

**21,318\***  
COPIES DISTRIBUTED  
EVERY MONTH

# *The* Grocery Trader

[WWW.GROCERYTRADER.CO.UK](http://WWW.GROCERYTRADER.CO.UK)

## **MEDIA INFORMATION - 2010**

**The only publication dedicated to multiple grocers**

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# ABOUT THE MAGAZINE

➤➤ The Grocery Trader is a monthly magazine which is distributed in both printed and digital formats to named 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. These individuals represent all the major companies in the UK grocery sector, which is one of the strongest and largest areas in UK business.

The Grocery Trader delivers a lively, concise mix of industry news, product reviews, interviews and features on a wide spectrum of industry topics, in a clear, easy to read tabloid format.

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\*COMBINED FIGURE FOR OUR PRINTED AND ONLINE DIGITAL EDITION CIRCULATION - JULY 2009



The Grocery Trader is now in its eighteenth year of publishing and continues to open doors for its advertisers. In the past year we have launched the digital edition of The Grocery Trader, which we currently email to over 13,500 recipients every month.

We continue to invest in both our printed and digital formatsour circulation by researching and developing our readership to make sure your messages reach the right people in the multiple grocery sector.

This means you can be confident of reaching your target audience every time.

## GET THE FACTS!!

The Grocery Trader is a bright, attractive read, that goes to the decision makers in the multiple grocery industry, helping you get your message across to the people that matter.

## FREQUENCY:

The Grocery Trader is a monthly title addressed by name to industry professionals.

## CIRCULATION:

We have one of the highest quality circulations in the industry. It's personally addressed and distributed to over 21,300 recipients every month. This provides you, as the advertiser, with the best possible audience for your sales message.

## NEWS:

The Grocery Trader contains a wealth of news from the industry, presented in a highly readable, refreshing format, so you can easily catch up on the month's developments.

## FEATURES:

The Grocery Trader offers you, the advertiser, a broad spread of industry topics to get your message across to the people that matter. Our scheduled features cover the major product categories in store and the important areas in the back of the store and the supply chain.

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### PRINTED MAGAZINE - CIRCULATION 7,604 - (JULY 2009)

The Grocery Trader magazine is personally addressed and mailed to over 7,600 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. Over the last twelve months we have continued to invest in developing the quality and depth of our circulation, so you can be even more assured of reaching your target audience every time.

### MAGAZINE READERSHIP BY INDUSTRY SECTOR: PRINTED EDITION

- Supermarkets – Head offices - 13%
- Supermarkets – Branches (including convenience) - 39%
- Co-ops – Head offices - 4%
- Co-ops – Branches - 7%
- Convenience Store Chains - Head Office - 12%
- Convenience Store Chains - Branches - 7%
- Independent retailers - 9%
- Distribution Centres - 5%
- Other - 4%

### READERSHIP BY JOB TITLE: PRINTED EDITION

- Director - 14%
- Purchasers & Buyers - 25%
- Management - 38%
- Other - 23%

### DIGITAL EDITIONS - CIRCULATION 13,714 - (JULY 2009)

The digital edition of The Grocery Trader is emailed to over 13,500 recipients every month. It was launched in November 2008 and since then its circulation has continued to rocket. The digital edition email lets our readers view the latest digital version online and turn pages just like the printed version. We have invested in the latest software to ensure that our digital edition subscribers receive the link to the latest copy on time, every time and where they want it!

### MAGAZINE READERSHIP BY INDUSTRY SECTOR: DIGITAL EDITION

- Supermarkets – Head offices - 9%
- Supermarkets – Branches (including convenience) - 33%
- Co-ops – Head offices - 4%
- Co-ops – Branches - 8%
- Convenience Store Chains - Head Office - 4%
- Convenience Store Chains - Branches - 2%
- Independent retailers - 15%
- Distribution Centres - 8%
- Other - 17%

### READERSHIP BY JOB TITLE: DIGITAL EDITION

- Director - 23%
- Purchasers & Buyers - 17%
- Management - 36%
- Other - 24%

» Here is The Grocery Trader's 2010 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 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 (see below.) 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](mailto:grocery@flame1.com)

