

# GROCERY TRADER

JULY 2022 TO JUNE 2023



## Grocery Trader

The Publication For The Multiple Grocery Trade

March - April 2021

Grocery Trader has reported in accordance with ABC's industry-agreed standards for Business Magazines



# 4,511

CIRCULATION  
(AVERAGE PER ISSUE)

#### For more information:



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[www.grocerytrader.co.uk](http://www.grocerytrader.co.uk)



0203 026 1860

Issued: 25 Oct 2023

[www.abc.org.uk](http://www.abc.org.uk)

# 82.9%

CONTROLLED FREE  
Issue distributed 31/05/23

# 17.1%

OTHER FREE  
Issue distributed 31/05/23

## PAID

Issue distributed 31/05/23

## MEMBERSHIP

Issue distributed 31/05/23

## EVERY 2 MONTHS

### 6 ISSUES

## RETAILING & WHOLESALE

### MARKET SECTOR

# GROCERY TRADER

JULY 2022 TO JUNE 2023



## AUDIT ISSUE ANALYSIS

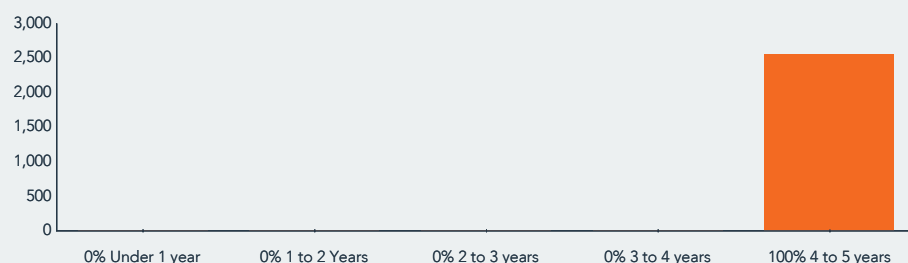
	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 31/05/23	4,503	4,503	-	4,503	4,503	-	-	-	-
FREE COPIES	4,503	4,503	-	4,503	4,503	-	-	-	-
CONTROLLED FREE	3,731	3,731	-	3,731	3,731	-	-	-	-
REQUESTED (INDIVIDUAL)	-	-	-	-	-	-	-	-	-
REQUESTED (COLLEAGUE)	2,557	2,557	-	2,557	2,557	-	-	-	-
NON-REQUESTED (NAME)	-	-	-	-	-	-	-	-	-
NON-REQUESTED (JOB)	1,174	1,174	-	1,174	1,174	-	-	-	-
OTHER FREE	772	772	-	772	772	-	-	-	-
FREE REQUESTED DELIVERED	-	-	-	-	-	-	-	-	-
NON-CONTROLLED FREE	772	772	-	772	772	-	-	-	-
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	-	-	-	-	-	-	-	-	-
PAID SUBSCRIPTIONS	-	-	-	-	-	-	-	-	-
INDIVIDUAL	-	-	-	-	-	-	-	-	-
ALL YOU CAN READ	-	-	-	-	-	-	-	-	-
MULTIPLE COPY	-	-	-	-	-	-	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	-	-	-	-	-	-	-	-	-

## AUDIT ISSUE ANALYSIS

### FREE COPIES DESCRIPTION

**CONTROLLED:** Directors, buyers, decision makers in head offices and store managers and other employees of multiple supermarkets, Co-ops and convenience store chains.

### AGE OF REQUESTS - Controlled



## AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	4,511	4,511	-
PRINT	4,511	4,511	-
DIGITAL	-	-	-

## ISSUE ANALYSIS

ISSUE	DISTRIBUTED	TOTAL	PRINT
Jul/Aug 22	29/07/22	4,524	
Sep/Oct 22	30/09/22	4,526	
Nov/Dec 22	30/11/22	4,504	
Jan/Feb 23	31/01/23	4,505	
Mar/Apr 23	31/03/23	4,505	
May/Jun 23	31/05/23	4,503	

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ABC is also a trusted verification provider. We audit media brand measurement data and the adoption of good practice and processes to industry-agreed standards.

Established in 1931, ABC was the first UK Joint Industry Currency (JIC) and is a founder of the International Federation of ABCs.

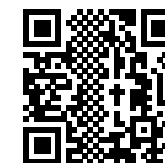
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