

Advertising on Ecommerce News Europe



Rates and Guidelines

Last update: June 2025

Table of contents:

- About Ecommerce News
- Leaderboard
- Rectangle
- “Read more” advertorial
- Event highlight
- Newsletter mention
- Interview/Article

About Ecommerce News

Who we are and what we do

Ecommerce News Europe was founded in 2013 and is a website from publishing company [Eurolutions](#). We are a small, but dedicated team of editors from the Netherlands. We publish about the latest news, acquisitions and statistics about the European ecommerce industry.

We write news articles, interviews and we also have a wide range of pages with extra information about ecommerce in Europe. We also host a popular events calendar, which shows all the interesting ecommerce events taking place in Europe.

Target group

We focus on entrepreneurs running an online store, preferably in multiple countries in Europe. We offer tools and information for these people to run their business more efficiently.

This means that our readers are working in online retail, but sometimes also in the logistics and supply chain. We also reach people in payments or marketing. The top 5 countries where our visitors come from are: the United States, the United Kingdom, France, the Netherlands and Germany.

Contact

Online publisher Eurolutions
Molensteyn 60-B
3454 PT De Meern
The Netherlands

Email: info@ecommercenews.eu

Chamber of Commerce nr. 37102174
VAT nr. NL002097294B45

Advertising options

Leaderboard

The leaderboard is what we call the banner that is displayed at the top of every page on our website. We require an image of 728 x 90 pixels. It is available for **900 euros** per month.

However, a discount is negotiable if you decide to book this ad for an extended period, or if you want to book other ads as well.

The screenshot shows the Ecommerce News website. At the top, there is a blue header with the site logo, a search bar, and navigation links: NEWS, ECOMMERCE PER COUNTRY, SELLING PRODUCTS ONLINE, EVENTS, ADVERTISE, ABOUT US, and ABOUT US. Below the header, a red box highlights a leaderboard advertisement for PostNord. The ad features the PostNord logo, the text 'E-commerce in the Nordics 2025 Spring Report!', and a 'Free download' button. To the right of the ad, there is a sidebar with a 'vidax dropshipping' advertisement showing a living room and the text 'Sell without inventory' and 'Try dropshippingXL'. Below the sidebar, there is a 'Weekly newsletter' sign-up section with a text input field for an email address and a 'Stay up to date' button. The main content area below the ad features two articles. The first article is titled 'Valued Shops: new European trustmark' by Dirkjan Vis, dated June 13, 2025, with the subject 'Launch, Trustmarks'. It includes a paragraph about Valued Shops and a 'Continue reading' link. The second article is titled 'AliExpress launches fulfillment in Europe' by Pleuni, dated June 13, 2025, with the subject 'Logistics, Marketplaces'. It includes a paragraph about AliExpress and a small image of a person working in a warehouse.

postnord
E-commerce in the Nordics
2025 Spring Report!
Free download

Valued Shops: new European trustmark
By Dirkjan Vis - June 13, 2025 - Subject(s): Launch, Trustmarks.
With Valued Shops, Europe has gained a new trustmark and review system. It is already active in the Netherlands, but under the name WebwinkelKeur. The company is now launching an international trustmark, in eight languages, with an initial focus on the German market.
[Continue reading](#)

AliExpress launches fulfillment in Europe
By Pleuni - June 13, 2025 - Subject(s): Logistics, Marketplaces.
Chinese online marketplace AliExpress is launching Local+, a fulfillment solution that allows retailers to outsource shipping. The platform has acquired several warehouses in Europe. As a result,

vidax dropshipping
Sell without inventory
Try dropshippingXL

Weekly newsletter
Sign up for our weekly e-mail newsletter and never miss the latest updates from Ecommerce News!
your@email.com
Stay up to date

Rectangle

The rectangle is the name that we use for the banner on the right. It is shown next to the content, on every page of our website. We require an image of 336 x 280 pixels. It is available for **900 euros** per month.

A discount is negotiable if you want to book this ad for an extended period, or if you want to combine it with other positions.

