

cbm.

MEDIA KIT

2027

Cross-Border Magazine is the independent magazine on international e-commerce. Three issues a year, a daily news portal in four languages, a podcast and a seat at the biggest e-commerce events in Europe.

3 issues a year

20,000 visitors a month

14K+ podcast subscribers

EN · ES · DE · CN



OUR MISSION

THE NUMBERS

Becoming a cross-border authority by sharing valuable content with e-commerce decision-makers all over the world, so we are **top of mind** when they need cross-border services and solutions.

MAGAZINE

3

Issues a year. A brand new issue every four months.

READERS

10,000+

Top e-commerce decision-makers reached with every issue.

PORTAL

20,000

Unique visitors a month on cross-border-magazine.com.

LINKEDIN

450,000

Views on LinkedIn.

PODCAST

14K+

Subscribers to the Cross-Border Magazine Podcast.

LANGUAGES

4

The portal publishes in English, Spanish, German and Chinese.

DISTRIBUTION

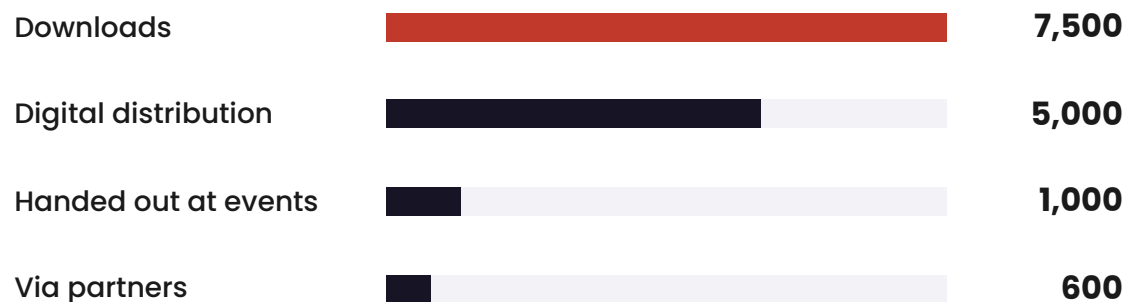
EVERY ISSUE

Each issue is printed and digital. Personal copies go to decision-makers, we hand it out at the events we partner with, and anyone can download it from the portal.

1,000,000+

Total website and social media views per issue.

COPIES PER ISSUE



READ IN



More than 250,000 unique visitors a year on cross-border-magazine.com. The downloadable edition is read all over the world.

OUR READERS

DECISION-MAKERS IN E-COMMERCE

Hard copies and downloads reach people who choose cross-border partners: from e-commerce managers to the C-suite.

CEO

COO

CFO

E-commerce manager

Supply chain manager

Marketing manager

Brand manager

Digital director

CORE MARKETS IN EUROPE

UK

FR

NL

BE

DACH

ES

CH

IT

READ AT COMPANIES LIKE

Zalando	Asos	Adidas	Amazon
Foot Locker	Michael Kors	G-Star	Diesel
Yoox	Bol	Nordstrom	Mister Spex
Bauhaus	El Corte Inglés	MediaMarkt	and more

6,500+

mid-sized companies read our copies as well.

THE CONTENT

READ AND LEARN

Practical knowledge from people who sell across borders every day. Our editorial line is independent and written entrepreneur to entrepreneur.

Case studies

How brands opened new countries, and what it took.

Interviews

Conversations with top e-commerce specialists.

Opinion & advice

Columns and thought leadership from practitioners.

Trends & updates

What changes in e-commerce, and what it means for sellers.

Research & panels

Data, reports and expert panels.

Rules & legislation

International law changes, VAT and compliance.

Marketplaces

Selling on Amazon, Zalando, Bol and local platforms.

Developing markets

India, South America, the Middle East and Asia.

Logistics, returns & fulfilment

Specials on delivery, warehousing and returns.

Payments

Local payment methods and checkout.

Barriers & challenges

The real obstacles of selling abroad.

Customer experience

Service, language and local expectations.

