

Advertising on Ecommerce News



Rates & Guideline

Latest update: July 2023



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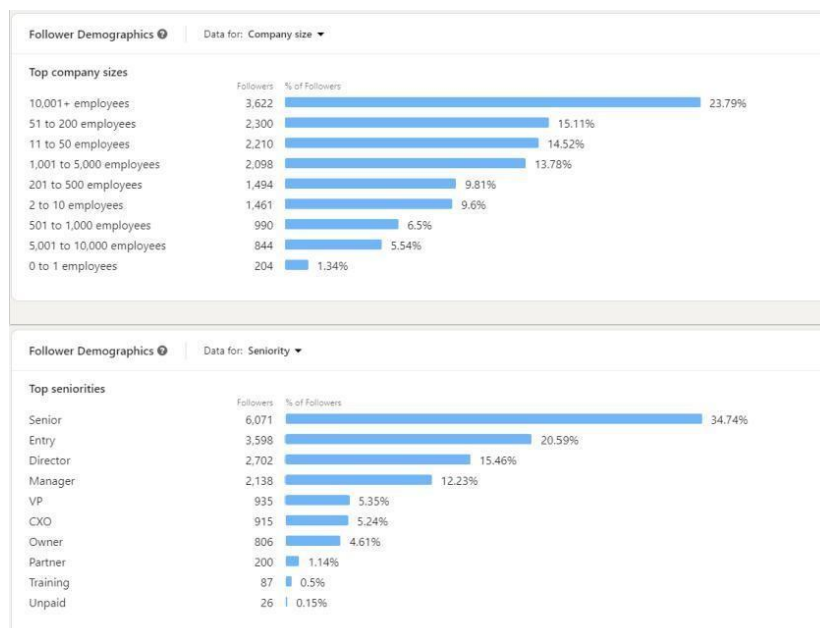
About Ecommerce News

Who we are and what we do

Ecommerce News Europe was founded in 2013 by bloggers who write online on a daily basis for years now. We inform our international readers about the latest trends, news, investments, acquisitions, and statistics from the European ecommerce industry. We do this with news articles, interviews and information pages.

Target group

We focus on and reach mostly C-level executives in the following industries: ecommerce/online retail, logistics and supply chain, marketing and advertising, and consumer goods. Most of our visitors come from the United Kingdom, the United States, the Netherlands, Germany, France, Belgium, Sweden, Italy, and Spain.



Advertisement possibilities

Leaderboard

The leaderboard is the top banner that shows on top of every page on the website. It is 728*90 pixels large. Prices: Available for **€900** per month.

A discount is surely negotiable if you decide to have this ad for a longer period or if you want to book other ads as well.

The screenshot shows the Ecommerce News Europe website. At the top, there is a blue header with the site logo, navigation links (NEWS, EVENTS, COMPANY DATABASE, ECOMMERCE PER COUNTRY, TOPICS, ADVERTISE, CONTACT), and a search bar. Below the header, a red-bordered box highlights a Moengage advertisement. The ad text reads: "MoEngage named a Strong Performer", "The Forrester Wave™, Cross-Channel Campaign Management, Q3 2021", and "moengage Read the Report". Below the ad, the main content area features two articles. The first article is titled "Growth of Dutch cross-border purchases slows down" and includes a sub-headline "Yesterday by Ecommerce News. About Cross-border, Statistics with tags The Netherlands, 780 views." The second article is titled "Ceconomy made one third of profits online" and includes a sub-headline "October 26, 2021 by Ecommerce News. About Cross-channel with tags Germany, 905 views." To the right of the main content, there is a sidebar with several smaller advertisements, including ones for boostle, lightspeed eCom, TRUCLAYER, octopia Fulfillment, and a "Give shoppers 1MSE of what they want" ad.

Advertisement possibilities

Rectangle

The rectangle is the square banner right next to the content on every page of the website. It is 336*280 pixels large. Prices: Available for **€900** per month.

A discount is surely negotiable if you decide to have this ad for a longer period or if you want to book other ads as well.