The screenshot shows the Ecommerce News website. At the top, there is a blue header with the site name and a search bar. Below the header, there is a navigation menu with links to NEWS, ECOMMERCE PER COUNTRY, SELLING PRODUCTS ONLINE, EVENTS, ADVERTISE, and ABOUT US. The main content area features several articles. The first article is titled "Valued Shops: new European trustmark" and is by Dirkjan Vis. The second article is titled "AliExpress launches fulfillment in Europe" and is by Pleuni. On the right side of the page, there is a red-bordered rectangle containing an advertisement for "viday dropshipping" with the text "Garden furniture dropshipping" and a "Start selling" button. Below the rectangle is a "Weekly newsletter" sign-up form with a text input field and a "Stay up to date" button.

postnord
E-commerce in the Nordics
2025 Spring Report!
Free download

Valued Shops: new European trustmark

By Dirkjan Vis - June 13, 2025 - Subject(s): Launch, Trustmarks.

With Valued Shops, Europe has gained a new trustmark and review system. It is already active in the Netherlands, but under the name WebwinkelKeur. The company is now launching an international trustmark, in eight languages, with an initial focus on the German market.

[Continue reading](#)

AliExpress launches fulfillment in Europe

By Pleuni - June 13, 2025 - Subject(s): Logistics, Marketplaces.

Chinese online marketplace AliExpress is launching Local+, a fulfillment solution that allows retailers to outsource shipping. The platform has acquired several warehouses in Europe. As a result,

viday dropshipping
Garden furniture dropshipping
Start selling

Weekly newsletter

Sign up for our weekly e-mail newsletter and never miss the latest updates from Ecommerce News!

[Stay up to date](#)

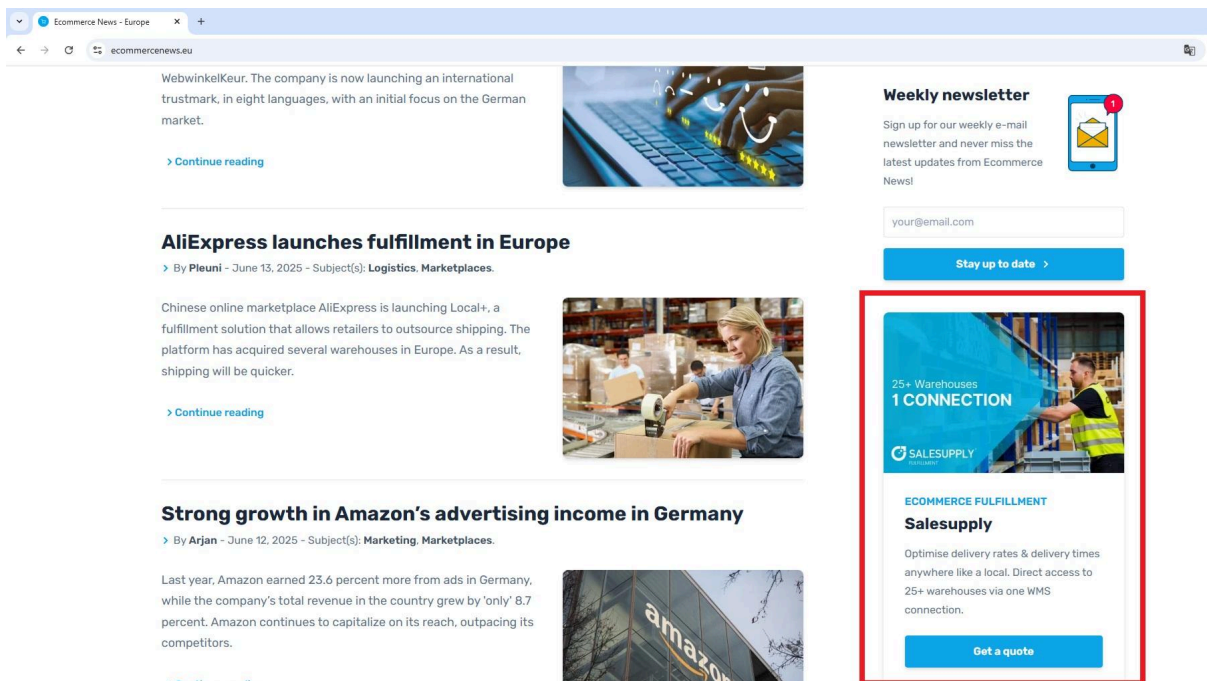
Image, content & button-advertorial

The image, content & button-advertorial is a widget that is displayed on the right side of our page. It is shown next to the content, on all pages of the website. As the name says, this type of ad comes with more than just an image. It also includes a short title and text, as well as a button with a call to action.

For the image, we require a file of 720 x 480 pixels. The title of the ad can be 20 characters long (this includes spacing). The text below can contain 150 characters in total (including spacing).

The ad is available for **800 euros** per month.

