

Editorial Features List 2021

JANUARY

- 9 **Focus On:** Ready Meals & Soup
- 16 **Focus On:** Jams, Spreads & Honey
- 23 **Focus On:** Cereals Inc On The Go
Focus On: Easter & Spring
Guide To: Oils
- 30 **Focus On:** Household & Paper Products
Special: The Convenience Landscape
Special: Franchise & Fascia Report

FEBRUARY

- 6 **Focus On:** Cooking Sauces & Meal Kits
Guide To: Hot Drinks & Cold Brew
- 13 **Focus On:** Hygiene
Guide To: Confectionery
- 20 **Focus On:** Tobacco & Accessories
Focus On: Vaping & Ecigs
Guide To: Cheese
Special: Big 30 Wholesalers
- 27 **Focus On:** Ice Cream
Focus On: Frozen
Special: The Goodness Issue

MARCH

- 6 **Focus On:** Juices & Smoothies
Special: Property
Guide To: Petcare
- 13 **Focus On:** Dairy Drinks
Focus On: Snack Bars
Guide To: Packaging
- 20 **Focus On:** Bottled Water
Guide To: Breakfast & Brunch
Special: Supply Chain Part 1
- 27 **Focus On:** Barbecue
Special: Next Gen Awards
Guide To: Free From & Plant Based

APRIL

- 3 **Focus On:** Personal Care, Beauty, Suncare
Focus On: Male Grooming
- 10 **Focus On:** Beer & Cider
Focus On: Low & No Alcohol
Special: Food & Drink Week
- 17 **Focus On:** Crisps & Nuts & Bagged Snacks
Special: Summer Sporting Events & Sponsorship
- 24 **Focus On:** Ambient & Canned Goods
Focus On: Yoghurts & Pot Desserts
Special: Britain's Biggest Brands

MAY

- 1 **Focus On:** Soft Drinks
- 8 **Focus On:** Bread & Baked Goods
Guide To: Tobacco Vaping & Accessories
- 15 **Focus On:** Healthier Snacking
Guide To: Export Services
- 22 **Focus On:** Healthcare & Supplements, inc Sports Nutrition
Special: Food Tech
- 29 **Focus On:** Butters & Spreads

JUNE

- 5 **Focus On:** Oils
Guide To: Beer & Cider
- 12 **Focus On:** Energy Products
Special: Gold Awards
- 19 **Guide To:** Franchise & Fascia
Focus On: Sauces & Condiments
- 26 **Focus On:** Ethical Trading
Focus On: Fresh Produce

JULY

- 3 **Focus On:** Lunchbox & Back To School
Guide To: Protein & Functional Foods
Special: Packaging
- 10 **Focus On:** Free From
Special: Global 50 Supplier Rankings
Guide To: Household, Hygiene & Personal Care
- 17 **Focus On:** Infant & Childcare
Focus On: Organic
- 24 **Special:** Britain's Biggest Alcohol Brands
Focus On: Homebaking
- 31 **Focus On:** Halloween

AUGUST

- 7 **Focus On:** Breakfast & Brunch
- 14 **Focus On:** Rice Pulses & Noodles
Guide To: Christmas
- 21 **Focus On:** Plant Based Meat Alternatives
Supplement: Category Management
- 28 **Focus On:** Batteries
Focus On: Winter Remedies
Guide To: Store Cupboard & World Foods

SEPTEMBER

- 4 **Focus On:** Hot Drinks & Cold Brew
Supplement: The Dairymen
- 11 **Focus On:** Confectionery
Focus On: Pizza
- 18 **Guide To:** Alcohol (inc Beer & Cider)
Focus On: Wales
Special: Supply Chain Part 2
- 25 **Focus On:** Petcare
Guide To: Snacking
Special: Top 150 UK Supplier Rankings

OCTOBER

- 2 **Focus On:** Personal Care
Guide To: Frozen
Special: The Green Issue
- 9 **Special:** Meat, Poultry, Fish & Eggs
Guide To: Tobacco Vaping & Accessories
- 16 **Focus On:** Cakes & Biscuits
- 23 **Focus On:** Protein & Functional Foods
- 30 **Focus On:** Pasta & Pasta Sauces
Guide To: Soft Drinks

