



# Scottish Grocer

and CONVENIENCE RETAILER

[www.scottishgrocer.co.uk](http://www.scottishgrocer.co.uk)



# WHO ARE WE?

**Scottish Grocer and Convenience Retailer** is the number one ABC audited title circulating exclusively in Scotland for the grocery and convenience sector.

As the leading monthly title, Scottish Grocer serves the supermarket, discounter, convenience and wholesale sector in Scotland. It is distributed free of charge to c.8000 retailers of independent businesses (convenience, newsagents, off licences and forecourts), symbol retailers (independent and company owned), head offices of symbol groups, supermarkets, discounters and wholesalers – direct to those with buying responsibility and influence on decision making processes.

National titles do not have blanket coverage of the Scottish market. Campaigns must include Scottish Grocer in conjunction with national titles – whose content and focus is on England and Wales – to guarantee UK wide coverage of every single valuable retailer.

Launched in 1928, Scottish Grocer has grown with the trade. We can help you grow in an increasingly noisy environment by providing targeted coverage of Scotland.



**CIRCULATION**  
7,980  
ABC AUDITED

**WEBSITE VIEWS**  
15,000  
AVG. PER MONTH

**FOLLOWERS**  
4918

**SCOTTISH GROCER AWARDS**  
525  
2019 ATTENDEES

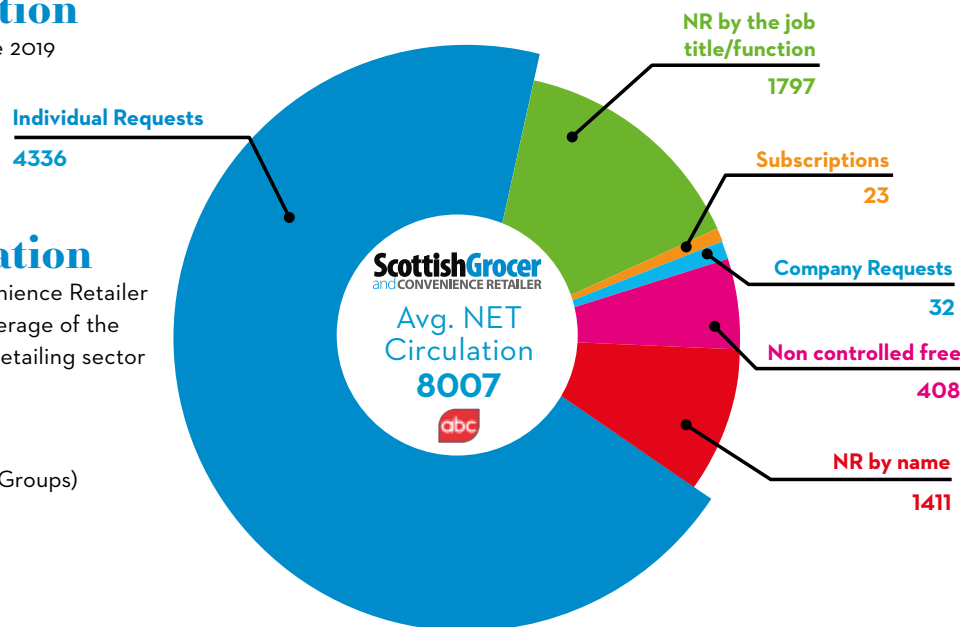
## Total circulation

Audited July 2018 to June 2019

## Print Circulation

Scottish Grocer & Convenience Retailer gives comprehensive coverage of the convenience and grocer retailing sector reaching:

- Convenience & Impulse (Independent & Symbol Groups)
- Multiple Grocery
- Forecourts
- Wholesalers
- Off Licences
- Discounters



# FEATURES 2020

## JANUARY

- Bottled Water
- Dairy Based Drinks
- Free From
- Healthy Snacking
- Low and No Sugar
- New Year New Fascia
- Nicotine
- Shopfitting
- Confectionery
- Whisky and Burns Night
- Yogurt
- Veganuary
- Hot Beverages

## FEBRUARY

- Beer and Cider
- Breakfast (FTG, cereals, bars, bakery, porridge)
- Easter
- Filters, Papers and Lighters
- Forecourts
- Spring cleaning
- Ice Cream and Frozen Desserts
- Milk
- Mints and Gums
- Price-Marked Packs
- Sports and Nutrition

## MARCH

- Bread and Bakery
- Chocolate
- Coffee
- Dairy
- Food To Go and Snacking
- Gin
- Technology
- Licensing Lawyers
- Sustainability
- Summer Soft Drinks
- Vapril (e-cigarettes)
- Wholesale

## APRIL

- Bagged Confectionery
- BBQ
- Best of Scottish Food and Drink
- Frozen
- Functional and Energy
- Nicotine
- Spirits and Premium Mixers
- Tea & Biscuits
- Young Adult Brands & RTDs
- Scottish Grocer Awards Review