A discount is negotiable, if you are interested in booking the ad for an extended period or if you want to combine it with other ads.



The screenshot shows the Ecommerce News - Europe website. The main content area features three articles:

- WebwinkelKeur.** The company is now launching an international trustmark, in eight languages, with an initial focus on the German market. [Continue reading](#)
- AliExpress launches fulfillment in Europe**
By Pleuni - June 13, 2025 - Subject(s): Logistics, Marketplaces.
Chinese online marketplace AliExpress is launching Local+, a fulfillment solution that allows retailers to outsource shipping. The platform has acquired several warehouses in Europe. As a result, shipping will be quicker. [Continue reading](#)
- Strong growth in Amazon's advertising income in Germany**
By Arjan - June 12, 2025 - Subject(s): Marketing, Marketplaces.
Last year, Amazon earned 23.6 percent more from ads in Germany, while the company's total revenue in the country grew by 'only' 8.7 percent. Amazon continues to capitalize on its reach, outpacing its competitors. [Continue reading](#)

The sidebar on the right contains a "Weekly newsletter" sign-up form with a "Stay up to date" button and a "Salesupply" advertisement. The advertisement is highlighted with a red border and includes the following text:

- 25+ Warehouses**
- 1 CONNECTION**
- SALESUPPLY**
- ECOMMERCE FULFILLMENT**
- Salesupply**
- Optimise delivery rates & delivery times anywhere like a local. Direct access to 25+ warehouses via one WMS connection.
- [Get a quote](#)

“Read more” advertorial

The “read more” ad is displayed within our news articles, which makes it an eye-catcher to our readers. It contains a highlighted rectangle that includes a small image or logo and text. For this ad, we require the following:

- A title (with a maximum of 52 characters, including spacing) and text (with a maximum of 150 characters, including spacing)
- a hyperlink it should link to
- an image/logo of (exactly 240 x 240 pixels)

The ad is displayed 50% of the time when visitors go to our news articles. It costs **1,000 euros** per month.

A discount is negotiable if you want to book this ad for an extended period. We can also negotiate a discount if you combine it with other ads.

The screenshot shows a web browser displaying a news article titled "Valued Shops: new European trustmark" by Dirkjan Vis, dated June 13, 2025. The article text discusses the launch of a new trustmark system in Europe. A red rectangle highlights an advertisement for ChannelEngine, which includes the ChannelEngine logo, the headline "Level up your marketplace automation with ChannelEngine", and a short description. To the right of the article, there is a sidebar with a "postnord" report download, a "vidax" dropshipping advertisement, a "Weekly newsletter" sign-up form, and a "SALESUPPLY" advertisement.

Valued Shops: new European trustmark

By Dirkjan Vis - June 13, 2025 - Subject(s): Launch, Trustmarks.

With Valued Shops, Europe has gained a new trustmark and review system. It is already active in the Netherlands, but under the name WebwinkelKeur. The company is now launching an international trustmark, in eight languages, with an initial focus on the German market.

ADVERTISEMENT

Level up your marketplace automation with ChannelEngine

Scale faster and free up your team. [Learn how](#) advanced marketplace automation delivers results you can measure.

[In the Netherlands](#), WebwinkelKeur is a well-known trustmark for online stores. It has gathered almost 10,000 members in 15 years. Thanks to its low price strategy, it is also very popular among small and new online stores.

