



# Media Information



# William Reed

INFORMING BUSINESS GROWTH

**We are William Reed**, the specialist B2B media, business intelligence and events group dedicated to helping businesses succeed.

Our diverse portfolio of category-leading brands serves a global audience of over 2M monthly users, supported by sector-specific insights & research, up-to-the-minute digital media and cutting-edge customer solutions.

We believe in the value of shared intelligence for both customers and brands alike, informing business growth through collaboration & innovation.

▶ [Who we are](#)

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**The Grocer**

**FOOD SPARK**  
IGNITING INNOVATION

THE inspiration for pub success since 1994  
**MORNING ADVERTISER**

**MCA.**  
Eating and drinking out market insight.



**FOOD**  
manufacture

**MTJ**

**FOOD**  
navigator.com

**Feed**  
navigator.com

**him**

**British BAKER**

**NUTRA**  
ingredients.com

THE WORLD'S  
**50 BEST**  
RESTAURANTS



**GENERATION NEXT...**  
THE FUTURE STARS OF HOSPITALITY

# William Reed

INFORMING BUSINESS GROWTH



**2.2m**  
REACH

Over 2 million monthly unique users/readers/touch-points across the group, providing great reach for brands and customers alike



**33**  
BRANDS

Market-leading and award-winning brands offering a range of insights, research, events and other digital initiatives supported by unique sector knowledge



**90**  
EVENTS

A range of events across key sectors such as food & drink, retail, grocery, ingredients, health, nutrition, cosmetics and hospitality



**8**  
MARKETS

Category-leading brands across 8 key markets with sector-specific insights and opportunities



**4**  
CONTINENTS

A global group to help your business market itself internationally across key geographies

# The UK's leading food title for convenience

“ *The UK convenience sector is constantly evolving to meet the needs of its customers and demands coverage to match. Every piece of content on ConvenienceStore.co.uk is designed to inform, inspire and help retailers grow their business in this fast-paced and often challenging market. From new product and category information to best practice store profiles and our dedicated helpline Dear Jac, our industry coverage makes retailers the priority at all times.* ”

Aidan Fortune  
Editor, [conveniencestore.co.uk](https://conveniencestore.co.uk)



# An unrivalled source of business information for the UK convenience community

“ *I think Convenience Store is one of the leading brands in the country. It is far more engaging than any other I have seen. It engages with retailers in a very positive way.* ”

Arjan Mehr  
Londis Stores, Bracknell

**Londis**

“ *Convenience Store website is good at letting you know what is happening in the industry day to day. It gives me information to help me think about what I want to do with my business in the future.* ”

Siva Thievanayagam  
Nisa Store, Peterborough

**Nisa**





# Why Convenience Store?

Convenience Store leads the market in providing an essential source of business information for UK convenience retailers.

Its unrivalled coverage of retail and business news and features plus the exclusive “Dear Jac” column providing retail advice and solutions give it a unique role in helping independent retailers grow their business.

With daily online news and analysis and 3 weekly newsletters, Convenience Store provides retailers with insight and inspiration when and how they want it. No wonder that Convenience Store is the most valued source of convenience news and information.\*

\* WRBM survey of convenience retailers July 2020, respondents most valued source of convenience news and information