The screenshot displays the Ecommerce News Europe website. The header features the site's name, navigation links (NEWS, EVENTS, COMPANY DATABASE, ECOMMERCE PER COUNTRY, TOPICS, ADVERTISE, CONTACT), and a search bar. The main content area includes several advertisements and news articles. A prominent ad for MoEngage is at the top left, followed by a news article titled 'Growth of Dutch cross-border purchases slows down'. To the right of this article is a vertical stack of ads for Boostle, lightspeed ecom, and TruLayer. Below the Dutch article is another news article titled 'Ceconomy made one third of profits online'. To the right of this article is a large ad for Octopia Fulfillment. The bottom right corner features a large ad for Amazon Pay checkout.

MoEngage named a Strong Performer
The Forrester Wave™: Cross-Channel Campaign Management, Q3 2021. [Read the Report](#)

Growth of Dutch cross-border purchases slows down
Yesterday by Ecommerce News. About [Cross-border](#), [Statistics](#) with tags [The Netherlands](#). 780 views.
Though Dutch consumers are still placing more cross-border orders within the EU, in Q2 2021 there was a growth of 17 percent when compared to last year. In total, they spent more than 800 million euros in online stores within the EU. This is a slower growth than in previous quarters.
[Continue reading >](#)

Ceconomy made one third of profits online
October 26, 2021 by Ecommerce News. About [Cross-channel](#) with tags [Germany](#). 905 views.
Ceconomy, the German mother company of electronic stores such as Mediamarkt, made one third of its profit from online sales in 2020. Their online revenue increased more than half in the last year. The numbers are clearly a result of

boostle
A new way to finance the growth of your ecommerce [Learn more](#)

lightspeed ecom
Ecommerce software for SMEs [Start free demo](#)

TRULAYER
Change at the Checkout
Ecommerce payments after the pandemic. [In partnership with YouTube](#)

octopia Fulfillment

Give shoppers more of what they want
The Amazon Pay checkout solution increases shopper engagement, brand visibility, and security for your business. [Learn more](#)

Advertisement possibilities

Image, content & button-advertorial

The image, content & button-advertorial is banner right next to the content on our news or ecommerce topics pages of the website. For the image we prefer a file of 720*480 pixels large. The title of the advertorial can contain 20 characters in total. The text below can contain 150 characters in total (including spacing). Prices: Available for **€800** per month.

A discount is surely negotiable if you decide to have this ad for a longer period or if you want to book other ads as well.

The screenshot shows the Ecommerce News - Europe website. The browser tab is 'Ecommerce News - Europe' and the URL is 'ecommercenews.eu'. The page features three news articles on the left and two advertisement banners on the right.

Article 1: Ceconomy made one third of profits online
October 26, 2021 by Ecommerce News. About [Cross-channel](#) with tags [Germany](#). 905 views.
Ceconomy, the German mother company of electronic stores such as Mediamarkt, made one third of its profit from online sales in 2020. Their online revenue increased more than half in the last year. The numbers are clearly a result of coronavirus-related measures.
[Continue reading >](#)

Article 2: Klarna partners with Stripe
October 26, 2021 by Ecommerce News. About [Payments](#) with tags [Europe](#). 859 views.
Swedish fintech company Klarna has announced a partnership with Stripe, a global payments company. Retailers can now add Klarna to their payment methods. With Stripe's infrastructure, Klarna can now accept credit card payments from consumers in the US and Canada.
[Continue reading >](#)

Article 3: Zalando launches Care & Repair program
October 26, 2021 by Ecommerce News. About [Marketplaces](#) with tags [Germany](#). 1404 views.
Online fashion giant Zalando has launched a Care & Repair program, starting with pilots in Germany as of this month. There are plans to launch the program in other European countries.
[Continue reading >](#)

Advertisement 1: Give shoppers more of what they want
The Amazon Pay checkout solution increases shopper engagement, brand visibility, and security for your business.
[Learn more](#)

Advertisement 2: 14 DAYS FREE TRIAL Your own online store
Do you want to sell on Instagram, Facebook or through your own online shop? Shopify.com makes it easy. Free trial for 14 days, no credit card required.
[Visit Shopify.com](#)

Advertisement 3: Ecommerce news per e-mail
Your email address: [Sign up!](#)

Advertisement possibilities

Partner button

We use this advertisement regularly and with great responses from our advertisers on our Dutch website [Ecommerce News Nederland](https://www.ecommerce-news-nederland.nl). The ads are small, but are shown on every page of our website. So they are real eye-catchers! The ad is 150x150 pixels large. Price: **€250** per month.