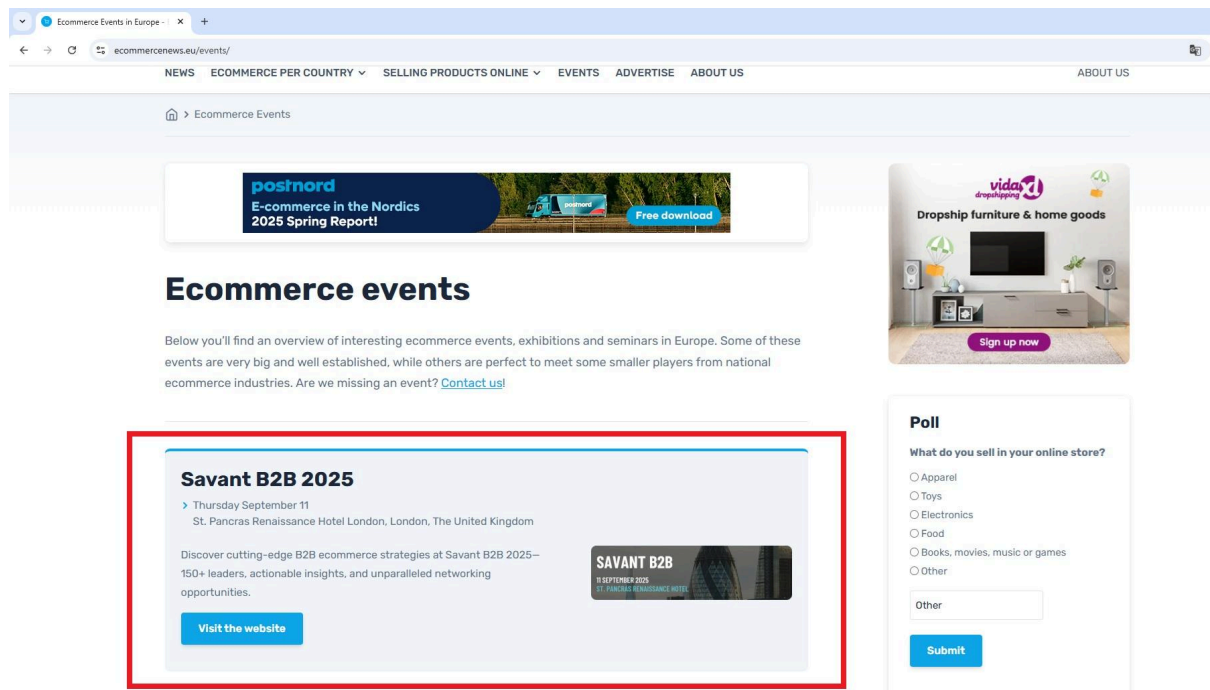
Event highlight

In addition to our news articles and pages covering many topics related to ecommerce, we also host an event calendar. The [ecommerce events page](#) is a very popular page on our website. On that page, we have a list of ecommerce events in Europe. We are a proud media partner of the events that are displayed.

We also offer the option of highlighting your event on this page, as an ad. The event highlight will display the name of the event, as well as a short description and the event banner. Of course, it also includes a link to the event website. The ad is shown at the top of the calendar.

The price of the event highlight is **300 euros** per month.

A discount is negotiable if you want to book the ad for an extended period, or if you combine it with other ads.



The screenshot shows the 'Ecommerce Events' page on the website ecommercenews.eu/events/. The page features a navigation bar with links to NEWS, ECOMMERCE PER COUNTRY, SELLING PRODUCTS ONLINE, EVENTS, ADVERTISE, and ABOUT US. Below the navigation bar, there is a banner for 'postnord E-commerce in the Nordics 2025 Spring Report!' with a 'Free download' button. To the right, there is a 'vidaxi Dropship furniture & home goods' advertisement with a 'Sign up now' button. The main section is titled 'Ecommerce events' and contains a paragraph about the overview of events. Below this, there is a red-bordered box highlighting the 'Savant B2B 2025' event. The event details include the date 'Thursday September 11', the location 'St. Pancras Renaissance Hotel London, London, The United Kingdom', and a description: 'Discover cutting-edge B2B ecommerce strategies at Savant B2B 2025—150+ leaders, actionable insights, and unparalleled networking opportunities.' A 'Visit the website' button is provided. To the right of the event details is a small image of the hotel. On the far right, there is a 'Poll' section titled 'What do you sell in your online store?' with radio button options: Apparel, Toys, Electronics, Food, Books, movies, music or games, and Other. A 'Submit' button is at the bottom of the poll.

Savant B2B 2025

Thursday September 11
St. Pancras Renaissance Hotel London, London, The United Kingdom

Discover cutting-edge B2B ecommerce strategies at Savant B2B 2025—150+ leaders, actionable insights, and unparalleled networking opportunities.

[Visit the website](#)

Poll

What do you sell in your online store?

