

The **Grocer**

Features List 2018

The Grocer

Editorial Features List 2018

*New and expanded features for 2018

CONTACTS

Please ensure you choose the correct contact

Focus On & Digital Reports

Emma Weinbren
emma.weinbren@thegrocer.co.uk
01293 610488

Guide To Supplements

Cathy McDonagh
cathy.mcdonagh@wrbm.com
01293 610289

Editorial special

Megan Tatum
megan.tatum@wrbm.com
01293 610264

Advertising Enquiries

Cathy McDonagh
cathy.mcdonagh@wrbm.com
01293 610289

JANUARY

- 6 **Focus On:** Easter and Spring Occasions*
- 13 **Focus On:** Jams and Spreads*
- 20 **Focus On:** Cereals
Focus On: Ready Meals and Soup*
Guide To: Oils
- 27 **Focus On:** Household and Paper Products
Special: Fascias

FEBRUARY

- 3 **Focus On:** Cooking Sauces
Focus On: Ethical Trading
Guide To: Hot Beverages
Special: Property
- 10 **Focus On:** Tobacco and Accessories
Focus On: E-cigarettes and Vaping*
- 17 **Focus On:** Pizza
Focus On: Infant and Child Care*
Guide To: Cheese
- 24 **Focus On:** Juices and Smoothies
Special: Big 30 Wholesalers

MARCH

- 3 **Focus On:** Icecream
Guide To: Confectionery
Special: Top 50 Independents
- 10 **Focus On:** Dairy Drinks
Focus On: Snack Bars
Guide To: Breakfast
- 17 **Focus On:** Bottled Water
Special: The Grocer Conference
Supplement: Britain's Biggest Brands
- 24 **Focus On:** Barbecue
Guide To: Sports Nutrition and Energy
- 31 **Focus On:** Yoghurts
Special: Top 100 advertisers

APRIL

- 7 **Focus On:** Beauty, Suncare and Holiday Essentials
Focus On: Wine and Champagne
Guide To: Free From
- 14 **Focus On:** Soft Drinks
Show: UK Food & Drink Shows*
Special: Cashless Payment Systems*
- 21 **Focus On:** Own Label and PLMA
Special: Meat, Fish and Poultry
- 28 **Focus On:** Crisps, Nuts and Bagged Snacks
Guide To: Beer and Cider
Special: The Grocer Gold Shortlist

MAY

- 5 **Focus On:** Bread and Baked Goods
Guide To: Tobacco, E-cigs and Accessories
Special: Summer Sporting Events*
- 12 **Focus On:** Meat Free and Vegan*
Guide To: Protein* and Functional Foods
Special: Own Label Awards
- 19 **Focus On:** Healthcare and Supplements
Guide To: Petcare
Special: The Convenience Report and Grocery Retail Structure
- 26 **Focus On:** Frozen Food

JUNE

- 2 **Focus On:** Oils
Special: Quick Service Restaurants*
- 9 **Focus On:** Scotland
Focus On: Butters and Spreads
Guide To: World Cuisine
- 16 **Focus On:** Energy Drinks
Special: The Grocer Gold Awards
- 23 **Focus On:** Beer and Cider
Guide To: Packaging
- 30 **Focus On:** Lunchbox and Back To School*
Special: Global 50 Supplier Rankings

JULY

- 7 **Focus On:** Functional Food & Drink
Focus On: Free From and Plant Based*
- 14 **Focus On:** Britain's Biggest Alcohol Brands
Guide To: Toiletries and Personal Care
- 21 **Focus On:** Homebaking
Focus On: Ambient and Canned Goods
- 28 **Focus On:** Male grooming
Focus On: Halloween
Guide To: Household and Paper Products

AUGUST

- 4 **Focus On:** Breakfast
- 11 **Focus On:** Rice and Noodles
Guide To: International Distributors*
- 18 **Focus On:** Desserts
Focus On: Sunday Roast
Guide To: Winter Gifting and Occasions*
- 25 **Focus On:** Batteries

SEPTEMBER

- 1 **Focus On:** Hot Beverages
- 8 **Focus On:** Sauces and Condiments
Guide To: Franchise and Fascia
- 15 **Focus On:** Spirits
Supplement: Dairymen
- 22 **Focus On:** Sports Nutrition and Energy
Guide To: Snacking
Special: 150 UK Supplier Rankings
- 29 **Focus On:** Confectionery
Guide To: Frozen
Special: The Green Issue

OCTOBER

- 6 **Focus On:** Toiletries and Personal Care
Focus On: Weight Management*
Guide To: E-cigarettes and Vaping*
Special: New Product Awards
- 13 **Focus On:** Cakes and Biscuits
Focus On: Winter Remedies
Show: SIAL
Guide To: Jams, Spreads and Honey
Special: Packaging
- 20 **Focus On:** Protein
Focus On: Petcare
- 27 **Focus On:** Alcoholic Drinks
Guide To: Soft Drinks
Special: Fast 50 Suppliers

