

Independent Retail News



Leading brands for independent convenience retailers



Why **IRN** and **Talkingretail.com**?

Independent Retail News

- Established in 1981
- ABC audited Average Net Circulation of **38,532** (ABC July 2016 to June 2017)
- **97%** requests within 2 years
- Read by Independents, Symbol Groups, Forecourts, Post Offices and Grocers
- **100%** requested by decision makers in **independent** retail outlets



Relaunched **Talkingretail.com**

- Relaunched to 100% mobile compatible
- Industry & Product News updated throughout the day
- Average number of unique users – ***67,922** (September 2017 – Nov 2017)
- Average page impressions a month – ***130,883** (September 2017 – Nov 2017)
- Daily newsletter

**Source – Google Analytics*

Who reads Independent Retail News?

Independent Retail News is read by owners and proprietors of independent grocery outlets who have fewer than ten stores.

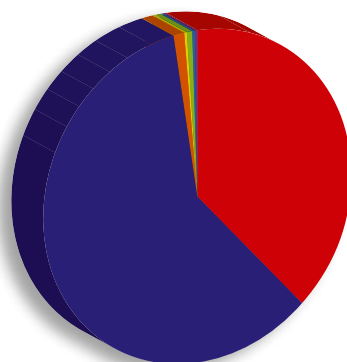
38,532 Independent Retail News



Average Circulation
(period 1 July 2016 to 30 June 2017 ABC)

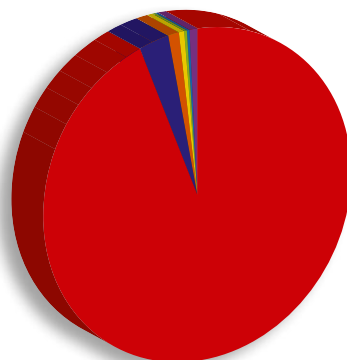
Job title

Owner/Proprietor/Chairman/CEO	13,838
Manager	21,528
Other Director	428
Marketing/Planning/Board Director	60
Buying	155
Merchandising	24
Other	29



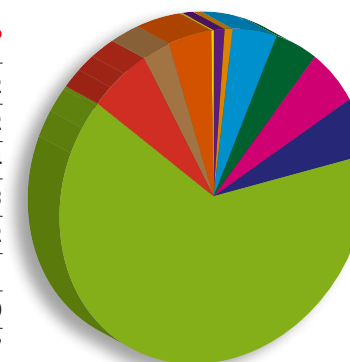
Number of stores

One	33,935
Two	1,138
Three	402
Four	152
Five to Nine	181
Ten	18
Eleven or more	235



What is your main business type?

Cash & Carry	492
Delivered Wholesale	262
Symbol Group	1,714
Independent Grocer	1,793
Independent Off Licence	2,052
CTN	2,171
Convenience Store	23,160
Garage Forecourt	2,307
Supermarket	954
Post Office	1,595
Other	79



Social Media

Twitter (*Twitter stats*) **10,700 (Nov 2017)**
In the top 20 most influential retail twitter sites

Online

*Unique users **95,263 (Nov 2017)**
*Page views **137,933 (Nov 2017)**

*Source – Google Analytics

To make the most of our engaged readership – call **020 8253 8708** to discuss opportunities available today!

Supplements

Convenience Must Stocks

- Published in July in association with Nielsen
- Over 40 categories covered
- Best selling brands in convenience by category
- Exclusive sponsorship of categories
- 12 Month shelf life
- Hosted on **talkingretail.com** for a year
- Distributed at all trade shows and full circulation



The Guide

- Published at the end of December
- Advice on category & current affairs
- Top Sellers
- Cash & Carry Listing
- 12 Month shelf life
- Hosted on **talkingretail.com** for a year
- Distributed at all trade shows and full circulation



Ad Insight Issue – March, August & November

Three times a year we run the ad insight study

'Ad Impact Study' is a research technique designed to measure readers' awareness, perception and readership of advertising.

It measures:

- **Impact (what stood out)**

What caught their eye about the advert:

Image/Graphic | Brand name | Product/Service | Offer/Price

- **Engagement (rating of advert)**

Whether the advert was:

Memorable | Easy to understand | Informative | Persuasive

- **Prompted Action**

What did they do as a result of seeing the advert:

Stock the product | Find out about the product
Call contact telephone number | Visit website

**Great opportunity to get feedback
from retailers about your client's ads**

Category Projects

Flexibility and partnership are qualities that Independent Retail News is well known for. Successful bespoke projects examples are:

Retailer Relay

3 shops 3 activities – POS, merchandising and sampling.
A fun filled fast moving day working with 3 retailers in close geographical proximity filming retailers, consumers and brand owner. This option includes the filming and editing of the video, hosting the video on the home page of talkingretail and then archived for 3 months, footage for you to use as marketing collateral and a 2 page advertorial write up in the magazine

All this for as little as **£5750.00 + vat**



A New Opportunity for 2018

The perfect opportunity for manufacturers to increase sales to 20,000 of our retailers who receive Independent Retail News by Post.

