

# Grocery Trader

## Media Pack & Features List 2021

The Publication For The Multiple Grocery Trade



## Welcome to the Grocery Trader 2021 Media Pack.

Over 20 years old and published six times a year, Grocery Trader is the UK's only trade publication dedicated exclusively to the multiple grocery industry. Our free to access website, [grocerytrader.co.uk](http://grocerytrader.co.uk), also covers the latest news, product news and interviews.

We have an ABC-audited print circulation of 4,697 copies. The digital version of Grocery Trader is also mailed to 27,879 requested subscribers.

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

This media pack gives you all the options for print and digital display advertising to reach your target audience.

For more information on advertising and editorial in Grocery Trader, please contact the team. Details are on the last page.

We look forward to working with you in 2021.

### Glen Izzard

#### Publisher

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## Contents

About	02
Readership	03
Circulation	04
Magazine Rates & Data	05
Front Cover Advertising	06
Disruptive Advertising	07
Online Advertising	08
Features List 2021	09-11
Our Team	12

The magazine is distributed in **PRINT & DIGITAL** formats and is available on our **WEBSITE & SOCIAL MEDIA** channels



## PRINT

4,697 ABC-audited copies are posted per issue



## DIGITAL

27,879 copies are emailed per issue



## WEBSITE

15,312 visitors to our website per month



## SOCIAL

2,115 followers across our social media channels





## PRINT

The **PRINT** edition of Grocery Trader is ABC-audited and personally addressed and posted to 4,697 senior buyers and trading directors and other decision makers within the UK supermarkets, Co-ops and convenience store chains each issue.



## DIGITAL

The **DIGITAL** edition of Grocery Trader is the same as the print version, in an online format. Each issue is emailed to 27,879 decision makers within the UK supermarkets, Co-ops and convenience store chains.



## WEBSITE

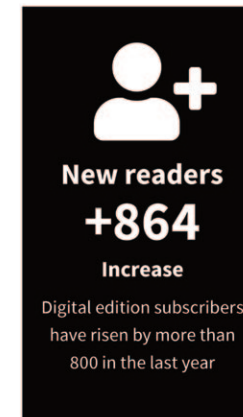
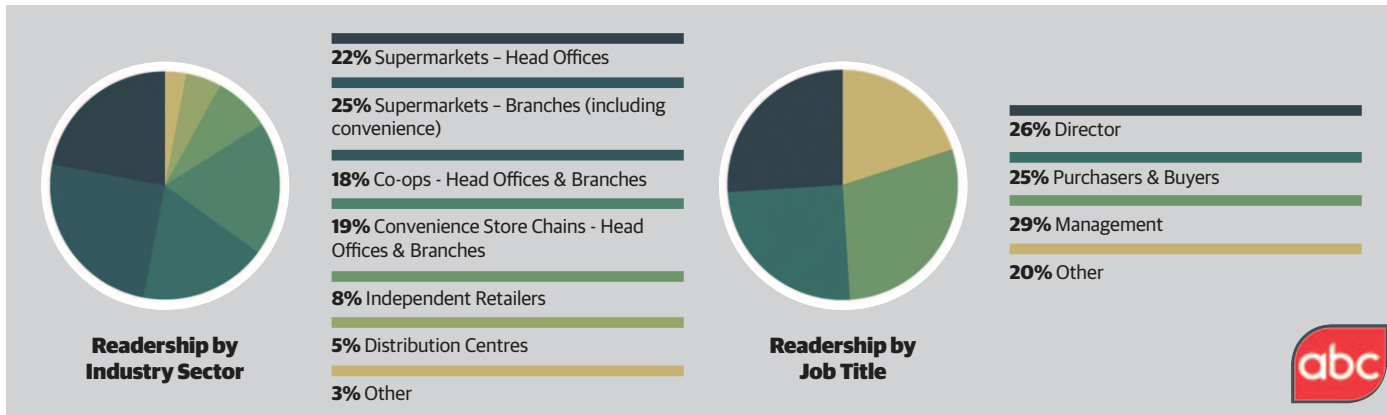
Visitors to GroceryTrader.co.uk have the opportunity to read the **DIGITAL** edition of the magazine. Current figures show that our website is visited by 15,312 unique users per month.



## SOCIAL

The **DIGITAL** edition is also available to our 2,115 followers, via all the major social media platforms, including twitter, instagram and LinkedIn.

### Readership & Circulation breakdown



## 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 Cover

**Front Cover Advertising** - This exclusive package gives you the opportunity for your company and your brand to dominate a particular issue and achieve the maximum impact in print, digital, online and email formats - £2,995.

## Other

**Inserts** - Inserts start at only £595 per issue.

**Front Cover Barn Doors**

**Cover Wraps**

**Inside Front Cover Gatefolds**

**Belly Bands**

**Spread Markers**

**Printed Poly Bags**



## 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		

## Front Cover Advertising

The front cover is the first thing our readers see and is the perfect opportunity to communicate directly with your target audience.

- A high impact solution
- Powerful and proven to be effective
- The ideal way to keep you at the forefront of our readers' minds
- The perfect way to increase brand awareness or showcase NPД



## Disruptive Advertising

Disruptive creative flowing through editorial content leading the readers to a reveal ad.

- > Attention grabbing
- > An inventive way to engage with our readers
- > A great way to gain maximum impact



### ALSO AVAILABLE:

- Front Cover Barn Doors
- Cover Wraps
- Inside Front Cover Gatefolds
- Belly Bands
- Spread Markers
- Printed Poly Bags

## Website Advertising

15,312 users

GroceryTrader.co.uk launched in 2001 and has continued to grow in popularity as a news platform for UK multiple grocers.

