

# WholesaleManager

## Media Pack & Features List **2024**

The Publication For UK Wholesale and Cash & Carry



# About

# WholesaleManager



**5,014 ABC Total Circulation**  
**(98.7% Controlled)**  
July 2021 to June 2022

With a total print circulation of 5,014, Wholesale Manager is the UK's highest ABC-audited circulation publication for the wholesale and cash & carry sector.

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

FMCG brands targeting retail and catering will find advertising in Wholesale Manager provides them with unequalled access to the biggest players in the UK wholesale sector.

The UK wholesale market is expected to grow by 2.6% by 2026 (6Wresearch). The sector supplies a huge variety of outlets including 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.

The wholesale channel is the route to more consumers than any other sector of the grocery market. With great range and margins, it gives brands access to high streets and local communities.

Our ever-evolving editorial content includes industry news, product news, category features and interviews with leading wholesalers and suppliers.

For more information on advertising and editorial opportunities in Wholesale Manager, please contact me.

I look forward to working with you in 2024.

**Glen Izzard - Publisher**

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*"Food and drink wholesale distribution makes a vital contribution to the UK economy, turning over £31 billion, employing nearly 90,000 people evenly across the country, and generating gross value added of £3.4 billion annually."*





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



## PRINT

5,014 ABC-audited copies are posted per issue



## DIGITAL

20,446 copies are emailed per issue



## WEBSITE

24,803 visitors to our website per month



## SOCIAL

5,169 followers across our social media channels





## PRINT

The **PRINT** edition of Wholesale Manager is ABC-audited and personally addressed and posted to 5,014 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 20,446 decision makers within the UK cash & carry and wholesale sector.



## WEBSITE

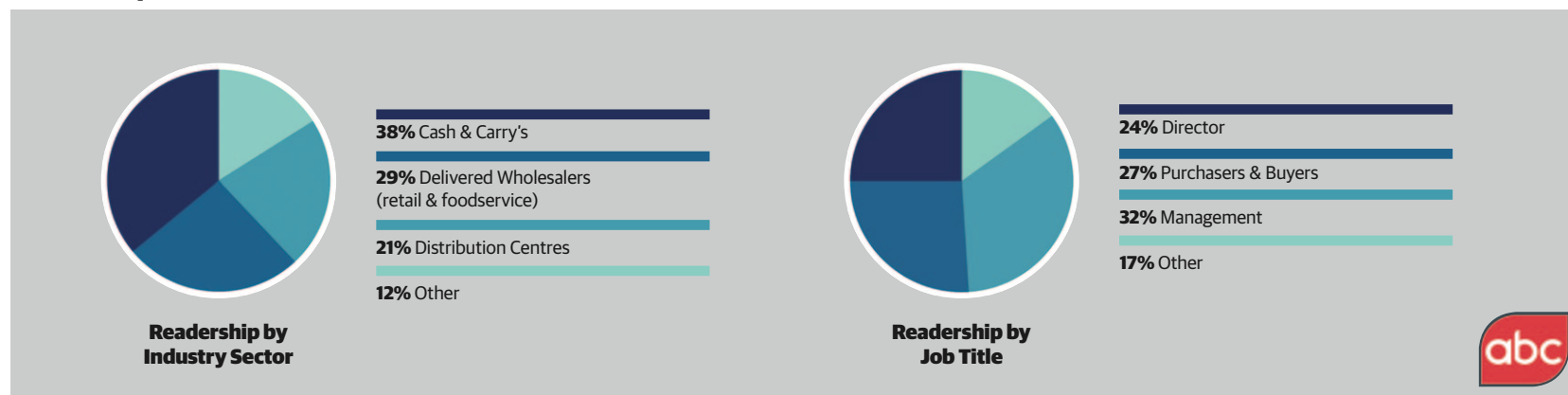
Visitors to WholesaleManager.co.uk have the opportunity to read the **DIGITAL** edition of the magazine. Current figures show that our website is visited by 24,803 unique users per month.



## SOCIAL

The **DIGITAL** edition is also available to our 5,169 followers, via all the major social media platforms, including twitter, instagram and LinkedIn.

### Readership & Circulation breakdown



## Magazine Advertising Rates

	1 issues	6 issues	12 issues
Double Page Spread	£3,315	£2,995	£2,835
Full Page	£1,970	£1,785	£1,665
Half Page	£1,395	£1,265	£1,200
Special Positions Available *** Please call for more details ***			

## Magazine Specifications

	Trim Size	Bleed Size
Double Page spread	420mm X 297mm	426mm X 303mm
Full Page	210mm X 297mm	216mm X 303mm
Half Page Vertical	105mm X 297mm	111mm X 303mm
Half Page Horizontal	210mm X 144mm	216mm X 150mm
Front Page	185mm X 200mm	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 - £3,495.





