

Grocery Trader

WWW.GROCERYTRADER.CO.UK

**INCLUDES
THE 2019
FEATURES
LIST**

MEDIA PACK 2019

The Publication For The Multiple Grocery Trade



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Grocery Trader

Welcome to the Grocery Trader 2019 Media Pack. Established for over 20 years and now published bi-monthly, Grocery Trader is the UK's only trade publication exclusively dedicated to the multiple grocery industry. We also cover the latest industry news on our website, grocerytrader.co.uk, which is free to access.

We continually track our readership and have an ABC-audited print circulation of 4,959 copies. We also mail the digital version of Grocery Trader to 26,325 requested subscribers.

Grocery Trader is sent to senior buyers, trading directors and other decision makers in the head offices and store managers of multiple supermarkets, Co-ops and convenience store chains. Our readers represent all the major companies in the UK multiple grocery sector.

In the following pages you will find a comprehensive list of options for print and digital display advertising, to reach your target audience.

We believe in listening to feedback and keeping the title fresh, to maintain its relevance in a changing world. We are always open to your ideas and will be delighted to talk about how we can support you with advertising and editorial coverage. Please contact the team as detailed on the last page.

We look forward to working with you in 2019.



James Surridge, Managing Director



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Readership

PRINTED EDITION

4,959 copies are printed and posted per issue

As the ABC circulation audit confirms, Grocery Trader is personally addressed and mailed to 4,959 senior buyers and trading directors and other decision makers within the UK supermarkets, Co-ops and convenience store chains.

DIGITAL EDITION

Emailed to 26,325 digital edition subscribers per issue

The digital edition of Grocery Trader is emailed to 26,325 recipients every month. It was launched in November 2008 and since then its circulation has continued to build.

ONLINE READERS

The website is visited by 12,142 unique visitors per month

Visitors to the Grocery Trader website have the opportunity to read the latest, and back issues of the digital version of the magazine. Current figures show that our website has 12,142 unique visitors every month, on average.



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Grocery Trader

Tel: 01923 272960 | **Email:** mail@grocerytrader.co.uk
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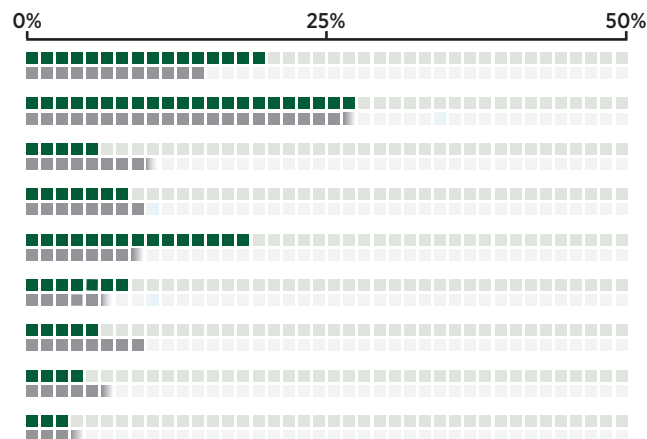
31,284 COPIES PER ISSUE

Combined circulation of the Printed (4,959 ABC Audited) and Digital Editions (26,325)

Readership by Industry Sector

Printed Magazine | Digital Edition

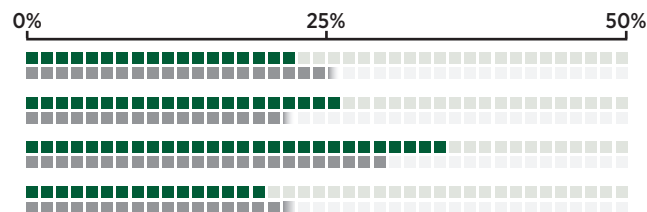
Supermarkets – Head Offices	- 20%	12%
Supermarkets – Branches (including convenience)	- 25%	25%
Co-ops – Head Offices	- 12%	11%
Co-ops – Branches	- 7%	11%
Convenience Store Chains – Head Office	- 15%	12%
Convenience Store Chains – Branches	- 9%	10%
Independent Retailers	- 6%	9%
Distribution Centres	- 4%	6%
Other	- 2%	4%



Readership by Job Title

Printed Magazine | Digital Edition

Director	- 23%	26%
Purchasers & Buyers	- 26%	23%
Management	- 32%	29%
Other	- 19%	22%



