

# GroceryTrader

## Media Pack & Features List 2026

Connecting the UK's Multiple Grocery Community





**Glen Izzard**

**Publisher**

0203 026 1860

07488 387828

[glen@grandflame.co.uk](mailto:glen@grandflame.co.uk)

Established in 1995, Grocery Trader is the UK’s only trade publication dedicated to the multiple grocery sector. For over 30 years, it has been a trusted source of news and insights for industry professionals. With the UK grocery market valued at around £200 billion and continuing to grow, Grocery Trader connects brands, suppliers, and decision-makers.

The bi-monthly print edition has an ABC-audited circulation of 4,505 copies. The digital version is emailed to 35,731 requested subscribers, offering extended reach and engagement.

Grocery Trader reaches senior buyers, trading directors, procurement and supply chain managers, as well as head office and store-level decision-makers across supermarkets, discounters, Co-ops, and convenience store chains. All major UK multiple grocers are represented in our readership.

This media pack outlines everything you need to know about our print and digital advertising options to help you reach your target audience effectively.

For advertising or editorial enquiries, please contact our team. Details are on the final page.

We look forward to working with you in 2026.

About	02
Readership	03
Circulation	04
Magazine Advertising	05-06
Online Advertising	07
Features List 2026	08-10
Our Team	11



**4,505 ABC Total Circulation**  
July 2023 to June 2024

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



## PRINT

4,505 ABC-audited copies are posted per issue



## DIGITAL

35,731 copies are emailed per issue



## WEBSITE

46,309 visitors to our website per month



## SOCIAL

6,873 followers across our social media channels







## PRINT

The **PRINT** edition of Grocery Trader is ABC-audited and mailed directly to 4,505 senior buyers, trading directors, and other key decision-makers across UK supermarkets, Co-ops, and convenience store chains with every issue.



## DIGITAL

The **DIGITAL** edition of Grocery Trader replicates the print version in an online format and each issue is emailed to 35,731 decision-makers across UK supermarkets, Co-ops, and convenience store chains.



## WEBSITE

Visitors to GroceryTrader.co.uk can access the **DIGITAL** edition of the magazine online. The website currently attracts 46,309 unique users each month.



## SOCIAL

The **DIGITAL** edition is also shared with our 6,873 followers across major social media platforms, including LinkedIn.



Readership by Industry Sector



Readership by Job Title



# Magazine Advertising

# GroceryTrader

## Magazine Advertising Rates

	1 issue	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 Advertising - £3,495

This premium, exclusive package gives your company and brand the opportunity to take centre stage in a selected issue of Grocery Trader. With front cover placement, your message dominates across all formats, including: print, digital, online, and email, ensuring maximum visibility and impact.

Your branding will appear prominently on the front cover of the printed magazine, mailed directly to senior decision-makers across the UK grocery sector. The digital edition, identical to the print version, is distributed to over 35,000 subscribers and promoted via our website and social media channels.

In addition, your front cover presence is supported by homepage exposure on GroceryTrader.co.uk, which attracts over 46,000 unique users per month, and is shared with our 6,800+ followers across social media.

This package is ideal for product launches, brand awareness campaigns, or major announcements, delivering standout exposure to a highly targeted and influential audience.



# Magazine Advertising

# GroceryTrader

## 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 offers 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





## Website Advertising

**46,309 users**

Launched in 2001, GroceryTrader.co.uk has steadily grown into a trusted and respected news platform for the UK's multiple grocery sector. It has become a go-to source for industry professionals seeking reliable updates, insights, and developments across the grocery retail landscape.

*Click here for prices.*

## Email Newsletter

**35,731 subscribers**

The Grocery Trader newsletter delivers a concise round-up of the latest industry news featured in each issue, keeping subscribers informed and engaged. Banner advertising opportunities are available.

*Click here for prices.*

## Digital Edition Newsletter

**35,731 subscribers**

Each issue of Grocery Trader's digital edition is delivered directly to subscribers via email, offering instant access to the latest online publication. Banner advertising options are also available.

*Click here for prices.*

## Solus Email Campaign

**35,731 recipients**

A solus campaign offers a unique opportunity to send a fully branded, bespoke email directly to the entire Grocery Trader subscriber database - delivering your message with maximum impact and exclusivity.

*Price on application.*

## Headline News Online

**46,309 viewers**

Your story will be featured as the lead headline on the Grocery Trader website homepage, securing top placement and maximum visibility.

*Click here for prices.*



## January - February

Editorial deadline:

**Friday December 12th**

Ad Booking and Copy Deadline:

**Friday January 2nd**

### Easter Confectionery

Retailers need to start planning their Easter confectionery displays early to boost sales.

### World Food

The UK's diverse population is keen to try new cuisines.

