Leading brands for independent convenience retailers
Why IRN and Talkingretail.com?

Independent Retail News

- Established in 1981
- ABC audited Average Net Circulation of **35,000** (ABC June 2020 to July 2021)
- **97%** requests within 2 years
- Read by Independents, Symbol Groups, Forecourts, Post Offices and Grocers
- **100%** requested by decision makers in independent retail outlets

Talkingretail.com

- Relaunched to 100% mobile compatible
- Industry & Product News updated throughout the day
- Average number of unique users – **85,000** (2021 average monthly figures)
- Average page impressions a month – **146,000** (2021 average monthly figures)
- 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.

**Job title**
- Owner/Proprietor/Chairman/CEO: 11,717
- Manager: 21,389
- Other Director: 201
- Marketing/Planning/Board Director: 46
- Buying: 112
- Merchandising: 287
- Other: 2,346

**Number of stores**
- One: 34,066
- Two: 1,139
- Three: 331
- Four: 158
- Five to Nine: 177
- Ten: 19
- Eleven or more: 208

**What is your main business type?**
- Cash & Carry: 492
- Delivered Wholesale: 262
- Symbol Group: 1,282
- Independent Grocer: 1,542
- Independent Off Licence: 1,288
- CTN: 1,769
- Convenience Store: 25,183
- Garage Forecourt: 2,086
- Supermarket: 1,050
- Post Office: 1,406
- Other: 79

**Social Media**
- Twitter (Twitter stats): 14,537
- Facebook: 1,151
- Linkedin: 6,649
- Instagram: 503

In the top 20 most influential retail twitter sites.
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

Fascia Guide
- Published in June
- Current offering from leading symbol groups
- Easy comparison tool for retailers
- 12 months shelf life
- Hosted on talkingretail.com
- Distributed to full circulation

Category Matters
- Published in March
- Category advice from leading suppliers
- Ad Insight feedback on category adverts
- 12 months shelf life
- Hosted on talkingretail.com
- Distributed to 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
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.

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 2 colour pictures and 500 words explaining in depth the products and campaign. A great idea for a prize is a sampling day or store makeover.
**January 15th**
- Breakfast/In-store Bakery and Morning Goods (including cereals and cereal bars)
- Tobacco and Vaping
- Spring Confectionery
- Healthy Eating and Drinking (including bottled water, vegetarian and vegan)
- Pancake Day

**February 12th**
- Retail’s Best Event Preview
- RIA winners including Product Launch of the year 2020
- Hot Beverages and Beverages-to-go
- Chilled (Butter, Cheese, Spreads, Milk and Yogurt)
- Mints and Gums
- Spring Cleaning and Paper Products
- Own-label
- Product of the Year Awards
- Easter

**March 12th**
- Tobacco, Vaping and RYO
- Summer Soft Drinks (including functional and energy drinks)
- Ramadan
- Easter
- No and Low Alcohol
- Pet Care
- Frozen Food and Ice-cream
- Treats (inc cakes, biscuits and confectionery)
  CATEGORY MANAGEMENT SUPPLEMENT AD INSIGHT ISSUE

**April 9th**
- Mission Food-to-go
- Savoury Snacking (including crisps and nuts)
- BBQ, Summer Food and Drink
- No and Low Sugar
- Supplier Retailer Initiative of the Year
- Heated Tobacco

**May 7th**
- Cider and Beer
- Price-marked packs
- Euro 2021
- Functional, Energy and Sports Drinks
- Babies and Toddlers
- Sustainability
- Technology
- Summer Remedies
- RIA Call for Entries
- Wimbledon 2021 and summer sport

**June 4th**
- Sugar Confectionery
- Nielsen Best Selling Alcohol Brands
- Mission Lunchtime
- Juices and Smoothies
- Health, Beauty and Oral Care
- Festivals and Events
- Cheese
- Olympics 2021
  FASCIA GUIDE 2021

**July 2nd**
- Soft Drinks
- Paper Products and Household
- Product Launch of the Year Shortlist
- Back to School
- World Food and Drink
- Mission In-store Services CONVENIENCE MUST-STOCKS 2021 (Data only)

**August 13th**
- Back to University
- Chocolate Confectionery
- Mission Grocery Top-up
- Tobacco and Vaping
- RIA Shortlist Showcase
- Big Night In
  AD INSIGHT ISSUE

