

# *The* Grocery Trader

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

## Media Information

**THE PUBLICATION FOR THE MULTIPLE GROCERY TRADE**

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## About The Magazine

➤ 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 cash 'n' carries and buying groups.

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.

The magazine is personally addressed and mailed to the full spectrum of buyers, decision makers and management within the multiple grocery industry and the supply chain. 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 is now in its eighteenth year of publishing and continues to open doors for its advertisers. Over the last twelve months we have continued to invest in our 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 people who need to see it in the multiple grocery sector. You won't find us on news stands, but if you are in the industry you can make sure of your copy.

### FREQUENCY:

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

### CIRCULATION:

We regularly update our circulation to keep it current. It's personally addressed and mailed to over 7,600 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

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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

1. Major supermarkets – Head offices and branches - 71%
2. Co-ops – 5%
3. Mini-multiple store groups – 3%
4. Other independent retailers – 6%
5. Cash 'n' carry majors – 7%
6. Major wholesalers and buying groups – 4%
7. Others: Charities, manufacturers, suppliers, sales brokers, trade associations, etc - 4%

## Readership by Job Title

1. Senior Management - 14%
2. Purchasers & Buyers - 31%
3. Store Management - 36%
4. Other head office - 12%
6. Other - 7%

## Readership by Country

1. United Kingdom - 97%
2. Republic of Ireland - 2%
3. Rest of the world - 1%

## DIGITAL EDITIONS

The Grocery Trader also publishes a DIGITAL EDITION of the monthly magazine for the industry, which lets our readers view the latest edition online and turn pages, just like the printed version. The DIGITAL EDITIONS add to The Grocery Trader's printed circulation by harnessing digital technology to make the magazine available to a potentially unlimited audience. For more information please see our DIGITAL EDITIONS page.



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Here is The Grocery Trader's 2009 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)

## FEATURES LIST 2009 - TIMETABLE

**JANUARY 2009** - Booking & Copy deadline - Friday 12th December

**FEBRUARY 2009** - Booking & Copy deadline - Friday 23rd January

**MARCH 2009** - Booking & Copy deadline - Friday 20th February

**APRIL 2009** - Booking & Copy deadline - Friday 27th March

**MAY 2009** - Booking & Copy deadline - Friday 24th April

**JUNE 2009** - Booking & Copy deadline - Friday 29th May

**JULY 2009** - Booking & Copy deadline - Friday 26th June

**AUGUST 2009** - Booking & Copy deadline - Friday 24th July

**SEPTEMBER 2009** - Booking & Copy deadline - Friday 21st August

**OCTOBER 2009** - Booking & Copy deadline - Friday 25th September

**NOVEMBER 2009** - Booking & Copy deadline - Friday 23rd October

**DECEMBER 2009** - Booking & Copy deadline - Friday 13th November

**JANUARY 2010** - Booking & Copy deadline - Friday 11th December 2009

## FEATURES LIST 2009 - IN DETAIL

### **JANUARY 2009 - Booking & Copy deadline - Friday 12th 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 2009 - Booking & Copy deadline - Friday 23rd 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:** Update yourself on 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 barcode and RFID technology; supply chain technology; vehicle safety and security

### **MARCH 2009 - Booking & Copy deadline - Friday 20th February**

**Bath Time:** Everything for the bath, shower or shave, and cleaning up afterwards

**IFE 2009 Preview:** This Year's 'Big One' in the UK food industry comes to London Excel from 15-18 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!

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

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## APRIL 2009 - Booking & Copy deadline - Friday 27th March

**Big Night In:** Put a Spring in your sales with our second look at Treats for sharing: food, drinks, snacks, sweets, chocolate and other seriously social goodies

**Fridges, Chillers and Air Conditioning:** 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

**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 2009 - Booking & Copy deadline - Friday 24th April

**IFE 2009 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 barcode and RFID technology; supply chain technology; vehicle safety and security

## June 2009 - Booking & Copy deadline - Friday 29th May

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

**Home electronics:** A look at the latest affordable equipment, including DVDs, I-pods, mobile phones and accessories

**The Retail Solutions Show 2009 preview:** The retail IT showcase 'RSS' comes to London Excel from June 23-25: showcase your involvement here.

## July 2009 - Booking & Copy deadline - Friday 26th June

**Back to School:** Do your 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:** Tempt your shoppers and treat yourself to tasty profits! We look at the latest in crisps, snacks, nuts, cereal bars, fruit, nut and seed treats, biscuits and small cakes

## August 2009 - Booking & Copy deadline - Friday 24th July

**Home Baking:** Stock up for this Autumn's baking season: Baking from scratch – baking ingredients; part-cooked dough products; frozen and chilled pastry; cake mixes and more

**Retail Solutions Show 2009 Review:** A look back at the latest news in retail IT from this year's show

**Warehouse & Logistics Update:** Prepare 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 2009 - Booking & Copy deadline - Friday 21st August

**Breakfast Time:** Help your 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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**October 2009 - Booking & Copy deadline - Friday 25th 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

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

**Speciality & Fine Food Fair 2009 Review:** A post-show look at the latest news from this fast growing sector, which is increasingly important in the multiples

**November 2009 - Booking & Copy deadline - Friday 23rd 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

**Spring Cleaning:** Cleaning materials for around the house, plus mops, cloths, sponges: everything to freshen up the home after the winter

**Warehouse & Logistics Update:** Prepare for 2010 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 2009 - Booking & Copy deadline - Friday 13th November**

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

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

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

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

Features TBC

**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 your 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 you 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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» 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.

