

The Grocery Trader

ABOUT US

The Grocery Trader is recognised by growing numbers of UK grocery trade professionals as a valuable and accessible information source.

Published at the beginning of every month, The Grocery Trader delivers a lively mix of news about the latest industry developments, product launches and job moves. It also carries interviews and features on a wide spectrum of industry topics, in a clear, easy to read tabloid form.

Our 2007 features list (see opposite) has been produced to enable our retail readers to catch up on latest news in the key sectors. We will continue to run regular features on all the main subject areas of interest to grocery traders.

The Grocery Trader's circulation is focused on named individuals in the head offices of the supermarkets, Co-ops and convenience store chains, and other leading companies in the retail and distribution areas of the UK grocery trade.

Take advantage of The Grocery Trader to bring your message to 21,000 readers in key positions. Talk to us today, about how to put your story across in the best way for your business!

The Grocery Trader is an established independent business magazine which is part of the ever expanding Grandflame publishing group. Recent developments include our website averaging over 2,500 visits a day and our newsletter breaking the 14,000 recipients barrier in recent months.

HOW TO ORDER

To book your advertisement, colour separation or to discuss the possibility of an extended interview to appear in both the magazine and the website, phone Charles Smith on 01923 272960.

For all website & newsletter enquiries please phone James Plough on 01923 272965 or email james@flame1.com

PRODUCTION DATA

Contact Andy Page if you require information regarding any aspect of the production cycle. He'll be happy to help!

Photographs: 300dpi minimum.

Disk format: CD-Rom.

File format: TIFF, JPG, EPS, PDF.

Software: QuarkXpress, Photoshop, Microsoft Word.

Email: andypage@flame1.com

EDITORIAL

We will continue to offer you the facility to run your press releases in full in the magazine, supported by colour separation charges, including a photo and the full text submitted (up to 500 words.) We will also include a contact name, phone number, web and email address if required. We can also put your press release on our website.

ADVERTISING RATES

	ISO	1 issue	6 issues	12 issues
Double Page Spread	(A2)	£2,500	£2,000	£1,500
Full Magazine Page	(A3)	£1,450	£1,250	£1,000
Half Magazine Page	(A4)	£1,000	£750	£500
Quarter Magazine Page	(A5)	£750	£550	£400
Eighth Magazine Page	(A6)	£350	£300	£250

* Adverts can be either landscape or portrait

* All rates + VAT

ADVERTISING DATA

	ISO	Depth	Width
Double Page Spread	(A2)	420 mm x	594 mm
Full Magazine Page	(A3)	420 mm x	297 mm
Half Magazine Page	(A4)	210 mm x	297 mm
Quarter Magazine Page	(A5)	210 mm x	148 mm
Eighth Magazine Page	(A6)	148 mm x	105 mm

* Other sizes are available on request

* Please leave an additional 5mm gutter around all adverts

INDUSTRY CIRCULATION

The Grocery Trader is an independently owned industry publication. It is distributed free every month to named buyers and other individuals in head offices and local branch managers of all UK supermarkets, Co-ops and leading companies in the convenience sector, including cash & carry groups, symbol groups and convenience store groups, plus other named individuals across the UK grocery trade.

Major supermarkets - Head offices and branches	63%
Co-ops	2%
Mini-multiple store groups	5%
Symbol groups	6%
Other independent retailers	2%
Cash 'n' carry majors	5%
Major wholesalers and buying groups	1%
Manufacturers/suppliers/sales brokers	10%
PR - agencies and consultants	3%
Advertising agencies	2%
Others - Charities, trade associations, colleges etc	1%

FEATURES LIST 2007

Our features will cover all the products/areas shown below, plus anything else you believe is relevant to the particular feature. For details of our regular features, please see below or telephone 01923 272960 for more information.

JANUARY Cut-Off, Fri Dec 15th

Healthy New Year: Smoking cessation and winter remedies - your prescription for analgesics, cough & cold, vitamins.

Ethnic Food & Drink: Exploring cuisines from Asia, Africa and the Middle East.

FEBRUARY Cut-Off, Fri Jan 26th

Organic: Catch up on the certified organic food and drink products.

BBQ: Here comes summer, so stock up with the essentials for a great Barbie - food, drink, BBQ equipment, BBQ fuel and lighters.

MARCH Cut-Off, Fri Feb 23rd

Baby & Kids: Infant food and drinks, feeding equipment, and general care. Products for children - food, drinks and toiletries.

Desserts: Your starter on what to offer for 'afters,' including dessert ice cream and other 'sweets.'

APRIL Cut-Off, Fri Mar 23rd

Big Night In: Food for a crowd, drinks, snacks, sweets, chocolate, other treats.

Table Talk: Sauces, condiments, dressings, oils etc.

MAY Cut-Off, Fri Apr 20th

The Lite Stuff: Low/no alternatives to "mainstream" food and drink product.

Fridges, Chillers & Air Con: Keeping cool, looking good - in-store chiller and refrigerated display units; back-of-store storage units, temporary storage units, refrigerated vehicles.

