

# Editorial Features List & Retail Events 2024

## JANUARY

- 13 Focus On:** Ready Meals & Soup  
**Focus On:** Jams, Spreads & Honey
- 20 Focus On:** Cereals inc On The Go  
**Focus On:** Easter & Spring
- 27 Focus On:** Household & Paper Products  
**Special:** The Convenience Landscape  
**Special:** Franchise & Fascia Report  
**Guide To:** Oils

## FEBRUARY

- 03 Focus On:** Eggs  
**Focus On:** Meat and Poultry  
**Guide To:** Hot Drinks & Cold Brew
- 10 Focus On:** Tobacco & Accessories  
**Focus On:** Vaping & Ecigs  
**Guide To:** Confectionery
- 17 Focus On:** Bottled Water  
**Focus On:** Ice Cream  
**Guide To:** Cheese  
**Special:** Big 30 Wholesalers
- 24 Focus On:** Cooking Sauces & Meal Kits  
**Focus On:** Frozen  
**Special:** The Goodness Issue
- 27 Event:** Forecourt Trader Summit

## MARCH

- 02 Focus On:** Juices & Smoothies  
**Guide To:** Petcare
- 09 Focus On:** Dairy Drinks  
**Special:** Property  
**Guide To:** Packaging
- 12 Event:** Live 2024: Retail Week X The Grocer
- 16 Focus On:** Snack Bars  
**Guide To:** Breakfast & Brunch  
**Special:** LIVE: Retail Week x The Grocer
- 21 Event:** The Convenience Awards
- 23 Focus On:** Barbecue  
**Special:** Britain's Biggest Brands  
**Special:** The Convenience Awards
- 30 Focus On:** Beer & Cider  
**Focus On:** Low & No Alcohol  
**Special:** Supply Chain Part 1

## APRIL

- 06 Focus On:** Personal Care: haircare, skincare, cosmetics  
**Focus On:** Personal care: male grooming
- 13 Focus On:** Ambient & Canned Goods  
**Focus On:** Yoghurts & Pot Desserts
- 20 Focus On:** Crisps, Nuts & Bagged Snacks
- 27 Guide To:** Free From & Plant Based  
**Focus On:** Soft Drinks  
**Special:** Summer Sporting Events & Sponsorship  
**Special:** Food & Drink Shows

## MAY

- 04 Focus On:** Healthier Snacking  
**Guide To:** Tobacco, Vaping & Accessories
- 11 Focus On:** Bread & Baked Goods  
**Special:** Christmas
- 18 Focus On:** Confectionery: Sugar, mints, gum  
**Special:** Food Tech
- 25 Focus On:** Butters & Spreads  
**Focus On:** Rice, Pulses & Noodles

## JUNE

- 01 Focus On:** Oils  
**Guide To:** Beer & Cider
- 08 Focus On:** Energy Products  
**Special:** In-store technology
- 15 Focus On:** Cheese
- 22 Focus On:** Sauces & Condiments  
**Focus On:** Fresh Produce  
**Special:** Britain's Biggest Alcohol Brands
- 29 Focus On:** Lunchbox & Back to School  
**Guide To:** Franchise & Fascia  
**Special:** Supply Chain Part 2

## JULY

- 02 Event:** The Grocer Gold Awards
- 06 Focus On:** Free From  
**Special:** Gold Awards
- 13 Focus On:** Infant & Childcare  
**Focus On:** Organic  
**Guide To:** Household, Hygiene & Personal Care
- 20 Focus On:** Homebaking  
**Focus On:** Hard Seltzer and RTD
- 27 Focus On:** Halloween

## AUGUST

- 03 Focus On:** Breakfast & Brunch  
**Guide To:** World Foods & Store Cupboard
- 10 Focus On:** Healthcare & Supplements  
**Focus On:** Winter Remedies  
**Guide To:** Christmas
- 17 Focus On:** Pizza  
**Special:** Packaging
- 24 Focus On:** Plant Based Meat Alternatives
- 31 Focus On:** Hot Drinks & Cold Brew

## SEPTEMBER

- 07 Focus On:** Batteries  
**Focus On:** CBD  
**Guide To:** Frozen
- 14 Focus On:** Confectionery: chocolate  
**Focus On:** Scotland  
**Guide To:** Alcohol & Low 2 No (inc Beer & Cider)
- 21 Focus On:** Cakes & Biscuits  
**Supplement:** Dairymen  
**Special:** Global 50 Supplier Rankings
- 28 Focus On:** Personal Care: deo, soap, female hygiene  
**Focus On:** Personal Care: oral care  
**Guide To:** Snacking

