



Digital marketing opportunities



The UK's leading food title for convenience

“ *Retailers can no longer wait a fortnight to get their information, they need it straight away and delivered in a way that's easy for them to digest and put into action. 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 product news and category information to retailer profiles and our helpline Dear Jac, we put the retailer first at all times and make sure they have the information they need to succeed at their fingertips.* ”

Aidan Fortune

Editor, conveniencestore.co.uk



Why Convenience Store?

Convenience Store leads the market in providing up-to-the-minute, essential business information for UK convenience retailers.

With daily online news and analysis and daily newsletters, readers now have instant access to information impacting their business when they need it, without needing to wait a fortnight for their news.

Convenience Store's commitment to delving deeper into issues and going beyond the headlines ensure that our readers will never get left behind. Its unrivalled coverage of retail and business news, retailer stories and analysis plus the exclusive "Dear Jac" retail advice service give it a unique role in helping independent retailers grow their business.

No wonder that Convenience Store is the most valued information source in convenience*



59.3k

UNIQUE MONTHLY USERS*



16.9k

EMAIL SUBSCRIBERS



15.5k

COMBINED SOCIAL FOLLOWERS



500

CONVENIENCE AWARDS &
CONFERENCE ATTENDEES 2021

Providing retailers
with a vital source
of business
guidance and
support

“Without Jac’s help, guidance and support, retailers such as myself would be totally lost. Regardless of how busy she is, which I am sure she is each day, as no doubt she is constantly bombarded with emails, letters and telephone calls for people like myself, she always seems to make time, whenever I am in embroiled in a ‘difficult’ situation. Needless to say, she applies ‘due diligence’ and channels her energy strenuously for which I personally am extremely grateful to her for.”

Bhavin Patel, Tylers Green Stores, North Weald, Essex

Which is why Convenience Store is the most preferred source of convenience news and information

“We need to know what’s going on and websites like Convenience Store are our eyes and ears in the industry. Without Convenience Store, our shops are finished.

“Having regular updates come into our inbox means retailers can get breaking news on the go. If something massive happens to our industry, we can’t wait until the next issue of a magazine to find out.”

Arif Ahmed, Ahmed News, Coventry

“The regular newsletters are a great resource for me as I can see what’s going on in the industry quickly and easily rather than waiting for a magazine. They’re full of great ideas that help me run my business better and see what other retailers are doing.

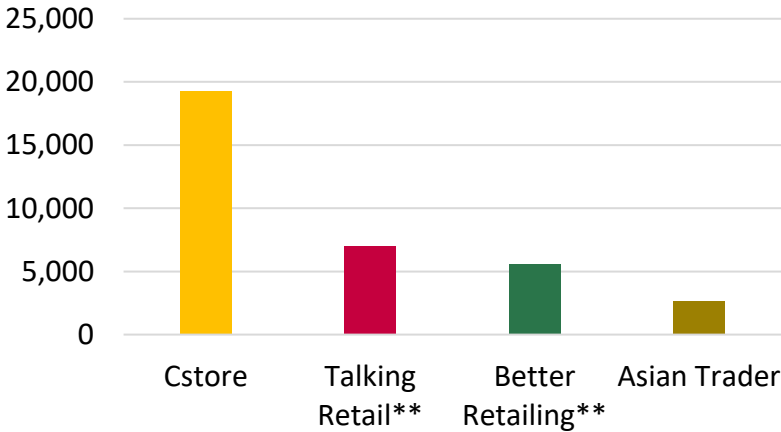
“With so much going on right now, we need information straight away and being able to access Convenience Store on my phone anytime means I can keep on top of what’s happening in the industry.”

Jayesh Patel, Nisa Upper Beeding, West Sussex

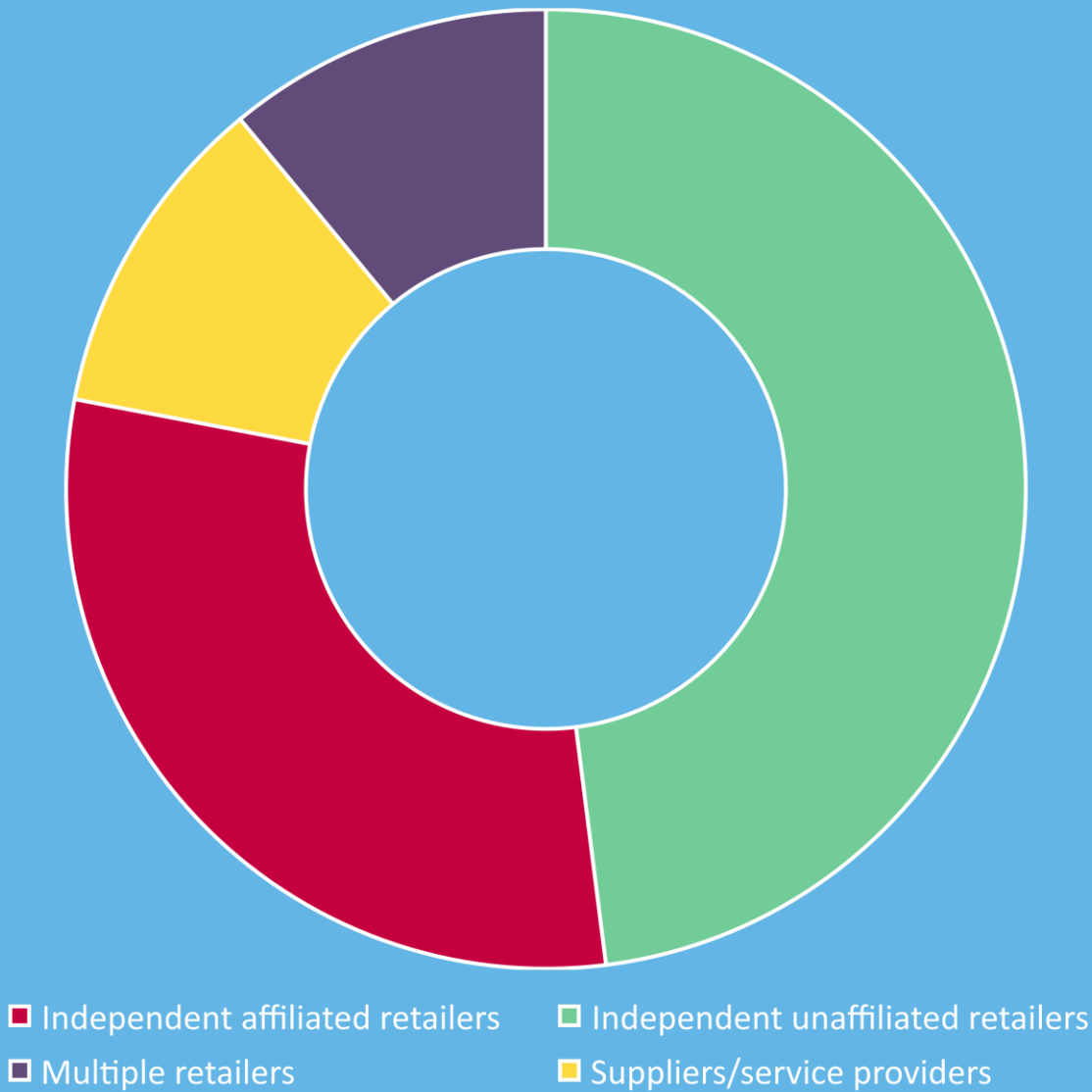
Our newsletter audience

Convenience Store’s daily newsletters have the largest reach in convenience, sent to the inboxes of 17,500* registered users five days a week. 78% of this audience are independent retailers, ensuring that your brand has the opportunity to reach far more convenience decision makers than any other convenience website.