## MAY

- Big Night In
- Cider
- Euro 2020
- Filters, Papers and Lighters
- Healthier Choices
- Off Trade Top 50 in Scotland
- Price-Marked Packs
- Meal for Tonight
- Soft Drinks
- World Food and Drink

## JUNE

- Chocolate
- Free From
- Household Paper
- Meat Snacks
- Oral Care
- Summer Drinks
- Training
- Yogurts and Desserts
- Fascia and Franchise Supplement

## JULY

- Chilled
- Coffee
- Confectionery
- Food to Go
- Forecourts
- Functional and Energy
- Nicotine
- Shopfitting
- Spirits and Premium Mixers

## AUGUST

- Back to School
- Big Night In
- Frozen
- Lunchbox
- Pasta, Rice and Noodles
- Premium Soft Drinks
- Scottish Food and Drink Fortnight
- Vodka and Gin
- **Convenience Guide 2020 - supplement on category, fascia and advice**

## SEPTEMBER

- Beers and Lagers
- Bottled Water
- Breakfast
- Chocolate
- Food To Go and Snacking
- Halloween
- Hot Beverages
- Milk and Milk Drinks

## OCTOBER

- Batteries
- Christmas Gifting
- Forecourts
- Franchise and In-store Concessions
- Free From
- Functional and Energy Drinks
- Ice Cream
- Nicotine
- Price-Marked Packs
- Technology
- Winter Remedies

## NOVEMBER

- Biscuits and Cakes
- Bread and Bakery
- Chilled
- Christmas Drinks
- Crisps and Nuts
- Christmas confectionery
- Easter Preview
- Filters, Papers and Lighters
- Wholesalers
- Stocking up for Christmas

## DECEMBER

- 2021 Must Stocks
- Annual Scottish Brands Review
- Christmas and New Year Drinks
- Christmas top up
- Veganuary





# RATE CARD 2020

## Display

Size	Cost
<b>Double Page Spread</b>	£4300
<b>Full Page</b>	£2000
<b>Half Page</b>	£1300
<b>Quarter Page</b>	£795
<b>Quarter Page Strips/Columns</b>	£795
<b>1/2 DPS</b>	£2300
<b>1/2 Page Bookend (one)</b>	£1500
<b>1/4 Page Bookend (one)</b>	£900
<b>Headline Page Solus</b>	£1200
<b>Front Cover</b>	£3500
<b>Inside Front Cover</b>	£2700
<b>Outside Back Cover</b>	£3000
<b>Cover Gatefold</b>	£10500
<b>Four Page Cover Wrap</b>	£11760
<b>Printed Poly Bag</b>	£5454
<b>Guaranteed Position</b>	10%
<b>Advertorial</b>	30%
<b>Special Creative</b>	On Application

Inserts: From as little as £1250  
Dependent on weight & circulation

## Online

Execution	Frequency	Cost
<b>Side Bars</b>	Fortnight	£1000
	Month	£1550
<b>Banner</b>	Fortnight	£750
	Month	£1250
<b>MPU</b>	Fortnight	£500
	Month	£1000
<b>FULL SITE TAKEOVER</b>		
<b>Banner, MPU &amp; Side Bars</b>	Fortnight	£2000
	Month	£3500
<b>Billboard</b>	Fortnight	£1000
	Month	£1550
<b>Popover Ad</b>	Fortnight	£2000
	Month	£3000
<b>Video Sponsorship</b>	From £1500	

## Classified

Size	1-6 issues	6-12 Issues	13+ Issues
<b>1/8 Page</b>	£300	£250	£200
<b>1/4 Page</b>	£510	£400	£300
<b>1/2 Page</b>	£920	£710	£510
<b>Full Page</b>	£1545	£1230	£920

Please request a spec guide for sizing and technical requirements.

Production Contact: **Caroline Maciver** | Production Manager | 0141 567 6063 | [caroline.maciver@peeblesmedia.com](mailto:caroline.maciver@peeblesmedia.com)

# SCOTTISH GROCER AWARDS

For 2021 sponsorship opportunities contact Amy Knox on 0141 567 6033 before July 2020.

- ▶ The Entrepreneur Award
- ▶ Best New Store Award
- ▶ Post Office Retailer of the Year
- ▶ Best Soft Drinks Outlet of the Year
- ▶ Tobacco Accessories Retailer of the Year
- ▶ Bakery Retailer of the Year
- ▶ Dairy Award
- ▶ Industry Achievement Award
- ▶ Independent Retailer of the Year
- ▶ Community Retailer of the Year
- ▶ Spirits Retailer of the Year
- ▶ Tobacco Retailer of the Year
- ▶ Innovation Award
- ▶ Food-To-Go Award
- ▶ Forecourt Retailer of the Year
- ▶ Chilled Retailer of the Year
- ▶ Symbol Store of the Year
- ▶ Health Promoting Retailer of the Year
- ▶ Family Business of the Year
- ▶ Technology & Digital Engagement Award

*Bespoke categories are available*



## Supported by



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