

Grocery Trader

Media Pack & Features List 2024

The Publication For The Multiple Grocery Trade





Established in 1995, Grocery Trader is the UK's only trade publication dedicated exclusively to the multiple grocery industry, a sector worth over £200bn.

The bi-monthly magazine has an ABC-audited print circulation of 4,522 copies and the digital version is sent to 31,240 requested subscribers.

Grocery Trader is distributed to 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. All the major UK multiple grocers are represented by our readership.

In this media pack you will find everything you need to know about print and digital display advertising to reach your target audience.

For more information on advertising and editorial opportunities in Grocery Trader, please contact me.

I look forward to working with you in 2024.

Glen Izzard
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4,522 ABC Total Circulation
(98.6% Controlled)
July 2021 to June 2022

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



PRINT

4,522 ABC-audited copies are posted per issue



DIGITAL

31,240 copies are emailed per issue



WEBSITE

38,759 visitors to our website per month



SOCIAL

4,209 followers across our social media channels





PRINT

The **PRINT** edition of Grocery Trader is ABC-audited and personally addressed and posted to 4,522 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 31,240 decision makers within the UK supermarkets, Co-ops and convenience store chains.



WEBSITE

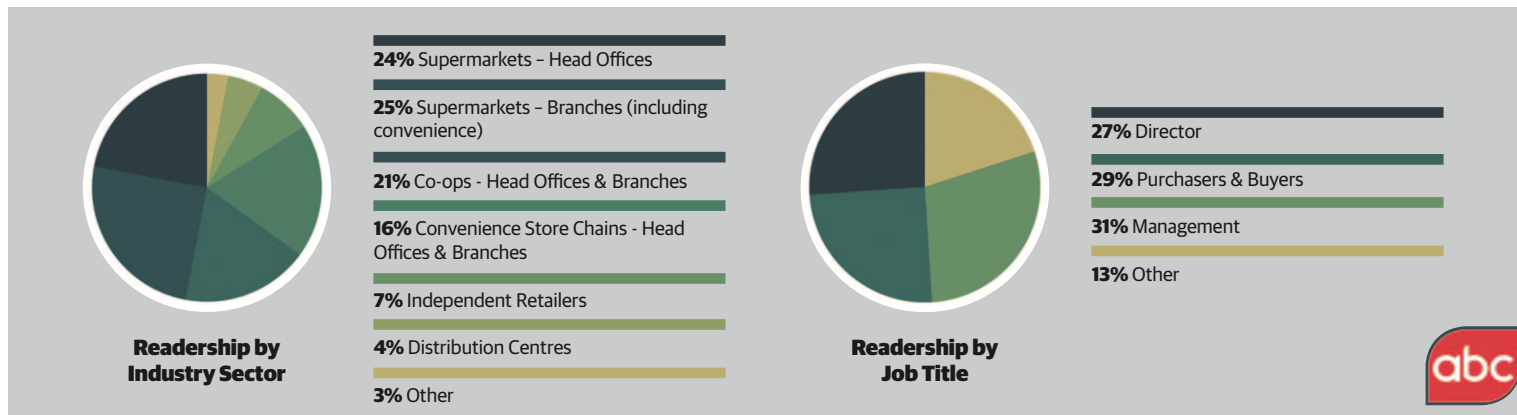
Visitors to GroceryTrader.co.uk have the opportunity to read the **DIGITAL** edition of the magazine. Current figures show that our website is visited by 38,759 unique users per month.



SOCIAL

The **DIGITAL** edition is also available to our 4,209 followers, via all the major social media platforms, including twitter, instagram and LinkedIn.

Readership & Circulation breakdown



Magazine Advertising

Grocery Trader

Magazine Advertising Rates

	1 issues	3 issues	6 issues
Double Page Spread	£3,315	£2,995	£2,835
Full Page	£1,970	£1,785	£1,665
Half Page	£1,395	£1,265	£1,200
Special Positions Available *** Please call for more details ***			

Magazine Specifications

	Trim Size	Bleed Size
Double Page spread	420mm X 297mm	426mm X 303mm
Full Page	210mm X 297mm	216mm X 303mm
Half Page Vertical	105mm X 297mm	111mm X 303mm
Half Page Horizontal	210mm X 144mm	216mm X 150mm
Front Page	185mm X 200mm	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 - £3,495.



Magazine Advertising

Grocery Trader

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



Other Advertising

Grocery Trader offer a variety of alternative advertising. These include:

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



Online Advertising

Grocery Trader

Website Advertising

38,759 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

30,984 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

31,240 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

30,089 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

38,739 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.

Click here for prices.

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



January - February

Editorial deadline:

Friday December 15th

Ad Booking and Copy Deadline:

Friday January 5th

Easter Confectionery

Retailers need to stock up on chocolate eggs, cream eggs, gifting chocolate and novelty sweets from the beginning of January.