A discount is surely negotiable if you decide to have this ad for a longer period or if you want to book other ads as well.

The screenshot shows the Ecommerce News Europe website. The header includes the site name, navigation links (NEWS, EVENTS, COMPANY DATABASE, ECOMMERCE PER COUNTRY, TOPICS, ADVERTISE, CONTACT), and a search bar. The main content area features several advertisements and news articles. On the right side, there are three vertical ad banners for Boostie, Lightspeed ecom, and TruLayer. Below these, there are two more ad banners for Octopia Fulfillment and a Give shoppers more of what they want campaign. The main content area on the left contains two news articles: 'Growth of Dutch cross-border purchases slows down' and 'Ceconomy made one third of profits online'. Each article includes a brief summary, a date, and a 'Continue reading' link. The website layout is clean and professional, with a focus on providing news and advertising opportunities in the e-commerce industry.

Advertisement possibilities

"Read more" advertorial

This type of advertisement will really get the attention of our readers, as it will be displayed in our news articles. As this type of ad is really an eye-catcher, there are some restrictions to the booking possibilities. You can have the ad displayed 100% of the time, but you can then book this ad for only **one month**. If you want the ad displayed 50% of the time, you can book the ad for a longer period.

Price: (100% shown): **€1500** for one month, (50% shown): **€1000** per month

A discount is surely negotiable if you decide to have this ad for a longer period (only applies to the 50% version) or if you want to book other ads as well.

The screenshot shows a web browser displaying an article on Ecommerce News. The page layout includes a blue header with the site logo, navigation menu, and search bar. The article title is "Growth of Dutch cross-border purchases slows down". Below the article text, there is a highlighted advertisement box for "finXP" titled "Whitepaper: Banking on Borderless Payments". The advertisement text states: "This FinXP whitepaper explains how payment strategy helps online merchants expand abroad. Learn about common payment and banking challenges, and revenue-increasing solutions. [Download now!](#)". To the right of the article, there are several other advertisements for companies like MoEngage, Lightspeed, TrueLayer, and Octopia Fulfillment.

Advertisement possibilities

Event highlight

The [Ecommerce Events](#) page is one of our most popular pages. Ecommerce managers, online retailers, marketing executives and other important ecommerce experts from all over Europe and across the globe visit our events calendar every day. You can have your event highlighted on this page!

It will show the name of the event, a short description, a 100x100 pixels logo and of course a link to your ecommerce event. And all this, on top of our popular events calendar. Price: Available for **€300** per month.

A discount is surely negotiable if you decide to have this ad for a longer period or if you want to book other ads as well.

The screenshot shows the 'Ecommerce events' page on ecommercenews.eu/events/. The page is titled 'Ecommerce events' and includes a brief overview of the events listed. A 'Featured' event is highlighted with a red border:

- eCommerce & Digital Marketing Conference North**
Saturday November 06 - Sunday November 07
HELEXPO, Thessaloniki
- The eCommerce & Digital Marketing Conference North is a conference for the ecommerce and digital advertising industry in Northern Greece. It takes place on 6 & 7 November.
- [Read more >](#)

Below the featured event, there is a section for 'Upcoming events' with the following event:

- AutoMates BFCM**
Wednesday October 27
Online event
- AutoMates BFCM is an online event from Prisync that takes place on...
- [More information](#)

On the right side of the page, there are several promotional banners and a 'Recent ecommerce news' section:

- Featured banners:**
 - octopia Fulfillment
 - lightspeed e.com: Ecommerce software for SMEs. [Start free demo](#)
 - Give shoppers *more* of what they want. The Amazon Pay checkout solution increases shopper engagement, brand visibility, and security for your business. [LEARN MORE](#)
- Recent ecommerce news:**
 - 27/10 - Growth of Dutch cross-border purchases slows down
 - 26/10 - Economy made one third of profits online
 - 26/10 - Klarna partners with Stripe
 - 26/10 - Zalando launches Care & Repair program

