



Talking Retail Independent

brought to you by Independent Retail News

Retail News



Contents

- 3** Audience growth
- 4** Tailored campaigns & projects
- 5** Advertising opportunities- banners
- 6** Advertising opportunities- high impact & high traffic
- 7** Email Marketing and Video
- 8** Social & Webinars
- 9** Rate card

Talkingretail.com is the market leading website for the convenience retail sector with the most highly respected editorial team covering all the latest industry news.

Since the relaunch in August 2017, the unique visitors have increased significantly and as the site is now 100% mobile responsive the visitors from mobile devices is now over 50% of the total.

Talkingretail has been established for 10 years and with over hundreds of thousands pages of

Top line site statistics (Provided by Google Analytics)

	Jan - Nov 2017	Sept - Nov 2017
Average users	631,693	67,922
Average page views	1,185,059	130,833
Average session time	1.12	1.45

unique content it is the leading platform for advertisers who want to reach the independent convenience industry.

Statistics taken from Google Analytics for the first 3 months post relaunch show that traffic is rising steadily with November 2017 unique users sitting at 71,730.



Tailored campaigns & projects

Do you need to do something different to achieve your goals?
Do you need a more creative solution built around your needs?

Then we can build it for you.
There are only two limitations: imagination and budget!

Just ask and we will be pleased to work with you to create the ideal solution.

In addition to our standard off the shelf advertising opportunities we are able to work with you on bespoke and tailored campaigns to help you achieve specific goals.

These include:

- Targeting your campaign to ensure you reach only those people you want to influence and achieve maximum exposure cost effectively.
- Multi-media utilising a range of talkingretail.com online options including video, content, vox pops, research and social sites to engage and interact with your target audience.
- Multi-platform using all of Independent Retail News market leading platforms including print, online, email, social and events to reach the right people in the most effective way.

THERE ARE ONLY TWO LIMITATIONS:
IMAGINATION AND BUDGET!



Web Banners



Homepage Takeovers



Print in IRN

BRAND REACH = 108,730
(MAGAZINE & NOV 2017 TALKINGRETAIL VISITORS)

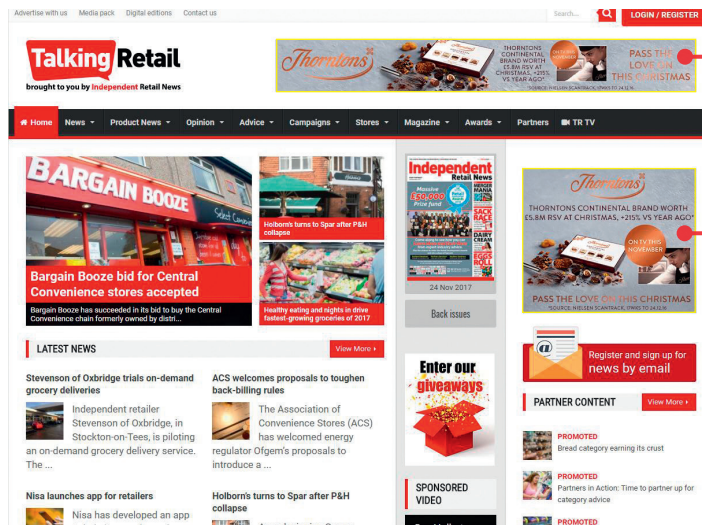
Advertising opportunities- banners

Banner Advertising:

The standard size / types of banners available include: MPU, leaderboard, and text ads.

Formats also available are: rich media, expandable, floating, pushdowns, page peels, logos and more.

Please call us on **020 8253 8708** if you have any specific requirements not listed here.

