

# Grocery Trader

**GROCERYTRADER.CO.UK**

**INCLUDES  
THE 2020  
FEATURES  
LIST**

# Media Pack 2020

**The Publication For The Multiple Grocery Trade**



**Welcome to the Grocery Trader 2020 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](http://grocerytrader.co.uk), which is free to access.**

We continually track our readership and have an ABC-audited print circulation of 4,873 copies. We also mail the digital version of Grocery Trader to 27,015 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 2020.

*G. Izzard*

**Glen Izzard, Publishing Editor.**



**4,873 ABC Total Circulation  
(94.9% Controlled)  
July 2018 to June 2019**

# Readership

# Grocery Trader

## Printed Edition

**4,873 copies are printed and posted per issue**

As the ABC circulation audit confirms, Grocery Trader is personally addressed and mailed to 4,873 senior buyers and trading directors and other decision makers within the UK supermarkets, Co-ops and convenience store chains.

## Digital Edition

**Emailed to 27,015 digital edition subscribers per issue**

The digital edition of Grocery Trader is emailed to 27,015 recipients every month. It was launched in November 2008 and since then its circulation has continued to build.

## Online Edition

**The website is visited by 13,946 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 13,946 unique visitors every month, on average.



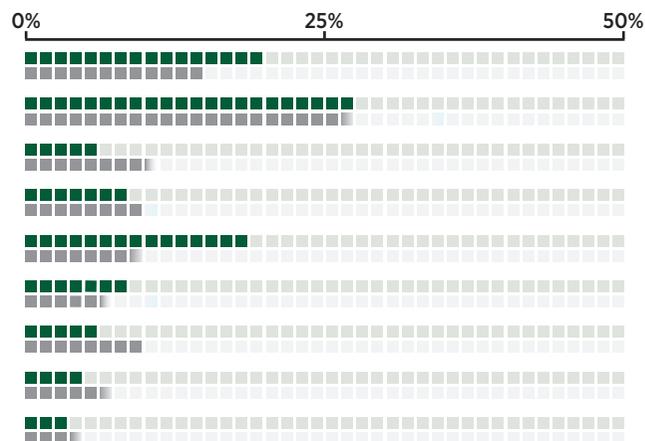
## 31,888 COPIES PER ISSUE

Combined circulation of the Printed (4,873 ABC Audited) and Digital Editions (27,015)

### Readership by Industry Sector

Printed Magazine | Digital Edition

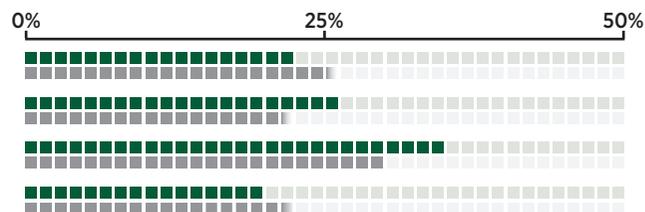
Supermarkets - Head Offices	- 20%		12%
Supermarkets - Branches (including convenience)	- 25%		25%
Co-ops - Head Offices	- 12%		11%
Co-ops - Branches	- 7%		11%
Convenience Store Chains - Head Office	- 15%		12%
Convenience Store Chains - Branches	- 9%		10%
Independent Retailers	- 6%		9%
Distribution Centres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



## Magazine Advertising Rates

	1 issues	3 issues	6 issues
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
Special Positions Available	*** Please call for more details ***		

## Magazine Specifications

	Trim Size	Bleed Size
Double Page spread	297mm X 420mm	303mm X 426mm
Full Page	297mm X 210mm	303mm X 216mm
Half Page Vertical	297mm X 105mm	303mm X 111mm
Half Page Horizontal	144mm X 210mm	150mm X 216mm
Front Page	200mm X 185mm	n/a
Special Sizes Available	*** Please call for more details ***	



## 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.

## Magazine Insert Rates

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

# Website Advertising

# Grocery Trader

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 13,946 unique visitors per month (August 2019.)