## OCTOBER

- 05 Focus On:** Pasta & Pasta Sauces  
**Special:** The Green Issue
- 10 Event:** Forecourt Trader Of The Year Awards
- 12 Guide To:** Tobacco, Vaping & Accessories  
**Focus On:** Wales  
**Focus On:** Petcare
- 19 Focus On:** Protein  
**Focus On:** Functional Foods
- 26 Focus On:** World Cuisine  
**Guide To:** Soft Drinks

## NOVEMBER

- 02 Focus On:** Alcoholic Drinks  
**Special:** Food Tech
- 09 Focus On:** Plant Based Food & Drink  
**Guide To:** Bread & Baked Goods  
**Special:** Top 150 UK Supplier Rankings
- 16 Focus On:** Fish  
**Focus On:** Ethical Trading  
**Special:** New Product Awards
- 23 Focus On:** Savoury Pastries  
**Special:** Christmas
- 30 Focus On:** Food On The Go
- TBC Event:** The Grocer New Product And Packaging Awards

## DECEMBER

- 07 Focus On:** Adult Soft Drinks
- 14 Special:** Top Products  
**Special:** Top Campaigns

## CONTACTS

Please ensure you choose the correct contact

### Focus On Reports

Pola Lem  
[pola.lem@thegrocer.co.uk](mailto:pola.lem@thegrocer.co.uk)

### Guide To Supplements

Please visit [thegrocer.co.uk/advertise](http://thegrocer.co.uk/advertise) and fill in the form

### Editorial Special

Dene Mullen  
[dene.mullen@thegrocer.co.uk](mailto:dene.mullen@thegrocer.co.uk)

### Advertising & Sponsorship Enquiries

Please visit [thegrocer.co.uk/advertise](http://thegrocer.co.uk/advertise) and fill in the form

# Advertising Rates 2024

## 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

Double page spread .....	£9,020
Half double page spread .....	£6,040
Full page .....	£4,715
Full page (1st RHP) .....	£5,330
Half page .....	£3,190
Half page (solus vertical) .....	£4,000
Quarter page (horizontal strip) .....	£2,640
Bookends (2 columns each) .....	£5,435
Guaranteed position .....	+10%

### Covers

Front cover plus flap .....	£16,950
Inside front cover DPS .....	£11,950
Inside front cover .....	£5,530
Outside back cover .....	£4,765
Supplement front cover with flap .....	£14,660
Supplement front cover without flap .....	£11,285

### Advertorial

Double page spread .....	£10,030
Full page .....	£5,425
Masterclass .....	£15,065
Product Profile .....	£11,285

### Specials and inserts

Three page gatefold .....	£16,900
Tip on (including full page advert) .....	£10,850
Single sheet loose insert .....	£4,270

### Editorial sponsorship opportunities

Power List report .....	from £7,995
Special Reports .....	from £7,995
Special Features (Green issue/Goodness issue) .....	from £7,995
Category feature sponsorship, inc. 10 Charts .....	from £7,525

### Events

Grocer Vision roundtable .....	from £19,995
Business Lunch sponsorship .....	from £30,000
The Grocer Gold Awards sponsorship .....	from £28,000
New Product and Packaging Awards sponsorship .....	from £12,995
Convenience Awards sponsorship .....	from £11,500
LIVE sponsorship .....	POA

## 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)

Billboard .....	£2,230
Leaderboard .....	£1,290
Medium rectangle .....	£1,180
Background banner* & billboard package .....	£4,460
Background banner* & leaderboard package .....	£3,490
Homepage takeover (per day) .....	£2,235
Social display .....	£1,415
Contextual (per week) .....	from £2,500
Video content in display ads .....	+25%

\*Desktop only

All rates are for one week's tenancy unless otherwise stated

### Newsletter

Leaderboard .....	£2,165
Text advert top .....	£2,075
Text advert mid .....	£1,760
Medium rectangle top .....	£1,980
Medium rectangle mid .....	£1,630
All rates are for the Daily Newsletter sent every week day	
Special newsletter takeover .....	from £2,500