Newsletter reach*



17,500 registered users



* CST: newsletter analytics: period Jan-June 2020-21, **publisher’s statements

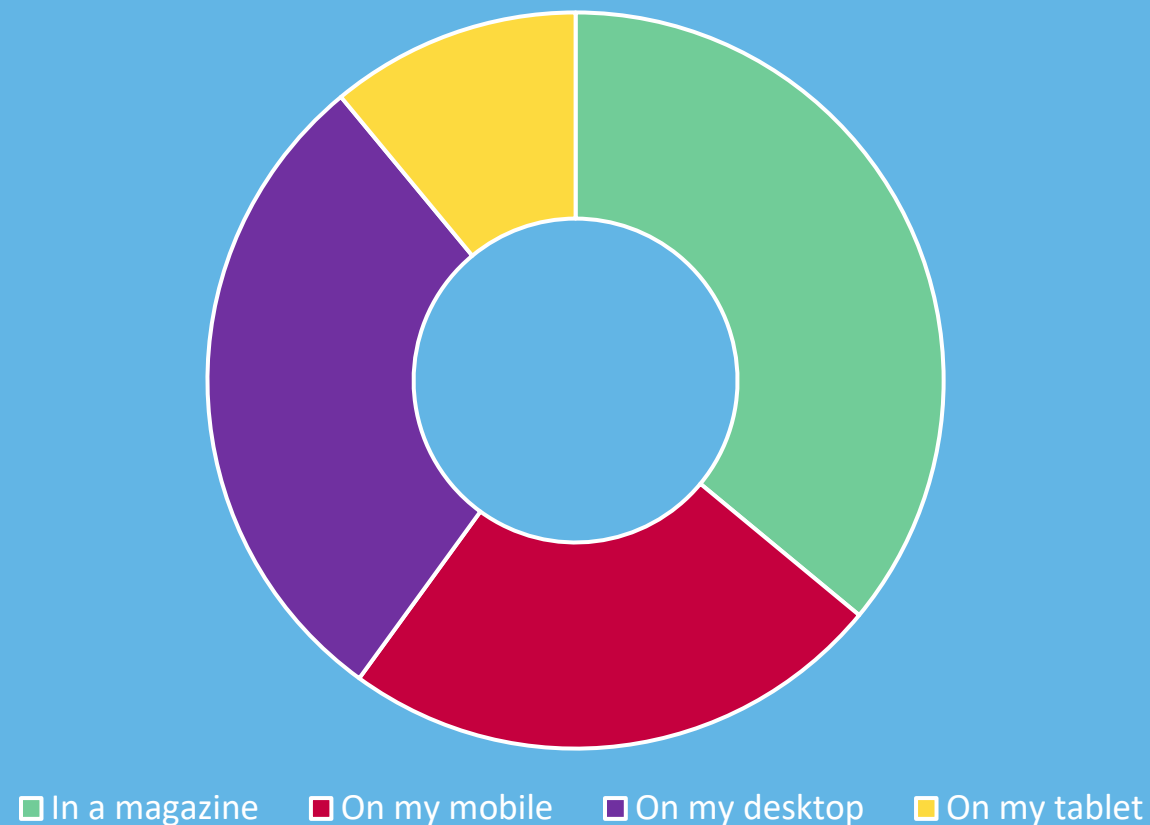
Why use digital to reach convenience retailers?

Marketing your brands and services with www.conveniencestore.co.uk ensures that retailers always have instant access to your business, whether they are accessing the latest news on their mobile or at their desk.

96%* of convenience retailers use online tools as an integral part of running their business, and more than 70% use digital to find and buy products and services.

Most convenience retailers are also now accessing their retail news and information digitally, with 64%* of retailers saying they now prefer to use their desktop and mobiles to access news and information.

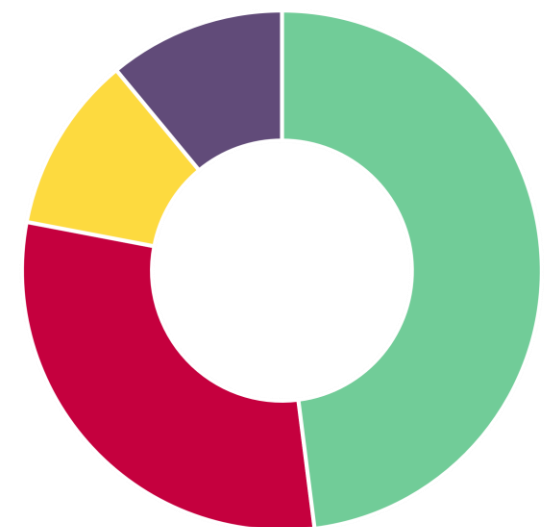
What is your favourite way to receive convenience retail news and information?



*Source: WRBM survey of convenience retailers, July 2020
Which services have convenience retailers used online tools to help them run their business

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.



- Independent affiliated retailers*
- Independent unaffiliated retailers*
- Multiple retailers*
- Suppliers/service providers*



* CST: newsletter analytics: Adobe 2020,

Key FMCG clients & partners

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

From some of the world's largest FMCG brands to 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.



Why advertise with ConvenienceStore.co.uk?

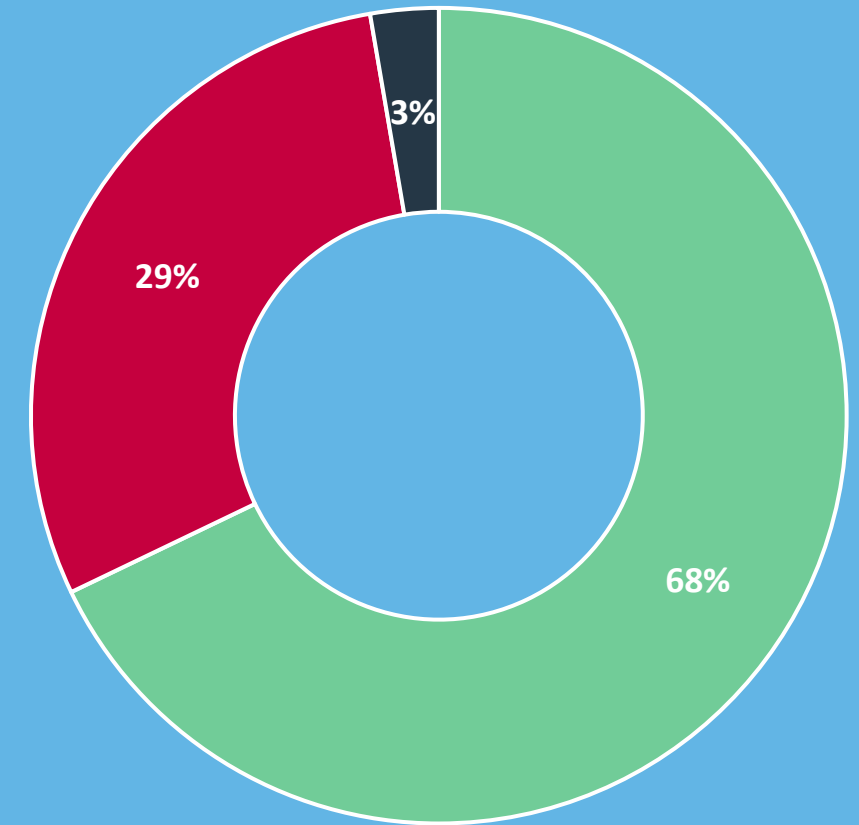
Reach a dedicated audience of fuel-retailing decision makers with our high impact display advertising across both desktop and mobile devices.

