

Wholesale Manager

Media Pack & Features List 2021

The Publication For UK Wholesale and Cash & Carry



Welcome to Wholesale Manager's 2021 Media Pack.

With a total print circulation of 5,018, the title is the UK's highest ABC-audited circulation publication for the wholesale and cash & carry sector.

Wholesale Manager is a monthly A4 sized magazine distributed to senior buyers, trading controllers, directors, depot managers and other decision makers in the wholesale industry, which supplies both retail and foodservice.

Advertising in Wholesale Manager gives you unparalleled access to all the major companies in the UK wholesale sector, an essential market for FMCG brands targeting retail and catering.

We continually strive to raise our editorial standards with pages including industry news, product news, category features and interviews with leading wholesalers and suppliers.

For more information on advertising and editorial in Wholesale Manager, please contact the team. Details are on the last page.

We look forward to working with you in 2021.

Glen Izzard

Publisher

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About

WholesaleManager

The wholesale sector serves independent shops, cafes, restaurants, hotels, care homes, leisure centres and cinemas, plus catering outlets in private companies and public institutions such as hospitals, universities, schools and prisons.

Partnership with wholesalers gives a brand more than the best price. It is about developing a long term, mutually beneficial relationship.

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5,018 ABC Total Circulation
(97.8% Controlled)
July 2019 to June 2020



"Food and drink wholesale distribution makes a vital contribution to the UK economy, turning over £29 billion, employing nearly 60,000 people evenly across the country, and generating gross value added of £3 billion annually."

- The Federation of Wholesale Distributors

The magazine is distributed in **PRINT & DIGITAL** formats and is available on our **WEBSITE & SOCIAL MEDIA** channels



PRINT

5,018 ABC-audited copies are posted per issue



DIGITAL

17,254 copies are emailed per issue



WEBSITE

13,384 visitors to our website per month



SOCIAL

3,493 followers across our social media channels





PRINT

The **PRINT** edition of Wholesale Manager is ABC-audited and personally addressed and posted to 5,018 senior buyers and trading directors and other decision makers within the UK cash & carry and wholesale sector every month.



DIGITAL

The **DIGITAL** edition of Wholesale Manager is the same as the print version, in an online format. Each issue is emailed to 17,254 decision makers within the UK cash & carry and wholesale sector.



WEBSITE

Visitors to WholesaleManager.co.uk have the opportunity to read the **DIGITAL** edition of the magazine. Current figures show that our website is visited by 13,384 unique users per month.



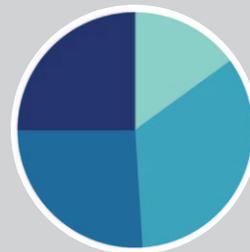
SOCIAL

The **DIGITAL** edition is also available to our 3,493 followers, via all the major social media platforms, including twitter, instagram and LinkedIn.

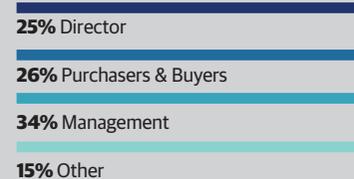
Readership & Circulation breakdown



Readership by Industry Sector



Readership by Job Title



New readers
+600
Increase

Digital edition subscribers have risen by more than 600 in the last year



Visitors
+10%
Increase

In the last 12 months website visitors have increased over 10%.

Magazine Advertising Rates

	1 issues	6 issues	12 issues
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
Special Positions Available	*** Please call for more details ***		

Magazine Specifications

	Trim Size	Bleed Size
Double Page spread	297mm X 420mm	303mm X 426mm
Full Page	297mm X 210mm	303mm X 216mm
Half Page Vertical	297mm X 105mm	303mm X 111mm
Half Page Horizontal	144mm X 210mm	150mm X 216mm
Front Page	200mm X 185mm	n/a
Special Sizes Available	*** Please call for more details ***	

Front Cover

Front Cover Advertising - This exclusive package gives you the opportunity for your company and your brand to dominate a particular issue and achieve the maximum impact in print, digital, online and email formats - £2,995.

Other

Inserts - Inserts start at only £595 per issue.

Front Cover Barn Doors

Cover Wraps

Inside Front Cover Gatefolds

Belly Bands

Spread Markers

Printed Poly Bags



Magazine Insert Rates

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

Front Cover Advertising

The front cover is the first thing our readers see and is the perfect opportunity to communicate directly with your target audience.

- A high impact solution
- Powerful and proven to be effective
- The ideal way to keep you at the forefront of our readers' minds
- The perfect way to increase brand awareness or showcase NPД



Disruptive Advertising

Disruptive creative flowing through editorial content leading the readers to a reveal ad.

- > Attention grabbing
- > An inventive way to engage with our readers
- > A great way to gain maximum impact



ALSO AVAILABLE:

- Front Cover Barn Doors
- Cover Wraps
- Inside Front Cover Gatefolds
- Belly Bands
- Spread Markers
- Printed Poly Bags

Website Advertising

13,384 users

WholesaleManager.co.uk launched in 2009, and for the last eleven years it has been the number one news platform for the UK wholesale and cash and carry industry.

