

ULSTER GROCER

MEDIA PACK 2021

Ulster Grocer has been widely recognised as the definitive voice of the Northern Ireland food retailing industry for over 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.

As well as retailers, it is distributed to key players in food and drink production, processing and manufacturing; supply, wholesale and logistics; government departments and agencies; and trade organisations and colleges throughout Northern Ireland.

Ulster Grocer is audited by KPMG as publishing 5,287 copies on average per month over July 2019 to June 2020. KPMG have performed procedures over Newspaper Circulation, which are defined by Independent News & Media, and were performed in accordance with the International Standard on Related Services 4400 Engagements to perform agreed upon procedures regarding financial information, published by the International Auditing & Assurance Standards Board.

DEADLINES 2021

ISSUE	EDITORIAL	ADVERTISING	ON SHELF
FEBRUARY	15/01/21	22/01/21	08/02/21
MARCH	12/02/21	19/02/21	08/03/21
APRIL	12/03/21	19/03/21	05/04/21
MAY	09/04/21	16/04/21	03/05/21
JUNE/JULY	28/05/21	04/06/21	21/06/21
AUGUST	09/07/21	16/07/21	02/08/21
SEPTEMBER	13/08/21	20/08/21	06/09/21
OCTOBER	10/09/21	17/09/21	04/10/21
NOVEMBER	08/10/21	15/10/21	01/11/21
DECEMBER	12/11/21	19/11/21	06/12/21
JANUARY YB	26/11/21	26/11/21	03/01/22

ADVERTISING RATES 2021

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.

CONTACTS:

Editor: Alyson Magee, Tel: 028 9026 4268
Email: a.magee@independentmagazinesni.co.uk
www.ulstergrocer.com

Sales Manager: Chris Keenan, Tel: 028 9026 4267
Email: c.keenan@independentmagazinesni.co.uk
www.ulstergrocer.com