

RETAIL RUNTIME

The technology running retail.

2026 / FOUNDING SPONSOR INVITATION

Become a founding sponsor.

**Help build the next essential
read in retail technology.**

Put your brand alongside a new publication built to explain the systems changing how retail works.

A new publication. A clear purpose.

Retail Runtime is an independent English-language publication turning technology developments into useful understanding: what is changing, why it matters, and what it means for the people running retail.

We invite a small first group of sponsors to support that mission and establish their presence as we build.

INDEPENDENT THINKING

Evidence before hype.

HUMAN ACCOUNTABILITY

AI-assisted. Founder-led.

DIRECT PARTNERSHIPS

Limited sponsor positions.

Changwan Kim / Founder & Editor-in-Chief

02 / OUR EDITORIAL PURPOSE

Beyond the announcement. Into the consequences.

Our ambition: become an essential briefing for the people deciding how retail technology is bought, built and deployed.

01 Find the signal.

Follow material developments and trace important claims to original sources. Separate what has been demonstrated from what is still being promised.

02 Explain the consequence.

Examine deployment, economics, interoperability and execution. Ask who benefits, what changes in practice and where the limits remain.

03 Connect the pattern.

Develop original trend and insight stories from recent cases across markets. Explain the larger shift, not just the latest announcement.

ONE VIEW ACROSS THE RETAIL TECHNOLOGY STACK

AI / Store Tech / Robotics / Retail Media

Commerce / Infrastructure / Business / Analysis

AI-assisted. Human-accountable.

AI supports research and production. Final publishing responsibility remains with the founder. Our editorial standard is to distinguish evidence, interpretation and uncertainty.

[About the newsroom](#)

THE PERSPECTIVE IN PRACTICE

Retail's AI Ambitions Are Outrunning Its Hardware Cycles

AI Can Read the Internet. The Store Is Harder.

03 / THE AUDIENCE AND THE OPPORTUNITY

For the people making retail work.

The audience we are building for:

Retail operators

Technology, operations and transformation leaders choosing what to deploy.

Technology builders

Vendors, platforms and integrators building the systems behind retail.

Market observers

Analysts, investors and strategists tracking where the industry is going.

Why join at the beginning?

01 A visible founding role.

Founding Sponsor recognition during your active campaign, with your approval. Join an intentionally small first group of up to seven sponsor positions.

02 Relevant placement. Less clutter.

Combine homepage visibility with eligible article placements, or focus on a section and its articles. Our proposed layout limits pages to two ad positions; short stories may carry one.

03 A partnership built to learn.

Start with three months, monthly reporting and a founder-led campaign review. Founding rates are protected for up to six consecutive months.

WHAT WE AIM TO BUILD NEXT

A repeat reading habit. Deeper cross-market analysis.

A clearer connection between technology and retail outcomes.

This is an early-stage programme. We will share available audience data and measurement coverage before booking; no unverified reach or lead volumes are promised.

04 / FOUNDING SPONSOR PACKAGES

Choose your founding position.

Directly booked. Desktop and mobile included.
No programmatic advertising. No paid editorial influence.

01 / FOUNDING MAIN PARTNER / UP TO 3

Homepage premium + article companion

Upper-homepage premium position and a shared companion position on eligible articles outside reserved sections.

1/3 share of each included slot at full booking.

€800

/ calendar month

€2,400

initial 3 months

02 / HOMEPAGE VISIBILITY / UP TO 2

Homepage middle + article end

Homepage mid-page position and the shared end-of-article position on eligible stories.

50% share of each included slot at full booking.

€500

/ calendar month

€1,500

initial 3 months

03 / SECTION PARTNER / 2 LAUNCH SECTIONS

One section + its associated articles

The designated sponsor position on a chosen section page and its associated existing and new articles.

100% of that section's designated sponsor position.

€800

/ calendar month

€2,400

initial 3 months

Delivery shares apply to eligible ad opportunities in the named slots, not unique readers. Article pools and exclusions are agreed before booking. Section exclusivity covers the sponsor position only, not all advertising or editorial coverage.

Prices are per calendar month, excluding any applicable VAT. Initial commitment: three months. Founding rates are protected for six months from activation; continuation after month three requires agreement. Final terms are confirmed in the booking agreement.

05 / AN INVITATION TO BUILD WITH US

Start with three months. Build from evidence.

Join the first group supporting Retail Runtime as we work to become an essential read for the industry.

01 Agree the fit.

Review available audience data and measurement coverage. Confirm the package, eligible placements, delivery allocation and campaign dates.

02 Launch your campaign.

Supply artwork and a destination URL. We agree desktop and mobile placement, approve the setup and clearly label the advertising.

03 Measure. Review. Decide.

Receive monthly impressions, clicks and click-through rate by placement. Viewability is reported only where measured. Review the initial term together; renew by agreement, not automatically.

Support the publication. Not a point of view.

Sponsorship buys labelled advertising and agreed visibility. It does not buy favourable coverage, article approval, guaranteed leads or ownership.

CREATIVE REQUIREMENTS

970 × 250 / 300 × 250 / 320 × 100 pixels

Advertiser-supplied artwork and destination URL. One creative refresh per month included.

Become a founding sponsor.

Changwan Kim / Founder & Editor-in-Chief

editor@retailruntime.com

retailruntime.com

Proposed founding programme · 17 October 2026. Availability, invoicing and delivery terms are confirmed before campaign activation.