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MAGAZINE ADVERTISING RATES

	1 Issue	6	12
Double Page Spread	£3,015	£2,723	£2,580
Full Page	£1,790	£1,621	£1,515
Half Page	£1,266	£1,149	£1,091

MAGAZINE ADVERTISING SPECIFICATIONS

	ISO	Print Size
Double Page spread	Bleed:	303mm X 426mm
	Trim:	297mm X 420mm
Full page	Bleed:	303mm X 216mm
	Trim:	297mm X 210mm
Half page - vertical	Bleed:	303mm X 108mm
	Trim:	297mm X 105mm
Half page - horizontal	Bleed:	147mm X 216mm
	Trim:	144mm X 210mm

MAGAZINE INSERT RATES

	1 Issue	6	12
Up to 10g	£595	£570	£546
11g - 20g	£695	£665	£636
21g - 30g	£795	£760	£727
Over 30g	By request only		

FRONT PAGE ADVERT

A Front Page Advert in Grocery Trader is the perfect opportunity to communicate directly with your target audience with a full page splash on the front cover. We will also offer you an editorial piece in the same issue. The price for a front cover display advert is £2,995.



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Grocery Trader launched its website in 2001 and for the past 18 years it has continued to grow in popularity as a news platform for UK multiple grocers. Over the years we have seen steady increases in visitor traffic. This now stands at 12,142 unique visitors per month (October 2018.)

We are committed to investing in the latest digital publishing technology to put your message in front of buyers and decision makers.

Leaderboard Banner

Size: 728px X 90px Price: £595 per month

The full leaderboard banner appears next to the Grocery Trader logo at the top of every page on our website, www.grocerytrader.co.uk.

Title Banners

Price £595 per month

The title banners appear at the top of the home page and above every news article and news section. On the home page they measure 1070 pix wide by 180 pix deep: on all other pages they are 685 pix wide by 90 pix deep.

Website Takeover

Price £1,495 per month

This package comprises two banner adverts 160px wide by 600pix deep, which appear on the left and right of all pages and one 300pix wide by 600 pix deep advert in the right-hand sidebar column of all pages.

For more information or to advertise, please contact Glen Izzard on 0203 026 1860



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As of October 2018 the Grocery Trader's email circulation links you to 26,325 industry professionals, who read our email newsletter and digital edition every issue. We also enable you to carry out targeted communication campaigns with solus emails to our digital database.

DIGITAL CIRCULATION 26,325

EMAIL NEWSLETTER

Our email newsletter mailing list now stands at 26,325 industry professionals. The headlines in the email newsletter contain links to the full stories on our website. A skyscraper advert on the newsletter measuring 160 pix by 600 pix is £345 per issue.

DIGITAL EDITION EMAIL

The digital edition of Grocery Trader is emailed to our database every issue with a link to the latest digital version of the magazine. A skyscraper advert on the digital edition email measuring 160 pix by 600 pix is £345 per issue.

SOLUS EMAIL CAMPAIGN

A solus email campaign is your opportunity to get your message across to key decision makers in the multiple grocers industry directly to their inbox, at a time to suit your marketing plans. The content is up to you, all we require is an HTML or text file and we do the rest. A solus email costs £995.



For more information or to advertise, please contact
Glen Izzard on
0203 026 1860

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Grocery Trader's 2019 Features List is designed to meet the information needs of buyers and decision makers in supermarkets, Co-ops and convenience chains.

JANUARY/FEBRUARY

Booking and Copy Deadline, Friday January 11th

Easter Confectionery: Chocolate eggs, cream eggs, gifting chocolate and novelty sweets for the holiday

Vaping/Next Generation Products: Vaping is in rapid growth as increasing numbers migrate from tobacco products

World Food: A taste of well-known and less familiar cuisines from around the world

Big Night In: Treats to share with friends and family: food, drinks, snacks, sweets, chocolate and other goodies

MARCH/APRIL

Booking and Copy Deadline, Friday March 8th

Tobacco & Smokers' Accessories: The rules are stricter now on packs, POS and displays but it's still a huge market in retail

Soft Drinks, Juices & Waters: Refresh your knowledge of this fluid category with our splash of the latest stories

Ice cream: Dip into the latest news about impulse treats, take-home packs and ice cream desserts

Spring Cleaning, Laundry & Homecare (incl. Paper Products): Mopping up sales and making tidy profits as spring returns and the cleaning impulse hits once again

Food to go, including Breakfast & Lunch: Consumers are hungry for food on the move, morning or evening, in our busy Britain

MAY/JUNE

Booking and Copy Deadline, Friday May 10th

BBQ Time: Smell the charcoal, see the profits with food, drink and other products for the barbie season

Rugby World Cup: With 48 matches over 6 weeks, help shoppers enjoy every moment of the tournament

Beers, Lagers, Ciders and Summer Drinks: From craft ales to big brands, we're drinking responsibly but still like to enjoy ourselves

