

Reseller Magazine

The only B2B magazine for IT & CE resellers in Czech Republic and Slovakia

Coming out monthly in circulation of
10 500 copies
 Circulation audited by ABC ČR

What is the Reseller Magazine?

- B2B magazine for resellers, vendors and distributors in Czech Republic and Slovakia.
- Includes counselling and advices how to sell more efficiently and increase your profit.
- Features interviews with interesting people – vendors, distributors, our customer's CIOs, etc.
- Informs about innovations, new technologies and interesting products.
- Provides useful information about law issues and marketing guidelines.
- Very often includes the actual prices for which the reseller can buy merchandise from distributors.
- It is distributed by registrated subscriptions (for the purpose of legitimacy control).
- It is a pilot product with other subsequent specialized products from the RESELLER edition: Reseller Magazine OnLine, Reseller Forum, Reseller TOPseller and more.

Basic information

Released: monthly – usually on the first Wednesday of each month
 Circulation: 10 500 copies
 Target audience: resellers, vendors, distributors
 Size: 225 x 300 mm
 Length: 68 pages + appendages

Prices - basic formats

Position	Size	Price
1 whole page	225 x 300 mm	85 000 CZK
Cover - inside (II. a III.) – whole circulation	225 x 300 mm	110 000 CZK
<i>Cover - inside (II. a III.) – CZ only</i>	<i>225 x 300 mm</i>	<i>75 000 CZK</i>
<i>Cover - inside (II. a III.) – SK only</i>	<i>225 x 300 mm</i>	<i>1 500 EUR</i>
Rear cover (IV.)	225 x 300 mm	120 000 CZK
<i>Rear cover (IV.) – CZ only</i>	<i>225 x 300 mm</i>	<i>90 000 CZK</i>
<i>Rear cover (IV.) – SK only</i>	<i>225 x 300 mm</i>	<i>2 000 EUR</i>
Inserted leaflet – whole circulation or CZ/SK only	Up to 20 g	6 CZK per piece
<i>Added leaflet selected from database</i>	<i>Up to 20 g</i>	<i>8 CZK per piece</i>
One third of the page (horizontally)	75 x 300 mm	40 000 CZK
One half of the page (horizontally)	225 x 150 mm	50 000 CZK



Target audience

Assessments analysing size of the IT market and the amount of subjects (private or corporate) actively reselling products (mainly IT-focused products) are estimating about 7 000 subjects in Czech Republic and 4000 subjects in Slovakia.

Characteristics – Who is who

- **IT & CE Reseller** – company focusing on selling products or services to a target user. Reseller owns or runs a store or e-shop, whether as a primary way of their sales or as a secondary to other activities. Resellers are divided to several subcategories:
 - **Standard Reseller** – store, online shop, regional scale, basic level of services – also named as ‘SMB reseller’.
 - **Value Added Reseller** – reseller with additional value, not only selling products, but adding some additional value to them, and providing another level of services, often outreaching value of the merchandise – in contracts, it often poses as sub-provider of one certain part of solution.
 - **System integrator** – company focusing on realisation of larger contracts, where it often poses as integrator, providing delivery of key project, while often managing certain part of project as a sub-provider.
 - **Electro store** – providing wider selection of merchandise than classic IT store, typically in smaller cities.
 - **Chain stores** – stores specialized on sale of IT & CE, managed centrally under common name and logo, with centrally planned activities
- **Vendor** – company specialized on manufacturing or developing products which can be sold either directly, or via sales network (so-called indirect sale). This category includes branches, offices and representations of foreign companies.
- **Distributor** – a company selling products designated for further sale. This is not always applied to all products in their selection, but forms a major part in company’s enterprise. We don’t distinguish between forms of the product, between broadline / volume distribution or VAD distribution.

Contacts according to country and type

	CZ	SK	Other	Total
Reseller	6 264	1 714	0	7 978
Distributor	329	70	3	402
Vendor	1 043	69	16	1 128
Others	468	5	0	473
Total	8 104	1 858	19	9 981

Companies according to country and type

	CZ	SK	Other	Total
Reseller	4 024	1 373	0	5 397
Distributor	85	22	3	110
Vendor	427	37	15	479
Others	352	5	0	357
Total	4 888	1 437	18	6 343

If you’re interested in comparing our database for example with a list of companies from your partnership programme database, we will gladly provide that for you. We have IČ and DIČ of all resellers at our disposal, which simplifies the comparison.

Each of our contacts was obtained by lawful means, often in cooperation with distributors and vendors. Every contact passed a legitimacy and data check through a registration portal.

Reseller Magazine References

We welcome this effective way of communicating with the target audience and of presenting our company. Our priority is to ensure that our partners can learn about Fujitsu, understand it and make themselves sure that we are a successful company with very forthcoming attitude for cooperation and that we provide technology of a superior quality.

Lubomír Štefek, Fujitsu

We appreciate this opportunity, because we try to objectively inform our business partners, that work with the target audience.

Petr Havlík, IBM

Our presentation in Reseller Magazine allows us to deliver actual and precisely aimed information to our vending channel, target audience consisting of small resellers. Reseller Magazine can cover this area, and therefore we’re using it as an instrument for communication.

Petr Kheil, Hewlett-Packard

Reseller Magazine is interesting for us because of our intention of addressing a specific group of dealers who are interesting for us. Reseller magazine forms a perfect media in this aspect.

Tomáš Cígler, Tech Data Distribution