### TIMETABLE: FEATURES LIST 2010

**JANUARY 2010** - Booking & Copy deadline - Friday 11th December

**FEBRUARY 2010** - Booking & Copy deadline - Friday 22nd January

**MARCH 2010** - Booking & Copy deadline - Friday 19th February

**APRIL 2010** - Booking & Copy deadline - Friday 26th March

**MAY 2010** - Booking & Copy deadline - Friday 23rd April

**JUNE 2010** - Booking & Copy deadline - Friday 28th May

**JULY 2010** - Booking & Copy deadline - Friday 25th June

**AUGUST 2010** - Booking & Copy deadline - Friday 23rd July

**SEPTEMBER 2010** - Booking & Copy deadline - Friday 20th August

**OCTOBER 2010** - Booking & Copy deadline - Friday 17th September

**NOVEMBER 2010** - Booking & Copy deadline - Friday 15th October

**DECEMBER 2010** - Booking & Copy deadline - Friday 12th November

**JANUARY 2011** - Booking & Copy deadline - Friday 10th December

### **JANUARY: Booking & Copy deadline - Friday 11th December**

**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

**Ethnic Food & Drink:** A taste of the latest 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

### **FEBRUARY: Booking & Copy deadline - Friday 22nd January**

**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

**Easter Celebrations:** Build up to the Big Break: eggs, chocolates, confectionery, cakes and 'non-choc' alternative gifts for family and friends

**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

### **MARCH: Booking & Copy deadline - Friday 19th February**

**Food & Drink Expo 2010 Preview:** This Year's 'Big One' in the UK food industry comes to the NEC Birmingham from 21-24 March: we lift the lid in our special supplement. STOP PRESS: We're printing 5,000 extra copies of this issue to give away at the Show - make sure you're in there!

**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

**Vegetarian Focus:** Taste the latest vegetable-based alternatives to meat products: ready meals, sausages, gravies and more

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## **APRIL: Booking & Copy deadline - Friday 26th March**

**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 seriously social goodies

**Personal Care:** Everything shoppers need to feel fresh and look good generally - hair, body, oral care, bath, shaving, shower and beyond

**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 & Copy deadline - Friday 23rd April**

**Food & Drink Expo 2010 Review:** Revisit the Show in the comfort of our pages, with our post-event review

**Outdoor living:** Everything for the summer season: garden furniture, garden tools, bird seed, fishpond care, hoses, sprays, weed killers, compost, sheds

**Warehouse & Logistics Focus:** Our second look of the year at what's new in the back of the store in supermarkets and distribution centres: warehouse equipment including pallets, warehouse trucks and materials handling; warehouse IT, including bar-code and RFID technology; supply chain technology; vehicle safety and security

## **JUNE: Booking & Copy deadline - Friday 28th May**

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

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

**Retail Solutions:** Catch up on the latest and best products and solutions in retail IT, that are powering the multiple grocers

## **JULY: Booking & Copy deadline - Friday 25th June**

**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

**Ethnic Food & Drink:** 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

**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

## **AUGUST: Booking & Copy deadline - Friday 23rd July**

**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

**Speciality & Fine Food Fair London 2010 Preview:** A look ahead to this year's Show, from 5-7 September 2010

**Warehouse & Logistics Update:** Preparing for the Christmas peak in the back of the store in supermarkets and distribution centres: we bring you the latest news on warehouse equipment, including pallets, warehouse trucks, materials handling, warehouse IT, scanners and RFID supply chain technology, vehicle safety and security

## **SEPTEMBER: Booking & Copy deadline - Friday 20th August**

**Breakfast Time:** Helping shoppers start the day properly: cereals, bread, eggs, bacon, sausages, pastries, hot and cold drinks, sauces, butters, spreads and jams

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

**Christmas Products Round up:** Wise men (and women) stock up early: food, drink, gift products, gift wrapping and more

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# FEATURES LIST - 2010

## OCTOBER: Booking & Copy deadline - Friday 17th September

**Big Night In:** With Halloween and Bonfire Night in November and the party season coming up, another look at treats for sharing: food, drinks, snacks, sweets, chocolate and other goodies

**Household/Cleaning:** Cleaning materials for around the house, plus mops, cloths, sponges: everything to keep the home fresh all year round

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

## NOVEMBER: Booking & Copy deadline - Friday 15th October

**Healthy Living:** New Year resolutions start here: Products to help stop smoking; help lose weight; winter remedies - analgesics, cough and cold, vitamins; PLUS Food and drink products offering 'low/no' alternatives to fat, salt, sugar, alcohol; 'free from' alternatives to particular ingredients; mineral waters and more