Demand attention from our dedicated forecourt audience to give you the opportunity to:

- Raise brand awareness
- Promote new products
- Drive delegate registrations to your events
- Create new connections with key decision makers

How ConvenienceStore.co.uk users access our website

Desktop Mobile Tablet



**Data for the period Jan- June 2021*

Desktop & mobile

Your digital campaign report

When you work with www.conveniencestore.co.uk, you will benefit from a full campaign report detailing the reach and engagement of your marketing activity...here's how the report works:

If your objective is **brand awareness...**

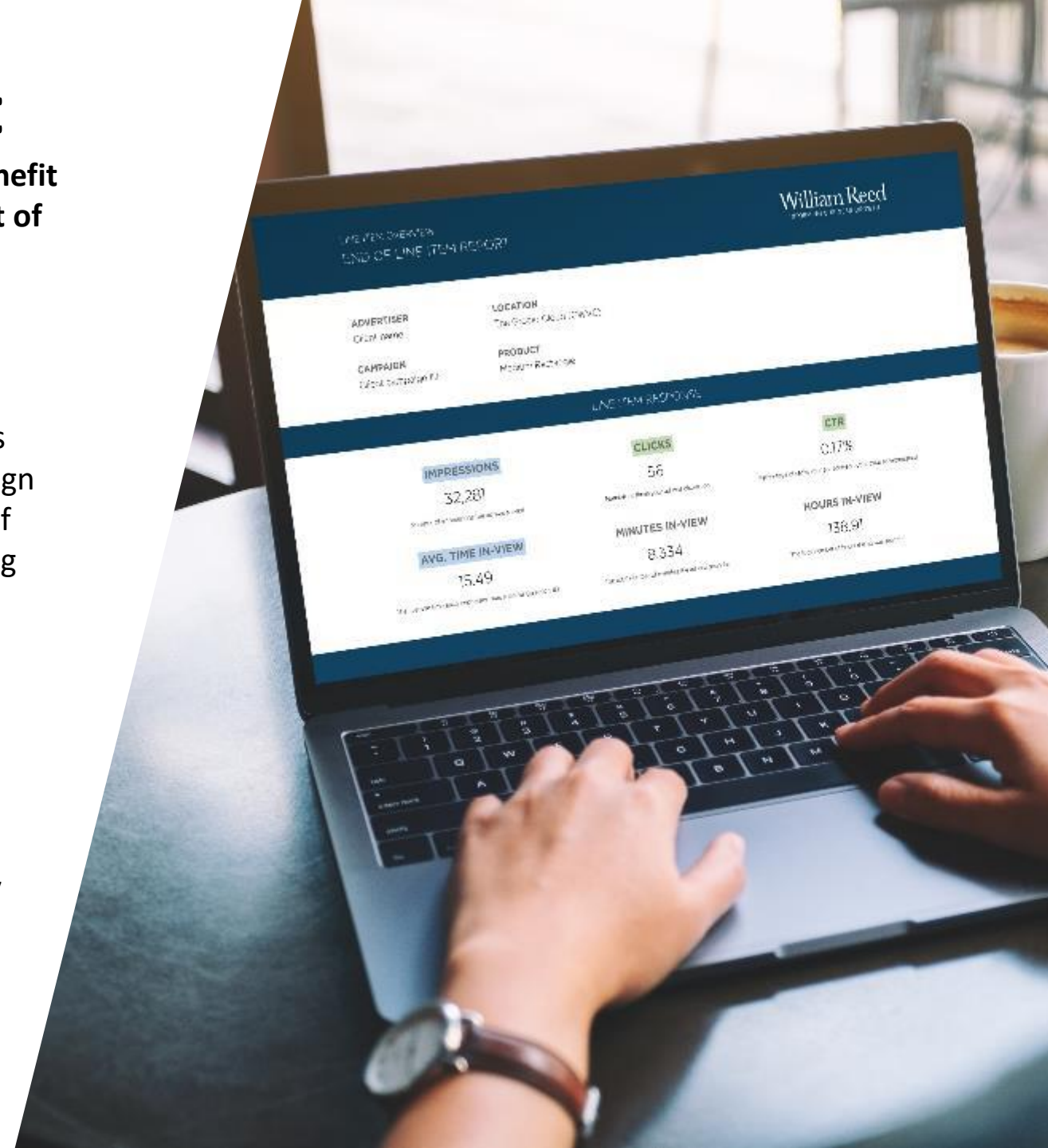
Brand awareness is measured by the number of page impressions your advertisement appeared on during the week of your campaign and the length of time your advertisement was in view for each of those impressions. It is dependent on your advertisement creating immediate impact to create awareness of your brand/product/service.

Look for number of impressions and average time in view

If your objective is a **call to action & clicks** to your website...

Creating a call to action and clicks to your website is measured by the number of times your advertisement is clicked on. It is dependent on your advertisement containing a visible feature & benefit and a clear call to action to generate clicks.

Look for number of clicks and CTR.



Why MPUs

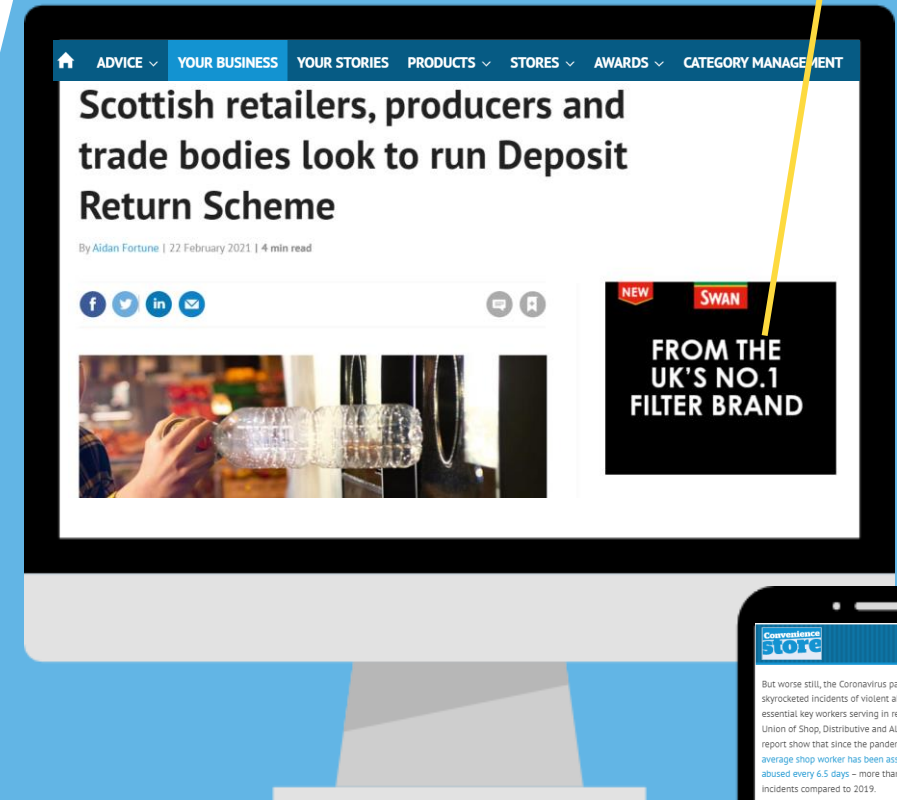
MPUs are an effective ad slot and a highly prominent ad unit with 3 positions available.

Desktop placements allow your ads to be in full view against our quality content either at the top, middle, or bottom of the page (rotating).

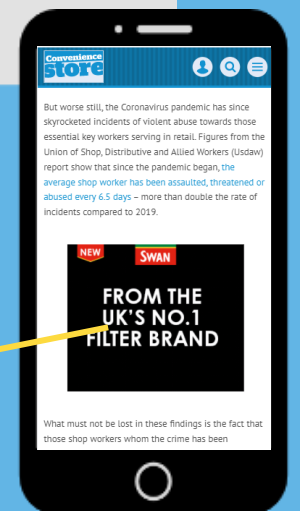
Our mobile MPU is displayed when viewed on tablets, phones and other smart devices. It occupies a high-impact position on the page.

Both mobile and desktop display placements are included in all our MPU packages meaning you get more viewability than ever before (mobile and tablet makes up XXX% of our digital audience).

Aligned with headline and main image for largest proportion of users



Larger focal point demanding more attention from reader



Desktop

Increase awareness and drive engagement with your brand, products and services amongst an audience of over 14,000 independent retailers every week.