Click here for prices.

Please contact Glen to discuss your online advertising on 0203 026 1860

Email Newsletter

17,254 subscribers

The Wholesale Manager newsletter is a round-up of all latest industry news from that issue. Banner advertising options are available.

Click here for prices.

Digital Edition Newsletter

17,254 subscribers

The digital edition of Wholesale Manager is emailed to our subscribers each issue, with a link to the latest digital version of the magazine. Banner advertising options are available.

Click here for prices.

Solus Email Campaign

17,254 recipients

A solus campaign is your opportunity to send your own bespoke branded email to the full Wholesale Manager email database.

Price on application.

Headline News Online

13,384 viewers

Your story will be the main headline news article at the top of the Wholesale Manager website and on the homepage for a total of 5 weeks. The price to be involved is £445.

Click here for prices.



Category Champions

WholesaleManager

Are you looking for a different way to get the message across about how your company leads the field in their market sector?

Show the wholesale industry what you have with a Category Champions package, which we will produce with your agency and your marketing people. We launched this package this summer and the response was very enthusiastic.



Package Includes:

- Depot visit and video
- DPS post-visit article in magazine
- Video and article on Wholesale Manager website for twelve months
- Strip ad on contents page driving traffic to the video on the website
- Solus e-shot to our email database to tell them about the video
- Skyscraper ad on our newsletter with a click-through to the video
- Skyscraper ad on the digital edition of the magazine with a click-through to the video

January

Editorial deadline: **Friday November 27th**

Ad Booking and Copy Deadline: **Friday December 18th**

Tobacco and Smokers' Accessories

Cigarettes, cigars, pipe tobacco and RYO products remain the biggest category in convenience stores.

Six Nations Rugby

A chance for wholesalers to offer drinks and snacks as consumers gather to watch the rugby.

World Food

Brits' tastes are more sophisticated, with consumers enjoying an incredible variety of cuisines from around the world.

Sports & Energy Products

Shaping up sales with energy drinks, protein bars and other products, which have gone from niche items sold in gyms and health clubs to mainstream retail bestsellers.

Category Management

This focused supplement will show how the leading suppliers are helping cash & carry depots get the best sales performance in each category. We will publish comments from suppliers and wholesalers on category growth and the major consumer trends driving sales, plus guidelines from the featured suppliers for wholesalers to maximise category sales in their depots and independent retailers to capture category sales in their stores. We will also detail what suppliers are doing to help wholesalers grow their sales.

February

Editorial deadline: **Friday January 8th**

Ad Booking and Copy Deadline: **Friday January 22nd**

IT

Apps, devices and hardware for the back office and warehouse to ensure efficient ordering, transaction processing and internal communication.

Big Night In

Millions of us prefer watching sports, films and TV to hitting the town, driving sales of sharing treats.

Petcare

With owners wanting more special moments with their pets, indulgence, treating and premiumisation are driving the category forwards.

Household, Hygiene & Paper Products

Laundry and cleaning products are essential household items which wholesalers should keep stocked up all year round.

Challenger Brands

Challenging the conventional wisdom of their categories, these dynamic brands offer wholesalers, retailers and consumers a genuine point of difference.

March

Editorial deadline: **Friday January 29th**

Ad Booking and Copy Deadline: **Friday February 19th**

Price Marked Packs

PMPs offer a great way for independent retailers and wholesalers to compete on price and give shoppers value for money.

Ice Cream & Frozen Food

Ice cream and frozen food are strong sellers in the convenience channel, as freezer stock items and for use immediately.

Biscuits & Cakes

Wholesalers can keep retailers supplied with a strong selection of affordable everyday treats from the big brands.

BBQ, Summer Food & Drinks

Making summer great for retailers and their customers, covering food, drink, sauces, equipment, fuel, lighters and more.

Sustainability

Sustainability is not only the ethical thing to do – it is essential to help businesses survive and thrive into the future.

April

Editorial deadline: **Friday February 26th**

Ad Booking and Copy Deadline: **Friday March 19th**

Food to Go

Consumers now want their food on the move, creating a big opportunity for independent retailers and their wholesale suppliers.

Plant Based Products

Plant based products are the food of the moment, with everyone from big retailers to pubs falling over themselves to offer them.

Hot Beverages

Hot beverages are becoming more diverse, including teas, coffees, hot chocolate, herbal teas and more.

Soft Drinks & Bottled Waters

This category covers both traditional carbonated drinks, a diverse range of bottled and flavoured waters and everything in between.

May

Editorial deadline: **Friday April 2nd**

Ad Booking and Copy Deadline: **Friday April 23rd**

Mints & Gums

Keeping consumers with fresh breath throughout the day, mints and gums earn their position on the counter.

UEFA Euro 2021

Better late than never, the football tournament will prove a massive sales boost for retailers and wholesalers.

Breakfast News

Hot news on food and drinks for the first meal of the day.

Beers, Wines & Spirits

Premiumisation is driving the alcohol market, with consumers choosing more expensive drinks.

June

Editorial deadline: **Friday May 7th**

Ad Booking and Copy Deadline: **Friday May 21st**

Next Generation Products (Vaping)

As more smokers quit tobacco, vaping sales are going through the roof.