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

**Warehouse & Logistics Update:** Preparing for 2011 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

## DECEMBER: Booking & Copy deadline - Friday 12th November

**Review Of The Year:** A look back at this year's big product stories

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

**Vegetarian Focus:** The latest Vegetable based alternatives to meat products: ready meals, sausages, gravies and more

## REGULAR FEATURES IN EVERY ISSUE

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:** Can you drink it? Hot or cold, alcoholic or otherwise, it's all covered

**Confectionery:** Sugar confectionery, chocolate and more

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

**Retail IT:** The devices, applications and solutions powering today's grocery traders

**Hardware:** Trolleys, coin counters, heaters, slicers and dicers and all the other kit retailers can't live without

**Warehousing & Logistics:** All warehouse equipment including forklifts and materials handling and warehouse management systems, supply chain technology, specialist logistics and transport services, vehicle safety and security, and pallets.

## GUARANTEED FEATURE COVERAGE

If you have a news story or feature article that you want us to publish please email it to [grocery@flame1.com](mailto:grocery@flame1.com). For a full list of coverage options contact Charles Smith.



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**>>** The Grocery Trader requires all artwork in a digital format: hard copy artwork will not be accepted. We prefer to receive artwork by Hi-Res PDF format but we also accept other Hi-Res formats such as JPEG or TIFF. Please note that any RGB artwork will be converted to CMYK. Word and PowerPoint files are not acceptable as artwork.

All artwork is to be sent to our Production Manager, Andy Page at andypage@flame1.com. We prefer to be emailed artwork in a high-res format but we can also accept CD's, DVD's etc through the post. The address is 12 Kings Park, Primrose Hill, Kings Langley, Herts, WD4 8ST

### MAGAZINE ADVERTISING RATES

	1 Issue	6 Issues	12 Issues	24 Issues
Double Page spread	£2,915	£2,623	£2,480	£2,332
Full A3 Page	£1,690	£1,521	£1,415	£1,351
Half Page A3 (A4)	£1,166	£1,049	£991	£932
Quarter Page A3	£874	£789	£742	£699
Eighth Page A3	£524	£471	£445	£418

### 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	210mm X 148mm
Eighth Page A3	A6	148mm X 105mm

### MORE INFORMATION

To discuss in more detail how we can help with your marketing activities, please contact either Charles Smith or James Surrudge on 01923 272960.

### EDITORIAL - FEATURES, CASE STUDIES AND NEWS STORIES.

We can offer you the following options to run your text and photos in The Grocery Trader, which is distributed to 21,318 (July 09) recipients in print and digital formats:

**Option One - Quarter Page A3 Feature - £175 - Includes:** Quarter Page A3 article in magazine. 2. Featured on website 3. Featured on email newsletter.

**Option Two - Half Page A3 Feature - £295 - Includes:** Half Page A3 article in magazine. 2. Featured on website 3. Featured on email newsletter.

**Option Three - Full Page A3 Feature - £595 - Includes:** Full Page A3 article in magazine. 2. Featured on website 3. Featured on email newsletter.

### MAGAZINE - INSERT RATES

	1 Issue	6 Issues	12 Issues	21 Issues
Up to 10g	£495	£470	£446	£424
11g - 20g	£595	£565	£536	£510
21g - 30g	£695	£660	£627	£595
Over 30g	By request only			

All inserts for the printed magazine (circulation 7,600) must be delivered for the attention of Jean Tyrchan at Grandflame Ltd, 12 Kings Park, Primrose Hill, Kings Langley, Herts, WD4 8ST. **DIGITAL INSERTS:** If you book an insert in our printed magazine (see above) we will give you the opportunity to repeat your insert at the back of our digital edition at the cost of an additional £195.

### INTERVIEWS

Each interview article will comprise around 2,000 words which will be created by us. You will need to supply 4-6 pictures and a company logo which must be high resolution.

### FURTHER PRODUCTION INFORMATION

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

# OTHER OPPORTUNITIES

## FRONT COVER - HEADLINES

If you have a story to tell and are looking for the ultimate way of getting your message across in our magazine, don't look any further than our two front cover options:

### The 'Big' Headline Package:

If you have a BIG story to tell, why not book the front cover lead position in our next available issue? (see right) This slot can be yours for just £845 and gives you the highest possible impact in any particular issue of our magazine. When our magazine arrives on our readers' desks, the first thing they see even before they open the postal bag will be YOUR 'Big' Headline Story.