- 4 personalised m.o.n.p. coupons* distributed on top of the magazine (inside the shrink poly wrap)
- The first thing retailers see to maximise awareness
- Perfect 'call to action' for retailers to buy the featured brands from their usual Cash & Carry or Wholesaler
- More cost effective than direct mail – just 19p per retailer contacted
- All coupons personalised for maximum security
- Plus Independent Retail News endorsement on the brands to our readers
- Anticipated response rate - 4% to 8% (depending on the featured brand and coupon value)

Cost per Brand - £3,877** (includes all origination, design, print, media and personalisation cost)

For more information contact:

Phone: Helen Chater on 020 8253 8708

Email: helen.chater@metropolis.co.uk

*Only 4 personalised coupons can be included per issue and these will be allocated in order of confirmed bookings

**Excludes face values of coupons redeemed plus trade coupon handling and reporting costs from your usual coupon handling house

Please note that this opportunity is brought to you by Brandwith



Giveaways

This is a chance for you to 'giveaway' £250 of product (retail value). Submit 150 words explaining the product and a high-res jpeg to appear next to the wording.

The quarter page giveaway is printed in the magazine and appears on our website www.talkingretail.com. Retailers would respond directly to you with their company name and details to be in with a chance of winning your product. It is a great way to get extra coverage and trial NPD.

The collage shows four magazine pages with various giveaways. The first page (top left) is for 'Independent boost for energy drink' with a deadline of 19 January. The second page (top middle) is for 'Win a free supply of Yushoi snacks' with a deadline of 19 January. The third page (top right) is for 'Win £100-worth of new-look Ribena' with a deadline of 27 April. The fourth page (bottom right) is for 'Two cases of Lucozade Zero up for grabs' with a deadline of 27 April. Each page includes a 'GIVEAWAYS' header and a 'To enter Giveaways online, go to talkingretail.com/giveaways' instruction.

Competitions

The competition page delivers a full page of promotional coverage. The value of the prize needs to be **£2,000 worth of stock** (retail value) for retailers to win or a prize of equivalent value e.g. concert tickets or POS. The full page allows in depth the products and campaign. A great idea for a prize is a sampling day or store makeover.

The collage shows three magazine pages with different competitions. The first page (left) is for 'Time to get minted with Trebor' with a deadline of 26 April. The second page (middle) is for 'Just the ticket with Fish 'n' Chips' with a deadline of 26 April. The third page (right) is for 'Win tickets to the British Grand Prix' with a deadline of 26 April. Each page includes a 'READER OFFER' header and a 'To enter Giveaways online, go to talkingretail.com/giveaways' instruction.

2018 Features List

COPY DEADLINES For tech & ad specs, please go to www.talkingretail.com

Adverts - 2 weeks before publication date, **Editorial** - 6 weeks before publication date
Please send ad copy to paul.davison@metropolis.co.uk

January 19th

- Household Cleaning and Paper Products
- Breakfast/In-store Bakery and Morning Goods (*including cereal bars*)
- Cakes and Biscuits
- Tobacco
- Spring Confectionery
- Healthy Eating and Drinking (*including bottled water, free-from, vegetarian, vegan protein, low-sugar and sugar-free*)
- Pancake Day

February 16th

- Retail's Best
- Hot Beverages and Beverages-to-go
- Dairy (*Butter, Cheese, Spreads, Milk*)
- Mints and Gums
- The Case for Own-label
- Easter and Mother's day
- Consumer Product of the Year

March 16th

- Tobacco, E-cigs and RYO
- Summer Soft Drinks (*including functional and energy drinks*)
- Spring Alcohol
- Pet Care
- Frozen Food and Ice-cream
- Treats (*inc cakes, biscuits and confectionery*)
- NCS Preview
- Nisa Show Preview

AD INSIGHT ISSUE

April 13th

- Food-to-go
- Snacking (*including crisps and nuts*)
- Wine
- BBQ, Summer Food and Drink
- Summer of Sport (*including World Cup*)
- Supplier Retailer Initiative of the Year

May 11th

- Cider
- Price-marked packs
- Functional energy and sports
- Ramadan
- Babies and Children
- Electronic Payments and Technology
- Summer Remedies
- RIAs Call for Entries

