

SLRmag.co.uk

2023 Media Pack

HELPING YOU MAKE THE MOST OF YOUR BUSINESS

The leading media portfolio for the locally owned retailing sector in Scotland.



HELPING YOU MAKE THE MOST OF YOUR BUSINESS

WHY SLR?

SLR is unique in the local convenience trade marketing world for many reasons, not least because we are the only title on earth to have owned our own convenience store. This gives us a deeper understanding of the sector that no other title can match.

We are also the only award-winning convenience trade title in Scotland with a number of prestigious PPA Awards to our name. We were named the Scottish Business & Professional Title of the Year at the very first PPA Scotland Awards. We have built on that with a number of subsequent successes proving that we deliver a high quality, creative and brave title that consistently meets the needs of its readers and its advertisers.



DID YOU KNOW?



SLR was named business & professional magazine of the year at the very first PPA Scotland awards, competing with literally every trade title from every industry across the country.

SLR has gone on to win many other PPA awards including business & professional editor of the year, business & professional magazine of the year (for the second time) and sales initiative of the year

The SLR Awards are now in their 21st Year and recognised as the leading awards programme for the local retailing sector in Scotland.

SLR has the largest ABC-audited circulation in Scotland and has the highest percentage of requested readers in Scotland.

SLR HAS THE HIGHEST REQUESTED CIRCULATION IN SCOTLAND

Current audit period stats are:

- * **TOTAL NET CIRCULATION – 6,996**
- * **ABC AUDIT PERIOD JULY 2021 – 2022**

BREAKDOWN BY PERCENTAGE

Convenience Store	68
Forecourt	9
Co-Op	4
Wholesaler/Cash & Carry	3
Head Office	9
Other	7

SLR is sent to retailers drawn from the grocery industry including c-stores, co-ops, off licences, CTNs, petrol forecourts and grocers in Scotland. Plus buyers from the fascias, wholesalers, cash & carries, manufacturers and distributors in the UK; as well as individuals from trade bodies and other companies/ institutions whose work benefits all of the above.

SLR is audited by ABC – the leading industry-owned auditor for media products.

We have the highest requested circulation in Scotland.



HELPING YOU MAKE THE MOST OF YOUR BUSINESS

SLR: WE GET RETAIL

WHY USE SLR AND WWW.SLRMAG.CO.UK?

SLR is the only title ever to have owned and run its own convenience store for five years, and as such has unique view and experience of the sector and an unrivalled network of contacts with Scotland's retailers.

Our award-winning portfolio of magazines, supplements, web sites and face-to-face events make us your ideal partner for your trade marketing activities for the dynamic, ever changing face of local retailing in Scotland.

SLR MAGAZINE

- * Launched in 2001
- * ABC audited, highest requested circulation in Scotland
- * Close partnerships with Scotland's industry associations, SWA and SGF
- * Adaptable and flexible editorial projects and case studies to drive retailer engagement



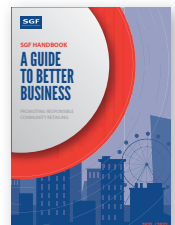
CATEGORY PROJECTS



ROUND TABLES



COMPETITIONS



PUBLISHERS OF THE SGF ANNUAL HANDBOOK



FALSE FRONT COVER ADVERTISING



GIVEAWAYS

HANDBOOKS

We have a comprehensive range of handbook opportunities, planned for 2023 including: Product Launch of the Year, Sustainability, Deposit Return Scheme & Destination Retail.



HELPING YOU MAKE THE MOST OF YOUR BUSINESS

FEATURES LIST

JANUARY 2023

- * SYMBOL GROUP, FASCIA & FRANCHISE GUIDE
- * DRS SOLUTIONS
- * NEW YEAR PRODUCT LAUNCHES
- * VAPING & REDUCED RISK PRODUCTS
- * HEALTHY OPTIONS
Including Bottled Water, Fruit Juices, Smoothies, ProBiotic & Cholesterol Lowering Drinks, Free From, Low Sugar, Low Salt, Vegan, Vegetarian, Wheat Free & Dairy free
- * BISCUITS & CAKES
- * SEASONAL OCCASIONS
Including Burns Night, Valentine's Day, Chinese New Year, Pancake Day
- * EASTER TOP UP