Promote your new product development

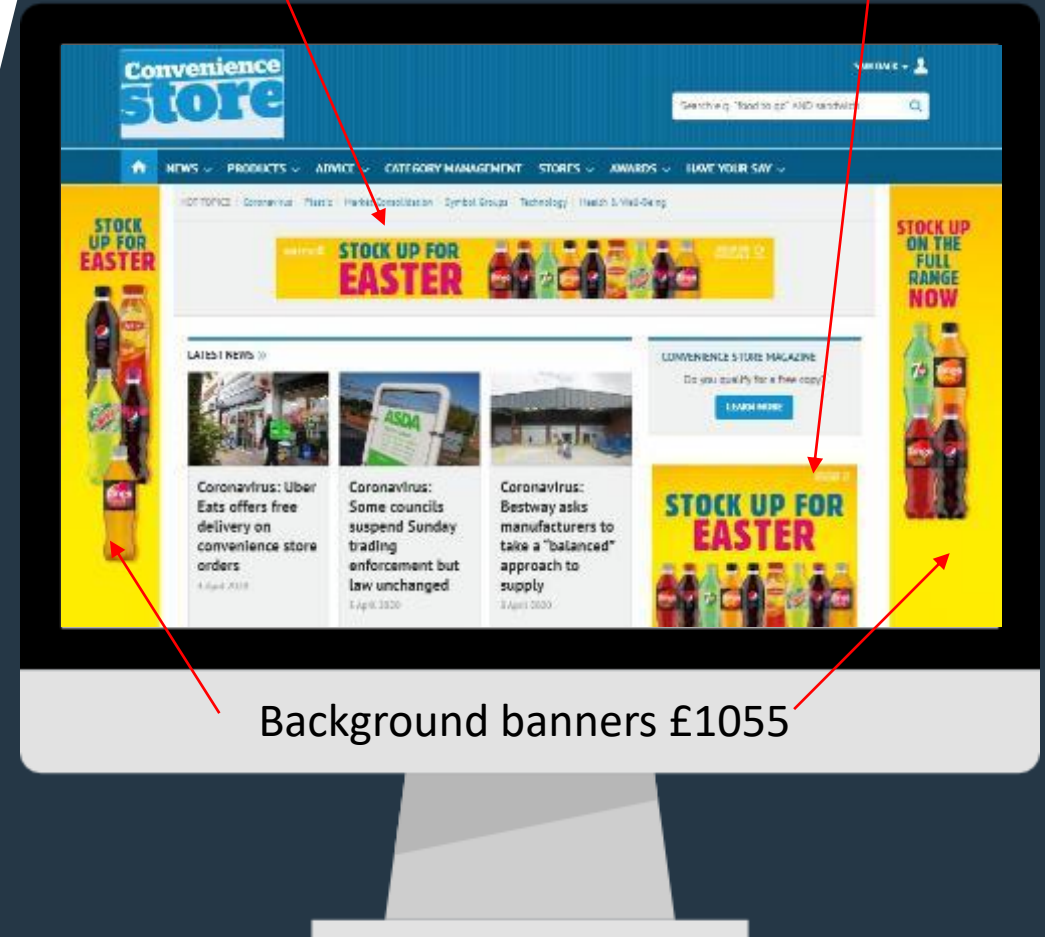
Communicate your consumer activity

Drive awareness prior to key trading seasons (summer, Christmas, etc)

Drive delegate registrations for your events

Top leaderboard £1000

MPU £890



Background banners £1055

High impact display advertising

Ensure high levels of product stand-out and brand awareness with our high impact display opportunities. Increase awareness and drive engagement with your brand, products and services amongst an audience of over 14,000 independent retailers every week.

Show your latest TV advert

Promote your new product development

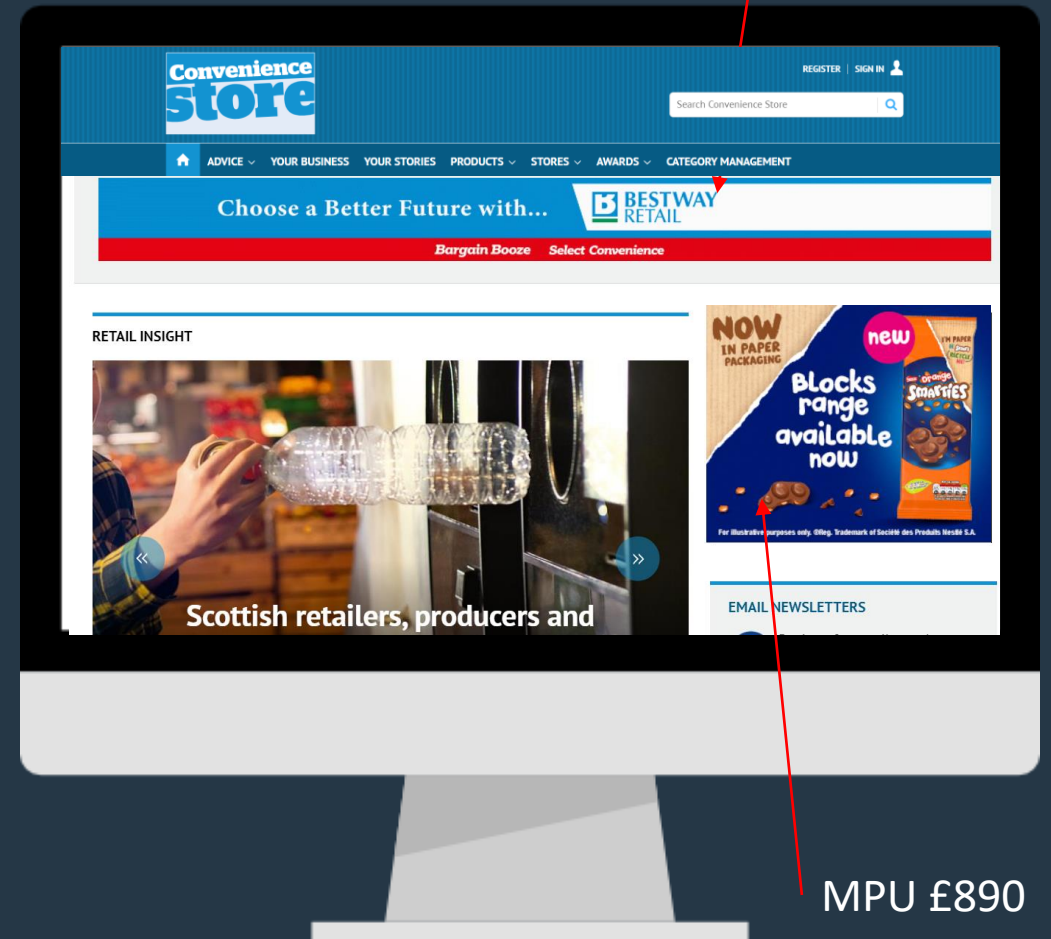
Communicate your consumer activity

Drive awareness prior to key trading seasons (summer, Christmas, etc)

Drive delegate registrations for your event

All display advertising packages include a full campaign performance report

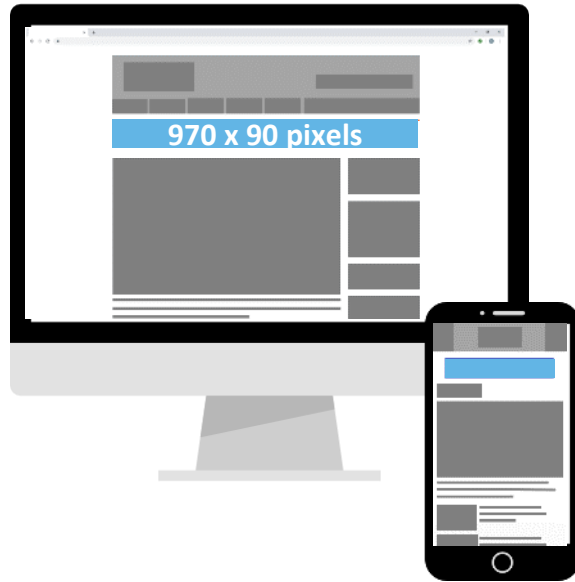
Billboard £1585



MPU £890

Display placements

Leaderboard



320 x 50
pixels

Cost: £1000*

Billboard



320 x 100
pixels

Cost: £1,585*

Medium Rectangle



320 x 250
pixels

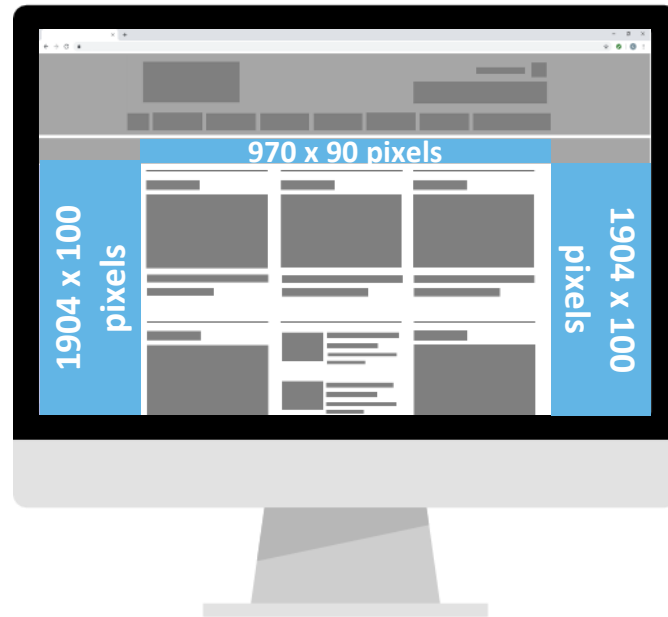
Cost: £890*

All prices are for 7 days – Monday to Sunday - unless shown, and include full campaign report. * Up to 3 rotations