# Magazine Advertising

# WholesaleManager

## 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



## Other Advertising

Wholesale Manager offer a variety of alternative advertising. These include:

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



# Online Advertising

# WholesaleManager

## Website Advertising

**24,803 users**

WholesaleManager.co.uk launched in 2009, and for the last thirteen 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

**20,446 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

**20,446 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

**20,446 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

**24,803 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.

*Click here for prices.*





## Show the wholesale channel how your company leads the field in their category with a Category Champions package

We help you work with wholesalers to drive repeat purchase and activation in depot

### Magazine

DPS interview with a leading figure from your company and a strip advert on page 3

### Video

Professionally produced video hosted on YouTube and Wholesale Manager

### Solus

Solus e-shot with links to your video and interview sent out to our email database

### Online

Skyscraper adverts on our monthly and digital edition newsletters





## January

Editorial deadline: **Friday November 24th**

Ad Booking and Copy Deadline: **Friday December 15th**

### Tobacco and Smokers' Accessories

A look at the number one category in the convenience channel, including cigarettes, cigars, pipe tobacco and RYO products.

### Six Nations Rugby

Consumers will buy drinks and snacks to accompany their rugby watching, giving wholesalers the chance to cash in.

### World Food

Tastes have evolved and Brits now consume dishes from all over the world.

### Sports & Energy Products

Energy drinks and protein bars have moved out of gyms and health clubs to become a mainstream retail sector.

## February

Editorial deadline: **Friday January 5th**

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

### IT

Ordering, transaction processing and internal communication rely on having the right apps, devices and hardware in the warehouse and back office.

### Big Night In

Sharing snacks and drinks benefit from the Big Night In, where consumers gather indoors to watch sports, films and TV.

### Petcare

Indulgence, treating and premiumisation are helping grow the petcare category as owners spend more time with their pets.

### No and Low Alcohol

The no and low alcohol sector is booming as consumers seek alternatives to traditional alcoholic beverages.

## March

Editorial deadline: **Friday January 26th**

Ad Booking and Copy Deadline: **Friday February 16th**

### Price Marked Packs

PMPs give shoppers the assurance of value while allowing wholesalers and independent retailers to compete on price.

### Ice Cream & Frozen Food

Independent retailers are guaranteed to make a profit from ice cream as soon as the weather gets hot, while frozen food gives consumers the chance to stock up for the days ahead.

### Biscuits & Cakes

From cakes to biscuits, shoppers are looking for products to enjoy on their own or with their loved ones.

### BBQ, Summer Food & Drinks

Outdoor entertaining is bigger than ever, giving wholesalers the opportunity to cash in on sales of food, drink, sauces, equipment, fuel and lighters.

## April

Editorial deadline: **Friday February 23rd**

Ad Booking and Copy Deadline: **Friday March 15th**

### Lunch & Food to Go

Busy consumers demand to eat on the move, giving independent retailers and wholesalers the chance to cash in.

### Hot Beverages & RTD Cold Coffee

Hot beverages, including teas, coffees, hot chocolate and herbal teas, are growing in the convenience channel, while ready to drink cold coffee is also in growth.

### UEFA EURO 2024

The football tournament will prove a massive sales boost for retailers and wholesalers.

### Soft Drinks & Bottled Waters

Summer presents a huge opportunity for wholesalers to grow sales of carbonated drinks, juices and bottled and flavoured waters.

## May

Editorial deadline: **Friday April 5th**

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

### Buying Groups

Buying groups give wholesalers the chance to benefit from a massive combined buying power.

### Breakfast News

Widely viewed as the most important meal of the day, the number of in-home breakfast occasions is growing.

### Beers, Wines & Spirits

Alcohol sales are exploding, driven by premiumisation.

### Olympics 2024

Wholesalers can boost sales of snacks and drinks, as consumers gather to watch the tournament.

## June

Editorial deadline: **Friday May 3rd**

Ad Booking and Copy Deadline: **Friday May 17th**

### Reduced-Risk Products

Traditional retail has a great opportunity to grow vaping sales.

### Soft Drinks & Bottled Waters

It's time for wholesalers to stock up on refreshing soft drinks.

### Bakery, Bread & Home Baking

The bakery category, from traditional bread to brioche and cake mixes, is seeing its biggest growth in years.

### Confectionery

Confectionery is an acceptable indulgence, allowing shoppers to treat family and friends.

## July

Editorial deadline: **Friday May 31st**

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

### Crisps, Snacks & Nuts

The crisps, snacks and nuts segment is growing, driven by demand for larger pack formats.

### IT

Technology plays a major role in enabling wholesale businesses to continue trading and remain connected with customers and suppliers.