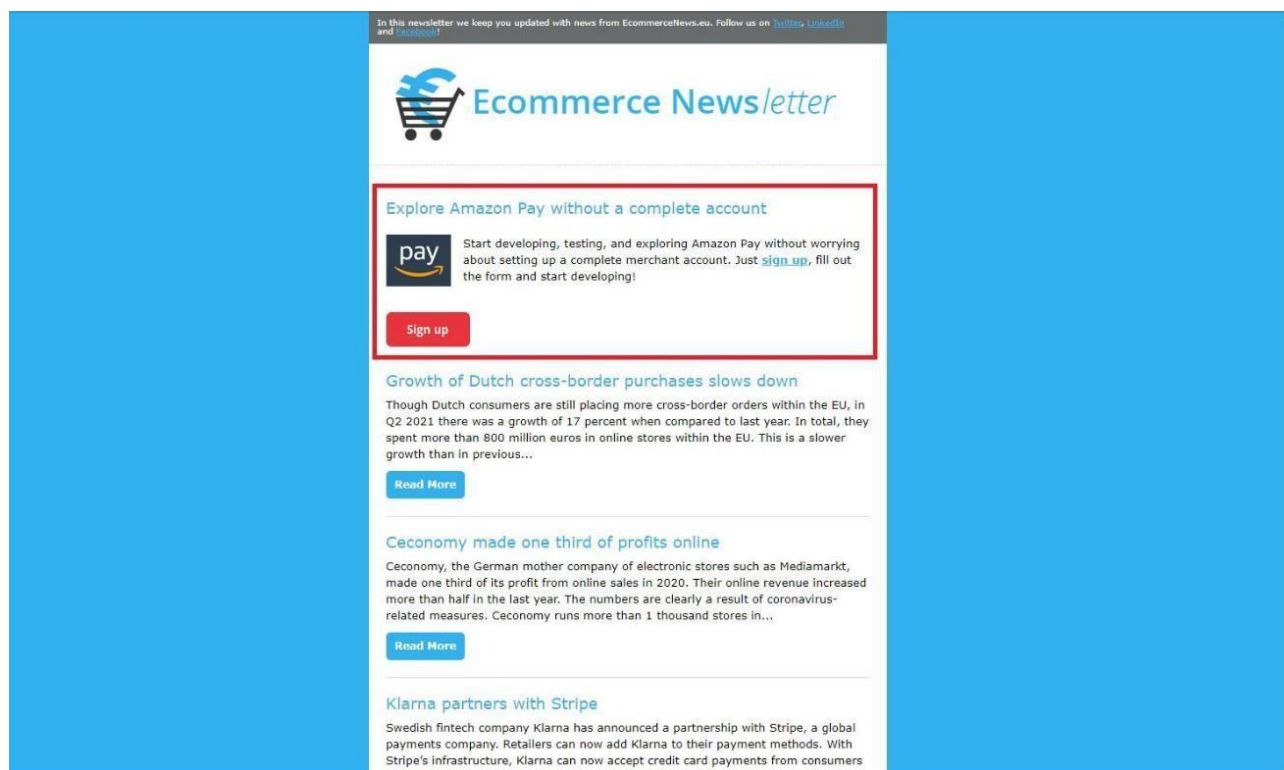
Advertisement possibilities

Newsletter mention

Every Monday morning, 9:00 CET, we send out our newsletter to our 4,000 international readers. They are people working in the ecommerce industry from all over the world, who are interested in keeping up with the latest ecommerce news from Europe.

In this newsletter, we can mention an event or a company on top of all the news that's mentioned in the e-mail. Price: Available for **€250** per mention.

A discount is surely negotiable if you decide to have this ad for a longer period or if you want to book other ads as well.



Advertisement possibilities

Article / Interview

For a limited number of pre-authorized advertisers, we offer a sponsored news article on our website. This article can also be published in the form of an interview. The article will feature a "sponsored article" mention in the header image and it will also be made clear that the article isn't from our editorial staff. Hyperlinks in the article will be nofollow.

Because this is a very strong advertising method, which looks very similar to our daily news publications, we won't accept every advertiser. We only accept these kinds of articles when they are really focused on ecommerce and/or Europe.

