

^{The} Grocery Trader

WWW.GROCERYTRADER.CO.UK



INCLUDES
THE 2016
FEATURES
LIST

MEDIA PACK 2016

The UK's only publication dedicated to multiple grocers

^{THE} Grocery Trader

01923 272960 | grocery@flame1.com | www.grocerytrader.co.uk
12 Kings Park | Primrose Hill | Kings Langley | Herts | WD48ST

Welcome to The Grocery Trader 2016 Media Pack. We have been publishing for over 20 years and are the UK's only trade publication exclusively dedicated to the multiple grocery industry.

During the last 12 months we have invested in focusing and refining our circulation and now have an ABC-audited print circulation of 5,203 copies.

We also mail the digital version of The Grocery Trader to a requested circulation of 21,629 subscribers.

The ABC audit confirms that The Grocery Trader is sent to the senior buyers, trading directors and other decision makers in the head offices and store managers of multiple supermarkets, Co-ops and convenience store chains. Advertising in The Grocery Trader gives you access to these individuals, who represent all the major companies in the UK multiple grocery sector, one of the strongest and largest areas in UK business.

In the following pages you will find a list of options for display advertising in The Grocery Trader. Our prices are extremely competitive, and reflect our targeted circulation - we only send the magazine to the key people in the multiple grocery industry.

And there's more to come. We are committed to further investing in improving The Grocery Trader's printed and digital readership, so you can be sure of reaching your target audience every time.

If you would like more details about how we can support you with advertising and editorial in The Grocery Trader, my colleague Charles Smith will be delighted to help. Please call him on 01923 272962 or email charles@flame1.com

We look forward to working with you in 2016.



James Surridge, Publisher



The Grocery Trader

All the facts and figures about how you can get involved in The Grocery Trader

Readership

Get the full breakdown of our printed and digital readerships

Readership Breakdown

The breakdown of our printed and digital readerships including demographics and job titles

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Find out what we are covering in our features, supplements and special reports throughout 2016

Magazine Rates & Data

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READERSHIP

PRINTED
EDITION

5,203 copies are printed and posted every month

As the ABC circulation audit confirms, The Grocery Trader is personally addressed and mailed to around 5,200 senior buyers and trading directors and other decision makers within the UK supermarkets, Co-ops and convenience store chains and other key grocery organisations, including buying groups.

DIGITAL
EDITION

Emailed to 21,629 digital edition subscribers every month

The digital edition of The Grocery Trader is emailed to 21,629 recipients every month. It was launched in November 2008 and since then its circulation has continued to build. The digital edition email lets our readers view the latest digital version online.

ONLINE
READERS

The website is visited by 2,988 unique users per day

Visitors to The Grocery Trader website have the opportunity to read the latest, and back issues of the digital version of the magazine, free of charge and without 'signing up'. Current figures show that our website is visited by around 3,000 unique users per day.



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READERSHIP BREAKDOWN

26,832 COPIES EVERY MONTH

Combined circulation of the Printed (5,203 ABC Audited) and Digital Editions (21,629)

Readership by Industry Sector

Printed Magazine | Digital Edition

Supermarkets – Head Offices - 19% | 15%

Supermarkets – Branches (including convenience) - 27% | 27%

Co-ops – Head Offices - 6% | 11%

Co-ops – Branches - 8% | 10%

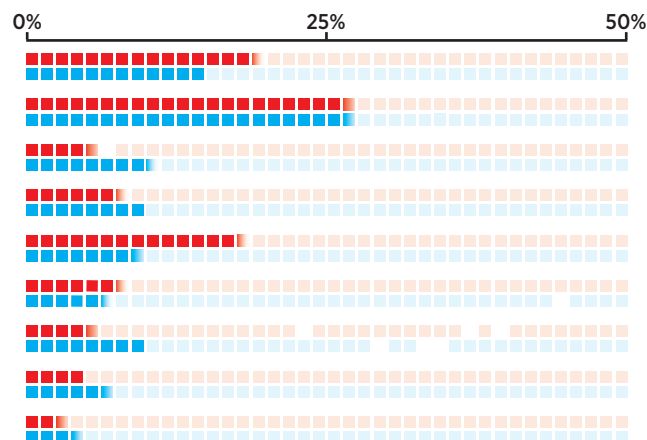
Convenience Store Chains - Head Office - 18% | 9%