World Food

The nation's culinary horizons have expanded to include food from all over the world.

Beers, Wines & Spirits

Alcohol is enjoying a surge in at-home consumption, with drinkers enjoying a more premium tippie.

Biscuits & Cakes

Whether you choose traditional and comforting or new and exciting, biscuits have established themselves as a national treasure.

Sports & Energy Products

How to power up sales with energy drinks and protein bars.

March - April

Editorial deadline:

Friday February 9th

Ad Booking and Copy Deadline:

Friday March 1st

Tobacco & Smokers' Accessories

Tobacco remains a massive market, especially Roll Your Own and value cigarettes.

Bread, Bakery & Home Baking

The bakery category, from traditional wrapped loaves to brioche and in-store bakery, has experienced huge recent growth.

Ice Cream & Frozen Foods

Ice cream and frozen food are in growth, helped by the Big Night In.

BBQ, Summer Food & Drinks

Everyone loves a summer BBQ, giving retailers the opportunity to cash in on sales of food, drink, sauces, equipment, fuel and lighters.

May - June

Editorial deadline:

Friday April 12th

Ad Booking and Copy Deadline:

Friday May 3rd

Reduced-Risk Products

Alternative nicotine products - including vaping products (such as e-cigarettes), tobacco-free oral nicotine pouches and tobacco heating products - are rapidly expanding as smokers seek to quit.

Soft Drinks & Bottled Waters

As the weather gets warmer, retailers should be getting their chillers ready for soft drinks sales.

Confectionery

Consumers of chocolate and sugar confectionery are looking for familiar products they love.

Crisps, Snacks & Nuts

Consumers want a quick, filling snack, whether that's crisps, nuts, cereal bars or biscuits.

Packaging Showcase

Businesses are choosing packaging which contains recycled content, is reusable, refillable or recyclable.

July - August

Editorial deadline:
Friday June 14th

Ad Booking and Copy Deadline:
Friday July 5th

Tobacco & Smokers' Accessories

Another review of cigarettes, cigars, pipe tobacco and RYO.

Petcare

With people seeing pets as members of the family, premiumisation is driving petcare sales.

Big Night In

As consumers stay in to watch sports, films and TV, retailers can grow sales of sharing snacks and drinks.

Back To School

September means a back to school sales boost of lunchbox items.

Dairy Products

Staples for many households, dairy includes milk, cream, yogurt, butter, cheese and flavoured drinks.

September - October

Editorial deadline:
Friday August 16th

Ad Booking and Copy Deadline:
Friday September 6th

Halloween & Bonfire Night

Halloween & Bonfire Night are big occasions, both for trick or treating and adult parties.

Christmas Products

With Christmas set to be huge, retailers can maximise sales of food, soft drinks and waters, beers, wines and spirits.

Hot Beverages & RTD Cold Coffees

As the nights draw in, sales of tea, coffee, chocolate, herbal infusions and RTD cold coffees are sure to grow.

Winter Remedies/OTC

Retailers can help consumers through the winter with sales of OTC lines such as cough and cold remedies, analgesics and vitamins.

Batteries

Retailers have a golden opportunity to boost sales of batteries in the pre-Christmas season.

November - December

Editorial deadline:
Friday October 4th

Ad Booking and Copy Deadline:
Friday November 1st

Reduced-Risk Products

Another look at the growing, rapidly evolving vaping market.

Healthy Living, Free From & Plant Based

Consumers are looking for meat free and plant-based alternatives as awareness of diet increases.

Packaging Showcase

Another round-up of all the launches from the primary, secondary and tertiary packaging sectors.

Breakfast News

Consumers want their breakfasts to be quick, convenient and healthy.

Features List 2024

Grocery Trader

	January - February	March - April	May - June	July - August	September - October	November - December
Back To School				X		
Batteries					X	
BBQ, Summer Food & Drinks		X				
Beers, Wines & Spirits	X					
Big Night In				X		
Biscuits & Cakes	X					
Bread, Bakery & Home Baking		X				
Breakfast News						X
Christmas Products					X	
Confectionery			X			
Crisps, Snacks & Nuts			X			
Dairy Products				X		
Easter Confectionery	X					
Halloween & Bonfire Night					X	
Healthy Living, Free From & Plant Based						X
Hot Beverages & RTD Cold Coffees					X	
Ice Cream & Frozen Foods		X				
Packaging Showcase			X			X
Petcare				X		
Reduced-Risk Products			X			X
Soft Drinks & Bottled Waters			X			
Sports & Energy Products	X					
Tobacco & Smokers' Accessories		X		X		
Winter Remedies/OTC					X	
World Food	X					

Our Team

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For our terms & condition please visit: www.grandflame.co.uk/terms