FEBRUARY 2023

- * TOBACCO
- * SOFT DRINKS
- * PRICE MARKED PACKS
- * RAMADAN
- * FORECOURTS
- * OWN LABEL
- * HOME AND PERSONAL CARE
Including Cleaning Products, Toilet & Kitchen Roll, Hand Sanitisers, Soap, Shampoo, Shower Gel, Oral Care, Shaving Equipment and Sanitary Products
- * SNACKS & SAVOURY TREATS
- * BEER & CIDER

MARCH 2023

- * VAPRIL
- * NICOTINE POUCHES, EQUIPMENT AND RYO
- * CONFECTIONERY (SUGAR, MINTS & GUMS, CHOCOLATE)
- * EPOS SYSTEMS
- * BOTTLED WATER
- * SPORTS & ENERGY DRINKS
- * CHILLED (BUTTER, SPREADS, YOGHURT, MILK, CHEESE)
- * IMPULSE MUST STOCKS
- * HARD SELTZER

APRIL 2023

- * TOBACCO
- * SOFT DRINKS
- * SUMMER OF SPORTS
- * AMERICAN CANDY AND TREATS
- * FOOTFALL DRIVERS
Including Payment Systems, Post Office, Home Delivery, Banking and Food to Go
- * ICE CREAM & DESSERTS
- * PET FOOD & PRODUCTS
- * GROCERY CUPBOARD

MAY 2023

- * BREAKFAST – INCLUDING CEREAL, CEREAL BARS, SPREADS, FRUIT JUICES, SMOOTHIES, HOT DRINKS, BREAD, IN-STORE BAKERY AND FOOD & DRINK TO GO
- * VAPING
- * CIGARS
- * SPORTS & ENERGY DRINKS
- * PRICE MARKED PACKS
- * FOODS OF THE WORLD

JUNE 2023

- * SUMMER DRINKS
- * NICOTINE AND REDUCED RISK PRODUCTS
- * SUSTAINABILITY, RECYCLING & ENERGY EFFICIENCY
- * CONFECTIONERY (SUGAR, MINTS & GUMS, CHOCOLATE)
- * IMPULSE CAKES AND BISCUITS
- * FOOD TO GO & SNACKING
- * SUMMER FESTIVAL SEASON
- * SOFTWARE SYSTEMS

JULY 2023

- * TOBACCO, RYO, AND NICOTINE POUCHES
- * BACK TO SCHOOL
- * BOTTLED WATER
- * LUNCH TO GO
Includes In-store Kitchens, Pies & Pastries, Pizza, Burgers, Hot Dogs, Sandwiches, Healthy Options, Hot and Cold Drinks, Milkshakes, Slush, Desserts & Meal Deals
- * TEA & COFFEE
- * CRISPS AND SNACKS

AUGUST 2023

- * HALLOWEEN
- * SOFT DRINKS
- * KIDS CONFECTIONERY
- * NICOTINE
- * CBD PRODUCTS
- * FORECOURTS
- * SECURITY AND WORKER PROTECTION
- * HEALTHIER OPTIONS
Including Bottled Water, Fruit Juices, Smoothies, ProBiotic & Cholesterol Lowering Drinks, Free From, Low Sugar, Low Salt, Vegan, Vegetarian, Wheat Free & Dairy free
- * BACK TO COLLEGE & UNIVERSITY

SEPTEMBER 2023

- * SYMBOL GROUP, FASCIA & FRANCHISE GUIDE
- * STOPTOBER
- * DIWALI
- * BREAKFAST
Including Cereal, Cereal Bars, Spreads, Fruit Juices, Smoothies, Hot Drinks, Bread, In-Store Bakery and Food & Drink to go
- * FRESH & FROZEN READY MEALS
- * HANGING BAGS
- * BISCUITS AND CAKES
- * ADULT SOFT DRINKS
- * BONFIRE NIGHT PRODUCTS

OCTOBER 2023

- * CHRISTMAS
- * CIGARS
- * BIG NIGHT IN
- * BATTERIES
- * RETAIL TECHNOLOGY
- * CRISPS & SNACKS
- * MEDICATED CONFECTIONERY
- * BEER & CIDER

NOVEMBER 2023

- * PRODUCTS OF THE YEAR AWARDS LAUNCH
- * CHRISTMAS TOP UP
- * VAPING
- * SPORTS & ENERGY DRINKS
- * FORECOURTS
- * BOTTLED WATER
- * EPOS SYSTEMS
- * GIFTING BISCUITS & CONFECTIONERY
- * CHEESE
- * CHRISTMAS WINES & SPIRITS