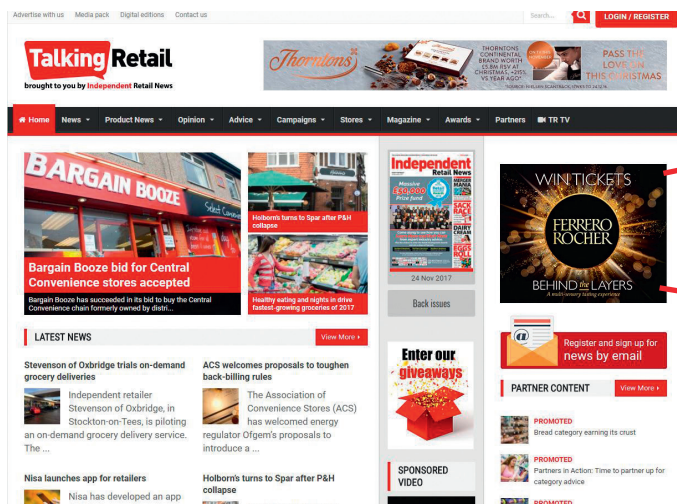


Leaderboard
size = 728 x 90

MPU
size = 300 x 250

Video MPU
size = 300 x 250

Expandable ad placements



Advertising opportunities- high impact and high traffic

Homepage Takeovers (HPTO) - Explosive & Effective

Homepage takeovers and category homepage takeovers are available on weekly, fortnightly or monthly basis.

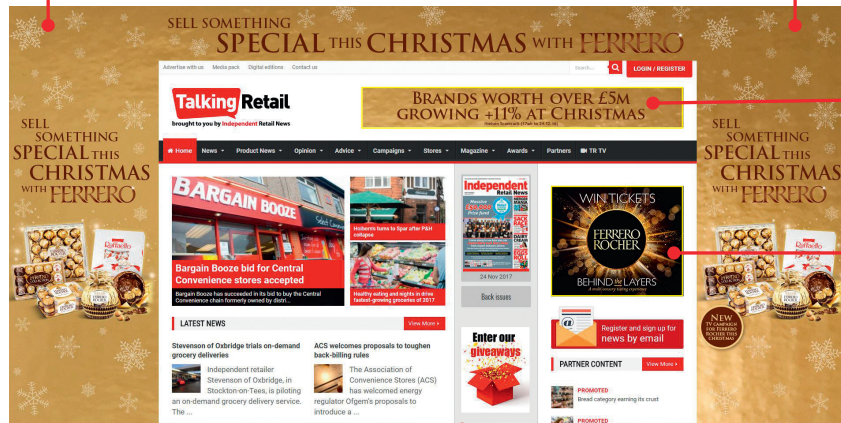
Homepage takeovers incorporate wallpaper and exclusive banner advertising on the homepage or category homepage.

Click through rates (CTR) for this type of advertising are impressive and give high visibility. It is an effective way of heavily promoting a campaign for a short period of time.

HPTOs provide exceptional results for product launches or tactical campaigns and are very high impact branding opportunity to reach a large audience while dominating the home page or section your campaign appears on.

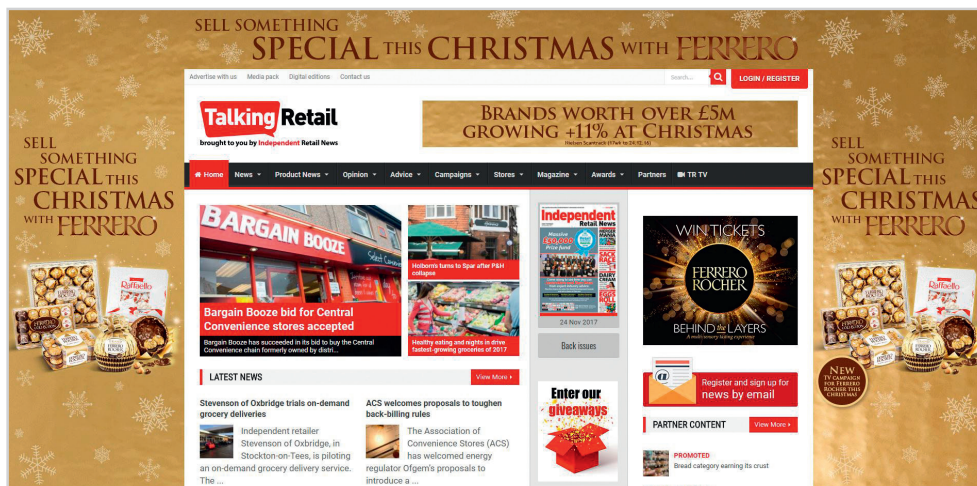
As each of the 4 ad units are exclusively yours, you will also prevent your competitors from appearing during your HPTO.