**70.5k**  
UNIQUE MONTHLY USERS\*



**15.7k**  
EMAIL SUBSCRIBERS



**7.1k**  
ANNUAL ATTENDEES TO OUR  
FACE-TO-FACE EVENTS



**12.7k**  
COMBINED SOCIAL FOLLOWERS

\*Monthly average for the period January – June 2020

# Convenience retailers use digital platforms as their main information source



96% of convenience retailers use online tools to run their business



70+% of retailers are using online tools to find and buy products and services

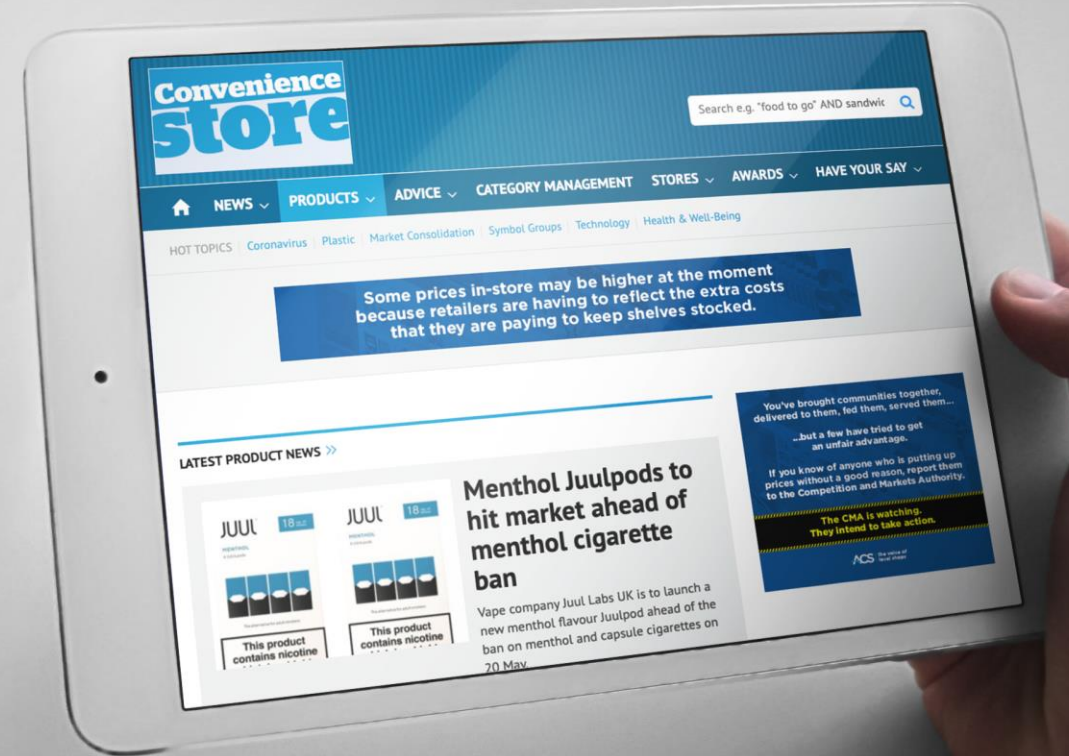


64% of convenience retailers receive their convenience news and information via digital platforms



# Conveniencestore.co.uk has...

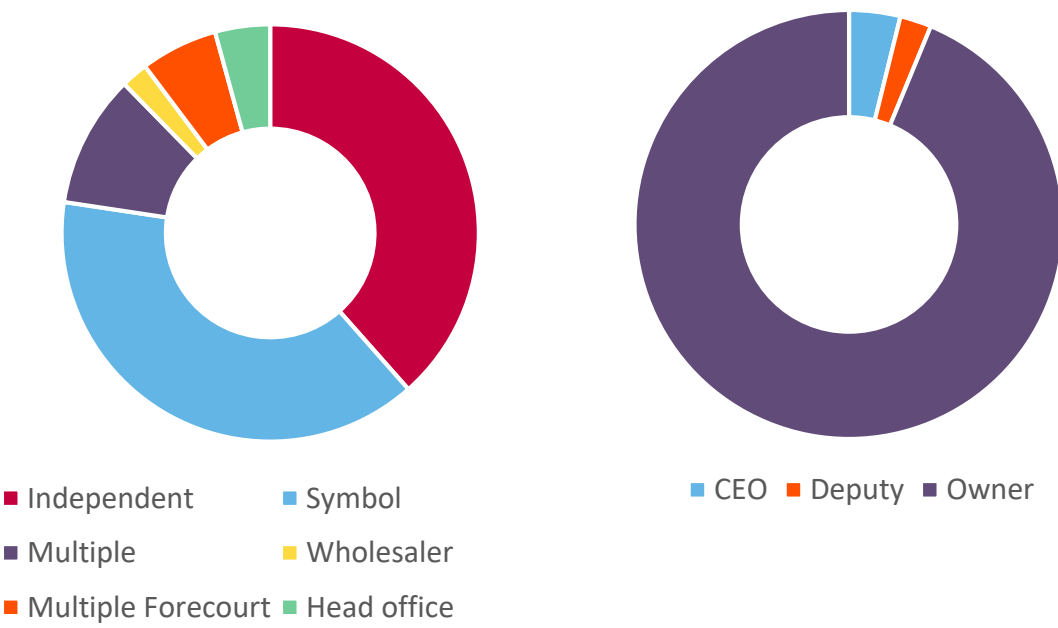
- The largest digital audience in convenience
- The most valued source of news and information by convenience retailers by far
- The largest UK audience in convenience
- The highest share of online audience for convenience content
- The highest share of convenience audience on Facebook, the most popular social media platform among convenience retailers
- An 83% growth in audience in the last five years and is up by 46% alone in 2020





