

# ULSTER GROCER

Over 47 years at the heart of the Northern Ireland food industry

## MEDIA PACK 2019

Since it was founded in 1972, Ulster Grocer has been widely recognised and respected as the definitive voice of the Northern Ireland food retailing industry for the last 45 years.

Covering all aspects of the trade from production to processing and supply, with a particular focus on retailing, Ulster Grocer offers an authoritative and comprehensive insight to the grocery trade in Northern Ireland.

### Ulster Grocer and Audit Bureau of Circulation:

Latest ABC figures state that Ulster Grocer has an average net circulation of 5,846 per edition (1 July 2017 to 30 June 2018 – 11 editions per year).

It is important to note that we have a 100% controlled circulation and we are the only NI grocery magazine within Northern Ireland with a controlled percentage. This is sent to individuals who have requested to receive our publication on a monthly basis and have a genuine interest in its content.

## DEADLINES 2019

EDITION	EDITORIAL	ADVERTISING
FEBRUARY	11/01/19	18/01/19
MARCH	15/02/19	22/02/19
APRIL	15/03/19	22/03/19
MAY	12/04/19	19/04/19
JUNE/JULY	24/05/19	31/05/19
AUGUST	12/07/19	19/07/19
SEPTEMBER	16/08/19	23/08/19
OCTOBER	13/09/19	20/09/19
NOVEMBER	11/10/19	18/10/19
DECEMBER	15/11/19	22/11/19
JANUARY YEARBOOK	29/11/19	29/11/19

## ADVERTISING RATES 2019

### ROP ADVERTISING RATES (per insertion)

Double Page Spread	£2,800
Full Page	£1,785
Half Page	£1,260
Third Page	£985
Quarter Page	£630
Sponsorship Strip	£200
New product insertions	£250
Shelf Life	

### SPECIAL POSITIONS (per insertion)

Front & Back Cover	£4,600
Front Cover	£2,900
Back Cover	£2,300
Inside Front Cover	£1,890
Inside Back Cover	£1,810
All 'Special Positions' include logo/ small advert with links on our website.	

### SPECIAL FORMATS

Supplements, gatefolds, inserts, flaps, tab-ons etc...  
(Rates available on request)

### SPONSORSHIP

Sponsorship of features and special promotions  
(Rates available on request)

### CLASSIFIEDS

A classified advert runs for the full year and you simply won't find a more consistent, reliable, cost-effective and effective way to reach the trade in Northern Ireland.

Full column classified advert:	£2000 per annum
½ column classified advert:	£1000 per annum
¼ column classified advert:	£500 per annum

### WALLPLANNER

Banner advert:	£1000
Box advert:	£500

### DIGITAL

Website Advert	£175 per month
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All prices are quoted excl. of VAT.

## ADVERT TYPE

## ADVERT DIMENSIONS

<b>FULL PAGE A4 ADVERT BLEED</b> Includes 5mm bleed all round (Trim Size: 210mmW x 297mmH) (Safe Area: 5mm in from Trim all round)	220mmW x 307mmH
<b>DOUBLE PAGE SPREAD ADVERT BLEED</b> Includes 5mm bleed all round (Trim Size: 420mmW x 297mmH) (Safe Area: 5mm in from Trim all round)	430mmW x 307mmH
<b>1/2 PAGE HORIZONTAL ADVERT</b>	180mmW x 130mmH
<b>1/2 PAGE VERTICAL ADVERT</b>	85mmW x 267mmH
<b>1/2 PAGE VERTICAL ADVERT BLEED</b> Includes 5mm bleed all round (Trim Size: 100mmW x 297mmH) (Safe Area: 5mm in from Trim all round)	110mmW x 307mmH
<b>1/4 PAGE VERTICAL ADVERT</b>	85mmW x 130mmH
<b>1/4 PAGE HORIZONTAL ADVERT</b>	180mmW x 65mmH
<b>1/3 PAGE VERTICAL ADVERT BLEED</b> Includes 5mm bleed all round (Trim Size: 70mmW x 297mmH) (Safe Area: 5mm in from Trim all round)	80mmW x 307mmH
<b>1/3 PAGE HORIZONTAL ADVERT</b>	180mmW x 85mmH
<b>SPONSORSHIP HORIZONTAL STRIP ADVERT</b>	180mmW x 30mmH
<b>SPONSORSHIP HORIZONTAL STRIP ADVERT BLEED</b> 5mm bleed all round (Trim Size: 210mmW x 30mmH) (Safe Area: 5mm in from Trim all round)	220mmW x 40mmH

## CLASSIFIED ADVERT SIZES

ADVERT TYPE	ADVERT DIMENSIONS
<b>1 COLUMN ADVERT</b>	57mmW x 267mmH
<b>1/2 COLUMN ADVERT</b>	57mmW x 130mmH
<b>1/4 COLUMN ADVERT</b>	57mmW x 60mmH

### SUPPLYING ARTWORK

- If submitting copy as a computer generated file, please supply as a **flattened PDF, JPG or EPS**.
  - **ALL IMAGES** received must be of high quality resolution - **300dpi or higher**
    - Colour mode **CMYK**
  - Assistance with copy preparation is freely available if required.

### CONTACTS:

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