Soft Drinks & Bottled Waters

Catch up on what's current in thirst quenching and hydration, from all the major players.

Bakery, Bread & Home Baking

From traditional bread to brioche and cake mixes.

Olympics

The biggest sporting event in the world, the Olympics is guaranteed to get wholesalers' tills ringing.

July

Editorial deadline: **Friday June 4th**

Ad Booking and Copy Deadline: **Friday June 25th**

Crisps & Snacks

The latest in crisps, snacks, nuts, cereal bars, fruit, nut and seed treats.

Confectionery

Catch up on all the latest in chocolate and sugar confectionery.

Chilled & Frozen, including Butters, Spreads and Margarines

Chilled and frozen products present a major opportunity for wholesalers to help retail and foodservice customers to grow their business.

Tobacco

Another look at cigarettes, cigars, pipe tobacco and RYO, products which despite legislative challenges remain the biggest category in convenience.

August

Editorial deadline: **Friday July 2nd**

Ad Booking and Copy Deadline: **Friday July 23rd**

Back To School

What to stock and what to sell to win sales from kids and their parents when the new term starts.

Big Night In

Another look at treats to make a night in special: food, drinks, snacks, sweets, chocolate and other goodies.

PMPs

Added-value packs from key brands that are proving to be even more popular in symbol and independent retailers across various categories. These assure shoppers they are getting value for money.

Ambient Groceries

Tinned and bottled groceries which for consumers are store cupboard essentials.

September

Editorial deadline: **Friday July 30th**

Ad Booking and Copy Deadline: **Friday August 20th**

Halloween & Bonfire Night

This season is getting bigger than ever and wholesalers can offer a range of goodies.

OTC & Winter Remedies

An update on medical products licensed for sale without prescription, including cough and cold treatments, painkillers and other strong sellers.

Hot Beverages

As the weather turns colder, consumers like to warm up with tea, coffee, herbal teas, malted and more.

Christmas Food & Drink

A round up of festive food and drinks, gift products, gift wrapping, decorations, confectionery and last minute essentials.

October

Editorial deadline: **Friday September 3rd**

Ad Booking and Copy Deadline: **Friday September 24th**

Batteries

A range of batteries are on the market to power toys, torches, shavers and other appliances.

Lunch & Food to Go

All the options for midday meals and food on the move.

CBD

Wholesalers can cash in on the range of CBD products on the market, ranging from edibles and oils to pills and creams, claiming to offer a wide variety of health benefits.

Confectionery

Another look at sales opportunities from chocolate, sugar, mints & gums and more.

November

Editorial deadline: **Friday October 1st**

Ad Booking and Copy Deadline: **Friday October 22nd**

Financial support

Making credit and cash flow more visible: easing cash flow and getting payments sooner: moving to a cashless business.

Sauces & Condiments

Helping wholesalers profit from kitchen and table favourites - mild to strong and cool to hot.

Crisps & Snacks

Another look at the latest in snacking products.

Breakfast News

Another look at how wholesalers and retailers can maximise the breakfast opportunity.

December

Editorial deadline: **Friday October 29th**

Ad Booking and Copy Deadline: **Friday November 19th**

Next Generation Products (Vaping)

Another look at the rapidly evolving vaping market.

Healthy Living

The latest food and drink products offering 'low/no', 'free from' and plant based alternatives to meat, alcohol, salt, sugar, gluten and more.

Easter Confectionery

Wholesalers can start offering Easter goodies from the beginning of January.

Foodservice Focus

How cash & carries can grasp the catering opportunity across the product categories.

Features List 2021

	January	February	March	April	May	June	July	August	September	October	November	December
Ambient Groceries								X				
Back To School								X				
Bakery, Bread & Home Baking						X						
Batteries										X		
BBQ, Summer Food & Drinks			X									
Beers, Wines & Spirits					X							
Big Night In		X						X				
Biscuits & Cakes			X									
Breakfast News					X						X	
Category Management	X											
CBD										X		
Challenger Brands		X										
Chilled & Frozen							X					
Christmas Food & Drink									X			
Confectionery							X			X		
Crisps & Snacks							X				X	
Easter Confectionery												X
Financial Support											X	
Foodservice Focus												X
Food to Go				X								
Halloween & Bonfire Night									X			
Healthy Living												X
Hot Beverages				X					X			
Household, Hygiene & Paper Products		X										
Ice Cream & Frozen Food			X									
IT		X										
Lunch & Food to Go										X		
Mints & Gums					X							
Next Generation Products (Vaping)						X						X
Olympics						X						
OTC & Winter Remedies									X			
Petcare		X										
Plant Based Products				X								
PMPs			X					X				
Sauces & Condiments											X	
Six Nations Rugby	X											
Soft Drinks & Bottled Waters				X		X						
Sports & Energy Products	X											
Sustainability			X									
Tobacco							X					
Tobacco and Smokers' Accessories	X											
UEFA Euro 2021					X							
World Food	X											

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For our terms & condition please visit: www.grandflame.co.uk/terms