# Convenience Store's audience

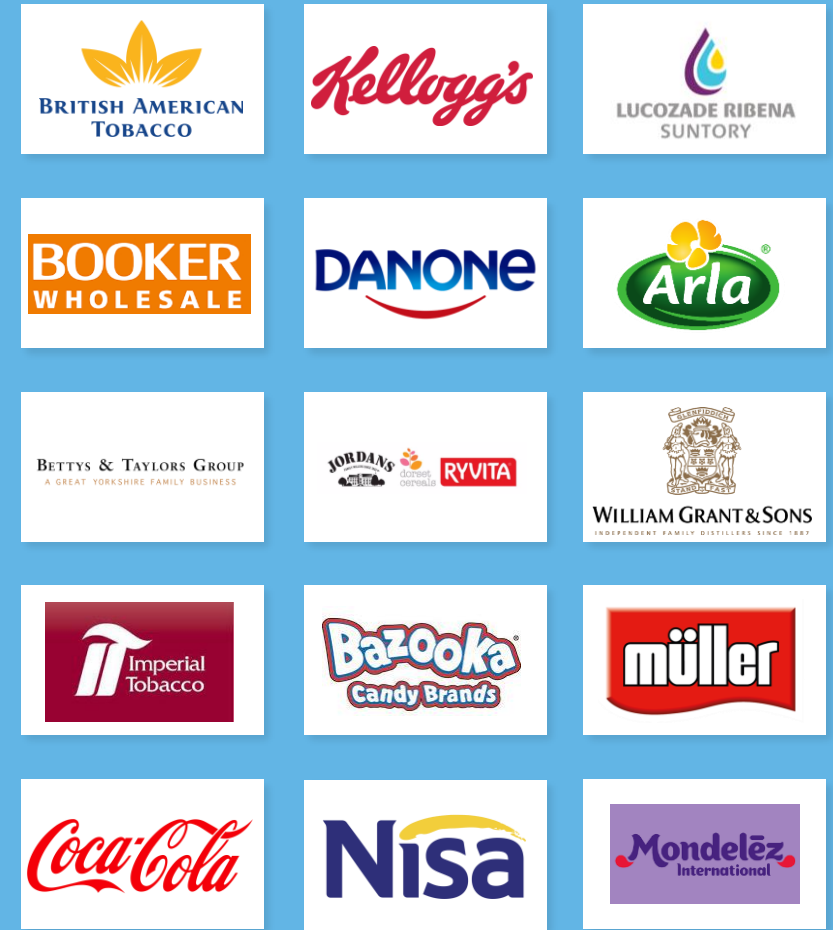
Convenience Store's audience covers the entire convenience sector, from unaffiliated independent and symbol fascia retailers to senior decision makers at multiple, symbol group and wholesaler head offices



# Key FMCG clients & partners

Convenience Store works with a wide range of companies in helping them grow their sales in the convenience channel.

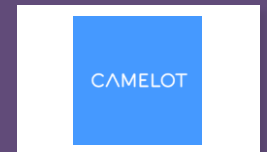
From some of the world's largest FMCG brands and specialist SMEs, Convenience Store plays a vital role in helping grocery brands increase sales and distribution of their products across the UK convenience channel.



# Key clients & partners in grocery business services

Convenience Store's highly engaged audience of independent retailers and business owners is a crucial target audience of business decision makers.

From symbol groups and wholesalers to business services companies, Convenience Store plays a vital role in helping companies promote their businesses, widen their retailer network and increase the sales of their services.



