

Wholesale Manager

www.WholesaleManager.co.uk

INCLUDES
THE 2018
FEATURES
LIST

RELAUNCH ISSUE
SEPTEMBER 2018

MEDIA PACK 2018

THE PUBLICATION FOR THE UK WHOLESALE AND CASH & CARRY INDUSTRY



Welcome to the 2018 Media Pack. Wholesale Manager is officially the UK's highest ABC-audited circulation publication for the wholesale and cash and carry sector, supplying both retail and foodservice. We are a monthly A4 sized magazine, distributed to senior buyers, directors, managers and other decision makers.

Wholesale Manager has a total print circulation of 5,027. **This is the highest requested circulation in the UK wholesale and cash and carry industry.**

Advertising in Wholesale Manager gives you unequalled access to all the major companies in the UK wholesale sector, a massive market for consumer brands targeting retail and catering.

We continue to invest in our printed and digital publications by further researching and developing our readership.

If you would like more details about how we can support you with advertising and editorial in Wholesale Manager, we will be delighted to help. Please contact the team as detailed on the last page.

We look forward to working with you in 2018.



James Surridge, Managing Director



Wholesale Manager

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READERSHIP.

PRINTED EDITION

5,027 copies are printed and posted bi-monthly

As the ABC circulation audit confirms, Wholesale Manager is personally addressed and mailed to 5,027 senior buyers and trading directors and other decision makers within the UK cash & carry and wholesale sector.

DIGITAL EDITION

Emailed to 16,917 digital edition subscribers every issue

The digital edition of Wholesale Manager is emailed to 16,917 recipients each issue. Launched in late 2009, since then circulation has continued to rocket. The digital edition email lets our readers view the latest digital version online.

ONLINE READERS

The website is visited by 10,172 unique visitors per month

Visitors to the Wholesale Manager website have the opportunity to read the latest, and back issues of the digital version of the magazine. Current figures show that our website has 10,172 unique visitors every month.



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21,944 COPIES EVERY ISSUE

Combined circulation of the Printed (5,027 ABC Audited) and Digital Editions (16,917)

Readership by Industry Sector

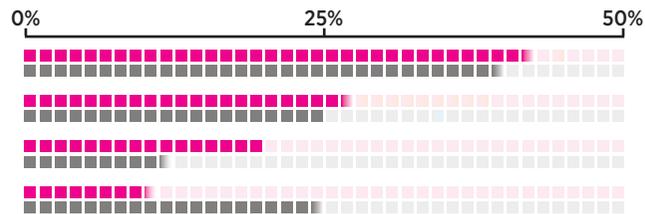
Printed Magazine | Digital Edition

Cash & Carry's - 38% | 39%

Delivered Wholesalers (retail & foodservice) - 22% | 25%

Distribution Centres - 25% | 14%

Other - 15% | 22%



Readership by Job Title

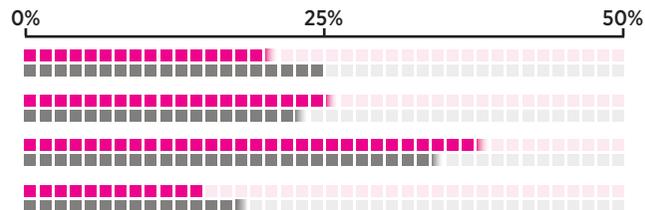
Printed Magazine | Digital Edition

Director - 23% | 29%

Purchasers & Buyers - 27% | 27%

Management - 35% | 32%

Other - 15% | 12%



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MAGAZINE ADVERTISING RATES

	1 Issue	3	6
Double Page Spread	£3,015	£2,723	£2,580
Full Page	£1,790	£1,621	£1,515
Half Page	£1,266	£1,149	£1,091

MAGAZINE ADVERTISING SPECIFICATIONS

Double Page spread	Bleed: 303mm X 426mm Trim: 297mm X 420mm
Full Page	Bleed: 303mm X 216mm Trim: 297mm X 210mm
Half Page - vertical	Bleed: 303mm X 108mm Trim: 297mm X 105mm
Half Page - horizontal	Bleed: 147mm X 216mm Trim: 144mm X 210mm

MAGAZINE INSERT RATES

	1 Issue	3	6
Up to 10g	£595	£570	£546
11g - 20g	£695	£665	£636
21g - 30g	£795	£760	£727
Over 30g	By request only		

FRONT PAGE ADVERT

A Front Page Advert in Wholesale Manager is the perfect opportunity to communicate directly with your target audience with a full A4 page splash on the front cover. We will also offer you an editorial piece in the same issue. The price for a front cover display advert is £2,495.