Convenience Store Chains - Branches - 8% | 7%

Independent Retailers - 6% | 10%

Distribution Centres - 5% | 7%

Other - 3% | 4%



Readership by Job Title

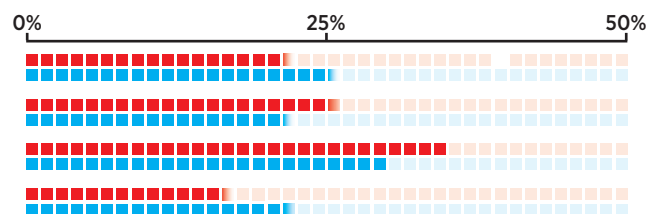
Printed Magazine | Digital Edition

Director - 22% | 26%

Purchasers & Buyers - 26% | 22%

Management - 35% | 30%

Other - 17% | 22%



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Here is The Grocery Trader's 2016 feature list, which we hope you will find exciting and will inspire you to submit your material for inclusion within our features. We know how important it is for you to get your message across to our audited ABC readers in the UK supermarkets, Co-ops and convenience store chains, so we are happy to publish every word of your text and your photo for an agreed fee.

If you don't have the budget, we will still consider using your material, however we can't guarantee to use it. If you would like more information about particular features, call our Editor, Charles Smith on 01923 272962 or email your copy to grocery@flame1.com

JANUARY

Booking and Copy Deadline, Friday December 4th

Baby & Kids: Little people, large opportunity: Food, drinks, medicines, feeding equipment, bath time and beyond

Big Night In: Treats for sharing: food, drinks, snacks, sweets, chocolate and other goodies

World Food: A taste of the latest cuisines from around the globe: Asia/Pacific, Africa, the Caribbean, Eastern Europe and the Middle East, plus key religious foods such as Halal and Kosher

FEBRUARY

Booking and Copy Deadline, Friday January 15th

Back of Store quarterly feature (Warehouse & Logistics Focus): An update on what's new in the back of the store in supermarkets and their distribution centres: warehouse equipment including pallets, warehouse trucks and materials handling; warehouse IT, including barcode and RFID technology; supply chain technology; vehicle safety and security

BBQ Time: Stock up on the essentials for a great Barbie: food, drinks, sauces, equipment, fuel and lighters, waters, juices and still and sparkling soft drinks

Spring Cleaning: A fresh look at what's on offer to get Britain's homes ready for the brighter weather, including cleaners and polishes

MARCH

Booking and Copy Deadline, Friday February 12th

Fridges, Chillers and Air Conditioning: Retailers get ready for summer with the latest news on in-store chiller cabinets and refrigerated display units, back of store storage units, temporary storage units and refrigerated vehicles

Retail Business Technology Expo Preview: The 'must-go' show for retail technology solutions hits Olympia, London from Tuesday 9th to Wednesday 10th March: as media partners to the event, catch our Preview

Tobacco & Smokers' Requisites: The rules have changed about in-store displays, but smokers still represent an important source of sales for multiple grocers. We look at cigarettes, cigars, pipe tobacco, cigarette papers, filters, lighters etc.

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APRIL

Booking and Copy Deadline, Friday March 18th

Big Night In: Retailers put a Spring in their sales with our second look at treats for sharing: food, drinks, snacks, sweets, chocolate and other social goodies

Fraud & Loss Prevention: Helping retailers fight the internal and external threat, looking at hardware, software and training services

The Lite Stuff: Find out about the latest food and drink products offering 'Low/No' alternatives in terms of reduced contents of fat, salt, sugar, alcohol, plus 'free from' alternatives helping avoid particular ingredients

MAY

Booking and Copy Deadline, Friday April 22nd

Back of Store quarterly feature (Warehouse & Logistics Focus): Our second look at what's new in the back of the store in supermarkets and their distribution centres: warehouse equipment including pallets, warehouse trucks and materials handling; warehouse IT, including barcode and RFID technology; supply chain technology; vehicle safety and security

BBQ Time: An update on the essentials for a great Barbie: food, drink, BBQ equipment, fuel, lighters, sun care and more

Omnichannel Retailing (incl. Home Shopping): As grocery retailing goes 24/7 in-store and on-line, we look at the latest technological advancements to help you increase productivity and profitability

JUNE

Booking and Copy Deadline, Friday May 20th

Breakfast News: Healthy profits from breakfasts – a taste of the hot news from the companies supplying food and drinks for the first meal of the day

Cards & Payment Solutions: We look at the latest devices, security and service providers, and catch up with developments in payment industry standards

The Body Beautiful: Everything shoppers need to feel fresh and look good generally - hair, body, oral care, bath, shaving, shower and beyond

JULY

Booking and Copy Deadline, Friday June 17th

Back to School: Retailers do their homework on lunchboxes and everything in them as we examine food for school, food wrappings, sweets, soft drinks, stationery for class and home

Snacking Spotlight: Retailers tempt their shoppers and treat themselves to tasty profits! We look at the latest in crisps, snacks, nuts, cereal bars, fruit, nut and seed treats, biscuits and small cakes

World Food: Another taste of what's new in cuisines from around the world, Asia/Pacific, Africa, the Caribbean, Eastern Europe and the Middle East, plus key religious foods such as Halal and Kosher

