

Rates Etos Retail Media Services

2026

OLAY
JOUW HUID IS HET BEWIJS
Love it
REFILL IT

OLAY navulling

93%
van de vrouwen ervaren
een gladde huid in slechts 1 dag

23 Jun 20

The advertisement is a vertical poster placed on a pharmacy shelf. It features the Olay logo at the top, followed by the Dutch text 'JOUW HUID IS HET BEWIJS' and the slogan 'Love it REFILL IT'. Below the text is an image of an Olay Regenerist jar with a red refill cap. To the right of the jar, it says 'OLAY navulling'. At the bottom, a statistic states '93% van de vrouwen ervaren een gladde huid in slechts 1 dag' with a date '23 Jun 20'. The background shows shelves of various Olay products, including Retinol24 and Regenerist boxes, with red 'ACTIE' (Action) tags.

Your campaigns at Etos

Retail Media are popular because of their proven effectiveness: reaching the right audience, at the right moment, with a relevant message. Boost sales, introduce new products effectively, or increase your brand awareness with Etos Retail Media!

Curious about what we can do for your brand? This rate card provides an overview of the available opportunities and associated costs.



Instore

With over 550 Etos stores across the Netherlands, we are always close to our customers.

Through instore retail media, you connect with shoppers at a crucial moment in the customer journey: the point of sale (POS).

Instore packages	Rate	Lead time	Number of Stores
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Package Bronze			
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Vertical Shelf Banner or Floorsticker or Wobbler	€16.500	2 weeks	450
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Package Silver			
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Vertical Shelf Banner or Floorsticker + Wobbler	€22.500	2 weeks	450
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Package Gold			
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Vertical Shelf Banner + Floorsticker + Wobbler	€28.000	2 weeks	450
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Pakket Platinum			
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Vertical Shelf Banner + Floorsticker XL + Wobbler	€31.000	2 weeks	450
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Instore Specials

Instore specials	Rate	Lead time	Number of stores	Notes
Floorsticker XL	On request	2 weeks	450	
Vertical Shelf Banner XL	On request	2 weeks	450	
Windowsticker (small)	€22.000	2 weeks	450	
Window take-over – 50 stores	€45.000	4 weeks	50	Partially transparant
Window take-over – 100 stores	€80.000	4 weeks	100	Partially transparant
Signboard add-on	On request	2 weeks	On request	
Gate covers	€45.000	2 weeks	400	2 covers per store
Add-on instore package				
Totem	€17.000			Only available when purchasing an instore package

Digital Out of Home packages

Activate beyond the category and attract shoppers to your shelf. With Etos Digital Out of Home, you effectively boost your promotional moment or strengthen your brand campaigns.

Storefront screens	Rate	Number of screens	Reach	CPM	Notes
DOOH Screens package	€25.000	300	5 miljoen	€5	6" in a 36" loop, 1 week
DOOH Screens Targetted	-	On request	On request	€7,50	6" in a 36" loop, 1 week
Cashregister screens					
Cashregister screen package	€10.000	246	2.4 miljoen	€4,15	6" in a 36" loop, 1 week

Online

With Etos' online advertising options, you can reach your target audience in positions that suit your campaign objectives.

Online	CPM rate	Notes
Homepage banner	€ 21	
Off-site		
Off-site display - IAB Standard	€ 9	Landing page must be a page on Etos.nl
Off-site display - IAB High Impact	€ 12	Landing page must be a page on Etos.nl
YouTube Efficient Reach	€15	
YouTube Non-skippable ads	€20	
Demand Gen	CPC rate: €2	

Online sampling & Social

Sampling	Rate per sample	Notes
Ecom sampling	€0.45	The samples must have a different EAN than the product on the shelf. Costs for the samples are the responsibility of the advertiser.
Ecom flyer	€0.30	
Ecom flyer + sample	€0.60	The samples must have a different EAN than the product on the shelf. Costs for the samples are the responsibility of the advertiser.

Social	Rate	Notes
Livestream multicient	Op aanvraag	Upon request and in consultation with the Etos social team

Brand activation

A brand experience activation aims to strengthen the brand perception of Etos and its partner and to create a deeper emotional connection with customers, leading to higher brand loyalty and engagement.

Enhance the brand experience by allowing (potential) customers to interactively get to know Etos and A-brands through customized brand activations.

Activation	Rate	Notes
Events with Etos	Op request	Participation in major events (e.g., Consumer Fair, Pride, Festivals). Strong brand messages & maximum brand experience.
Beauty station in store Incl. beauty specialist	€ 15.000	Station to be set up in 2 stores for 3 days (Thu–Sat), 6 hours per day, with trained beauty specialists.
Beauty station in store Excl. Beauty specialist	€ 13.000	Station to be set up in 2 stores for 3 days (Thu–Sat), 6 hours per day. The supplier will provide the beauty specialists.
Sampling station	€ 10.000	6 activation days within 1 week – 5 hours per day.