### 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 15,168 (Sep 08) 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.



# 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 £595. 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 on the left hand side of the page. There are two 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.

## Guaranteed News 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.

**>>** 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 adverts 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 Surriddge on 01923 272960.

## Editorial - Features, Case Studies and News Stories.

We can offer you the opportunity to run your text and photos in our regular sections or in our scheduled features for the following rates:

### Option One - Quarter Page A3 Feature - £175 - Includes:

1. Quarter Page A3 article in magazine. 2. Featured on website 3. Featured on email newsletter.

### Option Two - The Headline Story (Quarter Page) - £245 - Includes:

1. QUARTER Page A3 article in magazine. 2. Headline Story on website for one week, which includes your company logo on the homepage and is then retained in relevant section indefinitely. 3. Featured on email newsletter.

### Option Three - The Headline Story (Half Page) - £345 - Includes:

1. HALF Page A3 article in magazine. 2. Headline Story on website for one week, which includes your company logo on the homepage and is then retained in relevant section indefinitely. 3. Featured on email newsletter.

### Option Four - Half Page A3 Feature - £295 - Includes:

1. Half Page A3 article in magazine. 2. Featured on website 3. Featured on email newsletter.

### Option Five - Quarter Page A3 - £150 - Includes:

1. Quarter Page A3 article in magazine.

## Magazine Insert Rates

	1 Issue	6 Issues	12 Issues	24 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 must be delivered for the attention of Jean Tyrchan at Grandflame Ltd, The Grocery Trader, 12 Kings Park, Primrose Hill, Kings Langley, Herts, WD4 8ST.

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➤ The Grocery Trader launched its website in 2002, and unlike many other grocery publishing sites it is still FREE to visitors.

Since then GroceryTrader.co.uk has firmly established itself as a key 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 2,621 unique users per day (Sep 08). 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.

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.

### Website Readership

The readership for GroceryTrader.co.uk has grown rapidly over the past seven years (2,621 unique users per day, Sep 08), 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 Rates & Data

The adverts on GroceryTrader.co.uk come in two sizes. Our homepage currently has them both on display. They include a hyper-link to your own website. We accept adverts in SWF, GIF, either static/animated, and JPG formats. Please see the next page for the current advertising rates for GroceryTrader.co.uk. For further information call 01923 272960.

### Standard Banner - RATES

A standard banner is the advert that you will see down the right hand side of all pages of our website. (GroceryTrader.co.uk) The cost to include your company for a full year is £195 per month, six months minimum or £1995 per year.

### Full Top Banner - RATES

The full top banner is the advert that appears at the top of all pages on our website. The cost to include your company in this unique position is £595 per month, minimum 3 months.



# About the Email Newsletter / Digital Editions

## 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 16,323 (Sep 08) 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 16,323 (Sep 08) 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

1. Senior Management - 7%
2. Purchasers & Buyers - 17%
3. Store Management - 9%
4. Other head office - 26%
6. Other - 41%



### Newsletter Advertising Rates

	Main banner	Tower Banner
1 Newsletter	£530	£477
6 Newsletters	£477	£424
12 Newsletters	£424	£371
21 Newsletters	£371	£318

## DIGITAL EDITIONS

The Grocery Trader publishes a DIGITAL EDITION of the monthly magazine for the industry, which lets our readers view the latest edition online and turn pages just like the printed version. The DIGITAL EDITIONS add to The Grocery Trader's printed circulation by harnessing digital technology to make the magazine available to a potentially unlimited audience. - FREE OF CHARGE

We launched this service in August 2008 and we already have a large number of industry professionals subscribing to it. They receive an email every time the digital edition goes live, informing them that a new copy is available to view.

Previous DIGITAL EDITIONS are archived indefinitely, therefore your stories, interviews and adverts will have a longer shelf life.



**Managing Publisher****James Surridge**

Email: info@grandflame.co.uk

Tel: 01923 272 965

Fax: 01923 270 760

**Editor****Charles Smith**

Email: charles@flame1.com

Tel: 01923 272 962

Fax: 01923 270 760

**Production Manager****Andy Page**

Email: andypage@flame1.com

Tel: 01923 272 932

Fax: 01923 270 760

**Advertising - Features****Graeme Walker**

Email: grocery@flame1.com

Tel: 01923 272 960

Fax: 01923 270 760

**Advertising - Website / Classifieds****Adam Dillon**

Email: dillon@flame1.com

Tel: 01923 272 961

Fax: 01923 270 760

**Subscriptions / Accounts****Jean Tyrchan**

Email: jean@flame1.com

Tel: 01923 272 998

Fax: 01923 270 760

**Address**

12 Kings Park, Primrose Hill, Kings Langley, Herts, WD4 8ST

Company No: 2786951 - VAT No: GB 749 3292 02

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I. 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.

II. 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.

III. 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 .

IV. 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.

V. 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.

VI. It is the advertiser's responsibility to supply suitable material to Grandflame Ltd within the deadlines stated on the Grandflame Ltd Media Packs. 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 by Grandflame Ltd.

VII. 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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