AUGUST

Booking and Copy Deadline, Friday July 15th

Baby & Kids: Our second look of the year at Little people and the large opportunity they represent: Food, drinks, medicines, feeding equipment, bath time and beyond

Back of Store quarterly feature (Warehouse & Logistics Focus): Our third overview of what's new in the back of the store in supermarkets and their distribution centres: warehouse equipment including pallets, warehouse trucks and materials handling; warehouse IT, including barcode and RFID technology; supply chain technology; vehicle safety and security

Home Baking: Stocking up for this autumn's baking season: Baking from scratch – baking ingredients; part-cooked dough products; frozen and chilled pastry; cake mixes and more

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SEPTEMBER

Booking and Copy Deadline, Friday August 12th

Back to School Extra: A last minute revision session on Lunchboxes and everything in them - food for school, food wrappings, sweets, soft drinks, stationery for class and home

Merchandising & Display: Kitting stores out to sell: the latest in shelving and racking units, static display, retail ready packaging and more

Packaging First: An overview of the latest in product packaging and Returnable Transit Packaging

OCTOBER

Booking and Copy Deadline, Friday September 9th

Big Night In: With the nights drawing in and the party season coming up, we take another look at treats for sharing: food, drinks, snacks, sweets, chocolate and other goodies

Hallowe'en & Bonfire Night: Catch the seasonal spirit and make a 'big bang in store with sales of goods to celebrate these special occasions

Winter Remedies: Keep shoppers going strong in the dark months by focusing on cough and cold remedies, analgesics, vitamins and more

NOVEMBER

Booking and Copy Deadline, Friday October 7th

Back of Store quarterly feature (Warehouse & Logistics): Preparing for 2016 in the back of the store in supermarkets and distribution centres: we bring you the latest news on warehouse equipment, including pallets, warehouse trucks and materials handling; warehouse IT, scanners and RFID supply chain technology, vehicle safety and security

Table Talk: A tempting look at the 'hottest' and 'coolest' sauces, dressings and condiments for shoppers' tables

The Lite Stuff: New Year resolutions start here: Food and drink products offering 'low/no' alternatives to fat, salt, sugar, alcohol; 'free from' alternatives to particular ingredients

DECEMBER

Booking and Copy Deadline, Friday November 4th

2016 Review Of The Year: A look back at this year's big industry news

Lunchtime: Making more of midday profits! Sandwiches, pasties, pies, snacks, drinks, juices and other lunch bunch munchies

Pet Foods: A round up of the products on offer for our furry friends and fellow creatures

REGULAR FEATURES

We also offer regular features in The Grocery Trader, 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 devices powering today's grocery traders

Packaging & Display: The latest news from the people supplying packs, bottles, jars and boxes to the industry

Hardware: Trolleys, coin counters, heaters, slicers and more

Back of Store: Including forklifts, materials handling and warehouse management systems, supply chain technology, specialist logistics services, vehicle safety and security, and pallets.

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MAGAZINE ADVERTISING RATES

	1 Issue	6	12
Double Page Spread	£2,915	£2,623	£2,480
Full A3 Page	£1,690	£1,521	£1,415
Half Page A3 (A4)	£1,166	£1,049	£991
Quarter Page A3	£874	£789	£742

MAGAZINE ADVERTISING SPECIFICATIONS

	ISO	Print Size
Double Page spread	A2	420mm X 594mm
Full A3 Page	A3	420mm X 297mm
Half Page A3 (A4)	A4	210mm X 297mm
Quarter Page A3	A5	128mm X 181mm

MAGAZINE INSERT RATES

	1 Issue	6	12
Up to 10g	£495	£470	£446
11g - 20g	£595	£565	£536
21g - 30g	£695	£660	£627
Over 30g	By request only		

Inserts are to be delivered to 12 Kings Park, Primrose Hill, Kings Langley, Herts, WD4 8ST

FURTHER PRODUCTION INFORMATION

If you have any queries regarding artwork please contact our production manager, Andy Page, on 01923 272932 or email andy@flame1.com.

CORPORATE PROFILE

A Corporate Profile in The Grocery Trader is the ideal opportunity for you to communicate directly with your target audience. We will publish a DPS on your company, comprising one full A3 page interview and a further A3 page advert. You have complete control over the questions and the answers, and we do the rest. Our interviews give you the opportunity to talk directly to our readers about the things that matter to you. Your interview will also be given a splash on the front cover, including a picture of the interviewee. The package price is £2,495.

FRONT PAGE

If you have a BIG story to tell, why not book one of the front cover 'Headline' positions in our next available issue? These positions give your story the highest possible impact in any particular issue of our magazine, dominating the front cover and continuing on an inside

page. When our magazine arrives on our readers' desks, the first thing they see, will be your story.