NOVEMBER

- 3 **Focus On:** Pasta and Pasta Sauces
Guide To: Logistics
Special: Top New Talent
- 10 **Focus On:** World Cuisine
Focus On: Fish
Guide To: Bread and Baked Goods*
- 17 **Focus On:** Savoury pastries and Meat Snacks
Guide To: Alcoholic Drinks
- 24 **Focus On:** Cheese
Special: Christmas

DECEMBER

- 1 **Focus On:** Food on the Go and Meal Deals*
- 8 **Focus On:** Adult Soft Drinks
- 15 **Special:** Top Products
Special: Top Campaigns

DIGITAL FEATURES LIST 2018

JANUARY
Protein

FEBRUARY
Icecream

MARCH
Snacking

APRIL
Soft Drinks

MAY
Rice & Noodles
Franchise & Fascia

JUNE
Alcoholic Drinks

JULY
Confectionery
Sports & Energy

AUGUST
Breakfast
Free From

SEPTEMBER
Dairymen
Hot Beverages

OCTOBER
Food To Go
Petcare

NOVEMBER
Cakes & Biscuits

DECEMBER
Top Products

The Grocer

Advertising Rates 2018

CONTACTS

Please ensure you choose the correct contact

Commercial Director

Cathy McDonagh
cathy.mcdonagh@wrbm.com
 01293 610289

Digital & Special projects

Dominic Sabine
dominic.sabine@wrbm.com
 01293 846524

PRINT

Magazine

Double Page Spread	£7,535
Half DPS	£5,045
Full page	£3,980
Full page (1st rhp)	£4,495
Half page	£2,675
Half page (solus vertical)	£3,350
Quarter page (vertical)	£1,805
Quarter page (horizontal strip)	£2,205
Bookends (2 columns each)	£4,550
Guaranteed positions	+10%

Covers

Front cover plus flap	£14,660
Inside front cover dps	£9,995
Inside front cover	£4,625
Back cover	£3,980
Supplement front cover with flap	£12,265
Supplement front cover without flap	£9,670

Advertorial

Double page spread	£8,385
Full page	£4,550
Fact file	£12,585
Product Profile	£9,430

Specials and inserts

Three page gatefold	£14,130
Tip-on (inc. full page)	£9,070
Single loose sheet insert	£3,565
Single loost bound insert	£6,675
Sponsored front cover flap	£4,450

We also offer a wide range of exciting special finishes to enhance the impact of your advertisement. These include UV Varnish, die-cutting, scratch 'n' sniff, temperature controlled inks, glitter varnish and many more. Please ask the sales team for more information.

DIGITAL

Desktop

Top Leaderboard	£825
Top Superleaderboard	£1,015
MPU 1	£960
MPU 2	£730
MPU 3	£555
Half page	£1,485
Billboard	£1,855
Background banners	£2,415
Homepage takeover (per day)	£1,750
Expandable display ads	+25%
Video content in display ads	+25%

Newsletter and email

Leaderboard	£1,615
Text advert 1	£1,545
Text advert 2	£1,320
MPU 1	£1,470
MPU 2	£1,215
Bespoke email (per send)	£3,540

Mobile

Leaderboard	£1,075
MPU	£1,375

Digital content sponsorship

Category digital features (per year)	£6,635
Category videos	£6,635

LEAD GENERATION

Generate high quality sales leads and communicate your expertise to The Grocer audience through our range of thought leadership tools.

	Prices from
Whitepaper	£6,210
Written by industry expert	£11,210
Survey promotion	£6,210
Webinar	£10,165
Produced by industry expert	£15,165
Editorial webinar	£23,000

EVENTS

The Grocer's events attract senior level guests from throughout the FMCG industry. Sponsorship of an event offers unrivalled opportunities to champion excellence, enhance your credentials and raise awareness amongst hard to reach decision makers

Top 50 Wholesalers and Independent Retailers Annual Lunch and Seminar

February 2018, an exclusive networking and thought leadership opportunity to reach c-suite wholesalers and independent retailers **from £13,125**

Chef's Choice Awards

February 2018, showcasing excellence in food service from wholesalers and suppliers **from £5,250**

The Grocer Conference: How to Win in Online Grocery

March 2018, raise awareness of your brand and demonstrate expertise in ecommerce to decision makers in grocery retail and FMCG **from £7,090**

The Grocer Own Label Awards

May 2018, the world's largest private label competition showcases the best from UK's leading grocery retailers and suppliers **from £9,450**

The Grocer Gold Awards

June 2018, the most prestigious awards event in the food and drink industry bringing together senior executives from UK grocery retail and FMCG **from £17,845**

The Grocer New Product Awards

October 2018, recognising the best in innovation from UK's branded suppliers **from £8,920**

The Grocer Drinks Awards

November 2018, celebrating the best in alcoholic drinks, from the world's most famous brands to up-and-coming entrepreneurs **from £5,250**

Top New Talent Awards

November 2018, showcasing the best up-and-coming young talent in UK food and grocery **from £10,350**