Homepage take over of category



Exclusive banners
1x Leaderboard
1x MPU

CLICK THROUGH RATES FOR
THIS TYPE OF ADVERTISING ARE
EXCEPTIONALLY HIGH



Email marketing and video

Talkingretail has been heavily investing, cleaning and beta testing our email services:

From January 2nd 2018 we will be sending out daily e newsletters with breaking news and comment

You can be totally confident you are buying emails sent to a very clean database of opted in people who regularly engage with the emails we send out. This means your email message benefits by reaching the right people, who actually want it. You can expect great open rates and CTR (if you follow guidance).

What's available?

We have a wide range of email services to suit any objective and budget. These include:

- Targeted email
- Editorial newsletters
- 3rd party HTML- solus, exclusively your message

Our expertise is at your disposal, you can expect great advice.

Call us now on **020 8253 8708** to find out how we can make your money stretch further.



Video

Video is the fastest growing digital medium, plus one of the most effective methods of engaging with your target audience.

We know it can appear to be a costly and daunting task to create, edit, publish and promote a professional looking video but now you can step back and let us take on the hard work for you!

Hopefully you will be inspired by this Hovis video and have some questions on how we can deliver your video, publish and promote it for you. It will take less time out of your working day with us creating your video and it costs a lot less than you might imagine!

If you want other examples of our capabilities just ask, we would be proud to send you links to other video productions we have created for companies like yours.

As always our expertise is at your disposal, you can expect great advice.



www.talkingretail.com/tr-tv

Social

Do you have an existing social media plan that you want to extend or do you need to create one?

Social media, along with video, is one of the fastest growing digital media formats and the substantial growth in Talkingretail followers is testament to the power of the brand. There is an ever growing number of people interacting with Talkingretail through social platforms like Twitter, LinkedIn and Facebook.

Talkingretail social platforms are a powerful tool for reaching and engaging with an increasing audience.



10,764 followers
(Jan 2018)



Mobile number
07951 394 840

Webinars

Do you have expertise you want to share and position your company as a leader in your field? Do you want to attract new business? Do you want to gain new contacts for your business?

Talkingretail can host and promote your webinar event. We can use your video or we will create one for you.

By using Talkingretail webinars service you will create interest around your subject, build new business, get valuable data and benefit from extensive promotion at no extra cost.

Talkingretail hosting:

Placing your webinar on Talkingretail gives you the benefit of publishing your content in a trusted third party environment. Engage with new, past and current customers- all delivered by a respected media brand.

Some of the things you will benefit from:

- Our SEO power means your content will be easier to find
- Being seen in a trusted independent environment
- Get new people engaging with you
- Reinforce your messages to your existing customers
- Extensive marketing (all part of the package)
- New leads and data capture
- Editorial coverage (where applicable)

- An incredibly cost effective campaign, that is explosive for 4-8 weeks and then keeps on giving forever!
- Minimal work load for you

We do all the work for you! If you have existing content we can make use of that or we will create it for you.

Our intention is to minimise your work load, offer you exceptional value for money, deliver your content to right people and win new leads for you.

There are many options available and our extensive expertise is at your disposal. You can expect quality advice and guidance, it's vital your campaign is a success. We know it will be successful and you will be back for more!

Rate card

Talkingretail Rate card

Size	Week	Fortnightly	Monthly
Leaderboard 728 x 90	£975	£1,375	£2,275
Banner 468 x 60	£750	£1,250	£2,175
MPU 300 x 250	£1,175	£1,575	£2,475
Undernav, appears under nav bar as user scrolls down	£975	£1,375	£2,275
Sidekick from an MPU	£1,975	£2,275	£3,275
Banderole	£2,175	£3,075	£4,175
Wallpaper	£1,750	£2,275	£3,175
HPTO wallpaper, goalposts, undernav, banner and MPU)	£2,175	£3,075	£4,175
	Daily		
Daily E newsletter leader banner	£750		
Daily e newsletter sponsored content slot	£375		
Other options are available, for example expandable MPU, prices on application			

Contact us

WEB EDITOR

Liz Wells

020 8253 8728

liz.wells@metropolis.co.uk

HEAD OF SALES

Helen Chater

020 8253 8708

helen.chater@metropolis.co.uk

AD MANAGER

Garry Cole

020 8253 8701

garry.cole@metropolis.co.uk

PUBLISHER

Helen Lyons

020 8253 8700

helen.lyons@metropolis.co.uk