# PLATFORM OVERVIEW

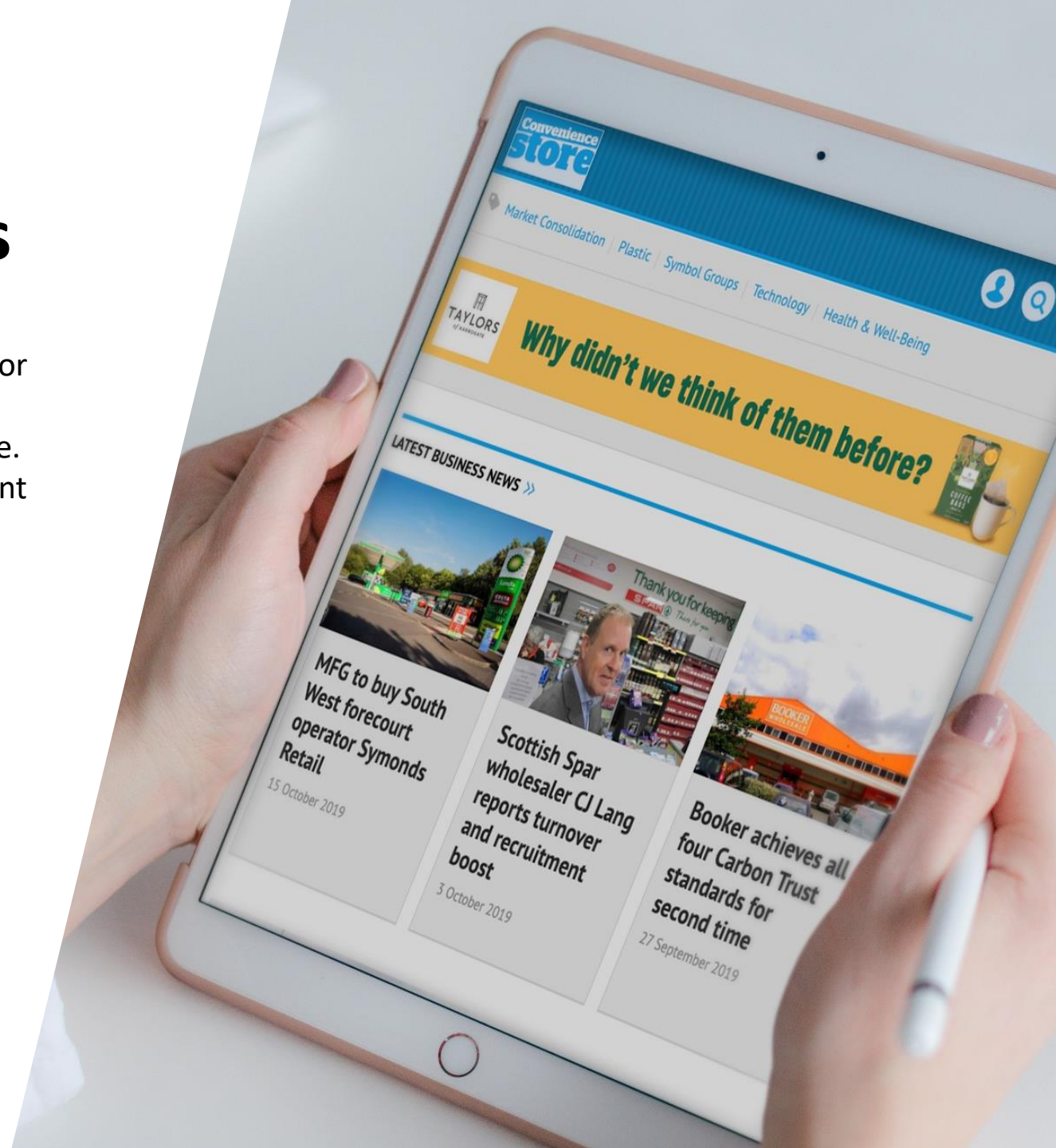




# The website and newsletters

[www.conveniencestore.co.uk](http://www.conveniencestore.co.uk) is the essential daily news source for proactive store owners looking to stay informed of the latest developments in convenience and the wider grocery marketplace. Actively encouraging debate and interaction with our independent and trusted content, the website is a vital tool for convenience decision makers to keep abreast of the most important news.

The website and email newsletters offers suppliers and service providers an unrivalled range of marketing channels, which will ensure your brand messages reach the decision makers who matter.