FRONT PAGE STORY



If you have a BIG story to tell, why not book the front cover 'Headline' position in the next available issue? This position gives your story the highest possible impact in any particular issue of our magazine, dominating the front cover and continuing on an inside page. When our magazine arrives on our readers' desks, the first thing they see will be your story. The 'Lead Headline' story can be yours for £2,495.

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Wholesale Manager launched its website in 2009, and for the last seven years it has been the number one news platform for the UK wholesale and cash and carry industry.

We continue to invest in the latest digital publishing technology and extensive SEO campaigns, to ensure your message is always in front of buyers and decision makers. Visitor traffic has seen continued growth and now stands at 10,172 (November 2017) unique visitors per month.

Leaderboard Banner

Size: 728px X 90px: Price: £595 per month

The full leaderboard banner appears next to the Wholesale Manager logo at the top of every page on our website, www.wholesalemanager.co.uk

Headline Feature

Price: £495 per insertion

Your story will appear as the 'Headline Feature' on the home page of www.wholesalemanager.co.uk for five weeks. The first week your story is featured it will occupy the prime position. It will then remain in this section for four more weeks.

Title Banners

Price £595 per month

The title banners appear at the top of the home page and above every news article and news section. On the home page they measure 1070 pix wide by 180 pix deep: on all other pages they are 685 pix wide by 90 pix.

Website Takeover

Price £1,495 per month

This package comprises two banner adverts 160px wide by 600pix deep, which appear on the left and right of all pages and one 300pix wide by 600 pix deep advert in the right-hand sidebar column of all pages.

**For further information
or to advertise, please
contact James Surridge
on 01923 272965.**



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As of November 2017 Wholesale Manager's email circulation links you to 16,917 industry professionals, who read our email newsletter and digital edition every issue. We also enable you to carry out targeted communication campaigns with solus emails to our digital database.

DIGITAL CIRCULATION 16,917

EMAIL NEWSLETTER

Our email newsletter mailing list now stands at 16,917 industry professionals. The headlines within the email newsletter contain links which direct our readers to the full story on our website. A skyscraper advert on the newsletter measuring 160 pix by 600 pix is £345 per issue.

DIGITAL EDITION EMAIL

The digital edition of Wholesale Manager is emailed to our database every issue with a link to the latest digital version of the magazine. A skyscraper advert on the digital edition email measuring 160 pix by 600 pix is £345 per issue.

SOLUS EMAIL CAMPAIGN

A solus email campaign is your opportunity to get your message across to key decision makers in the UK wholesale and cash and carry industry direct to their inbox, at a time to suit your marketing plans. The content is up to you, all we require is an HTML or text file and we do the rest. A solus email costs £995.



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FEATURES LIST 2018

Wholesale Manager's 2018 feature list is designed to meet the information needs of buyers and decision makers in delivered wholesalers and cash & carries.

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SEPTEMBER

Booking and Copy Deadline, Friday August 24th

OTC & Winter Remedies: An update on medical products licensed for sale without prescription, including cough and cold treatments, painkillers and other strong sellers

Frozen Food 2: Another look at hot sellers from the freezer – firm favourites and new contenders

Hallowe'en & Bonfire Night: Catch the seasonal 'spirit' and make a 'big bang' with spooky products and bonfire goodies

Personal Care: Everything shoppers need to look good and feel good, including hair, oral, deos and personal wash

Breakfast News: Healthy profits from healthy breakfasts – hot news on food and drinks for the first meal of the day

OCTOBER

Booking and Copy Deadline, Friday September 28th

Christmas Food & Drink: A round up of festive food and drinks, gift products, gift wrapping, decorations, confectionery and last minute essentials

