

Sponsorship

Retail technology intelligence read by the executives who buy it.

Top 100 Retail Technology Influencer, 2026 · Retail Technology Innovation Hub

Claudio B. Landsberg · LTEA Advisory · 2026–2027 season

THE AUDIENCE

One million people reached in twelve months. 95% of them outside my network.

This is not bought attention. It is a network built over three decades inside retail and retail technology, and an audience that shows up for the analysis.

2.3M
Impressions on LinkedIn, last 12 months

1M
People reached on LinkedIn

95%
Out-of-network reach: new people, not the same circle

≈2,000
Subscribers to RetailTech Decoded, published weekly

Who reads	CEOs, CIOs, COOs, heads of supply chain, merchandising and store operations, plus the retail technology vendors who sell to them.
Where they are	United States, Latin America and EMEA.
What a strong post does	Top posts reach **165,000 impressions and more than 15,000 reactions**. A recent analysis of retail inventory drew about 26,000 impressions and 40 comments from operators, CIOs and analysts.

Source: LinkedIn analytics, 23 September 2025 to 22 September 2026. Newsletter subscriber count as of September 2026.

WHY THIS AUDIENCE LISTENS

Thirty years on both sides of retail technology.



Claudio B. Landsberg has spent more than three decades in retail and retail technology, spanning loss prevention, RFID, barcode, SaaS, AI and enterprise technology across the Americas, Latin America and EMEA. He founded a retail technology company in Brazil in 1994 and later sold the business.

Over his career he has built relationships with more than 500 retailers and worked across both technology providers and retail organizations. Today, through LTEA Advisory, he focuses on retail technology strategy, market expansion and the organizational conditions that turn technology into measurable business outcomes.

Top 100, 2026

Named to Retail Technology Innovation Hub's Top 100 Retail Technology Influencers for 2026.

500+ retailers

Relationships built across three decades, from regional chains to global groups.

C-level network

The people who approve retail technology budgets, not the people who fill in forms.

Independent

No vendor owns the analysis. That is exactly why sponsorship here is worth more.

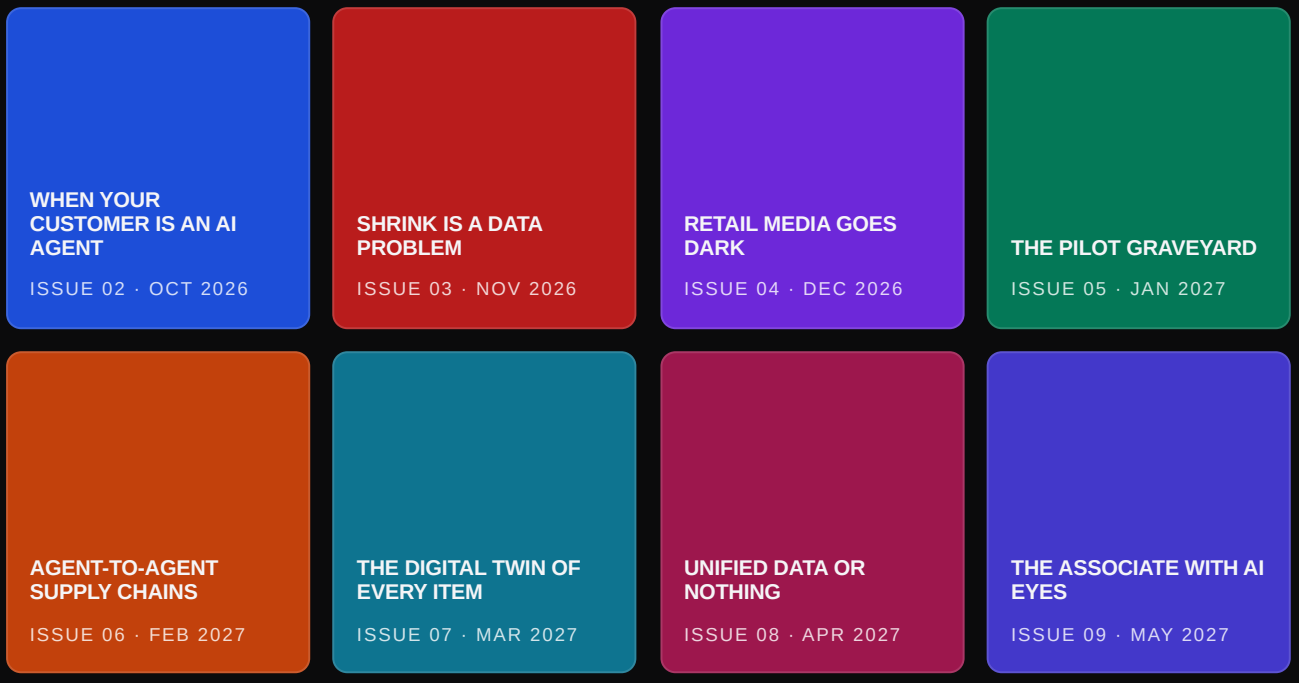
"The technology is never the hard part."

WHAT GETS PUBLISHED

Five surfaces, one standard: sources, numbers and no vendor spin.

The Dossier	A monthly issue, one topic in depth, built on company reports and current research, with every number sourced.
Retail Market Report	Monthly: what happened in retail last month, results, moves, technology investments, and what it means.
Technology Briefing	Monthly: one technology explained for executives, including what it will not solve and what to ask before buying.
The Dossier Podcast	Recorded conversations with operators and executives, published to members in video and audio.
RetailTech Decoded	Weekly newsletter on LinkedIn, around 2,000 subscribers, plus the posts that reach far beyond them.