Still image or video

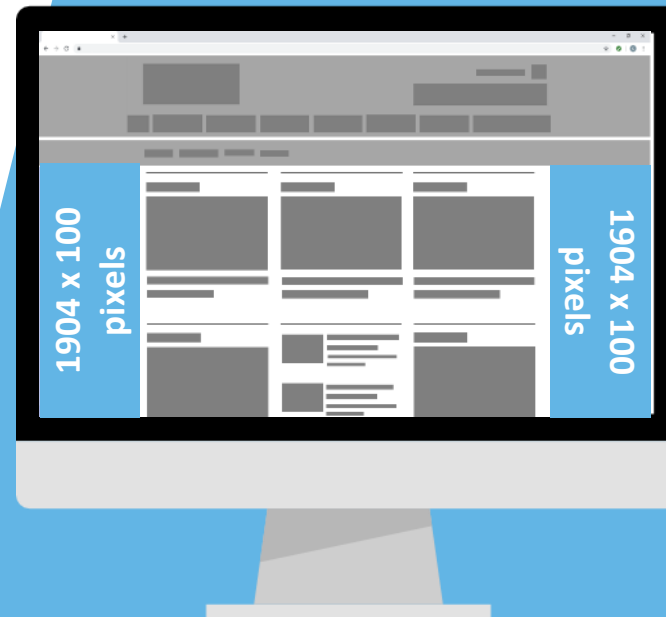
Desktop display placements

Homepage takeover



Cost: £1,370 – per day

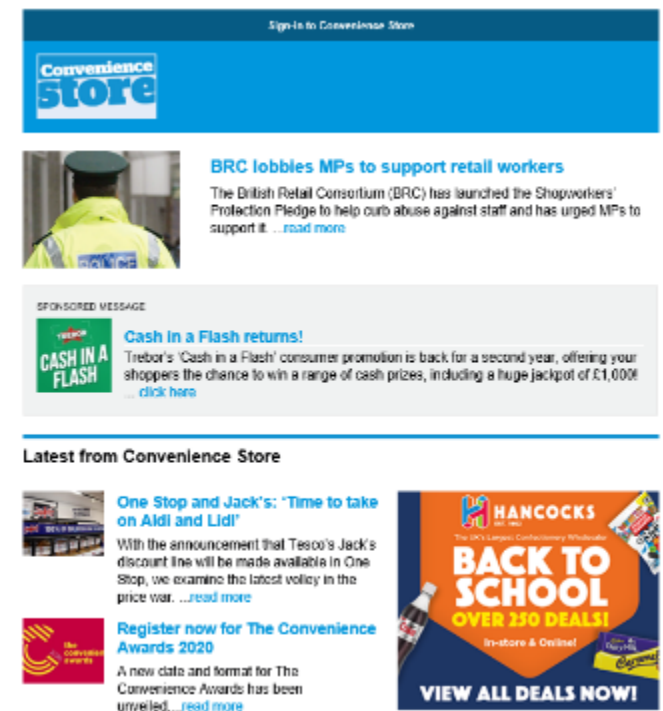
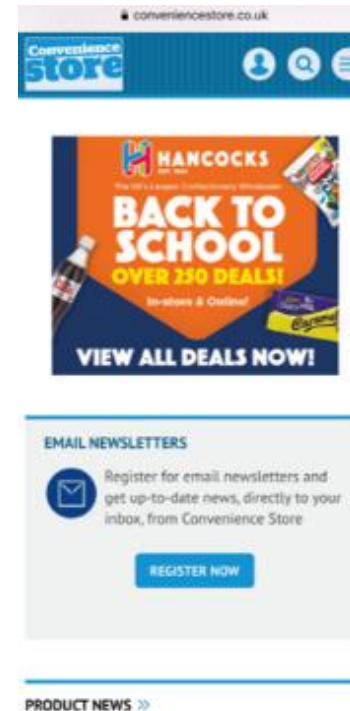
Background Banners



Cost: £1,155**

All prices are for 7 days – Monday to Sunday - unless shown, and include full campaign report. ** Up to 2 rotations

Brand promotional campaign



Run Of Site Leaderboard and MPU | Mobile Billboard | Mobile MPU | Newsletter MPU

Package cost: £2500

7 day tenancy for all elements. All display advertising packages Include a full campaign performance report



Podcast advertising

Promote your brand as a key partner to the convenience channel by advertising on The Convenience Mix podcast. Broadcast every month, the podcast focuses on the latest data news and insight on a key industry topic, and features experts from around the industry, including our expert hosts Ronan Hegarty, Aidan Fortune and Blonnie Walsh from The Grocer, Convenience Store and Lumina Intelligence

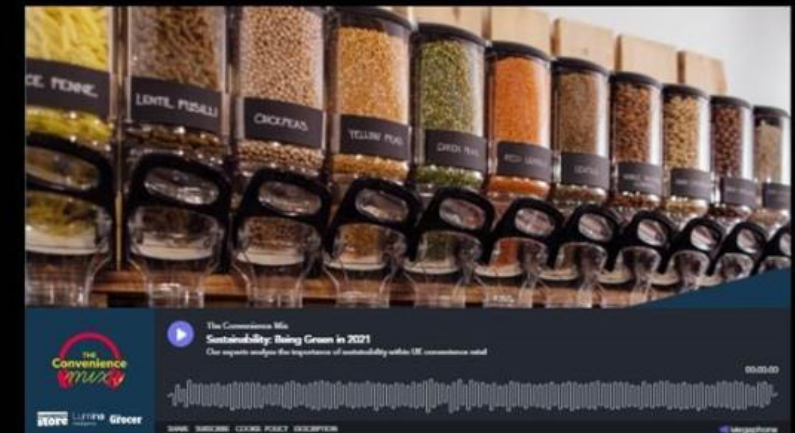
With a marketing reach of 600K plus and a regular audience of 400+ in the convenience industry, promoting your brand alongside our exclusive and acclaimed podcast content gives you valuable exposure and unrivalled engagement.

What's included:

- an entire month's brand exposure to our highly engaged audience
- a 30 audio advert* broadcast at the beginning and end of the podcast
- branding on marketing emails to promote the podcast
- exclusive advertising on the podcast landing pages on The Grocer, Convenience Store and Lumina Intelligence websites for an entire 4 week period.

Investment: from £2000 per podcast

*cost includes advice on advert content and production of audio file



Sustainability - Being Green in 2021: The Convenience Mix Podcast

By Convenience Store | 13 June 2021 | 2 min read



Episode five - Sustainability: Being Green in 2021 - sees our experts focus on the ever-growing trend towards sustainability and the expectations that shoppers place on grocery retailers to play their part. Within this episode, we discuss the advantages and barriers of refill stores, veganism, deposit return schemes, 10p carrier bags and the impact of the pandemic on sustainability. In addition, we are delighted to be joined by Michael Fletcher, Commercial Director at The Co-op. Michael discusses the importance of sustainability at The Co-op and the different measures that they have introduced.