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](http://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 1070pix wide by 180pix deep: on all other pages they are 685pix wide by 90pix deep.

## Website Takeover

**Price £1,495 per month**

This package comprises two banner adverts 1600pix wide by 600pix deep, which appear on the left and right of all pages and one 300pix wide by 600pix 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**

**As of August 2019 the Grocery Trader's email circulation links you to 27,015 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 27,015

### Email Newsletter

Our email newsletter mailing list now stands at 27,015 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**

**Grocery Trader's 2020 Features List is designed to meet the information needs of buyers and decision makers in supermarkets, Co-ops and convenience chains.**

## January - February

**Editorial deadline: Friday December 20th**

**Ad Booking and Copy Deadline: Friday January 10th**

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

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

**Beers, Lagers & Ciders:** From craft drinks to big brands, we're drinking more responsibly but still like to enjoy ourselves

**Biscuits & Cakes:** Tasty treats for any time of day, to suit every pocket and helping retailers keep shoppers smiling with a strong selection of affordable everyday treats from the big brands

**The Cold Chain:** Equipment and solutions for keeping products at the right temperature from distribution hub to shop floor

## March - April

**Editorial deadline: Friday February 14th**

**Ad Booking and Copy Deadline: Friday March 6th**

**Tobacco & Smokers' Accessories:** The rules are tougher now on packs, POS and displays but tobacco is still huge in retail and Roll Your Own is growing

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

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

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

**Ice Cream & Frozen Foods:** The latest news from the freezer cabinet, taking in frozen foods for all occasions and hand-held ices, take-home packs and ice cream desserts

**Packaging Showcase:** Unwrap our stories on recent developments in primary, secondary and tertiary packaging and customer case studies from leading suppliers

## May - June

**Editorial deadline: Friday April 17th**

**Ad Booking and Copy Deadline: Friday May 8th**

**Summer of Sport:** With an action-packed summer in store, including the Summer Olympics and Euro 2020, help shoppers enjoy every moment with a winning range of food and drink

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

**Bread, Bakery & Home Baking:** Making lots of dough with the hottest offerings in part-cooked dough products, frozen and chilled pastry, cake mixes and the best in finished bread and bakery

**Confectionery:** Catch up on the 'sweet' sales opportunities from chocolate, sugar confectionery and more

**Containers & Pallets:** Load up on your knowledge of these key back of store items, including plastic pallets and box pallets

## July - August

**Editorial deadline: Friday June 19th**

**Ad Booking and Copy Deadline: Friday July 10th**

**Tobacco & Smokers' Accessories:** A second look at this important category. The rules are tougher now on packs, POS and displays but tobacco is still huge in retail

**Beers, Lagers & Summer Drinks:** As more of us watch our alcohol intake, sales of no and low-alcoholic drinks continue growing

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

**Breakfast News:** Healthy profits from healthy breakfasts - hot news on food and drinks for the first meal of the day

**Storage & Materials Handling:** The latest on racking and shelving, warehouse trucks and other essential equipment for the back of store

## September - October

**Editorial Deadline: Friday August 21st**

**Ad Booking and Copy Deadline: Friday September 11th**

**Halloween & 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

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

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

**Packaging Showcase:** A second look at the latest developments in primary, secondary and tertiary packaging and customer case studies from leading suppliers

## November - December

**Editorial Deadline: Friday October 16th**

**Ad Booking and Copy Deadline: Friday November 6th**

**Vaping/Next Generation Products:** Another look at vaping, which is growing rapidly as increasing numbers migrate from tobacco products

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

**Healthy Living and Free From:** Catch up with the latest plant-based products and food and drinks offering 'low,' 'no' and 'free from' alternatives to fat, salt, sugar and alcohol

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

**Labels, Coding & Marking:** Getting products labelled and on the fixture, from price guns, label printers, applicators and RFID systems to inkjet coders

## 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



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### 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.