Price: Available for **€1500** per article.

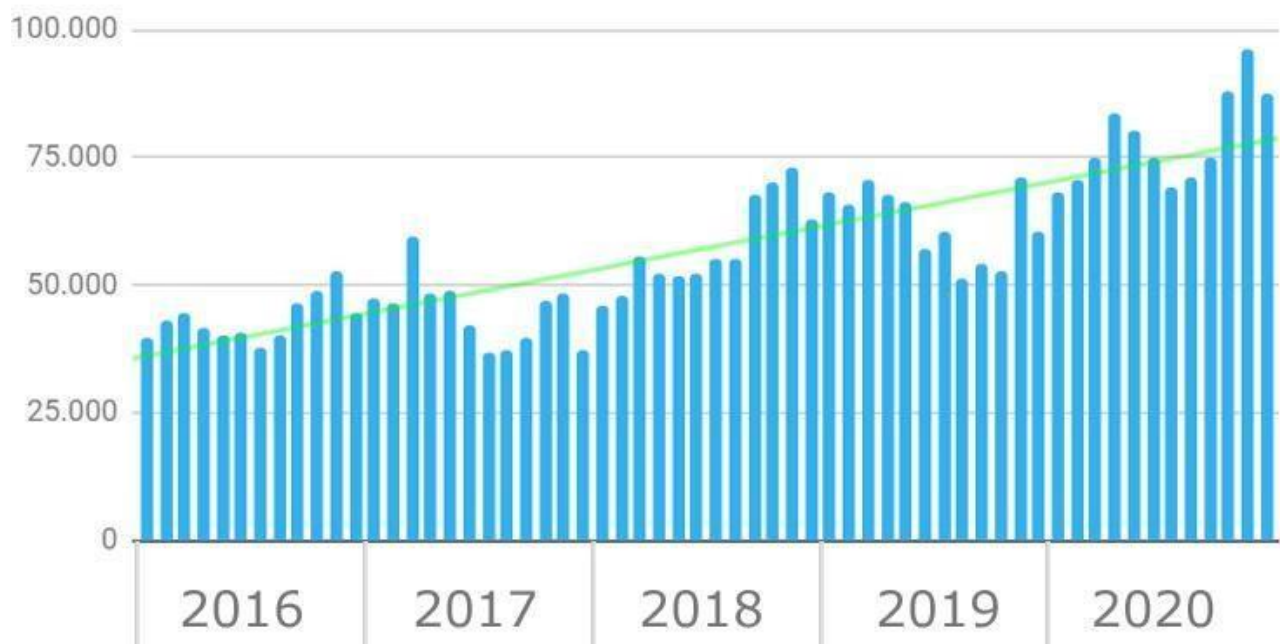
A discount is surely negotiable if you decide to book other ads as well.

Further information & contact

Statistics

Ecommercenews.eu is the fastest growing site in our portfolio. We currently welcome over **79,000** unique visitors per month.

Ecommerce News Europe - visits (sessions) per month



We have about **4,700 subscribers** to our newsletter, which we send out weekly on Monday. These subscribers are a **relevant audience**, which is also shown by the 35% open rate and the 8.5% click rate.

Further information & contact

Terms

Ecommercenews.eu is a website of Dutch publishing company Euroolutions.nl. As soon as you've confirmed a banner position by e-mail – please include an invoice address for our administration – you will get an invoice that can be paid by PayPal or bank transfer. Payments go in advance. Visitor statistics are estimated and not guaranteed, but if for any reason we did not deliver as we should, we refund the undelivered part.

Euroolutions / Zietuwel.nl

Molensteyn 60B

3454 PT De Meern (Utrecht) ([Google Maps](#))

The Netherlands

Registered since 2002 at the Dutch Chamber of Commerce with number [37102174](#).

Further information & contact

Contact

If you are interested in advertising on our website, please don't hesitate to mail us your wishes! It's possible to get a discount if you decide to book an ad for a longer period or in combination with other ads on our website.

You can contact us via several ways:

E-mail: info@ecommercenews.eu

Online contact form: www.ecommercenews.eu/contact/_____