Sugar Confectionery & Chocolate: Unwrapping the top selling sweets, from treats for me through sharing packs to gift boxes

JULY/AUGUST

Booking and Copy Deadline, Friday July 12th

Back To School: Doing the homework on food, drink and other staple products for the new school year

Hot Beverages: Satisfying shoppers' thirst for hot drinks, from tea, coffee and chocolate to herbal infusions

Bread and Bakery: Stocking up for the baking season: part-cooked dough products; frozen and chilled pastry; cake mixes and more

Snacking Spotlight: The latest in crisps, snacks, nuts, cereal bars, biscuits, small cakes and more

Ambient Groceries: including tinned goods & table sauces The quiet heroes across the categories, the packaged grocery products that sell steadily, week in week out

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SEPTEMBER/OCTOBER

Booking and Copy Deadline, Friday September 6th

Hallowe'en & Bonfire Night: Make a 'big bang' in store with goodies to celebrate these special occasions

Christmas Products: With Christmas round the corner, a look at treats for the festive season including food, soft drinks and waters, beers, wines, spirits and other seasonal goodies

Dairy Products: Maximising the market opportunity with milk, cream, yogurt, butter, cheese and flavoured drinks

Winter Remedies/OTC: Keep shoppers going in the dark months with cough and cold remedies, analgesics, vitamins and more.

REGULAR FEATURES

We also publish regular features, including:

News: Overall industry developments plus the latest on the retailers and suppliers, including people and awards

Grocery: If the shoppers can eat it, we report on it

Grocery Non-Food: If it's in their home, it's in our pages

Drinks: Hot or cold, alcoholic or otherwise, it's all covered

Retail IT: The tech powering today's grocery traders

Back of Store: Warehousing equipment and logistics solutions for multiple grocers

NOVEMBER/DECEMBER

Booking and Copy Deadline, Friday November 8th

Batteries: Recharging readers' knowledge of the different power options available to energise toys, torches, shavers and other appliances

Healthy Living and Free From: A look at food and drink products offering 'low,' 'no' and 'free from' alternatives to fat, salt, sugar and alcohol

Vaping/Next Generation Products: Vaping is in rapid growth as increasing numbers migrate from tobacco products

Pet Foods: A round up of products for our furry friends and fellow creatures, including Dog and Cat food

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**PRODUCTION MANAGER****Andy Page**

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Tel: 01923 272 932

PAYMENT

1. Payment must be made within 60 (sixty) days from the date of Grandflame Ltd's invoice.
2. If payment has not been received within the 60 day period, Grandflame Ltd will contact you by email, telephone, fax or post advising you that you have 7 days for full remittance.
3. If Grandflame Ltd does not receive payment within this specified 7 day period the debt will be forwarded to our Solicitors and additional charges will be added. Our solicitors are Debenhams Ottaway, Ivy House, 107 St Peter's Street, St Albans, Hertfordshire AL1 3EW.

CANCELLATION

1. All cancellations will incur a 75% cancellation fee on all advertising booked.
2. If a series of more than one advertisement is booked, there will be a 75% cancellation fee on the whole series of bookings.

ADVERTISING

1. All copy for advertisements or other paid for material is subject to the approval of Grandflame Ltd. We reserve the right to decline or cancel any such items, even if ordered and paid for, without stating any reasons, and/or make modifications necessary to any advertisements or other paid for material in order to maintain the publication's standards.
2. Every effort will be made to avoid errors, but no responsibility will be accepted for any mistakes that may arise in the course of publication of any advertisements or other paid for material. Grandflame Ltd accepts no responsibility for slight variations in colour on reproduction of advertisements or editorial photographs.
3. Advertisers must ensure that the content of the advertisement or other paid for material complies with all legal requirements. The advertiser shall further indemnify Grandflame Ltd in respect of any claims, costs and expenses that may arise from anything contained within the advertiser's advertisements or other paid for material and published on the advertiser's behalf.
4. No guarantee is given that advertisements or other paid for material will be placed in any specified position on any specified page, without written agreement.
5. It is the advertiser's responsibility to supply the artwork to Grandflame Ltd within the deadlines stated on the Grandflame Ltd confirmation letter/email. If material is not forthcoming, Grandflame Ltd reserves the right to repeat old material, or to charge the client for the advertisement without it appearing. Advertising material must be supplied in digital formats, as stipulated (LINK) by Grandflame Ltd.
6. The placing of an order or contract for insertion into the magazine, whether in writing, email, verbal or telephone instruction, will be deemed an acceptance of each and all of the above conditions.

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