content to engage our regular listeners and your wider audience.

- Access to The Retail Exchange platform and its listeners to communicate brand and marketing messages
- Exclusive interview/roundtable panel discussion episode (up to 1 hour duration)
- Valuable and shareable custom content to engage our regular listeners and your wider audience
- 30-40sec pre and mid-roll in-episode ad read message
- Logo displayed on all promotional material, including related episode tiles
- 'Sponsored by' announcement in pre/post-episode trail reads
- Your episode content promoted through social media posts
- Your brand and URL link promoted within episode social media posts
- Company and URL link mention in episode page on theretailexchange.co.uk
- Digital banner advertising on The Bulletin email newsletter
- 75-100 words event profile copy + related 'editorial' image in The Bulletin email newsletter
- Supply of final audio for your own marketing activity and channels



George Gottl

Co-founder and Chief Executive
FutureBrand UXUS

**EXPLORING WHY CONVERSATION
IS THE NEW EXPERIENCE**

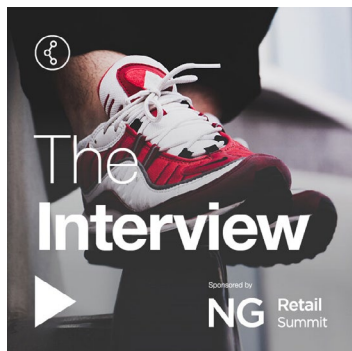
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In-episode Ad Spots



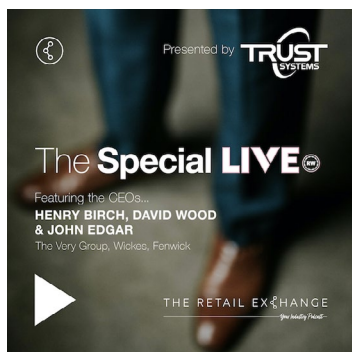
In-episode Advertising	£650.00 per episode/slot	Pre-Record (pre/mid/post)
Pre- and post-roll Presenting Sponsorship	£Included in Episode Sponsorship	Pre-Record (pre/post)



In-episode ad reads

A 30-45 second pre-written pre/mid or post-roll episode read promoting your brand, products or event.

Listen



Pre-roll presenting sponsorship

15-second pre-roll and post-roll presenting sponsorship (included as part of Episode Sponsorship):

“This episode of The Retail Exchange is brought to you by ‘your company here’ + company slogan. We offer complete episode exclusivity (no reads for or endorsements of any other products will be performed during a sponsored episode).

Listen

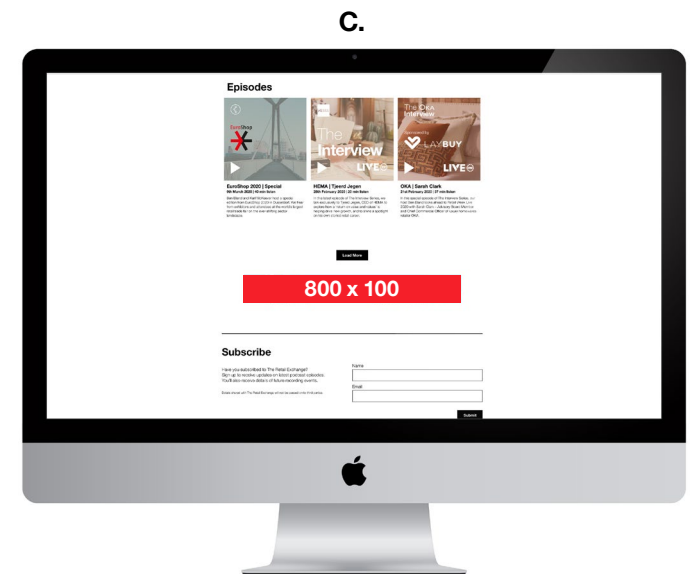
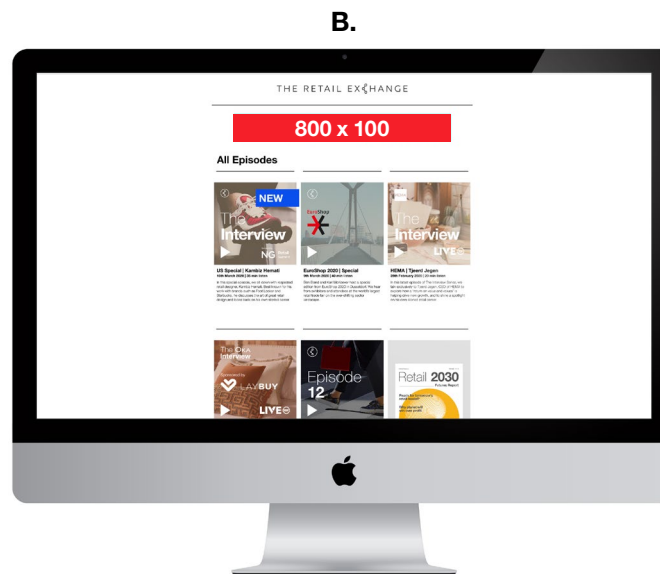
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Website Advertising



