


# Scottish Grocer

& convenience retailer

[scottishgrocer.co.uk](http://scottishgrocer.co.uk)

 Scottish Grocer

 scottishgrocer

 @thescottishgrocer



# Who are we?

Scottish Grocer and Convenience Retailer is the number one ABC audited title circulating exclusively in Scotland for the grocery and convenience sector.

As the leading monthly title, Scottish Grocer serves the supermarket, discounter, convenience and wholesale sector in Scotland. It is distributed free of charge to c.7000 retailers of independent businesses (convenience, newsagents, off licences and forecourts), symbol retailers (independent and company owned), head offices of symbol groups, supermarkets, discounters and wholesalers – direct to those with buying responsibility and influence on decision making processes.

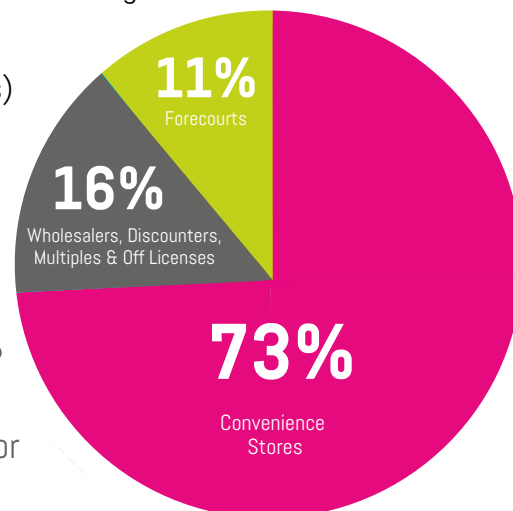
National titles do not have blanket coverage of the Scottish market. Campaigns must include Scottish Grocer in conjunction with national titles – whose content and focus is on England and Wales – to guarantee UK wide coverage of every single valuable retailer.

Launched in 1928, Scottish Grocer has grown with the trade. We can help you grow in an increasingly noisy environment by providing targeted coverage of Scotland.

## PRINT CIRCULATION

Scottish Grocer & Convenience Retailer gives comprehensive coverage of the convenience and grocer retailing sector reaching:

- **Convenience & Impulse**  
(Independent & Symbol Groups)
- **Multiple Grocery**
- **Off Licences**
- **Forecourts**
- **Discounters**
- **Wholesalers**



The convenience sector

September 2022  
**ScottishGrocer**  
& convenience retailer



December 2021  
**ScottishGrocer**  
& convenience retailer



May 2022  
**ScottishGrocer**  
& convenience retailer



November 2021  
**ScottishGrocer**  
& convenience retailer



# Brand Presence and Audience



**CIRCULATION**  
6,895



**WEBSITE**  
5800

AVG. USERS MONTH

**f t i in**  
**FOLLOWERS**  
6788

**SCOTTISH  
GROCER AWARDS**  
525  
2019 ATTENDEES

# Features 2023

## JANUARY

- Bottled Water
- Dairy Based Drinks
- Dry January
- Free From & Plant Based
- Healthy Start (Including Protein Drinks & Snacks)
- Home Delivery
- Hot Beverages
- New Year, New Fascia
- Nicotine • Pancake Day
- Shopfitting
- Whisky & Burns Night

## FEBRUARY

- Beers & Ciders
- Breakfast (FTG, Cereals, Bars, Bakery, Yogurt etc)
- Chocolate
- Cigars
- Filter, Papers & Lighters
- Forecourts
- PMP
- Sports & Nutrition
- Spring Cleaning
- St Patrick's Day

## MARCH

- Cooking Sauces & Meal Kits
- Dairy
- Easter Preview
- Food to Go & Snacking
- Gin
- Licensing Lawyers
- RTDs & Hard Seltzers
- Summer Soft Drinks
- Sustainability
- Technology
- Vaping
- Wholesale

## APRIL

- BBQ
- Best of Scottish Food & Drink
- Chilled
- Coronation Countdown
- Frozen & Ice Cream
- Functional & Energy
- Insurance
- Nicotine
- Spirits & Premium Mixers
- Sugar Confectionery
- Tea & Coffee

## MAY

- Apps & Payment Technology
- Big Night In
- Cider
- Filters, Papers & Lighters
- Healthier Choices
- PMP
- Smoking Alternatives
- Soft Drinks
- World Food & Drink

## JUNE

- Chocolate
- Fascia & Franchise Supplement
- Frozen Treats
- Household Paper
- Meat Snacks
- Personal Hygiene
- Summer Drinks
- Sustainability

## JULY

- Chilled
- Coffee
- Confectionery
- Deposit Return Scheme (DRS)
- Food to Go
- Forecourts
- Functional & Energy
- Kids' Treats
- Nicotine
- Spirits & Premium Mixers