Published through 2027



Then: Pricing at Machine Speed · The Store Is a Fulfillment Node · The Reverse Inventory Problem · The Frictionless Store · Retail Technology Across the Americas · Buying Retail Tech · The Retail Pulse Annual. Sponsors choose the issue whose subject fits them. They never influence what it says.

SPONSORSHIP

What you can sponsor.

PLACEMENT	WHAT THE SPONSOR RECEIVES	PRICE
Podcast episode with the sponsor as guest	A 30 to 40 minute conversation with Claudio, in video and audio. Logo on the episode thumbnail, link in the description, and the right to publish the recording on your own channels.	**$1,200**
Dossier issue	“Presented by” on the cover and every page footer, one full page inside, a mention in the email to members, and a block on the Dossier page for that month.	**$1,200**
LinkedIn post	One post written by Claudio on a topic of your industry, with a sponsorship line and your link in the first comment. Typical posts reach 20,000 to 26,000 impressions; the strongest have reached 165,000.	**$500**
Retail Market Report	Your brand in the report header, a block at the end, and a mention in the publication email.	**$1,200**
Newsletter edition	A sponsor block inside the edition sent to around 2,000 subscribers, plus a one-line mention in the accompanying post.	**$800**

Quarterly package · $3,900

One podcast episode with you as guest, two LinkedIn posts, one Dossier issue and one Retail Market Report. Bought separately, $4,600.

Founding Partner · $14,500 a year

Four podcast episodes, twelve posts, four Dossier issues, twelve Retail Market Reports, permanent presence on the Dossier page, and one executive briefing with Claudio each quarter. Bought separately, $22,800. **Three partners only**, with no direct competitors among them.



THE FORMAT THAT WORKS BEST

An episode with you, not an ad read about you.

Thirty seconds of advertising is forgettable. Forty minutes of your executive answering hard questions about a real retail problem is content your own marketing team cannot buy anywhere else.

What you get

- A 30 to 40 minute recorded conversation with Claudio
- Video and audio, published to members
- Your logo on the thumbnail and link in the description
- The full recording to use on your own channels, with the Dossier mark
- A clip pack for LinkedIn

How it runs

- Claudio writes the questions; there is no approved script
- The subject is a retail problem, not your product
- You review facts about your company, never the questions or the analysis
- The episode is clearly marked as sponsored
- If a question is wrong, we cut it. If an answer is uncomfortable, it stays

Executives appear here as people who understand the problem. That is what makes the audience trust them, and it is why this format sells the sponsor better than any banner.

HOW THIS WORKS

Your space is yours. The analysis is mine.

Two things are kept apart, and that separation is what makes sponsoring this worth anything.

You control your space

- You write and approve every word of your page, block, ad read or post line
- Your brand guidelines are followed, and you sign off on artwork
- You get the issue 48 hours before publication, so your team is not surprised
- Anything factually wrong about your company is corrected before it goes out
- Category exclusivity, with the competitor list written into the order

I keep the analysis

- The topic, the sources and the conclusions are mine
- An issue that analyses your company is not sold to your company
- Vendor research can appear, labelled as vendor-provided evidence
- Every paid placement is marked as sponsorship, as the FTC requires
- Member inboxes and the member list are never sold or shared

On the podcast episode

Your executive sees the topic and the themes in advance. After recording, you may correct any statement about your company, and ask to remove anything commercially sensitive. If, after all that, you would rather not publish, the episode is shelved and we schedule a replacement. The questions and my analysis stay mine, and the conversation stays honest, which is exactly why your executive looks good in it.

Brand safety

If an issue names a competitor or covers a subject you would rather not sit next to, you are told before publication and can move your placement to another month at no cost.

PROCUREMENT

Built to survive your legal and finance teams.

Contracting	A one-page insertion order, or your own agreement. Vendor onboarding, W-9 and supplier forms are handled as part of the process.
Payment	**50% on confirmation, 50% on publication.** Production starts when the first instalment clears. Purchase orders accepted; card and bank transfer both work, through Stripe.
Schedule	Placements are booked by month and confirmed in writing. A sponsored podcast episode takes two to three weeks from booking to publication.
Changes and cancellation	Move a placement to another month at no cost up to 15 days before publication. Cancel with more than 30 days' notice and the second instalment is waived; the first covers the work already scheduled and produced.
Reporting	After each placement you receive the numbers: impressions, reach and engagement for posts; downloads and email opens for issues and reports; views for episodes. Reported as measured, never inflated.
Usage rights	You may reuse the podcast recording, clips and your sponsored pages on your own channels for the term of the agreement, carrying the Dossier mark.

If your organization needs something specific in the paperwork, say so early and we will work it out. The editorial line is the only part that is not negotiable.

NEXT STEP

Pick the surface that fits what you sell.

Tell me what you are launching or defending in the next quarter, and I will tell you which placement makes sense, or that none of them does.

Talk to Claudio	claudio@ltea-advisory.com
The publication	ltea-advisory.com/dossier
LinkedIn	linkedin.com/in/claudioblandsberg

Compare a season here with what three days at a trade show cost, and with how long that conversation lasts afterwards.

Placements are confirmed with a signed order and the first instalment. Production of a sponsored podcast episode takes two to three weeks from booking. Prices are in US dollars and valid for the 2026–2027 season.

“The goal isn’t less inventory. It’s less time spent wrong.”

The Inventory Paradox · Issue 01 · September 2026