**September 10th**
- Bread and Bakery
- Hot Beverages
- Halloween
- Top 25 Soft Drinks
- Winter Remedies
- Diwali

**October 8th**
- Ice-cream and Frozen Food
- Mission Meal for Tonight
- Christmas Confectionery, Snacking and Gifting
- Price-marked Packs
- RIA Winners (including Product Launch of the Year)

**November 5th**
- Christmas Top-up
- Festive Alcohol
- Batteries
- Cigars
- Mission Newsagent
- Christmas Clean-up
  AD INSIGHT ISSUE

**December 10th**
- Trends of 2021
- Forecast 2022
- Filled and Mini Eggs
  THE GUIDE 2022

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**2021 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@emap.com
# Independent Retail News Rate Card (Print and Online)

## Display – Special Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>£6,249</td>
</tr>
<tr>
<td>Full Page</td>
<td>£3,177</td>
</tr>
<tr>
<td>Half Page</td>
<td>£2,138</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£1,528</td>
</tr>
<tr>
<td>Quarter Page Strips/Columns</td>
<td>£1,985</td>
</tr>
<tr>
<td>1/2 DPS</td>
<td>£4,130</td>
</tr>
<tr>
<td>1/2 Page Bookend (one)</td>
<td>£3,971</td>
</tr>
<tr>
<td>1/4 Page Bookend (one)</td>
<td>£1,910</td>
</tr>
</tbody>
</table>

## Position - Cost

### Front Cover
- Cost: £8,906

### Inside Cover Gatefold
- Cost: £9,533

### Four page cover wrap
- Cost: £14,751

### Printed Poly Bag
- Cost: £5,454

### Inside Front Cover
- Cost: £3,971

### Outside Back Cover
- Cost: £3,971

### Guaranteed Position
- Cost: 10%

### Advertorials
- Cost: 30%

### Special Creative
- Cost: On application

## Online

### Talkingretail Rate Card

<table>
<thead>
<tr>
<th>Position</th>
<th>Week</th>
<th>Fortnightly</th>
<th>Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard 728 x 90</td>
<td>£975</td>
<td>£1,375</td>
<td>£2,275</td>
</tr>
<tr>
<td>Banner 468 x 60</td>
<td>£750</td>
<td>£1,250</td>
<td>£2,175</td>
</tr>
<tr>
<td>MPU 300 x 250</td>
<td>£1,175</td>
<td>£1,575</td>
<td>£2,475</td>
</tr>
<tr>
<td>Undernav, appears under nav bar as user scrolls down</td>
<td>£975</td>
<td>£1,375</td>
<td>£2,275</td>
</tr>
<tr>
<td>Sidekick from an MPU</td>
<td>£1,975</td>
<td>£2,275</td>
<td>£3,275</td>
</tr>
<tr>
<td>Banderole</td>
<td>£2,175</td>
<td>£3,075</td>
<td>£4,175</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>£1,750</td>
<td>£2,275</td>
<td>£3,175</td>
</tr>
<tr>
<td>HPTO (wallpaper, goalposts, undernav, banner and MPU)</td>
<td>£2,175</td>
<td>£3,075</td>
<td>£4,175</td>
</tr>
</tbody>
</table>

### Daily

#### Daily E newsletter leader banner
- Cost: £750

#### Daily E newsletter sponsored content slot
- Cost: £375

Other options are available, for example expandable MPU, prices on application.

## Marketplace – Classified

### Position

<table>
<thead>
<tr>
<th>Position</th>
<th>1 – 6</th>
<th>6 – 12</th>
<th>13+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 page</td>
<td>£304</td>
<td>£252</td>
<td>£201</td>
</tr>
<tr>
<td>1/4 page</td>
<td>£510</td>
<td>£407</td>
<td>£304</td>
</tr>
<tr>
<td>1/2 page</td>
<td>£922</td>
<td>£716</td>
<td>£510</td>
</tr>
<tr>
<td>Full page</td>
<td>£1,545</td>
<td>£1,231</td>
<td>£922</td>
</tr>
</tbody>
</table>

## Sponsorship

- Cost: On application

## Inserts – From as little as £1250 – Dependent on weight & circulation
Retail Industry Awards

The Retail Industry Awards are now entering their 26th 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 Kim Reddick to find out more about our bespoke sponsorship packages

SPONSORS:
TalkingRetail.com is the leading website for independent convenience store owners and managers, updating retailers daily with all the latest news and product news from the sector.

**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
- TV Video on demand channel

(for tech spec’s please go to www.talkingretail.com)
Talkingretail.com E-newsletter

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 Kim Reddick to find out more about costs for our bespoke sponsorship packages.
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