Newsletter

Newsletters

Reach a highly engaged audience of independent retailers with The C-Store's newsletters which reach the inboxes of 17.5K registered users every week day, 78% of whom are independent retailers. Increase awareness and drive engagement with your brand, products and services.

Promote your new product development

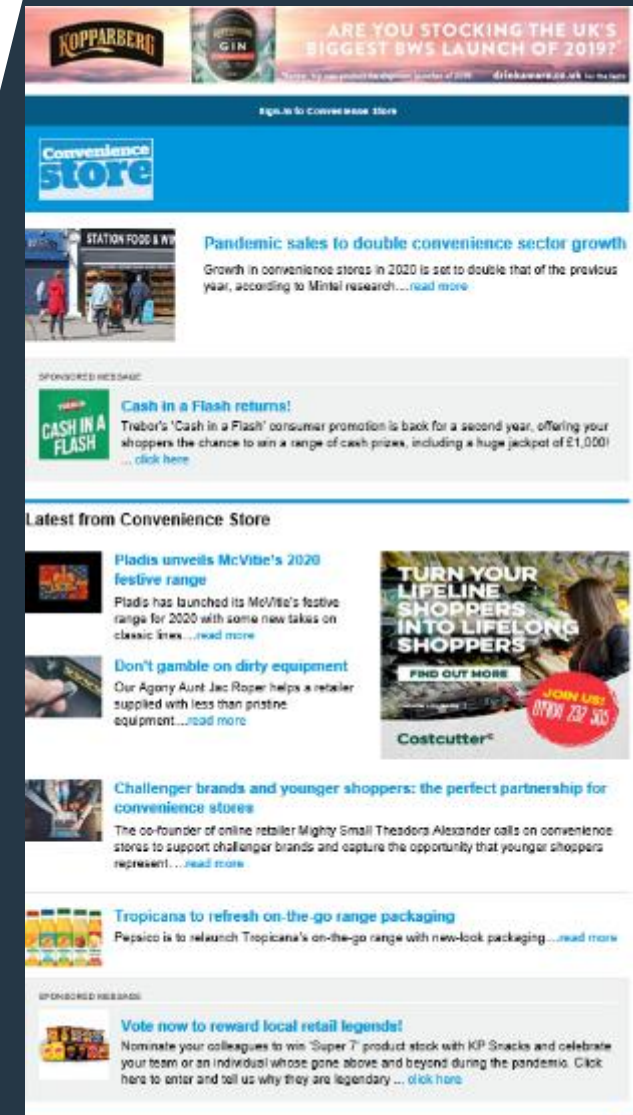
Communicate your consumer activity

Drive awareness prior to key trading seasons (summer, Xmas etc)

Drive delegate registrations for your event

Drive traffic to your website

All display advertising packages include a full campaign performance report



Leaderboard
£1000

Text ad 1 £1000
Text ad 2 £850

MPU 1 £1000
MPU 2 £850

Feature Opportunities

Category and product features

Promote your brand as a key product within the category whilst reaching retailers specifically looking for new category inspiration by promoting your brand and new products alongside our new category features.

Designed to inform and inspire retailers with the key trends in important convenience categories, category features are a valuable platform to launch new products, promote new campaigns and grow your sales.

Opportunities include:

Display advertising

All display advertising slots (billboard and 3 MPUs) - £2050*

Featured product slots

Product Profile -£2050**

Featured video

TV Advert / Video 1 -£2050***

All display advertising packages include a full campaign performance report

*3 month tenancy **remains in article for whole year, includes image and 100 words

*** remains in article

The screenshot displays the Convenience Store website. At the top, there's a navigation bar with links like 'HOME', 'ADVISE', 'YOUR BUSINESS', 'YOUR STORES', 'PRODUCTS', 'STORES', 'AWARDS', and 'CATEGORY MANAGEMENT'. Below this is a search bar and a 'REGISTER' button. The main banner features a vibrant orange and yellow design with the text 'UNLEASH YOUR ENERGY SALES' and 'CAFFEINE B-VITAMINS 20% FRUIT JUICE'. Below the banner, there's a section titled 'PRODUCTS IN DEPTH' with the headline '8 things you need to know about Sports & Energy Drinks'. This section includes a list of 8 trends in the energy drinks market, such as 'Total energy drink sales are up 12% YOY' and 'Stimulants added £57.2m to the convenience channel in 2020'. To the right of the article, there's a sidebar with 'Most popular' and 'Most commented' sections, each featuring a small image and a brief description of a related article.

Category Management

Category management features

Promote your expertise as a supplier and help independent retailers grow sales with an impartial category management article delivering retailer advice.

Designed and presented as a digital feature combining editorial, images and graphics, your insight and advice will be exclusive to your category. The article will be accessible to independent retailers for an entire year, giving your brand a valuable opportunity to engage and influence independent retailers.

What's included:

Dedicated Category Management page for 12 months,
Category Exclusivity, Annual grandfather rights, 2 free updates per year, 1 promotional email to independent retailers,
1 newsletter text advert, Full campaign performance report

Investment: from £3325



In-store category management projects

Take suppliers *exclusively* into store to work with retailers to improve category performance via impartial insights and up-to-date merchandising. In-store category tutorials are an excellent way of using example stores to demonstrate range and category management expertise to independent retailers.

Written, designed and published by Convenience Store, you can choose from providing your own assets or working with our commercial content team on an in-store project.

What's included:

Dedicated article page remains on site, 1 promotional email to independent retailers, 1 newsletter text advert, full campaign performance report

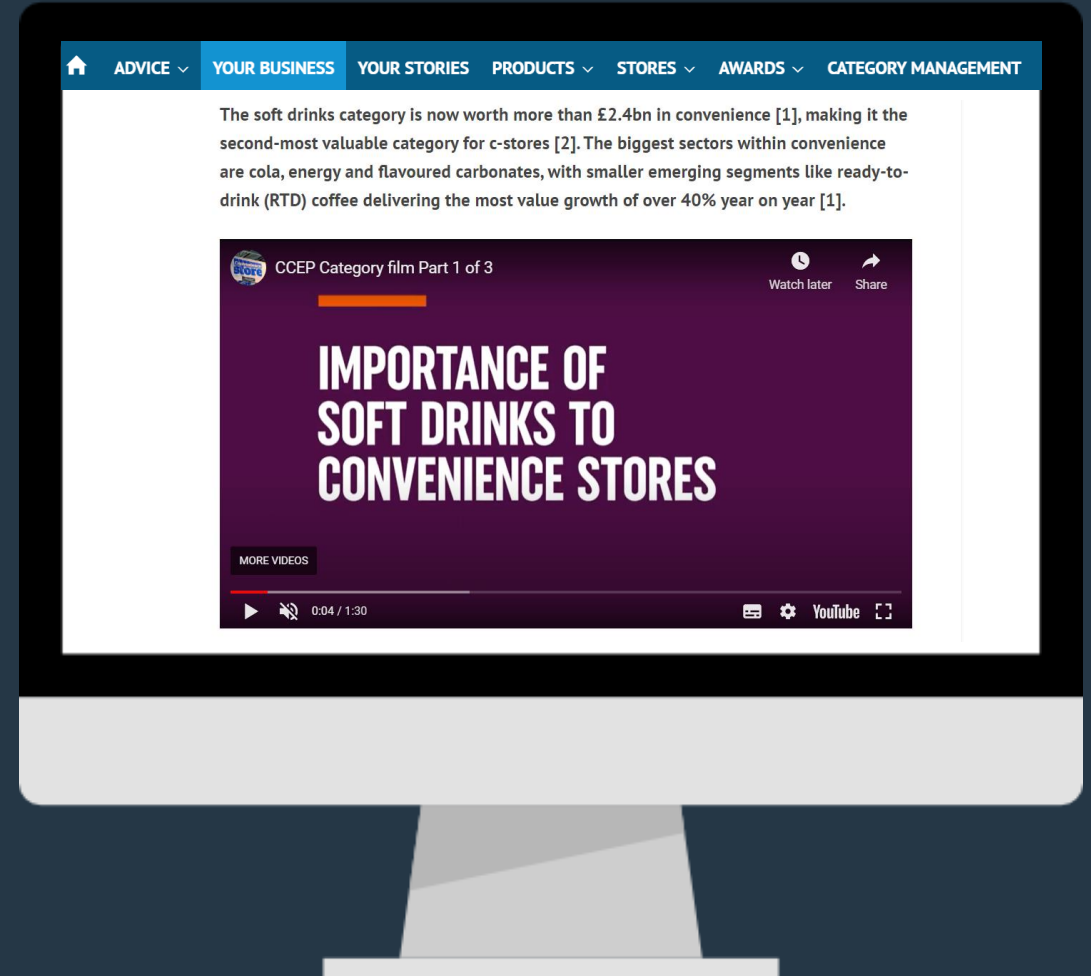
Option 1: From supplier assets:

Investment: £3325

Option 2: In-store project with test retail store:

Investment: £5045

With video: £6550



'Make your case' video feature

A unique opportunity allowing manufacturers to engage with convenience retailers to show how to sell one more case of product per week. Filmed in a convenience store to visualise the advice and presented as a 90 second video, manufacturers will be asked to show retailers:

1. Who will buy the product?
2. Where should it be and how should it be merchandised in store?
3. Where the retailer can buy it from?