### Beers, Wines & Spirits

Cash rich consumers are becoming interested in premium and craft spirits, as well as low-alcohol and alcohol-free options.

### Biscuits & Cakes

As affordable treats, shoppers in the biscuits and cakes categories have kept spending.

### Sports & Energy Products

The need for more energy continues to increase, including the increasing shopper need and preference for refreshing flavours, healthy alternatives and sustainable brands.

## March - April

Editorial deadline:

**Friday February 6th**

Ad Booking and Copy Deadline:

**Friday February 27th**

### Tobacco & Smokers' Accessories

The tobacco industry is still huge, boosted by a trend of new product launches.

### Bread, Bakery & Home Baking

Growth in the UK bread, bakery, and home baking sector is driven by consumer demand for speciality breads, health-focused products and sustainable ingredients.

### Ice Cream & Frozen Foods

A combination of economic factors, shifting consumer preferences, and the popularity of frozen foods as a convenient and versatile option are helping expand the ice cream and frozen food sector.

### BBQ, Summer Food & Drinks

The barbecue occasion has been growing in popularity in recent years, giving retailers an opportunity to cash in on food and drink.

### FIFA World Cup

With the FIFA World Cup widely considered the biggest sporting event in the world, retailers can expect a windfall.

## May - June

Editorial deadline:

**Friday April 10th**

Ad Booking and Copy Deadline:

**Friday May 1st**

### Reduced-Risk Products

Growing awareness of vaping as a smoking cessation tool is boosting the reduced-risk products sector.

### Soft Drinks & Bottled Waters

Consumers' growing focus on health and wellness, leading to demand for low-sugar and functional options, is driving the soft drinks and bottled waters sector.

### Big Night In

People are staying in for spontaneous gatherings and intimate get togethers, presenting a major opportunity for retailers to boost sales.

### Packaging Showcase

Sustainability initiatives, stricter regulations and a growing consumer demand for eco-friendly materials are driving the packaging sector.



## July - August

Editorial deadline:  
**Friday June 12th**

Ad Booking and Copy Deadline:  
**Friday July 3rd**

### Tobacco & Smokers' Accessories

Another look at cigarettes, cigars, pipe tobacco and RYO.

### Back To School

The back-to-school season increases the demand for snacks and lunchbox items.

### Dairy Products

Today's consumers want more from their dairy – not just great taste, but real nutritional benefits that support their lifestyle goals.

### Crisps, Snacks & Nuts

The UK crisps, snacks, and nuts sector is growing, driven by rising demand for affordable treats during at-home occasions and a desire for bold, diverse flavours.

### Confectionery

Evolving consumer preferences for both indulgence and health-conscious options, including premium, artisanal, and low-sugar products, alongside a demand for functional ingredients and new flavours and textures, are driving the confectionery sector.

## September - October

Editorial deadline:  
**Friday August 14th**

Ad Booking and Copy Deadline:  
**Friday September 4th**

### Halloween & Bonfire Night

Halloween and Bonfire Night spending extends beyond costumes and sweets to decorations, themed food, and entertainment.

### Christmas Products

Christmas is one of the most profitable times of year for retail, an excuse for shoppers to indulge, opting for more premium products versus their everyday purchases.

### Hot Beverages & RTD Cold Coffees

Growth in the UK's hot and RTD cold coffee sector is driven by convenience, on-the-go consumption, and the expanding coffee culture among younger generations who seek innovative flavours and healthier options.

### Winter Remedies/OTC

As the UK enters the colder months, demand for OTC remedies is set to rise sharply.

## November - December

Editorial deadline:  
**Friday October 2nd**

Ad Booking and Copy Deadline:  
**Friday October 30th**

### Reduced-Risk Products

Another look at the developing market for vaping and next generation products.

### Healthy Living, Free From & Plant Based

The UK's healthy living, free from and plant-based boom is driven by a confluence of consumer demand, government support, and a collective shift towards sustainable living.

### Packaging Showcase

A look at all the launches from the primary, secondary and tertiary packaging sectors.

### Breakfast

Consumers are looking for enjoyment and taste from their breakfast items.

# Features List 2026

**GroceryTrader**

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

# Our Team

# GroceryTrader



**James Surridge**

**Managing Director**

01923 272 965

james@grandflame.co.uk



**Glen Izzard**

**Publisher**

0203 026 1860

glen@grandflame.co.uk



**George Simpson**

**Group Editor**

0203 026 1860

george@grandflame.co.uk



**Angela Field**

**Accounts**

01923 272 998

angela@grandflame.co.uk



**Andy Page**

**Production Manager**

01923 272 932

andy@grandflame.co.uk



**Grandflame Ltd**



**4,505 ABC Total Circulation**  
July 2023 to June 2024

**For our terms & conditions please visit:** [www.grandflame.co.uk/terms](http://www.grandflame.co.uk/terms)