

ULSTER GROCER

MEDIA PACK 2020

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 **5,444 per edition (1 July 2018 to 30 June 2019 – 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 2020

| ISSUE | EDITORIAL | ADVERTISING | ON SHELF |
|------------|-----------|-------------|----------|
| FEBRUARY | 17/01/20 | 24/01/20 | 10/02/20 |
| MARCH | 14/02/20 | 21/02/20 | 09/03/20 |
| APRIL | 13/03/20 | 20/03/20 | 06/04/20 |
| MAY | 17/04/20 | 24/04/20 | 04/05/20 |
| JUNE/JULY | 29/05/20 | 05/06/20 | 22/06/20 |
| AUGUST | 10/07/20 | 17/07/20 | 03/08/20 |
| SEPTEMBER | 14/08/20 | 21/08/20 | 07/09/20 |
| OCTOBER | 11/09/20 | 18/09/20 | 05/10/20 |
| NOVEMBER | 09/10/20 | 16/10/20 | 02/11/20 |
| DECEMBER | 13/11/20 | 20/11/20 | 07/12/20 |
| JANUARY YB | 27/11/20 | 27/11/20 | 04/01/21 |

ADVERTISING RATES 2020

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 |
|----------------|----------------|

All prices are quoted excl. of VAT.

ADVERT TYPE

ADVERT DIMENSIONS

| | |
|---|-----------------|
| FULL PAGE A4 ADVERT BLEED Includes 5mm bleed all round (Trim Size: 210mmW x 297mmH) (Safe Area: 5mm in from Trim all round) | 220mmW x 307mmH |
| DOUBLE PAGE SPREAD ADVERT BLEED Includes 5mm bleed all round (Trim Size: 420mmW x 297mmH) (Safe Area: 5mm in from Trim all round) | 430mmW x 307mmH |
| 1/2 PAGE HORIZONTAL ADVERT | 180mmW x 130mmH |
| 1/2 PAGE VERTICAL ADVERT | 85mmW x 267mmH |
| 1/2 PAGE VERTICAL ADVERT BLEED Includes 5mm bleed all round (Trim Size: 100mmW x 297mmH) (Safe Area: 5mm in from Trim all round) | 110mmW x 307mmH |
| 1/4 PAGE VERTICAL ADVERT | 85mmW x 130mmH |
| 1/4 PAGE HORIZONTAL ADVERT | 180mmW x 65mmH |
| 1/3 PAGE VERTICAL ADVERT BLEED Includes 5mm bleed all round (Trim Size: 70mmW x 297mmH) (Safe Area: 5mm in from Trim all round) | 80mmW x 307mmH |
| 1/3 PAGE HORIZONTAL ADVERT | 180mmW x 85mmH |
| SPONSORSHIP HORIZONTAL STRIP ADVERT | 180mmW x 30mmH |
| SPONSORSHIP HORIZONTAL STRIP ADVERT BLEED 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 |
|--------------------------|-------------------|
| 1 COLUMN ADVERT | 57mmW x 267mmH |
| 1/2 COLUMN ADVERT | 57mmW x 130mmH |
| 1/4 COLUMN ADVERT | 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.

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