### The 'Small' Headline Package:

Alternatively you can also be part of the front cover in the issue of your choice by booking The 'Small' Headline story. This is available for only £550 (see above).

As part of both of these packages you will also receive coverage on our industry leading website, coverage on our email newsletter and, in addition, we will also send you six extra copies for your own marketing purposes (more copies made available on request). You will also receive a high resolution PDF of the front cover.



## FRONT COVER ADVERTISING

**Earpiece Advert** - Your company advert can be seen above the headlines on the cover of every issue of The Grocery Trader.

This is an exclusive position in that particular edition and the single insertion rate is £495. Artwork size is 135mm X 54mm.

**Front Cover Panel Adverts** - You can also advertise your company's products and services on the front cover by booking a panel advert. There are three positions available: the top advert is seen through the packaging when mailed and the Lower advert is not, hence the difference in price. A single TOP insertion costs only £295 and a single LOWER insertion costs only £245. Artwork size is 49mm X 93mm.

## CENTRE SPREAD SUPPLEMENT

**Four Page Supplement** - If you want to create a big impact on our readers and are looking for a sustained way to get your message across in our magazine, look no further than our Special Supplements. Bound into the centre spread, we are publishing just one Special Supplement per issue, each dedicated to a different leading company in the industry. Each contains a mix of exclusive interviews: case studies: company news and customer profiles: product showcases: and display advertising - the choice is yours! The supplement is created to your brief with your artwork and copy: you will have full creative control and will liaise with our design team and writers throughout the project. We'll also furnish you with 500 extra printed copies plus a digital version of your supplement. The total package price is only £3,500. This price includes delivery of extra copies to any UK address.

# INTERVIEWS

➤ An interview in The Grocery Trader is the ideal opportunity for you to communicate directly with your target audience. 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.

**They include:** your latest products, services, recent achievements and your aims and objectives for the coming months. The choice is yours! To view some examples of previous interviews please visit our website.

### Magazine Coverage:

We will publish the interview as a full A3 page in the magazine. Each interview article will comprise around 2,000 words and includes up to five colour photos, one of which we recommend is the interviewee. Your interview will also be given a splash on the front cover, including a picture of the interviewee.

### Website Coverage:

The interview will also be included on our website as a dedicated page within our interview section. This section is one of the most popular parts of our website, and you can be sure your interview will continue to attract readers for months to come from around the world. We will also give your interview a unique url which you can feature on your company's website.



The interview will also be featured in our email newsletter, which is currently sent at the same time as the magazine to over 17,417 (Jul 09) personal industry in-boxes.

### Newsletter Coverage:

The interview will also be featured in our email newsletter, which is currently sent at the same time as the magazine to over 17,417 (Jul 09) personal industry in-boxes.

### How it works:

Once you agree to go ahead we contact you and ask for background material on your company, and discuss the areas you want to cover. We then draw up the proposed questions and send them to you for your approval. This tried and tested approach gives you the chance to prepare your responses and present your company in the most effective way. The interview is then carried out on the phone at a time to suit you. When one of our feature writers has written up the interview they will send you the draft article for your factual approval. This gives you the chance to check and confirm the accuracy of the piece. Once the magazine has been designed you will see a final PDF proof of your interview page before it goes to press.

**To Book:** The price for this unique opportunity is £995. To arrange your interview, please contact Charles Smith on 01923 272962.



# WEBSITE

➤ The Grocery Trader launched its website in 2001, and unlike many other grocery publishing sites it is still FREE to visitors. Since it launched, Grocery Trader.co.uk has firmly established itself as a leading English language online news platform for grocery retail professionals in the UK, Europe and beyond. The latest figures reveal that the website was visited by 2,681 unique users per day (July 09). The website is updated regularly to coincide with the publication of the printed magazine, the sending of our email newsletter, and major industry news as it arises. If you would like further information please contact Charles Smith on 01923 272962.

Our website offers you a great opportunity to get your message seen by large numbers of industry professionals

every day. Whether you choose to place a news story, banner advert or company profile, it will be seen by more people here than on any other industry website.