DECEMBER 2023

- * WHAT'S IN STORE FOR 2024
- * TOBACCO
- * CHRISTMAS DRINKS
- * LAST MINUTE CHRISTMAS
- * CHRISTMAS TREATS AND GIFTING
- * SUPPLIER INITIATIVE OF 2022
- * EASTER EGGS AND TREATS
- * RTD'S
- * LOW/NO ALCOHOL OPTIONS

HELPING YOU MAKE THE MOST OF YOUR BUSINESS

DISPLAY ADVERTISING RATE CARD

Thanks to its unique relationship with local retailers in Scotland, SLR offers unrivalled quality of access to the local retailing sector.

After almost five years of owning and managing our own store we have created uniquely strong bonds with the retailing community in Scotland.

This relationship translates into high quality content that is informed by our first-hand experience of running a store ourselves. No other trade title in the UK benefits from this experience at the sharp end of retailing.

ARTWORK SPECIFICATIONS

SIZE	TRIM	BLEED
DPS	420MM X 297MM	426MM X 303MM
FULL PAGE	210MM X 297MM	216MM X 303MM
HALF PAGE	190MM X 131MM	196MM X 137MM
HALF PAGE DPS	420MM X 145MM	426MM X 151MM
VERTICAL STRIP	77MM X 279MM	83MM X 285MM
BOOKENDS	71MM X 297MM	77MM X 303MM

PREMIUM POSITIONS

False Front cover	£4,000
Bellyband	£2,500
Spreadmarker with Centre DPS	£4,500
Company Profile 3 Editorial Pages + Full Page	£5,000
*Feature Takeover	£5,000
Symbol Spotlight 4 Pages Inside Business	£3,500
News Partner*	£3,500
Product News Partner*	£3,000
Off-Trade Partner*	£3,000
* Prominent logo in section, lead editorial, representative headshot and comment, FP Ad	
Disruptive Spike	£2,000
Creative editorial in style of choosing in feature for maximum impact with FP Ad	

*Vertical strip on every editorial page in chosen feature plus DPS advert

DOUBLE PAGE SPREADS

DPS	£3,000
DISRUPTIVE DPS	£3,500
Centre DPS	£3,500
DPS EDITORIAL	£4,000
Half Page DPS	£2,000

FULL PAGES

outside back cover	£2,500
guaranteed position	£2,250
full page	£2,000

FRACTIONAL ROP

Half page	£1,200
Vertical strip	£1,200
Bookends	£2,000

SPECIAL OPTIONS

PRODUCT SAMPLES, GATEFOLDS, LOOSE AND BOUND INSERTS AVAILABLE ON REQUEST. COST DEPENDENT ON PAPER WEIGHT AND VOLUME.

SPECIAL OFFER

MAGAZINE TAKEOVER

- * FALSE FRONT COVER
- * SPREADMARKER WITH CENTRE DPS
- * OUTSIDE BACK COVER
- * 2 X FULL PAGES

£10,000



When creating PDF files please apply cropmarks, 3mm bleed and embed all fonts. All images incorporated within the advert should be high resolution (300dpi) and CMYK colour mode, not RGB.

If you're in any doubt as to your artwork, as long as its set to the correct sizes 300DPI and CMYK we can accept JPEG artwork.

HELPING YOU MAKE THE MOST OF YOUR BUSINESS

SLR WEBSITE & DIGITAL EDITION

Benefitting from a dedicated editorial and content team, SLR's website and digital platforms provide the ultimate digital resource and the only multi-platform title retailers need to keep up to date with current news, events, trends and products within the Scottish convenience sector. Welcome to slrmag.co.uk

11,025

unique users (per month)

30,764

impressions (per month)



WWW.SLRMAG.CO.UK
UPDATED DAILY WITH NEWS

SPONSORED OPPORTUNITIES

WEEKLY NEWSLETTER

- * Weekly Roundup
- * Competitions

EMAIL MARKETING & SOCIAL MEDIA

- * customised mailer **£1,000**
- * Sponsored Tweet **£500**



2,408
FOLLOWERS

E NEWSLETTERS

Weekly Newsletters to our digital community



bespoke e-newsletter opportunities



19.6% OPEN RATE



HELPING YOU MAKE THE MOST OF YOUR BUSINESS

SLRMAG.CO.UK PROMOTIONAL OPPORTUNITIES

SLR's multi-channel platform combining website, digital editions, social media channels, video adverts, e-newsletters and bespoke mailers offer a wealth of opportunities to communicate directly with engaged retailers.