What's included:

Dedicated article page (SEO optimised), Video and article produced by C-Store , 1 promotional email to independent retailers, 1 newsletter text advert, full campaign performance report

Investment: £5045



**Client expertise &
thought-leadership**

Promotional features

Promote your expertise, advice and thought leadership to Convenience Store's audience of independent retailers through a promotional feature. Promotional features are not only promoted to the audience but remain discoverable alongside similar editorial content. Convenience Store's promotional features allow you to use our bespoke content creation service or to promote your own expert article.

Share new category insights

Generate excitement on new consumer trends

Offer manufacturing or retailing advice

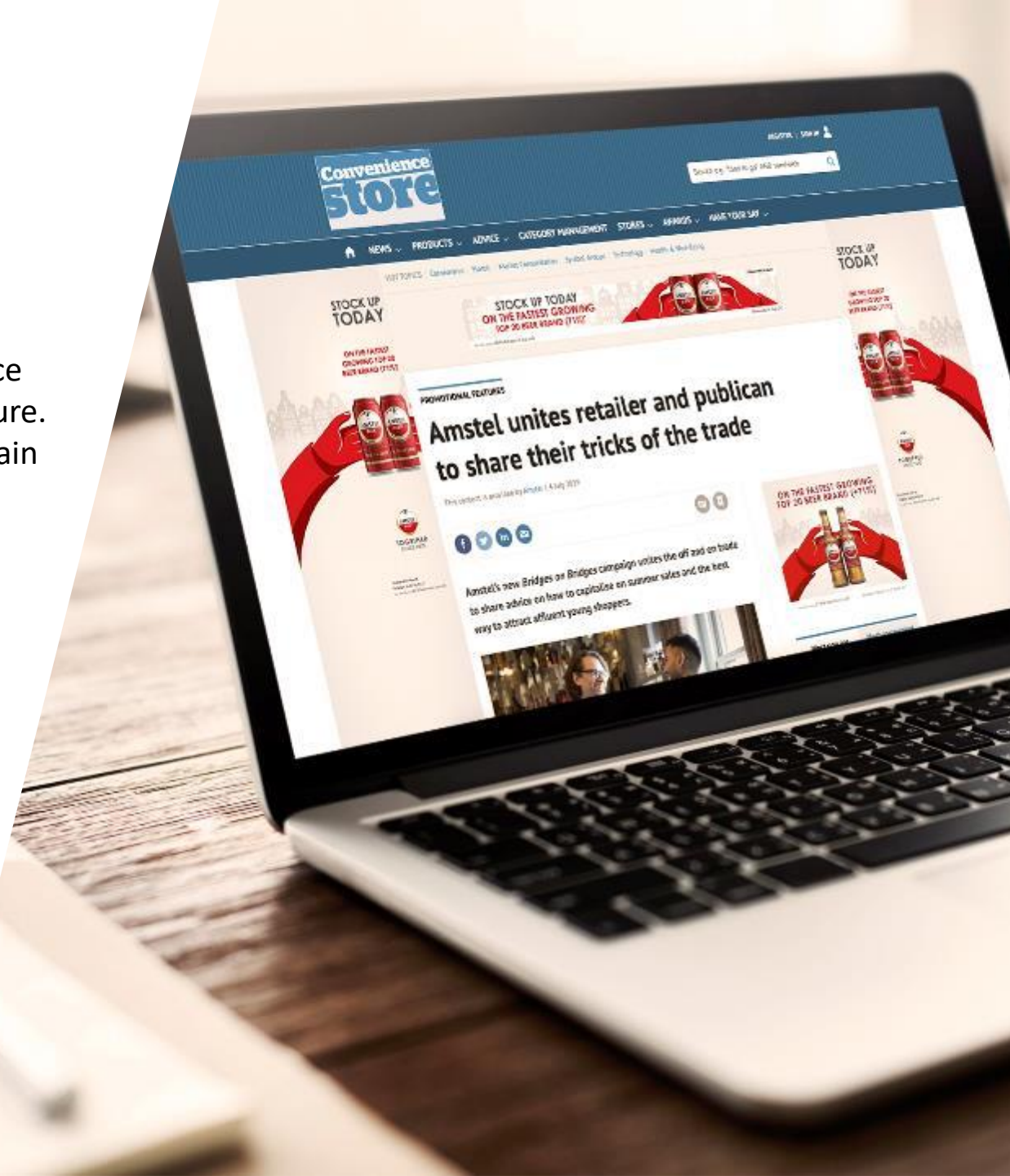
What's included:

Dedicated article page, Remains on website, 1 promotional email to independent retailers, 1 newsletter text advert, full campaign performance report

Investment:

Client produced: £3325

Written by Commercial Content Editor: £5045



Competitions / Lead Generation

Competitions and lead generation

Increase your retailer contact database via competition incentives. Retailer 'lead generation' competitions deliver high value brand awareness, retailer engagement and contact details.

