

RESELLER MAGAZINE ONLINE

Reseller Magazine OnLine (RMOL.CZ) is the most visited B2B web community portal for ICT resellers in the Czech Republic. Its base is made of information from the world of IT and telecommunication technologies sales channel. The visitors can find there market analyses, news reports, business related articles, online catalogue of vendors, detailed technical product specifications, calendar of upcoming events, or current promotions.

The distributors and vendors are actively participating in the portal - they can create their own content. Update of the online catalogue of authorized distributions can be done by vendors themselves. The vendors and the distributors can get a reserved place in a form of public profile card with simple URL address on RMOL.CZ.

To fully take advantage of RMOL.CZ you need to register and subsequent assignment to a company, than you will be authorized to read the locked parts of the portal. Unlogged users can access only news reports.

Statistics of RMOL.CZ:

Number of registered users:

Vendors: 504

Distributors: 508

Resellers: 2 807

Number of resellers companies: 2 092

Active profile cards: 162

Statistics of reading:

Number of articles published in 2018: 1 057

Reports uploaded by vendors and distributors: 325

Statistics of visitors:

Unique visitors per every month: 5 502

Number of pages per one visit: 2,5

Average monthly number of displayed pages: 17 215

Average length of a visit: 3 minutes

Reseller Magazine OnLine

Reseller Magazine Weekly:

- integral part of RMOL.CZ;
- specially tailored e-mailing for vendors, resellers and distributors, focused on their needs;
- every Monday it brings a summary of the most important things from the ICT sales channel for the last week;
- informs about news, product reports, distribution changes, personal changes, interviews, reports from the vendors' and distributors' meetings;

- it can promote a profile card of manufacturer or distributor;
- it can promote a video;
- it includes job advertisements.

Statistics Weekly:

Number of subscribers: 6 000

Conversion of Reseller Weekly: 20%

Reseller Magazine Weekly

Topic of the month at RMOL.CZ

- the goal of Topic of the month project is to familiarize the resellers with selected IT topics from different angles;
- it is a way to make your brand visible for free through comments and case studies.

You can see the individual contributions here: <https://www.rmol.cz/tagy/tema-mesice>



Overview of topics for 2019:

January: Monitors, projectors, digital signage

February: Corporate communications – Videoconference, etc.

March: PCs, notebooks and tablets

April: Internet of Things

May: Backup and storage of data

June: Tips for summer – Wearable electronics, power, power bank, etc.

July/August: Gaming and virtual reality

September: Printing, scanning and data acquisition, 3D printing

October: Security

November: Intelligent household

December: Networks

Most popular topics by readers