### Digital content opportunities

Brand/category video .....	£7,525
Promotional feature (client written) .....	£5,890
Promotional feature (Grocer Vision written) .....	£7,735

### Lead generation

Grocer Vision report .....	from £17,845
Whitepaper (client written) .....	£7,525
Whitepaper (expert written) .....	£12,130

### Webinars

Grocer Vision webinar (studio) .....	£17,845
Grocer Vision webinar (virtual) .....	£13,845
Webinar (client produced) .....	£11,080
Webinar (editorial - studio) .....	£24,995
Webinar (editorial - virtual) .....	£19,995

# The Grocer



**28.3K\***

MAGAZINE CIRCULATION



**442.7K\*\***

UNIQUE VISITORS



**84K\*\*\***

NEWSLETTER RECIPIENTS



**217.8K\*\*\***

TOTAL SOCIAL FOLLOWERS



**1.8K\*\*\*\***

ANNUAL ATTENDEES TO OUR FACE TO FACE EVENTS



**17.7K\*\*\*\*\***

THE GROCER JOBS

\* Avg circulation 1st July 2022 - 31st Dec 2022.

\*\* Running average for 12 months to December 31st 2023

\*\*\* Figure as of 23rd January 2024

\*\*\*\* Total for calendar year 2023

\*\*\*\*\* Running average for 6 months to December 31st 2023

# FEATURES LIST 2024

## January

- 11 Special Edition Newsletter:** Budgeting & Pricing
- 18 Special Edition Newsletter:** Beers, Wines & Spirits including Low & No
- 19 Healthier Snacking**
- 25 Special Edition Newsletter:** Technology
- 26 Household Essentials & Hygiene**

## February

- 2 Cakes & Biscuits**
- 8 Special Edition Newsletter:** Tobacco, Vaping & Next Generation
- 9 Easter**
- 15 Special Edition Newsletter:** Staffing & People
- 22 Special Edition Newsletter:** Coffee: RTD, Iced & Cold Brew
- 29 Special Edition Newsletter:** Store Development

## March

- 7 Special Edition Newsletter:** Easter
- 8 Tobacco, Vaping & Next Generation**
- 14 Special Edition Newsletter:** Healthier Snacking
- 15 Food To Go:** Cold Drinks & Desserts
- 21 Special Edition Newsletter:** Home Delivery
- 22 Confectionery**
- 28 Special Edition Newsletter:** The Convenience Awards

## April

- 1 Category Management:** Spring/Summer
- 5 Soft Drinks:** Carbonates
- 11 Special Edition Newsletter:** Tobacco, Vaping & Next Generation
- 12 Ice Cream**
- 18 Special Edition Newsletter:** Cost Management
- 19 Beer & Cider**
- 25 Special Edition Newsletter:** NCS

## May

- 9 Special Edition Newsletter:** Soft Drinks
- 10 Fascia & Franchise**
- 16 Special Edition Newsletter:** Ice Cream
- 17 Price Marked Packs**
- 23 Special Edition Newsletter:** Responsible Retailing
- 24 Crisps & Savoury Snacks**
- 30 Special Edition Newsletter:** In-store services

## June

- 7 Soft Drinks:** Water & Juice Drinks
- 13 Special Edition Newsletter:** Symbol Groups
- 14 Tobacco, Vaping & Next Generation:** Illicit Trade
- 20 Special Edition Newsletter:** Beer & Cider
- 21 Spirits, RTDs & Seltzers**
- 27 Special Edition Newsletter:** Crisps & Savoury Snacks
- 28 Sugar Confectionery**

## July

- 5 Lunchbox & Back to School**
- 11 Special Edition Newsletter:** Tobacco, Vaping & Next Generation
- 18 Special Edition Newsletter:** Sustainability
- 19 Soft Drinks:** Sports & Energy
- 25 Special Edition Newsletter:** Technology

## August

- 8 Special Edition Newsletter:** Lunchbox & Back to School
- 9 Bread & Bakery**
- 15 Special Edition Newsletter:** Confectionery
- 16 Big Night In**
- 22 Special Edition Newsletter:** Store Development
- 23 Frozen Foods**
- 29 Special Edition Newsletter:** Home Delivery
- 30 Packaged Hot Beverages**