Valuable leads for sales team to follow up

Build retailer database

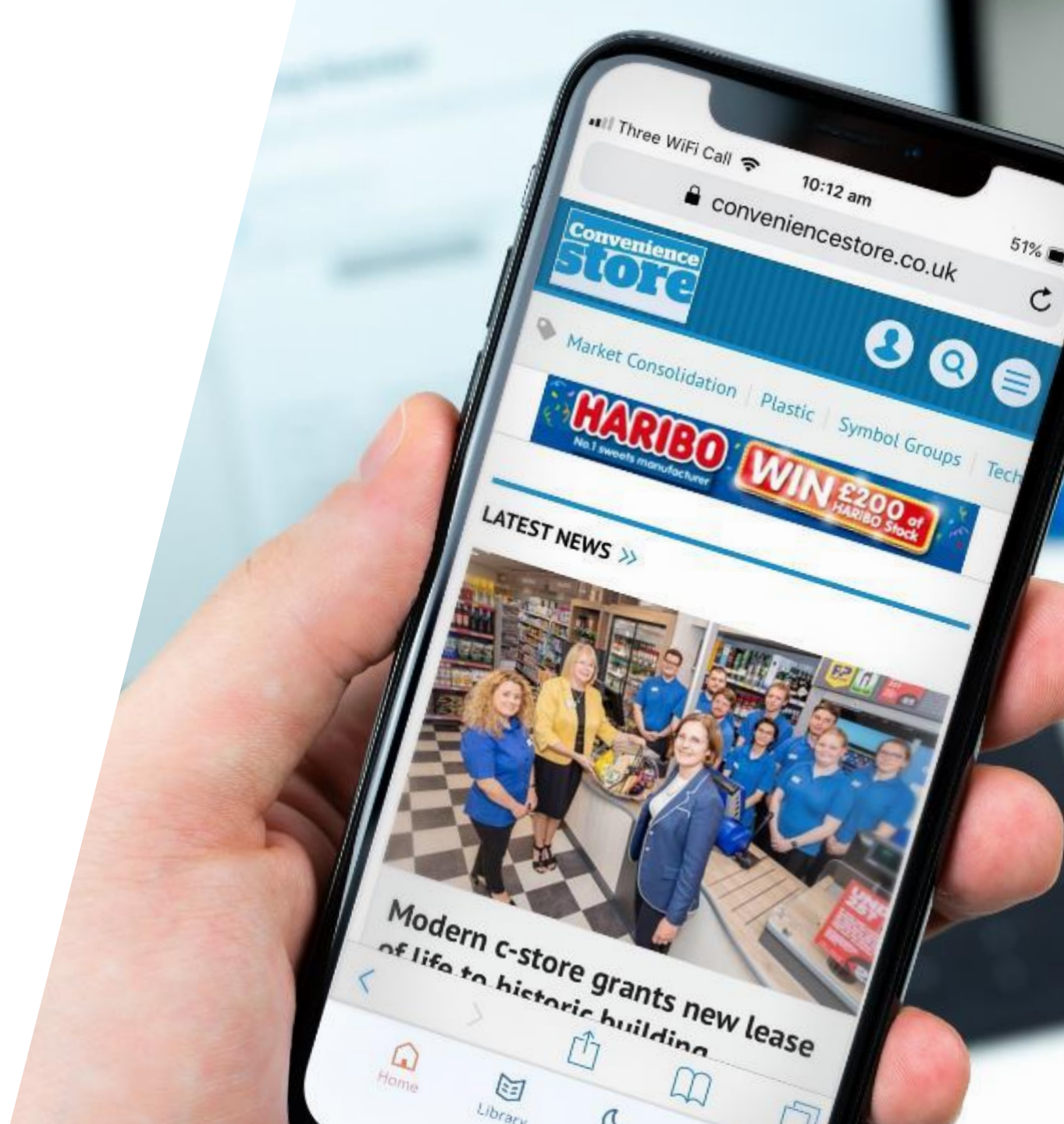
Create retailer partnerships

Retailer relationships

What's included:

Dedicated competition page (max 1 month), 1 promotional email to independent retailers, 1 newsletter text advert, 1 GDPR compliant data report

Investment: £3325



Sponsored Convenience Store editorial

Convenience Store webinars

Highlight the leading role your brand plays in your chosen area of expertise by partnering with Convenience Store's exclusive editorial webinars.

Webinars engage the convenience market in a unique way, by allowing our audience to hear directly from and engage with industry experts on the most pressing issues of the day.

Opportunities include taking part as a panel speaker alongside a leading Convenience Store journalist and other experts whilst generating valuable sales leads from the audience who have engaged with your expertise.

Investment:

Webinars: price on application



FEATURES LIST 2022

January

- 7 Breakfast
- 13 Special Edition Newsletter: Budgeting & Pricing
- 14 Healthier Snacking
- 21 Petcare
- 27 Special Edition Newsletter: Tobacco & Vaping
- 28 Household Essentials & Hygiene

February

- 4 Cakes & Biscuits
- 10 Special Edition Newsletter: Crime & Security
- 11 Easter
- 18 Meals at home
- 24 Special Edition Newsletter: Healthy Snacking

March

- 4 Free From
- 10 Special Edition Newsletter: Home Delivery
- 11 Tobacco, Vaping & Next Generation
- 18 Food to go (Slush & Sweet Treats)
- 24 Special Edition Newsletter: Easter
- 25 Chocolate Confectionery

April

- 1 Soft Drinks (Carbonates)
- 7 Special Edition Newsletter: Tobacco
- 8 Ice Cream
- 21 HFSS
- 22 Beer & Cider

May

- 5 Special Edition Newsletter: Soft Drinks
- 6 BBQ
- 13 Fascia & Franchise
- 19 Special Edition Newsletter: Ice Cream
- 20 **NEW** Pricing (PMP, EDLP, discounts, multibuy etc)
- 27 Crisps & Savoury Snacks

June

- 9 Special Edition Newsletter: Franchise & Fascia
- 10 Soft Drinks (Water, Juice & Milk Drinks)
- 17 Tobacco & Vaping - Illicit Trade & Advice
- 23 Special Edition Newsletter: Beer & Cider
- 24 Spirits & RTDs and Seltzers

July

- 1 Sugar Confectionery
- 7 Special Edition Newsletter: Tobacco
- 8 Lunchbox & Back to School
- 15 Bread & bakery
- 21 Special Edition Newsletter: Sustainability
- 22 Soft Drinks (Sports & Energy drinks)

August

- 4 Special Edition Newsletter: Back to School
- 12 Frozen Food
- 18 Special Edition Newsletter: Confectionery
- 19 Big Night In
- 26 Category Management, Print Supplement with The Grocer

September

- 2 **NEW** Diwali
- 8 Special Edition Newsletter: Soft Drinks
- 9 Food To Go
- 16 Halloween
- 22 Special Edition Newsletter: Big Night In
- 23 Packaged Hot Beverages

October

- 6 Special Edition Newsletter: Halloween
- 7 Christmas Confectionery
- 14 **NEW** World Cup
- 20 Special Edition Newsletter: Frozen Foods
- 21 Tobacco, Vaping & Next Generation

November

- 3 Special Edition Newsletter: World Cup
- 4 Fascia & Franchise
- 11 Christmas Alcohol
- 17 Special Edition Newsletter: Christmas
- 18 Christmas Soft Drinkss
- 25 Food To Go (Coffee & Bakery)

December

- 1 Special Edition Newsletter: Tobacco
- 2 Plant Based & Vegetarian Foods
- 15 Special Edition Newsletter: Looking Ahead to 2023
- 16 Spring Occasions & Easter Impulse

**Convenience
Store**

EDITORIAL

Please contact Sarah Britton for feature synopses and deadlines

Sarah Britton
sarah.britton@wrbm.com
01293 610220

EDITORIAL CONTRIBUTIONS

Please provide copy at least six weeks prior to live date. Any pictures sent should be high resolution. We are always looking for a mix of lifestyle and product shots.

ADVERTISING

Booking deadline for product features is two weeks prior to live date.

Cathy McDonagh
cathy.mcdonagh@wrbm.com
01293 610289

ADVERTISING RATES 2022

Grow sales in UK convenience with Convenience Store's wide range of digital brand awareness, category leadership and lead generation opportunities

Website (including mobile)

Leaderboard	£1,000
Billboard	£1,585
MPU	£890
Background banners*	£1,150
Homepage takeover* (per day)	£1,370
Editorial category feature: brand takeover (3 months)	£2,050
Editorial category feature: product slot (12 months)	£2,050
Brand promotion campaign (also see packages)	£2,500
Video content	+25%

*Desktop only

All rates are one one week's tenancy

Newsletter

Leaderboard	£1,000
Text advert 1	£1,000
Text advert 2	£850
MPU 1	£1,000
MPU 2	£850

All rates are for Convenience Store newsletters 5 days a week

Website, Mobile & Newsletter packages

Brand promotion campaign	£2,500
Leaderboard on website, mobile and newsletter	£1,900
MPU on website, mobile and newsletter	£1,650

Category Management, Content & Competitions

Promotional feature (written by client)	£3,325
Promotional feature (written by C-Store Vision)	£5,045
Category management feature (written by client)	£3,325
Instore category management	from £3,325
Retailer competitions	£3,325
Instore brand sales advice video	£3,325

Sponsorship

The Convenience Awards	from £10,300
The Convenience Conference	from £6,200
Podcast	£3,000
Responsible Retailing Week (spring/autumn)	£12,500
Bespoke round table events (F2F and virtual)	POA

Convenience Store

FOR EDITORIAL INFORMATION CONTACT:

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sarah.britton@wrmb.com

Aidan Fortune
01293 610222
Aidan.Fortune@wrmb.com

ADVERTISING ENQUIRIES

Cathy McDonagh
01293 610289
cathy.mcdonagh@wrmb.com

 **59.3K**
UNIQUE MONTHLY USERS*

 **16.9K**
EMAIL SUBSCRIBERS

 **1.7K**
CONVENIENCE AWARDS &
CONVENIENCE ATTENDEES 2020

 **15.5K**
COMBINED SOCIAL FOLLOWERS

*Monthly average for period Feb 1st 2021 to Jan 31st 2022