## AUGUST

- Apps & Payment Technology
- Back to Uni
- Lunchbox
- Scottish Food & Drink Fortnight
- Rugby World Cup
- Soft Drinks
- Vodka & Gin
- Convenience Guide 2023

## SEPTEMBER

- Beers & Lagers
- Big Night In
- Bottled Water
- Breakfast
- Chocolate
- Food to Go & Snacking
- Halloween
- Hot Beverages
- Milk & Milk Drinks
- National Curry Week

## OCTOBER

- Christmas Gifting
- Diwali • Forecourts
- Functional & Energy
- Nicotine • Pizza • PMP
- RTDs & Hard Seltzers
- Sauces & Condiments
- Security • Sustainability
- Technology
- Winter Remedies
- St Andrew's Day

## NOVEMBER

- Biscuits & Cakes
- Bread & Bakery
- Chilled
- Christmas Confectionery
- Christmas Drinks
- Crisps & Nuts
- Filters, Papers & Lighters
- Home Baking
- Stocking up for Christmas
- Wholesalers

## DECEMBER

- 2024 Must Stocks
- Annual Scottish Brand Review in Association with Kantar
- Christmas & New Year Drinks
- Christmas Top Up
- Scottish Grocer Awards Review
- Veganuary

## The Convenience Guide Scotland

The 9th annual Scottish Grocer Convenience Guide will be distributed as a supplement to Scottish Grocer in our August issue for 2023/24.



This comprehensive guide for retailers will include three main sections;

- Category Management: Encompassing exclusive partnerships with leading brands on category management,

- merchandising and showcase product ranges.
- Only one brand can support on each category – providing retailers with knowledge on best practice, must stocks and sales initiatives.
- Fascia & Franchise: Explaining the benefits of partnering with a wholesaler and fascia group – or franchise brand – with editorial coverage of trends, new developments and the key considerations for retailers looking to improve their offer through a new partnership.
- Providing legal info, relevant event dates and useful contacts - which will aid in supporting local businesses.

Advertising spaces are extremely limited, please  
get in touch for more info:

**amy.knox@peeblesmedia.com**

# Rate card 2023

## DISPLAY

Size	Cost
Double Page Spread	£4600
Full Page	£2300
Half Page	£1600
Quarter Page	£1095
Quarter Page Strips/Columns	£1095
1/2 DPS	£2600
1/2 Page Bookend (one)	£1800
1/4 Page Bookend (one)	£1200
Headline Page Solus	£1500
Front Cover	£3800
Inside Front Cover	£3000
Outside Back Cover	£3300
Cover Gatefold	£10800
Four Page Cover Wrap	£12060
Printed Poly Bag	£5754
Guaranteed Position	10%
Advertorial	30%
Special Creative	On Application

Inserts: From as little as £1500 Dependent on weight & circulation

## ONLINE

Execution	Frequency	Cost
Exclusive Website Takeover:	Fortnight	£2500
Leaderboard, Skyscrapers & MPU	Month	£3750
Premium package: Banner, Premium MPU and Dbl. MPU	Fortnight	£2500
	Month	£3750
Double MPU	Fortnight	£1000
	Month	£1800
Billboard	Fortnight	£1500
	Month	£2200
Popover	Fortnight	£2000
	Month	£3000
Banner	Fortnight	£850
	Month	£1500
MPU	Fortnight	£850
	Month	£1250
Video Sponsorship		From £1500
Virtual Events		From £3000
Social Media packages		From £250
Bespoke Email Campaign		£850 per email
Newsletter Sponsorship		£800 per email
Sponsored Homepage Article		£1200





## 1 TOP POSITION (shared)

Billboard: 1,064px x 246px  
Super leaderboard: 1,068px x 132px

## 2 HEADER (shared)

Leaderboard: 728px x 90px  
Button: 200px x 90px

## 3 SCROLLING SKYSCRAPERS

(left and right of site):  
120px x 600px

## 4 BANNERS

(above and/or below content):  
728px x 90px

## 5 SIDEBAR (shared)

MPU: 300px x 250px  
Double MPU: 300px x 600px

## 6 EMBEDDED WITHIN ALL ARTICLES (not pictured)

Premium MPU: 300px x 250px

## 7 POPOVER (not pictured)

MPU: 300px x 250px  
Double MPU: 300px x 600px

## WEBSITE ADVERTISING

Keeping retailers informed for over 90 years, Scottish Grocer is at the forefront of the grocery and convenience sector in Scotland, continually evolving to meet the needs of its readers and advertisers whilst reflecting the changes in Scotland's dynamic retail sector. Scottish Grocer is the respected, go-to online resource for the whole of Scottish convenience, a strong platform to deliver your message to your target audience.