## September

- 6 Halloween**
- 12 Special Edition Newsletter:** Soft Drinks
- 13 Soft Drinks:** Dairy Drinks, RTD Coffee & Tea
- 19 Special Edition Newsletter:** Big Night In
- 26 Special Edition Newsletter:** Tobacco, Vaping & Next Generation

## October

- 1 Category Management:** Autumn/Winter
- 4 Christmas Confectionery**
- 10 Special Edition Newsletter:** Halloween
- 11 Christmas Alcohol**
- 17 Special Edition Newsletter:** Responsible Retailing
- 18 Tobacco, Vaping & Next Generation**
- 24 Special Edition Newsletter:** Frozen Foods
- 25 Over The Counter Medicines & Winter Remedies**

## November

- 1 Fascia & Franchise**
- 7 Special Edition Newsletter:** Technology
- 8 Low & No Alcohol**
- 14 Special Edition Newsletter:** Wines & Spirits
- 15 Christmas Soft Drinks**
- 21 Special Edition Newsletter:** Soft Drinks
- 22 Food To Go:** Coffee & Bakery
- 28 Special Edition Newsletter:** Christmas

## December

- 6 Tobacco, Vaping & Next Generation:** Consumer Education
- 12 Special Edition Newsletter:** Tobacco, Vaping & Next Generation
- 19 Special Edition Newsletter:** Looking ahead to 2025

# Convenience store

## EDITORIAL

Contact Sarah for further details regarding a feature's synopsis, deadline and the journalist assigned to it.

Special Edition Newsletters are not open to editorial submissions.

**Sarah Britton**  
[sarah.britton@wrbm.com](mailto:sarah.britton@wrbm.com)  
01293 610 220

## ADVERTISING

Booking deadline for product features is two weeks prior to live date.

Please visit [conveniencestore.co.uk/advertise](https://conveniencestore.co.uk/advertise) and fill in the form

# ADVERTISING RATES 2024

Grow sales in UK convenience with Convenience Store's wide range of digital brand awareness, category leadership and lead generation opportunities

## Website (including mobile)

Leaderboard .....	£1,100
Billboard .....	£1,750
Medium rectangle .....	£985
Social display banner .....	£1,155
Background banner* & leaderboard package .....	£2,260
Background banner* & billboard package .....	£2,900
Homepage takeover* (per day) .....	£1,520
Editorial category feature brand takeover (3 months) .....	£2,260
Editorial category feature brand panel (12 months) .....	£2,260
Editorial category feature video panel (12 months) .....	£2,260
Brand promotion campaign .....	from £2,050
<i>Video content in display ads</i> .....	+25%

*all rates are one week's tenancy unless otherwise stated*

## Newsletters and Emails

Leaderboard .....	£1,315
Text advert top .....	£1,315
Text advert mid .....	£1,050
Medium rectangle top .....	£1,315
Medium rectangle mid .....	£1,050
Special editorial newsletter, see features list for full schedule .....	£1,575
Bespoke email .....	£2,495

*All rates are for Convenience Store newsletters 5 days a week*

## Category Management, Content & Competitions

Promotional feature (written by client) .....	£3,675
Promotional feature (written by C-Store Vision) .....	£5,560
Category management feature (written by client) .....	£3,675
In-store category management case study feature, prices from .....	£5,560
Retailer competitions .....	£5,560
Brands sales advice video .....	£5,560
Brand success video .....	£5,560

## Sponsorship

The Convenience Awards .....	£11,050
Responsible Retailing Week (spring/autumn) .....	£13,375
Bespoke round table events (F2F and virtual) .....	POA

# Convenience store

## FOR EDITORIAL INFORMATION CONTACT:


**Sarah Britton**  
01293 610220  
[sarah.britton@wrbm.com](mailto:sarah.britton@wrbm.com)

**Aidan Fortune**  
01293 610222  
[Aidan.Fortune@wrbm.com](mailto:Aidan.Fortune@wrbm.com)

## ADVERTISING ENQUIRIES

Please visit [conveniencestore.co.uk/advertise](https://conveniencestore.co.uk/advertise) and fill in the form

 **75.4K\*\***  
AVG. MONTHLY USERS

 **16.8K\***  
EMAIL SUBSCRIBERS

 **20.6K\*\*\***  
SOCIAL FOLLOWERS

\*\*Adobe Analytics Aug '22 - Jul '23

\*Subscriber count correct as of October 2023

\*\*\*Counts correct as of Nov '23