☐ Apparel

☐ Toys

☐ Electronics

☐ Food

☐ Books, movies, music or games

☐ Other

[Submit](#)

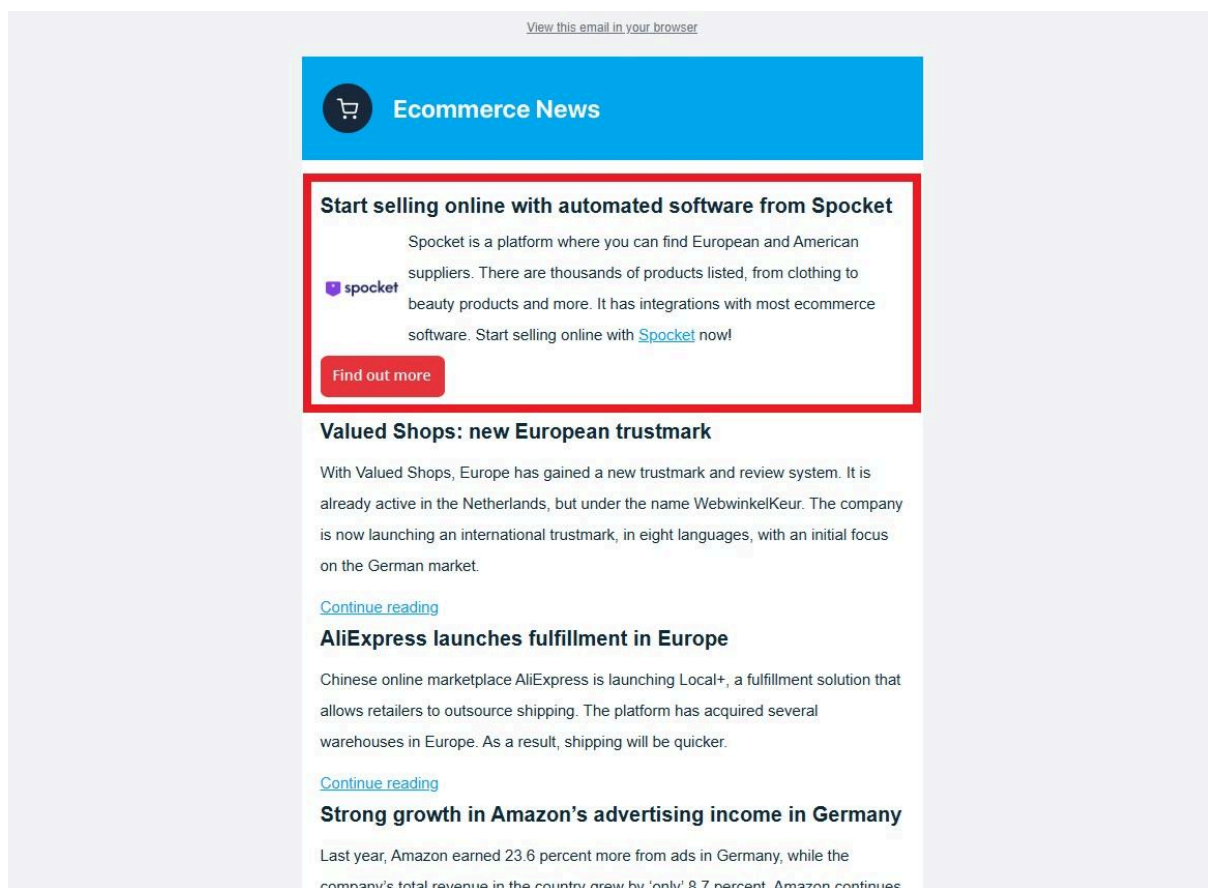
Newsletter mention

On Mondays we send out our newsletter to our international readers. At the time of writing, we have around 4,800 subscribers. They are a relevant audience, as shown by an open rate of 35.4% and a 9.9% click rate per unique opens.

The newsletter shares an overview of the last published articles on our website. However, in an ad at the top of the newsletter, we can mention an event or a company, for example. The ad consists of a short text (with a maximum of 35 words), a hyperlink, a button with a call to action and a small image or logo.

The price of this ad is **250 euros** per newsletter.

A discount is possible if you want to book several newsletter mentions. For example, if you book 3 mentions (which would normally cost 750 euros), the price would come to 500 euros. This means that you will get one for free!



Interview / Article

As the main activity of our website is posting news articles, we also offer a chance to do that as an ad. We view these ads as interviews. If you want your company to be featured in one of our posts, we can send you interview questions and write an article based on your answers.

Sometimes, companies send us industry reports or other types of research. After that, we write an article based on that information. We want all of our published posts to be in the same tone of voice and style. Because of that, all articles, even the paid ones, are written by our own editorial staff.

We do not accept guest posts.

Because this is a very strong advertising method, we will not accept every advertiser. We only accept the types of topics or companies that are really focused on ecommerce and/or Europe.

The price of an article of interview is **1500 euros** per post.

A discount is negotiable if you are interested in combining an article with other ads.