*Click here for prices.*

## Email Newsletter

27,879 subscribers

The Grocery Trader newsletter is a round-up of all latest industry news from that issue. Banner advertising options are available.

*Click here for prices.*

## Digital Edition Newsletter

27,879 subscribers

The digital edition of Grocery Trader is emailed to our subscribers each issue, with a link to the latest digital version of the magazine. Banner advertising options are available.

*Click here for prices.*

## Solus Email Campaign

27,879 recipients

A solus campaign is your opportunity to send your own bespoke branded email to the full Grocery Trader email database.

*Price on application.*

## Headline News Online

15,312 viewers

Your story will be the main headline news article at the top of the Grocery Trader website and on the homepage for a total of 5 weeks. The price to be involved is £445.

*Click here for prices.*

Please contact Glen to discuss your online advertising on 0203 026 1860





## January - February

Editorial deadline:  
**Friday December 18th**

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

### Easter Confectionery

Chocolate eggs, cream eggs, gifting chocolate and novelty sweets – the season begins in January.

### World Food

Consumers now enjoy a variety of cuisines from around the world.

### Beers, Wines & Spirits

Premiumisation is driving the alcohol market, with consumers choosing more expensive drinks.

### Biscuits & Cakes

Retailers can keep consumers supplied with a strong selection of affordable everyday treats from the big brands.

### CBD

Retailers can cash in on the range of CBD products on the market, ranging from edibles and oils to pills and creams.

### Challenger Brands

Challenging the conventional wisdom of their categories, these dynamic brands offer retailers and consumers a genuine point of difference.

## March - April

Editorial deadline:  
**Friday February 12th**

Ad Booking and Copy Deadline:  
**Friday March 5th**

### Tobacco & Smokers' Accessories

Despite legislative challenges, tobacco is still huge in retail and Roll Your Own is growing.

### Soft Drinks & Bottled Waters

This category covers both traditional carbonated drinks, a diverse range of bottled and flavoured waters and everything in between.

### Euros

Better late than never, the football tournament will provide a massive sales boost for retailers and wholesalers.

### 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.

### Sustainability

Sustainability is not only the ethical thing to do – it is essential to help businesses survive and thrive into the future.

## May - June

Editorial deadline:  
**Friday April 16th**

Ad Booking and Copy Deadline:  
**Friday May 7th**

### Vaping/Next Generation Products

Helped partly by the menthol ban, vaping is in rapid growth as increasing numbers migrate from tobacco products.

### Bread, Bakery & Home Baking

From traditional bread to brioche and cake mixes.

### Confectionery

Catch up on all the latest in chocolate and sugar confectionery.

### Snacking Spotlight

The latest in crisps, snacks, nuts, cereal bars, biscuits, small cakes and more.

### Olympics

The biggest sporting event in the world, the Olympics is guaranteed to get retailers' tills ringing.

### Packaging Showcase

The latest on recent developments in primary, secondary and tertiary packaging and customer case studies from leading suppliers.

## July - August

Editorial deadline:

**Friday June 18th**

Ad Booking and Copy Deadline:

**Friday July 9th**

### **Tobacco & Smokers' Accessories**

Another look at this hugely important, footfall-driving category.

### **Beers, Lagers & Summer Drinks**

A round-up of alcohol, no and low- alcoholic drinks, wine and soft drinks.

### **Big Night In**

Millions of us prefer watching sports, films and TV series to hitting the town, driving sales of sharing treats.

### **Breakfast News**

Hot news on food and drinks for the first meal of the day.

### **Back To School**

What to stock and what to sell to win sales from kids and their parents when the new term starts.

## September - October

Editorial deadline:

**Friday August 20th**

Ad Booking and Copy Deadline:

**Friday September 10th**

### **Halloween & Bonfire Night**

This season is getting bigger than ever and wholesalers can offer a range of goodies.

### **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 8th**

Ad Booking and Copy Deadline:

**Friday November 5th**

### **Vaping/Next Generation Products**

Another look at vaping, which is growing rapidly as increasing numbers migrate from tobacco products.

### **Batteries**

Batteries: A range of batteries are on the market to power toys, torches, shavers and other appliances.

### **Healthy Living, Free From & Plant Based**

The latest plant-based products and food and drinks offering 'low,' 'no' and 'free from' alternatives to fat, salt, sugar and alcohol.

### **Dairy Products**

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

# Features List 2021

# Grocery Trader

	January - February	March - April	May - June	July - August	September - October	November - December
Back To School				X		
Batteries						X
Beers, Lagers & Summer Drinks				X		
Beers, Wines & Spirits	X					
Big Night In				X		
Biscuits & Cakes	X					
Bread, Bakery & Home Baking			X			
Breakfast News				X		
CBD	X					
Challenger Brands	X					
Christmas Products					X	
Confectionery			X			
Dairy Products						X
Easter Confectionery	X					
Euros		X				
Halloween & Bonfire Night					X	
Healthy Living, Free From & Plant Based						X
Hot Beverages					X	
Ice Cream & Frozen Foods		X				
Olympics			X			
Packaging Showcase			X		X	
Snacking Spotlight			X			
Soft Drinks & Bottled Waters		X				
Sustainability		X				
Tobacco & Smokers' Accessories		X		X		
Vaping/Next Generation Products			X			X
Winter Remedies/OTC					X	
World Food	X					

# Our Team

# Grocery Trader



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**4,697 ABC Total Circulation**  
**(94.9% Controlled)**  
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**For our terms & condition please visit:** [www.grandflame.co.uk/terms](http://www.grandflame.co.uk/terms)