# The Convenience Awards

The Convenience Retail Awards and HIM Awards are combining forces in 2020 to create one major event which champions the convenience sector in its entirety.

The Convenience Awards will be the leading awards in convenience, recognising, rewarding and celebrating excellence, bringing together up to 500 attendees from across the convenience supply chain, from independent retailers to symbol group leaders and suppliers.

Sponsorship of this new event will position your company as a key partner for UK convenience, an unrivalled opportunity to promote your brand to and network with the industry's leading convenience players.

Opportunities include category sponsorship and brand activation.



# The Convenience Conference

The Convenience Conference will bring together 250 of the leading retailers, wholesalers symbol groups, suppliers and service provider from the convenience sector. As the leading conference in the convenience sector it will cover the most up to date insight in addition to industry influencing experts sharing their strategies for success.

Sponsorship of this Conference will position your brand as a major player in UK convenience, giving you an unrivalled opportunity to build and enhance new relationships to help your brand grow.

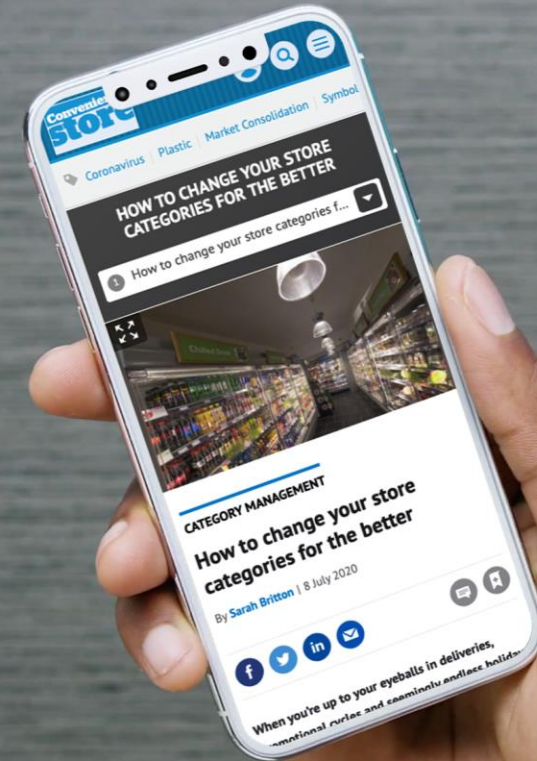
Sponsorship options include branding and exhibition opportunities.



# Digital marketing opportunities

Convenience Store's wide range of marketing opportunities mean that, whoever you need to influence and whatever your objective, we have a solution to help:

- Growing sales and distribution of your products
- Promoting your brand to convenience retailers
- Communicating your expertise as a category leader
- Generating valuable engagement with independent retailers
- Networking with industry's leading convenience players