A. Leaderboard (Homepage)	£595.00 per month	800 x 100 Pixels
B. Leaderboard (Episode Pages)	£495.00 per month	800 x 100 Pixels
C. Leaderboard (Other)	£350.00 per month	800 x 100 Pixels
D. MPU	£250.00 per month	300 x 200 Pixels



Email Advertising



The Bulletin Advertising

Email Advertising

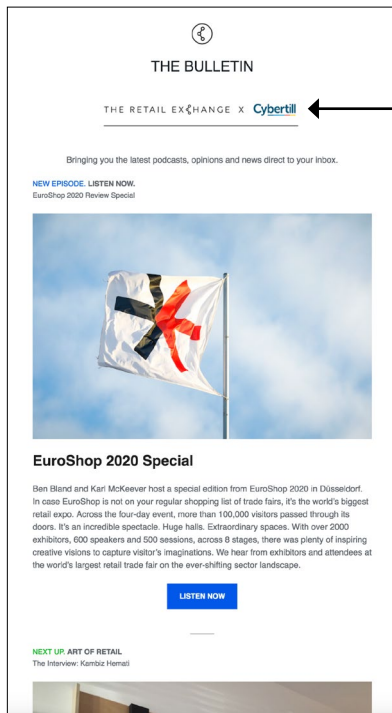
£875.00 per month

800 x 100 Pixels

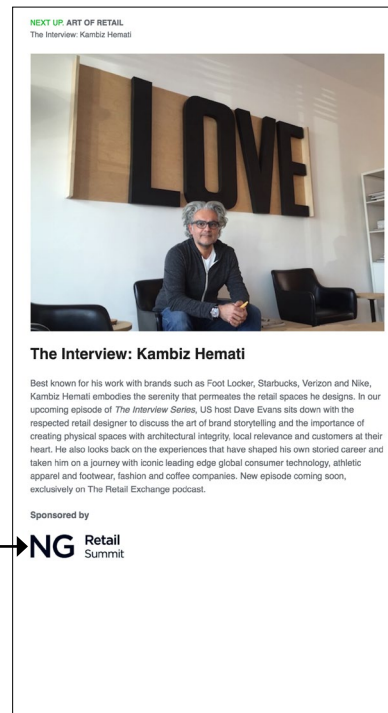
Sponsored Promotion

£650.00 per month

75-100 words + image

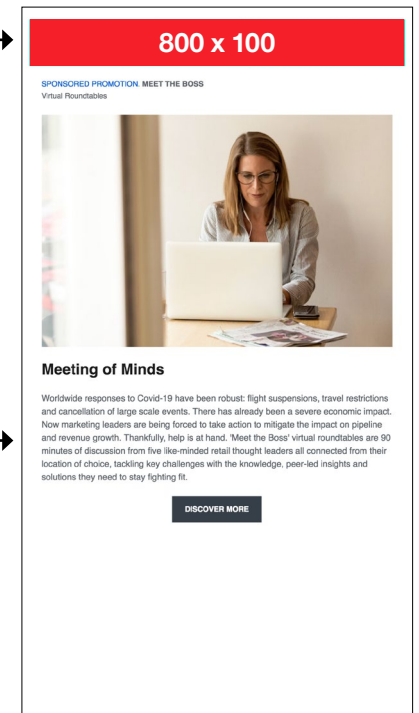


Your Logo Here



Your Logo Here

Your Banner Here



Editorial Feature

Content Planner



Future Confirmed Episodes

Recorded throughout the year — often pre-recorded for release at a later date to maximise relevance to industry news, seasonal events and retailer/brand activity, here are some of the upcoming episodes you can look forward to hearing and securing advertising and sponsorship opportunities around in the coming months:

Green & Black's	<i>The Interview Series</i>	February 2022
Independent Retail	Roundtable	March 2022
Joe & Seph's	<i>The Interview Series</i>	March 2022
Little Moons	<i>The Interview Series</i>	March 2022
Sustainable Sourcing	Roundtable	March 2022
Mental Health & Wellbeing	Roundtable	April 2022
The Retail Trust	<i>The Interview Series</i>	April 2022
World Retail Congress 2022	Event Review	April 2022
Retail Week 2022	Event Preview	May 2022
Beauty Retail	Roundtable	May 2022
Nespresso	<i>The Interview Series</i>	May 2022
B&Q	<i>The Interview Series</i>	May 2022

Upcoming Events

Every year, The Retail Exchange production team attends and records at some of retail's biggest industry event. Here are just some of the events we'll be at in the coming months:

Spring Fair 2022	Birmingham	February 2022
World Retail Congress 2022	Rome	April 2022
Retail Week Live 2022	London	May 2022
Shoptalk 2022	London	June 2022

Let's Talk



Want to build awareness of your brand, products and services to a captive international audience of senior retail decision makers?

For more information about advertising on the site or sponsoring future episodes, contact our Advertising Team and let's see how we can help.

We're ready to listen.

Get in touch

Stuart Skate

Commercial Director

+44 (0)20 8050 6028

mail@theretailexchange.co.uk

THE RETAIL EXCHANGE

Your Industry Podcast



Spotify

TUNE IN

cast

STITCHER

PodBean

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