The 'Lead Headline' story can be yours for just £1,995 or you can also be prominent on the front cover by booking The 'Second Headline' position for only £995. With both of these prestigious packages, you will also receive coverage in our digital edition, website and email newsletter.



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WEBSITE RATES & DATA

The Grocery Trader launched its website in 2001, and unlike many other grocery publishing sites, it is still **FREE** to visitors.

For the last fifteen years it has been the number one news platform for dedicated multiple grocers in the UK.

We continue to invest in the latest digital publishing technology and extensive SEO campaigns, which ensures that your message is always in front of buyers and decision makers. Our website can now be viewed on laptops, desktops, iPad's, iPhones and virtually every other modern mobile device. We have seen continued growth in visitor traffic, which now stands at 2,988 (August 2015) unique users PER DAY.

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.

Sidebar Banners

Size: 250px X 60px Price: £195 per month

Sidebar banners are the adverts that our online readers will see on the right hand side of every page of our website.

Headline Story

Price: £345 per insertion

Your story will appear as the 'Headline Story' on the homepage of GroceryTrader.co.uk for four weeks. The first week your story appears it will be the first loaded story, and it will then rotate for three more weeks.

For more information or to advertise, please contact Charles Smith on 01923 272960



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The Grocery Trader's email circulation links you to 21,629* industry professionals, who read our email newsletter and digital edition every month. We also enable you to carry out targeted communication campaigns with solus emails to our digital database.

DIGITAL CIRCULATION 21,629

EMAIL NEWSLETTER

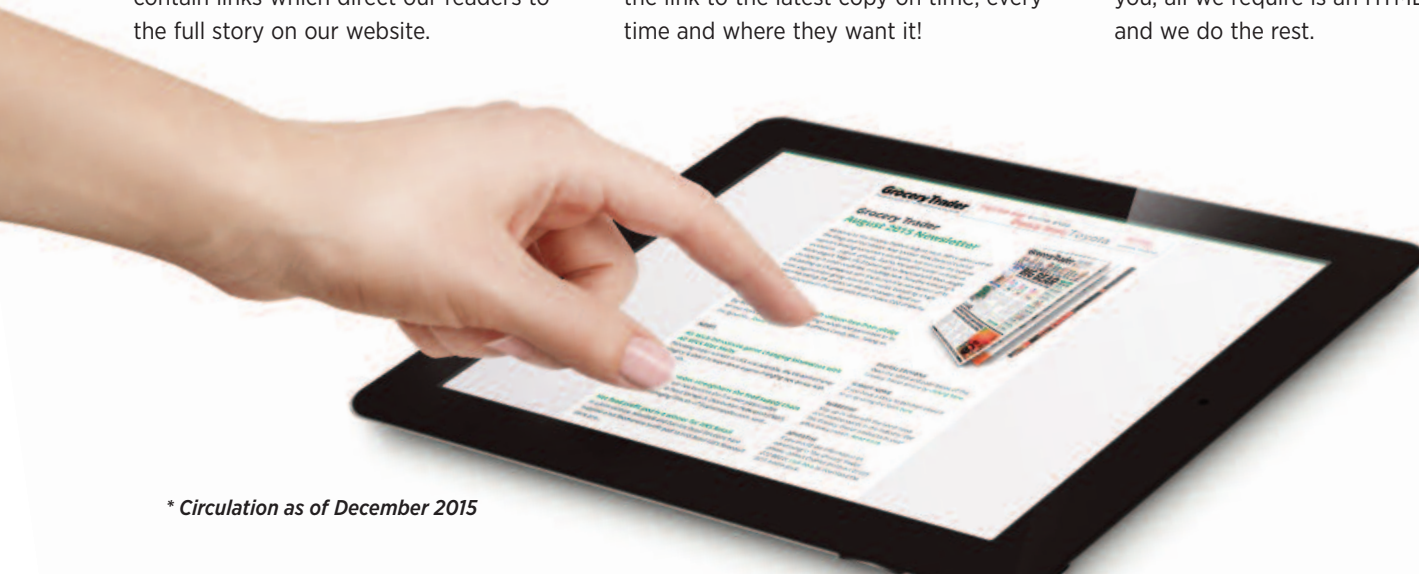
Our email newsletter mailing list now stands at over 19,000 industry professionals. The newsletter is distributed a few days before the printed magazine. The headlines within the email newsletter contain links which direct our readers to the full story on our website.

DIGITAL EDITION EMAIL

The digital edition of The Grocery Trader is emailed to our database each month with a link to the latest digital version of the magazine. We use the latest software to ensure that our digital subscribers receive the link to the latest copy on time, every time and where they want it!

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.



* Circulation as of December 2015

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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.

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