NOVEMBER

- 6 **Focus On:** Plant Based Food & Drink
- 13 **Focus On:** World Cuisine
Guide To: Bread & Baked Goods
- 20 **Focus On:** Savoury Pastries & Meat Snacks
Guide To: Logistics
- 27 **Focus On:** Alcoholic Drinks
Special: Christmas
Focus On: Cheese

DECEMBER

- 4 **Focus On:** Food On The Go
- 11 **Focus On:** Adult Soft Drinks
- 18 **Special:** Top Products
Special: Top Campaigns

CONTACTS

Please ensure you choose the correct contact

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Advertising Rates 2021

MAGAZINE

Raise awareness of your brand to drive sales and distribution within UK grocery with The Grocer magazine's unrivalled range of print marketing opportunities

Magazine

DPS	£7865
Half DPS	£5265
Full page	£4105
Full page (1st RHP)	£4645
Half page	£2785
Half page (solus vertical)	£3495
Quarter page (vertical)	£1885
Quarter page (horizontal strip)	£2305
Bookends (2 columns each)	£4750
Guaranteed position	+10%

Covers

Front cover plus flap	£15,300
Inside front cover DPS	£10,430
Inside front cover	£4825
Outside Back cover	£4155
Supplement front cover with flap	£12,795
Supplement front cover without flap	£10,090

Advertorial

Double page spread	£8745
Full page	£4750
Fact file	£13,125
Product Profile	£9845

Specials and inserts

Three page gatefold	£14,745
Tip-on (including full page)	£9470
Single loose sheet insert	£3725
Single loose bound insert	£6965
Sponsored front cover flap	£7370

Feature sponsorship packages

Promote your brand as a leader in its field with sponsorship of our special features

Green issue	from £15,145
Power List reports	from £6055
Special reports on property, packaging, supply chain and food tech	from £6055

DIGITAL

Reach out to UK's grocery decision makers with The Grocer's wide range of digital brand awareness, thought leadership and lead generation opportunities

Website (including mobile)

Top Superleaderboard	£1055
Top Leaderboard	£865
Billboard	£1935
MPU 1	£1000
MPU 2	£760
MPU 3	£580
Half page*	£1540
Background banners*	£2100
Homepage takeover (per day) *	£1825
Video content in display ads	+ 25%

*Desktop only

All rates are for one week's tenancy

Newsletter

Leaderboard	£1835
Text advert 1	£1755
Text advert 2	£1495
MPU 1	£1675
MPU 2	£1380

All rates are for the Daily Newsletter every week day

Website (inc mobile) and Newsletter Packages

Leaderboard website (inc mobile) and newsletter	£2385
MPU1 website (inc mobile) and newsletter	£2370
MPU2 website (inc mobile) and newsletter	£1895

Email

Website Content Promotion	£3495
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Digital Content Opportunities

Category editorial feature sponsorship (per year)	£6925
Category editorial video (per year)	£6925
Brand Success Video	£6925
Promotional feature (written by client)	£5045
Promotional feature (written by The Grocer Vision)	£6560
Brand Success Video	£6560

Lead Generation

Generate high quality sales leads and communicate your expertise through a highly effective range of thought leadership tools.

Whitepaper	£6560
Whitepaper (expert written)	from £10,280
Grocer Vision Report	from £15,145
Webinar	£9390
Grocer Vision Webinar	from £15,145
Editorial Webinar	from £23,685
Podcast Series	POA



29.4K

MAGAZINE CIRCULATION*



515.4K

UNIQUE MONTHLY USERS**



45.3K

EMAIL SUBSCRIBERS



2.5K

ANNUAL ATTENDEES TO OUR FACE-TO-FACE EVENTS



140.6K

COMBINED SOCIAL FOLLOWERS



30.7K

THE GROCER JOBS