GroceryTrader.co.uk continues its extensive investment in its SEO (Search Engine optimisation) work, which ensures that we attract not only the highest possible number of visitors but also the highest possible calibre. This ensures you get the best possible results and the best return on your marketing investment.

### Website Readership

The readership for GroceryTrader.co.uk has grown rapidly over the past seven years (2,681 unique users per day, Jul 09), and we are now confident that GroceryTrader.co.uk

is recognised as a valuable online information source for grocery professionals in the UK and beyond.

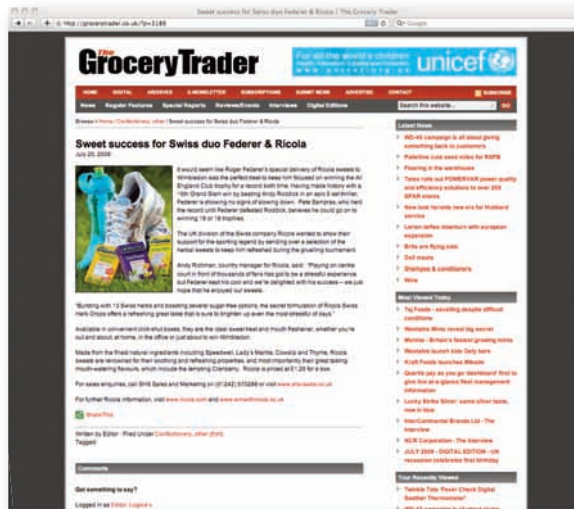
### Website Advertising

There are two options when it comes to advertising on GroceryTrader.co.uk:

**Masthead banner** - As the name suggests this is the banner that appears at the top of every page next to our logo. Only £495 per month

**Headline banner** - This banner appears above all news stories, both recent and archived and above all news sections. Only £395 per month

We accept adverts in SWF, GIF, either static/animated, and JPG formats.



## EMAIL NEWSLETTER

The Grocery Trader puts you in the front line by harnessing digital technology to get your message across to a targeted industry audience. We send out our email newsletter to coincide with the publication dates of our magazine to a growing database of industry professionals. The stories within the email newsletter contain links which direct our readers to YOUR editorial on GroceryTrader.co.uk. Our newsletter has rocketed from a mailing list of just a few hundred to over 17,417 (Jul 09) since we launched five years ago. It's massively popular - and it works!

### Newsletter Readership

The Grocery Trader email newsletter has grown to become an unrivalled information source for busy grocery professionals in the UK and beyond. We now send out the email newsletter to over 17,417 (Jul 09) recipients every month. We analyse the profile of our email newsletter readers, and we are proud to say that a high percentage are buyers and senior managers.

### Email Newsletter Recipients by Job Title

Senior Management - 7% | Purchasers & Buyers - 17% | Store Management - 9%  
Other head office - 26% | Other - 41%

### Newsletter Advertising Rates

	Main banner	Tower Banner
1 Newsletter	£530	£477
6 Newsletters	£477	£424
12 Newsletters	£424	£371

## DIGITAL EDITION

The digital edition of The Grocery Trader is emailed to over 13,700 recipients every month. It was launched in August 2008 and since then its circulation has continued to rocket. The digital edition email lets our readers view the latest digital version online and turn pages just like the printed version. We have invested in the latest software to ensure that our digital edition subscribers receive the link to the latest copy on time, every time and where they want it! Previous digital Editions are archived indefinitely, therefore your stories, interviews and adverts will have a longer shelf life.



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### Production

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Fax: 01923 270 760

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Tel: 01923 272 960  
Fax: 01923 270 760

### Advertising - Website / Classifieds

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Tel: 01923 272 965  
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### Subscriptions / Accounts

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Tel: 01923 272 998  
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12 Kings Park, Primrose Hill, Kings Langley, Herts, WD4 8ST  
Company No: 2786951 - VAT No: GB 749 3292 02



# ABOUT THE MAGAZINE

## PAYMENT TERMS

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 TERMS

1. Advertisements or other paid for material must be cancelled in writing, and can only be cancelled up to 30 days prior to publication date of the magazine. All cancellations will incur a 50% cancellation fee. After this date all adverts booked will be invoiced in full whether they are published or not.

## ADVERTISING TERMS

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 advertisers' 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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