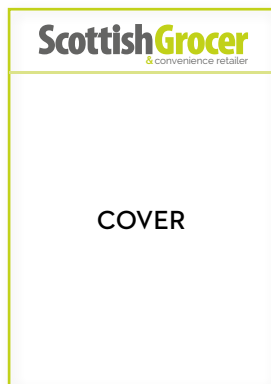
The Scottish Grocer website offers a wide range of opportunities to promote your campaign and highlight your business – displaying your products or services 24/7 to those who make buying decisions in the supermarket, convenience, discount and wholesale sectors across Scotland. Digital advertising packages can be custom built to suit the nature of your business and promotional budget.

Please get in touch for more info:

**AMY KNOX 0141 567 6033**

[amy.knox@peeblesmedia.com](mailto:amy.knox@peeblesmedia.com)

# Advert specification



## FRONT COVER

### Type area

230mm deep x 188mm wide

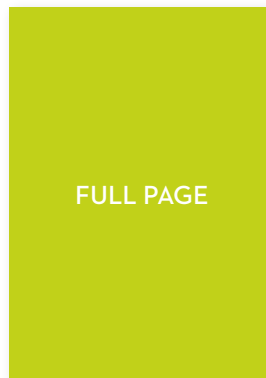
### Bleed

303mm deep x 216mm wide

### Trim

297mm deep x 210mm wide

*(Masthead takes up  
57mm depth from the trim)*



## FULL PAGE

### Type area

270mm deep x 188mm wide

### Bleed

303mm deep x 216mm wide

### Trim

297mm deep x 210mm wide

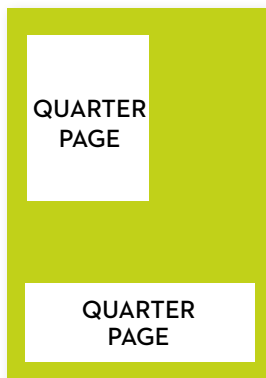


## DOUBLE PAGE SPREAD

**Type area** 270mm deep x 400mm wide

**Bleed** 303mm deep x 426mm wide

**Trim** 297mm deep x 420mm wide



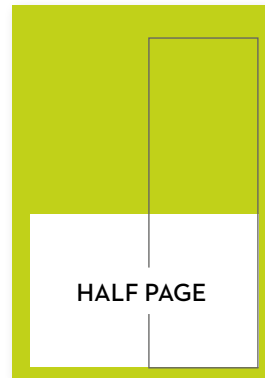
## QUARTER PAGE

### Upright

133mm deep x 92mm wide

### Landscape

65mm deep x 188mm wide



## HALF PAGE

### Upright type area

270mm deep x 92mm wide

### Landscape type area

133mm deep x 188mm wide

## FILE FORMATS

We operate a PDF workflow

Artwork should be supplied as a  
300dpi, CMYK PDF

PDF files should be created to  
Pass4Press v11

CMYK colour space - PDFs should  
contain NO spot colours

All non-printing spot colours must  
be converted to CMYK prior to  
exporting PDF

All fonts should be embedded or  
outlined

Live matter should be no closer than  
6mm to the trim edges

We advise supplying a good quality  
colour proof for colour matching  
purposes

No responsibility can be taken by the  
publisher for inconsistencies in colour  
where no colour guide has been  
supplied

**Files should be submitted to:**  
**caroline.maciver@peeblesmedia.com**

# Scottish Grocer Awards 2023

**ScottishGrocer**  
& convenience retailer

FOR SPONSORSHIP OPPORTUNITIES CONTACT **AMY KNOX ON 0141 567 6033**



- ▶ HOME DELIVERY STORE OF THE YEAR
- ▶ LICENSED RETAILER OF THE YEAR
- ▶ BEST SOFT DRINKS RETAILER OF THE YEAR
- ▶ VAPING RETAILER OF THE YEAR
- ▶ INDEPENDENT RETAILER OF THE YEAR
- ▶ SUSTAINABILITY CHAMPION
- ▶ TOBACCO RETAILER OF THE YEAR
- ▶ SYMBOL STORE OF THE YEAR
- ▶ THE ENTREPRENEUR AWARD
- ▶ INDUSTRY ACHIEVEMENT AWARD
- ▶ BEST NEW STORE AWARD
- ▶ COMMUNITY RETAILER OF THE YEAR
- ▶ EMPLOYEE OF THE YEAR
- ▶ INNOVATION AWARD

Bespoke categories are available



Scan the QR to find out more!

Supported by