### Tobacco and Smokers' Accessories

Our second look of the year at the multi-billion pound tobacco market, including cigarettes, cigars, pipe tobacco and RYO.

### Plant Based Products

Plant-based products present a huge sales opportunity for wholesalers, with sales already storming in the convenience channel, and plenty of headroom for further growth.

## August

Editorial deadline: **Friday June 28th**

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

### Back To School

Back to school is the year's no.3 sales opportunity, while the school catering industry is also huge.

### Big Night In

Food, drinks, snacks, sweets and chocolate can make a night in more fun than a night out.

### Price Marked Packs

PMPs let shoppers know they are getting a fair deal and are considered by many retailers as a promotional mechanism.

### Household, Hygiene & Paper Products

Wholesalers can't go wrong by stocking laundry and cleaning products, essential household items.

## September

Editorial deadline: **Friday July 26th**

Ad Booking and Copy Deadline: **Friday August 16th**

### Halloween & Bonfire Night

The Halloween occasion represents a significant opportunity to grow sales, during what is now a key period in the UK retail calendar.

### OTC & Winter Remedies

Wholesalers can win from OTC brands such as cough and cold treatments and painkillers.

### Hot Beverages & RTD Cold Coffee

As autumn begins, hot bevs sales are set to soar.

### Christmas Food & Drink

With shoppers set to spend in December, the wholesale channel should maintain steady supplies well ahead of Christmas.



## October

Editorial deadline: **Friday August 30th**

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

### Batteries

With a third of batteries sold in the three months leading up to Christmas, wholesalers have a great opportunity to boost profits.

### Lunch & Food to Go

With a growing number of people eating on the move, wholesalers should ensure they appeal to shopper's needs.

### Chilled & Frozen, including Butters, Spreads and Margarines

Chilled and frozen foods continue to sell steadily because of their strong convenience appeal.

### Confectionery

Wholesalers cannot afford to ignore chocolate, sugar, mints and gums.

### Category Management

Our category management supplement will reveal how the top suppliers are providing cash & carry depots with the expertise to maximise the sales from each category. Suppliers and wholesalers will comment on how the category has grown and what trends are driving the growth. There will also be advice from suppliers on how to enhance category sales in-depot and for independent retailers to boost in-store profits. The supplement will also examine how suppliers are helping wholesalers grow sales.

## November

Editorial deadline: **Friday September 27th**

Ad Booking and Copy Deadline:

**Friday October 18th**

### Beers, Wines & Spirits

Alcohol sales are exploding, driven by premiumisation.

### Crisps, Snacks & Nuts

Crisps and snacks remain one of the largest core snacking categories.

### Breakfast News

Consumers are looking for quick, convenient and healthy breakfast options.

## December

Editorial deadline: **Friday October 25th**

Ad Booking and Copy Deadline:

**Friday November 15th**

### Reduced-Risk Products

Another review of the dynamic, innovative market for vaping products.

### Healthy Living

Demand has increased for meat free products and plant-based alternatives as sustainability and looking after your diet continues to remain a priority for consumers.

### Easter Confectionery

Wholesalers should be stocking Easter products from the start of January.

### Foodservice Focus

All you need to know about maximising the catering opportunity.

# Features List 2024

# WholesaleManager

	January	February	March	April	May	June	July	August	September	October	November	December
Back To School								X				
Bakery, Bread & Home Baking						X						
Batteries										X		
BBQ, Summer Food & Drinks			X									
Beers, Wines & Spirits					X						X	
Big Night In		X						X				
Biscuits & Cakes			X									
Breakfast News					X						X	
Buying Groups					X							
Category Management										X		
Chilled & Frozen										X		
Christmas Food & Drink									X			
Confectionery						X				X		
Crisps, Snacks & Nuts							X				X	
Easter Confectionery												X
Foodservice Focus												X
Halloween & Bonfire Night									X			
Healthy Living												X
Hot Beverages & RTD Cold Coffee				X					X			
Household, Hygiene & Paper Products								X				
Ice Cream & Frozen Food			X									
IT		X					X					
Lunch & Food to Go				X						X		
No and Low Alcohol		X										
Olympics 2024					X							
OTC & Winter Remedies									X			
Petcare		X										
Plant Based Products							X					
Price Marked Packs			X					X				
Reduced-Risk Products						X						X
Six Nations Rugby	X											
Soft Drinks & Bottled Waters				X		X						
Sports & Energy Products	X											
Tobacco and Smokers' Accessories	X						X					
UEFA EURO 2024				X								
World Food	X											

# Our Team

# WholesaleManager



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**For our terms & condition please visit:** [www.grandflame.co.uk/terms](http://www.grandflame.co.uk/terms)