June 8th

- Sugar Confectionery (*including pick and mix, mints and gums*)
- Alcohol Top Sellers and Premium Drinks
- Cash in on Lunchtime
- Juices and Smoothies
- Health, Beauty and Oral Care
- Festivals and Events
- Tea for Tonight

FASCIA GUIDE 2018

July 6th

- Soft Drinks
 - Paper Products and Household
 - Product of the Year Shortlist
 - Back to School
 - World Food and Drink
 - Hot Food and Drinks-to-go
- CONVENIENCE MUST STOCKS 2018**

August 17th

- Back to University
- Chocolate Confectionery
- Cereals
- Tobacco
- RIAs Shortlist Showcase
- Beers and Ciders
- Local Shop Qs Shortlist
- Big Night In
- Spar Show Preview

AD INSIGHT ISSUE

September 14th

- Bread and Sandwich Alternatives
- Hot Beverages
- Halloween
- Christmas Confectionery and Snacking
- Top 25 Soft Drinks
- Winter Remedies
- Health and Beauty

October 12th

- Diwali
- Ice-cream and Frozen Food
- Meal for Tonight
- Christmas Gifting
- Price-marked packs
- RIAs Winners (*including Local Shop Qs and Product Launch of the Year*)

November 9th

- Christmas (*including cakes, biscuits, seasonal grocery, soft drinks and top-up*)
- Grocery
- Winter Alcohol
- Pre-mix and Cocktails
- Batteries
- Cigars
- Cross-merchandising and Linked Deals

AD INSIGHT ISSUE

December 14th

- Trends of 2018
 - Forecast 2019
 - Easter (*including cakes, filled and mini eggs, cards, gifts*)
 - Valentine's Day
- THE GUIDE 2019**

Independent Retail News Rate Card **(Print and Online)**

Rates valid from January to March 2018

Display – Special Positions

Position	Cost	Position	Cost
Double Page Spread	£6,249	Front Cover	£8,906
Full Page	£3,177	Inside Cover Gatefold	£9,533
Half Page	£2,138	Four page cover wrap	£14,751
Quarter Page	£1,528	Printed Poly Bag	£5,454
Quarter Page Strips / Columns	£1,985	Inside Front Cover	£3,971
1/2 DPS	£4,130	Outside Back Cover	£3,971
1/2 Page Bookend (one)	£3,971	Guaranteed Position	10%
1/4 Page Bookend (one)	£1,910	Advertorials	30%
		Special Creative	On application

Marketplace – Classified

Position	1 – 6	6 – 12	13+
1/8 page	£304	£252	£201
1/4 page	£510	£407	£304
1/2 page	£922	£716	£510
Full page	£1,545	£1,231	£922

Online

Talkingretail Rate Card	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

Sponsorship

On application

Inserts – From as little as £1250 – Dependent on weight & circulation

Retail Industry Awards 2018

**Retail
Industry
AWARDS**

2018

The Retail Industry Awards are now entering their **23rd year**, and set out to recognise and reward excellence in UK Grocery Retailing – from the smallest independent retailer – to the largest multiple chains, who now enter the awards each year as part of their annual marketing strategy.

- First launched in 1995
- The longest running awards event in the grocery retail market covering the independent, convenience and multiple sectors
- Entries are submitted from the supermarkets, symbol groups, convenience and independent retailers
- The only awards programme which gives sponsors nine months exposure to senior executives, store owners and store managers across the multiple, convenience and independent grocery retail market
- Speak to Helen Chater to find out more about our bespoke sponsorship packages



2017 Sponsors:



Talking Retail

brought to you by **Independent** Retail News

TalkingRetail.com has been given a makeover, with a new logo and a bright, fresh, fully responsive modern look and feel.

Key improvements for our users:

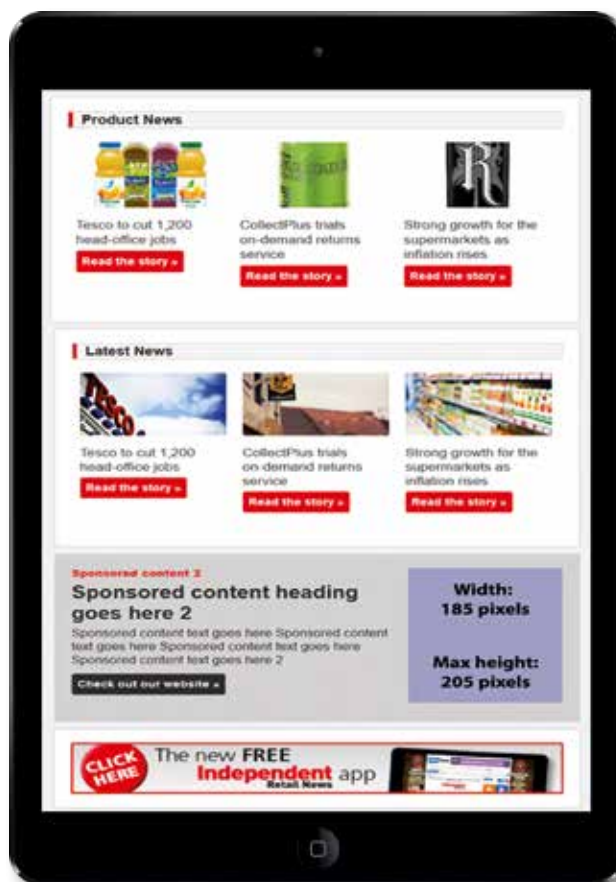
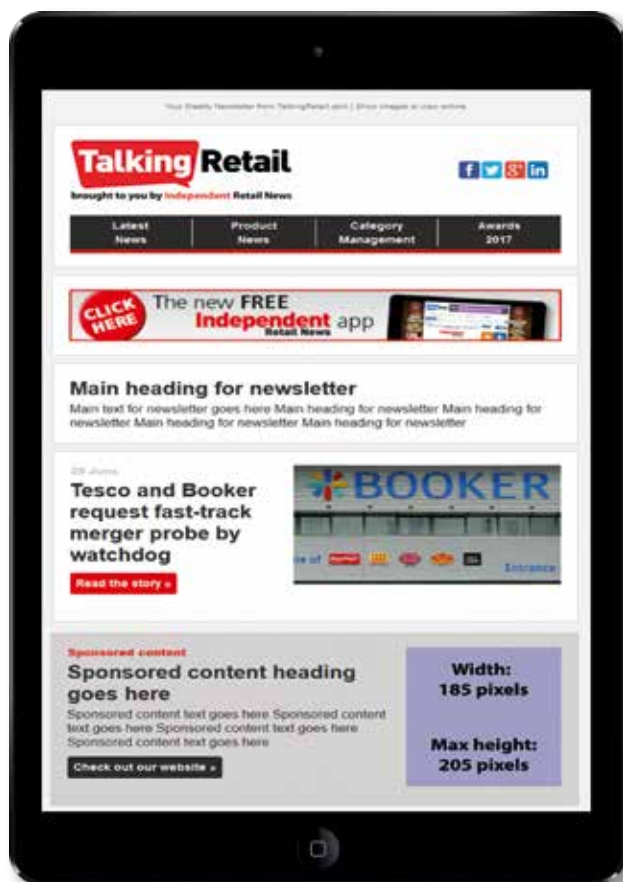
- **Updated homepage** and **menu layout** with new sections including Advice and Campaigns
- **Re-vamped registration** system making it easier to register for the website and sign up for e-newsletters
- Additional benefits for registered users, including **subject of interest alerts**, **exclusive content** and a **bookmarks** feature
- Brand new **giveaways** section
- **Faster**, responsive site, optimised for smartphones and mobile devices
- **TRIV** Video on demand channel

(for tech spec's please go to www.talkingretail.com)



Talkingretail.com E-newsletter

TOP



BOTTOM

Sent daily...

The e newsletter has over **7,000 registered subscribers.**

The sponsored content option illustrated is a fantastic cost effective option to share promotions, exhibition activity, new product launch information with our audience.

Speak to Helen Chater to find out more about costs for our bespoke sponsorship packages.

Talking Retail's Webinar 2018

Partners will be involved from start to finish and benefit from the following:

- Extensive branding in all print promotions for the webinar events to over 37,000 readers
- Extensive branding across **talkingretail.com** for sign up to the webinar over 60,000 unique users per month
- Extensive branding on all email marketing promoting sign up to the event database of over 7,000 individual email addresses
- All leads captured from the webinar campaign will be passed on to our partners as they sign up to take part, including email addresses
- Longevity after the event, as the event will be hosted on **talkingretail.com** for as long as the subject matter is current and future lead generation will be provided as more sign in for the recorded version



We believe this will offer total blanket coverage for our partners in a new thought leadership offering to our readers and users – **Cost from £4000.00**

Contact us

EDITOR

David Shrimpton – 020 8253 8704
david.shrimpton@metropolis.co.uk

FEATURES EDITOR

Mike Dennis – 020 8253 8705
mike.dennis@metropolis.co.uk

CONTENT EDITOR

Éilis Cronin – 020 8253 8601
eilis.cronin@metropolis.co.uk

PRODUCTION EDITOR

Paul Davison – 020 8253 8709
paul.davison@metropolis.co.uk

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



Independent Retail News is published by:
Metropolis Business Publishing
6th Floor, Davis House
2 Robert Street, Croydon CR0 1QQ