Snacking Spotlight: The latest in crisps, snacks, nuts, cereal bars, fruit, nut and seed treats, biscuits and small cakes

Biscuits & Cakes: Tasty treats for any time of day, to suit every pocket

Priced Marked Packs: Added-value packs from key brands that are proving popular in symbol and independent retailers across various categories

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NOVEMBER

Booking and Copy Deadline, Friday October 26th

Warehouse & Logistics Focus: Key warehouse equipment and logistics services for cash & carries, wholesale depots and distribution centres

Big Night In: Treats to share with friends and family: food, drinks, snacks, sweets, chocolate and other goodies

Hot Beverages: Teas, coffees, hot chocolate, herbal teas and beyond, today's Hot Beverages are as diverse as their consumers

Lunch & Food To Go: Key products for midday meals and food on the move

DECEMBER

Booking and Copy Deadline, Friday November 23rd

Smoking & Vaping: Smokers are still an important source of sales but so are the growing number of vapers

Category Management: How the leading suppliers are helping cash & carry depots get the best sales performance

Healthy Living: The latest food and drink products offering 'Low/No' and 'free from' alternatives in terms of reduced fat, salt, sugar, alcohol and gluten

Spring Confectionery: With spring round the corner, we take a look at sweet treats for this season

REGULAR FEATURES

As well as our special features, Wholesale Manager covers the following in every issue:

News: Industry developments and updates from wholesalers and suppliers

Grocery: Food news from the suppliers

Grocery Non-Food: Other grocery news

Drinks: Alcohol, soft drinks, juices, waters

The Warehouse: Warehousing equipment and logistics solutions

Wholesale IT: Devices, apps and solutions for wholesalers

Hardware: Trolleys, coin counters and more



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Tel: 01923 272 998

**PRODUCTION MANAGER****Andy Page**

andy@flame1.com

Tel: 01923 272 932

PAYMENT

1. Payment must be made within 60 (sixty) days from the date of Grandflame Ltd's invoice.
2. If payment has not been received within the 60 day period, Grandflame Ltd will contact you by email, telephone, fax or post advising you that you have 7 days for full remittance.
3. If Grandflame Ltd does not receive payment within this specified 7 day period the debt will be forwarded to our Solicitors and additional charges will be added. Our solicitors are Debenhams Ottaway, Ivy House, 107 St Peter's Street, St Albans, Hertfordshire AL1 3EW.

CANCELLATION

1. All cancellations will incur a 75% cancellation fee on all advertising booked.
2. If a series of more than one advertisement is booked, there will be a 75% cancellation fee on the whole series of bookings.

ADVERTISING

1. All copy for advertisements or other paid for material is subject to the approval of Grandflame Ltd. We reserve the right to decline or cancel any such items, even if ordered and paid for, without stating any reasons, and/or make modifications necessary to any advertisements or other paid for material in order to maintain the publication's standards.
2. Every effort will be made to avoid errors, but no responsibility will be accepted for any mistakes that may arise in the course of publication of any advertisements or other paid for material. Grandflame Ltd accepts no responsibility for slight variations in colour on reproduction of advertisements or editorial photographs.
3. Advertisers must ensure that the content of the advertisement or other paid for material complies with all legal requirements. The advertiser shall further indemnify Grandflame Ltd in respect of any claims, costs and expenses that may arise from anything contained within the advertiser's advertisements or other paid for material and published on the advertiser's behalf.
4. No guarantee is given that advertisements or other paid for material will be placed in any specified position on any specified page, without written agreement.
5. It is the advertiser's responsibility to supply the artwork to Grandflame Ltd within the deadlines stated on the Grandflame Ltd confirmation letter/email. If material is not forthcoming, Grandflame Ltd reserves the right to repeat old material, or to charge the client for the advertisement without it appearing. Advertising material must be supplied in digital formats, as stipulated (LINK) by Grandflame Ltd.
6. The placing of an order or contract for insertion into the magazine, whether in writing, email, verbal or telephone instruction, will be deemed an acceptance of each and all of the above conditions.

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