

The most frequented B2B portal for IT resellers in Czech Republic and Slovakia

More than 10 000 resellers
Newsletter distributed weekly on more
 than **10 000 addresses**

What is Reseller Magazine OnLine?

- B2B web portal for resellers, vendors and distributors in Czech Republic and Slovakia.
- Everything what reseller needs to know – news, contacts, archive of printed version of Reseller Magazine, legal and management adviser.
- On-Line input to various sections – promotional actions, calendar, employment.
- NewsLetter Weekly – 168 hours in IT – the most important events, news and reports.

Basic facts

In service: since June 2009
 Attendance: more than 10 000 unique visitors every month
 Target group: resellers, vendors, distributors
 NewsLetter: every week on Monday

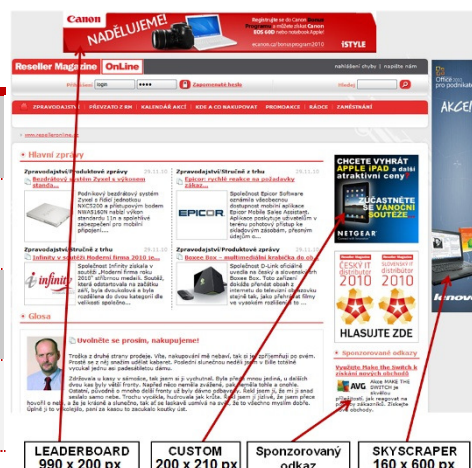
Attendance

	2011 July	2011 August	2011 September	2011 October	2011 November
Visits	13 002	13 726	14 190	15 112	17 214
Visitors	8 510	8 820	9 059	10 262	11 973
Views	34 362	39 610	37 389	38 761	41 807
Web pages / visitors	2,64	2,89	2,63	2,56	2,43
Average time spent on the webpage	0:02:24	0:02:39	0:02:46	0:02:31	0:02:24

Source: Google Analytics

Prices – basic formats

Position	Parameters	Price for one week	Price for one month
SKYSCRAPER Alongside the page on the right	160 x 600 px 40 kB	13 200 CZK	39 600 CZK
LEADERBOARD On the top above the headline	990 x 200 px 50 kB	9 000 CZK	27 000 CZK
CUSTOM On the top in the commercial column	200 x 210 px 40 kB	5 400 CZK	16 200 CZK
SPONSORED LINK In the comercial column	50 + 110 letters	4 500 CZK	13 500 CZK



Thoroughly on-line

According to our magazine's focus, its target audience of readers and the need of resellers to present their merchandise to their customers, one of the most frequent sources of information is your own informational input – press announcements, comments on current market situation, but also special requests, either commercial or not. To ensure the possibility of sharing your own input, we prepared several simple „how to“ instructions. The rest is on you.

News reports

You can share all of your official statements, press announcements, informations about press conferences on e-mail address: zpravy@dcd.cz. Our team will process the information and fill in the comments if needed. Selection of the most important news will be published in our weekly NewsLetter – [168 hodin v IT](#).

Calendar

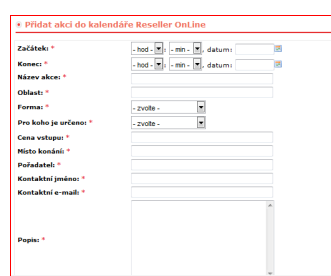
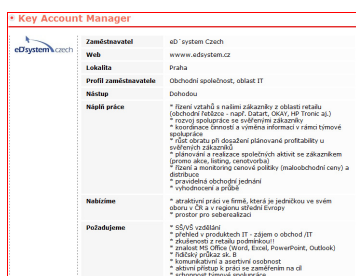
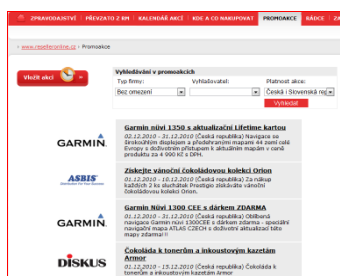
You can fill in informations about events, meetings, workshops etc. by yourself in our on-line form, where you can even add your company's logo. Form can be found at: www.reselleronline.cz/pridat-akci-kalendar. Your input will be authorized by administrator and will be published in our Calendar the other day at latest. Selection of the most important events will be published in our weekly NewsLetter – [168 hodin v IT](#).

Promotional events

Informations about your promotional events (you can add logo of your company or the prepared event) can be added by on-line form at: www.reselleronline.cz/pridat-promoakci. Your input will be authorized by administrator and will be published in the Promotional events section the other day at latest. Selection of the most important events will be published in our weekly NewsLetter – [168 hodin v IT](#).

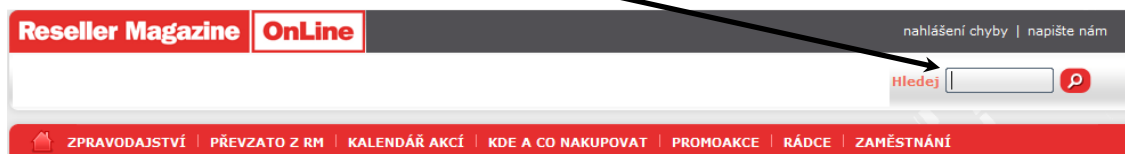
Employment

You can fill in employment offers into our on-line form (you can add logo of your company) at: www.reselleronline.cz/pridat-zamestnani. Your input will be authorized by administrator and will be published in the Employment section the other day at latest. Selection of employment offers will be published in our weekly NewsLetter – [168 hodin v IT](#).



Are you visible on RM OnLine?

You can find that out easily. Every published message is indexed and optimised for SEO. Just write the desired word or name of company or product into the SEARCH bar, and you'll receive complete list of entries including the keyword right away.



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