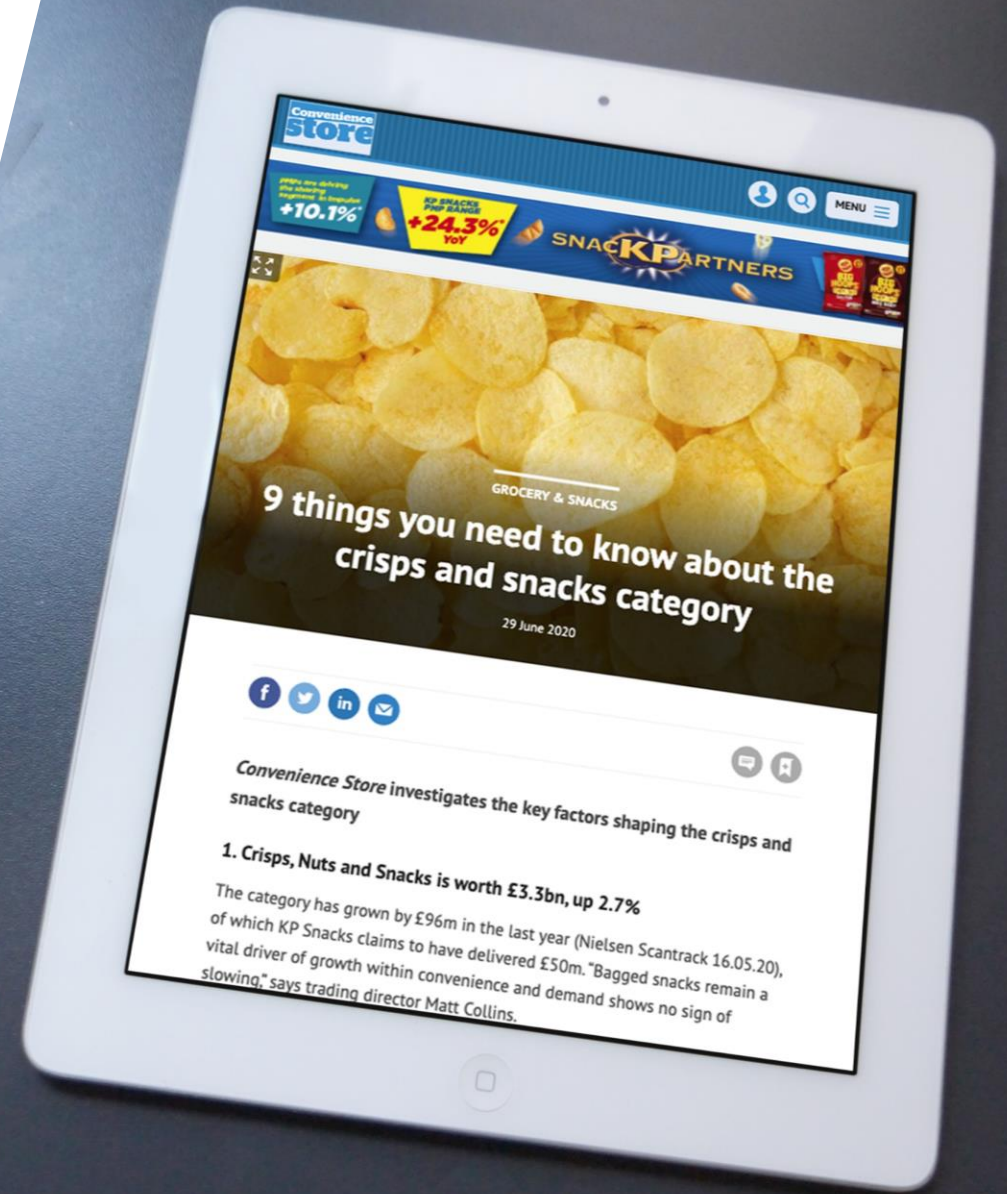




# Be front of mind with independent retailers every day

Achieve daily brand awareness with independent retailers with our growing portfolio of digital marketing options:

- Display advertising
- Promotional features
- Homepage takeovers and background banners
- Newsletter leader boards and MPUs and text advertisements
- Category tutorials
- Sponsored videos



# Align your brand with excellence and build your network

Promote your business as a key partner in the convenience channel, introduce your product to retailers and grow your business network with ambitious and entrepreneurial independent retailers through Convenience Store's prestigious events.





# ADVERTISING RATES 2020



## **Website:**

Top Superleaderboard	£710
MPU	£820
Half page	£1100
Billboard	£1585
Background Banners	£960
Video content in display ads	+25%

## **Newsletter:**

Leaderboard:	£830
Text ad:	£730
MPU:	£730
Half page:	£890

## **Digital packages:**

Leaderboard on website and newsletter:	£1385
MPU on website and newsletter:	£1395

## **Lead generation and thought**

### **leadership opportunities:**

Instore brand sales advice video:	from £4995
Promotional feature:	from £2995
Retailer competitions/lead generation/ downloads:	from £2995
Instore category management content:	from £2995
Instore brand activation content:	from £4995
Webinars/podcasts:	POA

## **Event sponsorship:**

The Convenience Awards:	from £10,000
The Convenience Conference:	from £6000
C-Store Champions Lunch:	from £6500

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# FEATURES LIST 2020



- May 29 – Summer Soft Drinks
- June 12 – Summer Drinks (alcohol)
- June 26 – Crisps and Snacks
- July 31 – Home Cooking
- Aug 7 – Home Baking
- Aug 14 – Franchise & Fascia
- Aug 21 – Food to go
- Aug 28 – Soft Drinks: Focus on Sports & Energy
- Sept 4 – Vaping
- Sept 11 – Tobacco

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