NEWSLETTER ADVERTISING OPPORTUNITIES

SLR NEWSLETTER TAKEOVER

- * Banner at the top of the newsletter
- * Newsletter tweet promoting the sponsorship
- * One of the newsletter stories linking to an article about the sponsor's products/services that will have been published on slrmag.co.uk

1 Month £1,000
1 Week £750

EMAILERS

Single £1,000
Block of 3* £1,500
*must be used within 4 weeks

BANNER AD IN WEEKLY NEWSLETTER £300

600 wide x 150 deep jpg or gif. max file size 100kB

WEBSITE ADVERTISING OPPORTUNITIES

SLR HOMEPAGE TAKEOVER

- * Leaderboard
- * Skyscrapers
- * Banners
- * Video
- * Bespoke Emailer
- * Thought Leadership/Category Piece, Sponsored Tweet
- * Facebook Competition
- * Editorial Support

1 Month £4,000
1 Week £1,500

LEADERBOARD £500

SKYSCRAPER £400

VIDEO £350

MPU £350

BANNER £300

TWITTER SPONSORED TWEET £500

SPECIAL OFFER

1 MONTH DIGITAL TAKEOVER (WEBSITE + E-NEWSLETTER)

- * LEADERBOARD
- * BANNER
- * SKYSCRAPER
- * VIDEO
- * BESPOKE MAILER
- * THOUGHT LEADERSHIP/ CATEGORY PIECE
- * SPONSORED TWEET ON SLR TWITTER
- * FACEBOOK COMPETITION
- * EDITORIAL SUPPORT

£5,000

ARTWORK SPECIFICATIONS

FORMAT

LEADERBOARD (BESIDE LOGO)

LEAD STRAP (BETWEEN THREE MAJOR NEWS STORIES AND OTHER NEWS PANEL)

SECTION BANNER (ABOVE PRODUCT NEWS)

SKYSCRAPER (VERTICAL, EITHER SIDE OF MAIN CONTENT)

MPU

SIZE

728 X 90

1090 X 75

665 X 90

120 X 600

300 X 300

ALL SIZES IN PIXELS, HORIZONTAL X VERTICAL.
MAXIMUM FILE SIZE 100KB, JPG OR GIF

PLEASE NOTE THAT SKYSCRAPERS WILL NOT BE
VISIBLE ON SCREENS THAT ARE LESS THAN 1398
PIXELS ACROSS

HELPING YOU MAKE THE MOST OF YOUR BUSINESS

SLR AWARDS 2023

Now in their 21st Year, the SLR Awards recognise and reward the outstanding work of the convenience retailing sector in Scotland

Winners now use the logo extensively as part of their annual marketing strategies.



CATEGORIES

- Bread & Bakery Retailer of the Year
- Confectionery Retailer of the Year
- Fresh & Chilled Retailer of the Year
- Food-to-go Retailer of the Year
- Newtrade Retailer of the Year
- Off-Trade Retailer of the Year
- Scottish Brands Retailer of the Year
- Soft Drinks Retailer of the Year
- Tobacco Retailer of the Year
- Community Retailer of the Year
- Forecourt Retailer of the Year
- Home Delivery Retailer of the Year
- New Store of the Year
- Refit of the Year
- Sustainability Retailer of the Year
- #ThinkSmart Innovation
- Team of the Year
- Symbol Group of the Year
- Special Recognition
- Young Scottish Local Retailer of the Year
- Scottish Local Retailer of the Year

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SCOTTISH RETAIL FOOD AND DRINK AWARDS



Launched in 2020, the Scottish Retail Food and Drink Awards were launched with a very clear goal – to get more of Scotland’s fantastic food and drink products on to more retail shelves in Scotland.

The 2022 Awards were announced at a prestigious lunch at the Corinthian Club in Glasgow



LISTED MAGAZINE

Our new magazine allows us to bring the latest news, views, features, NPD, insight and more to the entire Scottish retail food and drink sector, and it will also ensure that our winners and finalists will continue to be highlighted and celebrated throughout the year.

For all editorial enquiries and submissions please contact edimama@55north.com and advertising enquiries contact hlyons@55north.com

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MEET THE TEAM



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