JUNE Cut-Off, Fri May 25th

Back to School: Lunchboxes and everything that goes in them - snacks, sweets, soft drinks; stationery for the classroom; calculators; computer ink cartridges.

Soups: All the 'hot' news about chilled, canned and packet products.

JULY Cut-Off, Fri Jun 22th

Personal Care: Everything for the body beautiful - male and female: hair, wash, shaving, deodorants, oral, condoms, female hygiene, skincare.

Snacks: Crisps, snacks, nuts plus the latest healthy alternatives.

AUGUST Cut-Off, Fri Jul 20th

Home Baking: Everything for baking from scratch - dried fruit, nuts, sugar, flour; part-cooked dough products; frozen pastry and other convenience products; cake mixes.

Breakfast Time: Getting the day started - Cereals, bread, eggs, bacon, sausages, breads, pastries.

SEPTEMBER Cut-Off, Fri Aug 24th

Christmas: It comes but once a year, but when it does, it's massive! Our report covers essential grocery items and non-food items for entertaining, drinks, confectionery and more.

Spreads: Butter and margarine, jams and preserves, savoury spreads.

OCTOBER Cut-Off, Fri Sep 21st

Merchandising & Display: Shelving and racking units, static display products, In-store display screens.

Vegetarian Special: Vegetable-based alternatives to meat products, for the growing number of shoppers turning this into a big retail opportunity.

NOVEMBER Cut-Off, Fri Oct 19th

Healthy Living: 'Free From' - gluten-free, dairy-free, nut-free alternatives, plus Vitamins & Supplements, including minerals.

Back of the Store: All warehouse equipment including pallets, warehouse forklifts and materials handling; Warehouse IT, scanners and RFID supply chain technology, vehicle safety and security.

DECEMBER Cut-Off, Fri Nov 16th

Lunchtime: Sandwiches, pasties, pies, snacks, drinks and other midday munchies.

Spring Cleaning: Everything your shoppers need to clean the house after the winter.

REGULAR FEATURES

News: Overall industry developments plus the latest on the retailers and suppliers, including people and awards.

Grocery: If your shoppers can eat it, we report on it. **Grocery Non-Food:** If it's in their house, it's on our list too.

Drinks: Can you drink it? Hot or cold, alcoholic or non-alcoholic, it's all covered.

Confectionery: Sugar confectionery, chocolate and more.

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

Retail IT: The solution and devices powering today's grocery traders.

Packaging: The latest from the people making the news in packs, bottles, jars.

Hardware: Trolleys, coin counters, heaters, slicers and dicers, plus all the other kit your store can't do without.

CONTACT US

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ABOUT OUR WEBSITE - WWW.GROCERYTRADER.CO.UK

We launched our website four years ago and it has since become a valued information source for grocery professionals.

Our website offers you a further way to meet your clients' requirements through increased exposure and for those clients to reach more prospective customers, with the right message.

Your release will appear on the website for at least a year. There is a combined price if you wish to appear in both the magazine and on the website concurrently.

www.GroceryTrader.co.uk received an average 2,569 visits a day between June and September 2006. The website appears high on the list of all major search engines in response to various key words.

From our research, visitors return to the site frequently to see the latest news and feature articles, including the exclusive interviews reproduced from the magazine.

We have also had requests from researchers and consultancies who have seen our website and want to quote our interviews in their reports and industry evaluations.

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WWW.GROCERYTRADER.CO.UK

WEBSITE TIME

How long people spend looking at our website at any one time:

14%	Over 10 minutes
38%	5-10 minutes
34%	1-5 minutes
12%	10 minutes or more
2%	under 1 minute

WEBSITE COUNTRY

What country are the people looking at www.grocerytrader.co.uk from ?

84%	Great Britain
7%	Europe
5%	North America
3%	Asia
1%	Rest of World

WEBSITE RATES

How much would it cost to advertise on our website or on our email newsletter ?

	1 Month	12 Months
E Newsletter	£350	£250
Homepage	£100	£75
Other Pages	£75	£50

** All Rates + VAT * Other prices on request*

ABOUT OUR EMAIL NEWSLETTER

Business to business communication has changed - and nowhere more so than in the grocery industry. The Grocery Trader puts you in the front line by harnessing digital technology, to get your message across to a pinpointed industry audience.

We send out our email newsletter every month to a growing database of industry professionals, with links to your article on our web site and through to yours - it's down to you to be there!

Our newsletter has rocketed from a mailing

list of a handful of clients to thousands of recipients since we launched 12 months ago. It's massively popular - and it works.

You can monitor your investment in our newsletter, as well. Using your existing systems you can quantify the response and see how many more hits you get on your web site, as a result of being featured in our newsletter.

We're offering you instant, planned, professional on-line communication with UK grocery industry professionals. So call Charles now on 01923 272960 to talk about how we can help you reach them.

CONTACT US

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MEDIA PACK 2007

THE MAGAZINE FOR THE MULTIPLE GROCERY TRADE