WHERE PARTNERS APPEAR

3×

ISSUES A YEAR

The magazine

Printed and downloadable. Every issue reaches more than 10,000 decision-makers.

- Partner articles and case studies
- Interviews and expert columns
- Personal copies to decision-makers

20K

UNIQUE VISITORS A MONTH

cross-border-magazine.com

Daily cross-border news, magazine downloads and an open door for partner content.

- Case studies, interviews, guest blogs
- Insights and event calendar
- Partner news section

[.com](#)[.com/es](#)[.com/de](#)[.com/cn](#)**450K**

LINKEDIN VIEWS

LinkedIn & newsletter

We promote partner content on our platform, on LinkedIn and in our newsletters.

- Partner posts on the CBM LinkedIn page
- Featured in the newsletter
- Free subscription for readers

14K+

SUBSCRIBERS

The CBM Podcast

Conversations with cross-border specialists. Expert Plus and Premium include a 15-minute episode.

- 15-minute expert episodes
- Shared on the portal and LinkedIn

15+

EVENTS A YEAR

Events

We are media partner of the biggest e-commerce events. Your clients will see you there too.

- Magazine handed out at every event
- Interviews and video on the floor
- Yearly CBM Partner Dinner & Awards

EVENT CALENDAR

ON THE ROAD IN 2027

The 2027 programme follows the events we covered in 2026. Confirmed dates appear on the portal's event calendar.

MEDIA PARTNERSHIPS

eTail EU · Asia · US

TDC (Metapack)

ECD (Tradebyte)

Digital Ito1

K5 Berlin

IRX

E-commerce Expo

eShow

Deliver

Marketforce EU

Webwinkel Vakdagen

E-commerce Expo

TDC Global

eTail Asia

eTail Germany

K5 Berlin

Retail without Borders

Post & Parcel

Internet Retailing Expo

ECD

Digital Ito1

eTail Europe

Leaders in Logistics

eTail East

Deliver Europe

CBM Partner Dinner & Awards

OWN EVENT

OUR PARTNERS

A JOINT PROJECT

Cross-Border Magazine runs thanks to its partners: the logistics, payment and technology companies that help brands sell across borders.

Cirro	E-Cross	eTail	Helloprint	Bleckmann	PostNord	Seven Senders
Octane	Exporto	ChannelDock	Ranpak	FiveX	GLS	Spring
MS Direct	Celeritas	Packeta	LogiCommerce	DSV	PayPal	Salesupply

YOUR BENEFITS

BECOME A PARTNER

A partnership puts your brand in front of the people who buy cross-border services, in a setting they trust. Packages are built per partner. Ask us for a proposal.

01 · BRANDING

Be known for your expertise

Brand your company and services through business cases that people all over the world love to read.

02 · ENGAGEMENT

Strengthen client relations

Your clients value you sharing cross-border knowledge, and they will see you at the biggest e-commerce events.

03 · LEAD GENERATION

Reach 10,000 decision-makers

Several times a year, through the magazine, the portal, newsletters and events.

EXPERT PROGRAMME

JOIN AS A CROSS- BORDER EXPERT

Be seen as an authority in your field, so people come to you. Experts get a profile in the expert section, a Spotlight On article and access to a network of cross-border specialists.

MODEL

Basic

€199 / year

- + Placement in the expert section
- + Spotlight On article on cross-border-magazine.com

MODEL

Plus

€599 / year

- + Everything in Basic
- + 15-minute podcast episode

MODEL

Premium

€1,299 / year

- + Everything in Plus
- + Invitation to the yearly Partner Dinner

Yearly subscription. Cancel by email up to one month before renewal.

All prices exclude VAT.

Prices are per expert, with a maximum of two experts per company.

LET'S TALK

TO CONNECT IS OUR MISSION

Tell us what you want to achieve in 2027 and we will put together a partnership that fits.

Jeroen Leenders

Partnerships, Cross-Border Magazine

j.leenders@salesupply.com

cross-border-magazine.com

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