



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

THE WEEK IN  
**RETAIL**



MEDIA PACK  
2021

## WHY SLR?

SLR is unique in the 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 REWARDS IS THE ONLY TRADE AWARDS PROGRAMME IN THE UK TO OFFER ALL WINNERS ON THE EVENING OUTSTANDING REWARDS INCLUDING TRIPS TO LAS VEGAS, CHICAGO AND AMSTERDAM.

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:

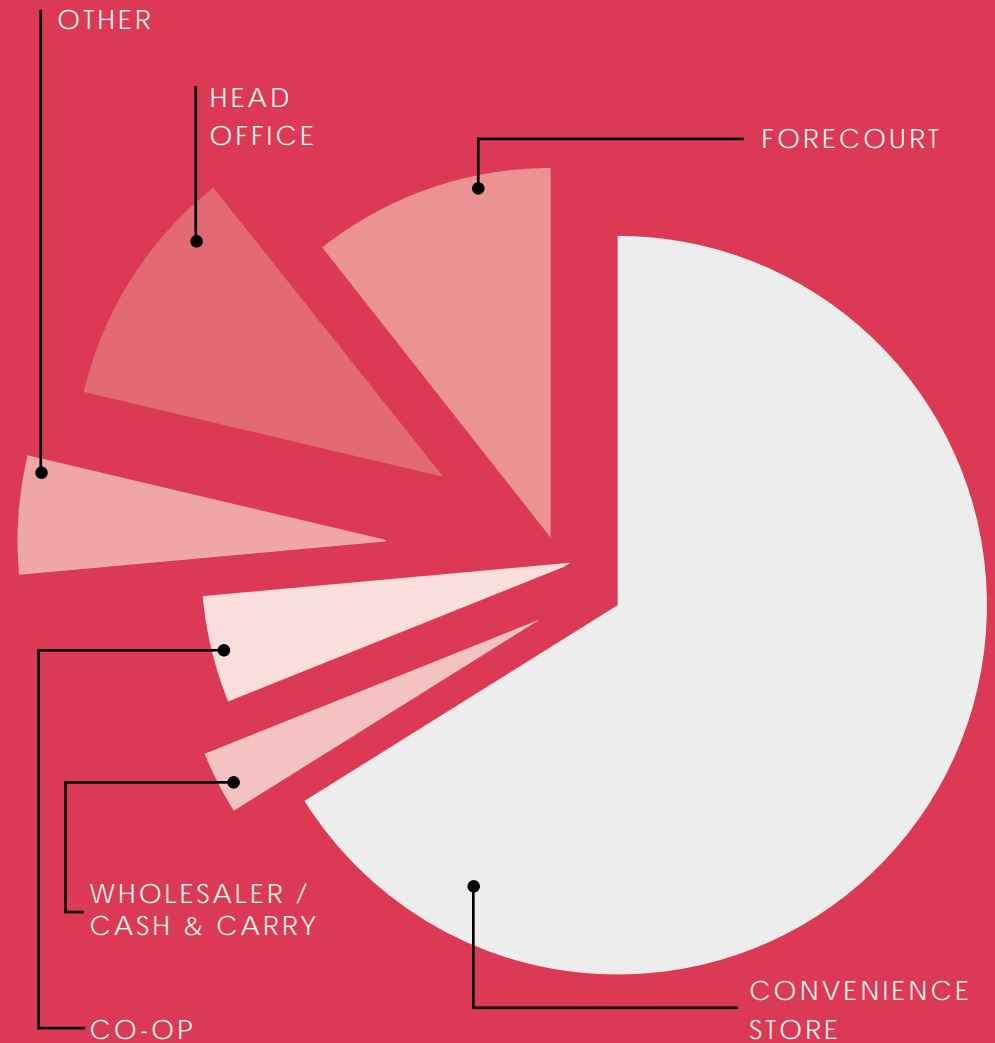
**Total Net circulation – 7,791**  
**ABC Audit period July 2019 – Jun 2020**

## SLR IS SENT TO

SLR is sent to retailers drawn from the grocery industry including c-stores, co-ops, off licenses, 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.

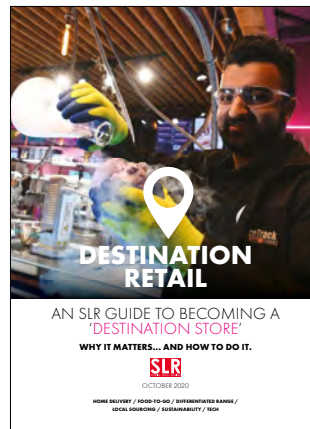
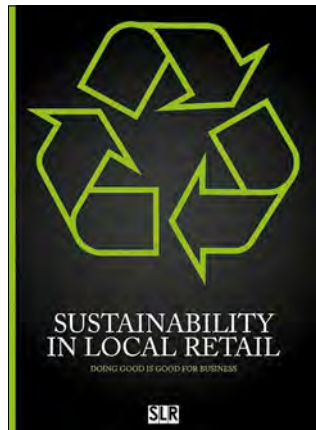
We have the highest requested circulation in Scotland.



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

## HANDBOOKS

We have a comprehensive range of handbook opportunities, planned for 2021 including: Scotland's Product of The Year 2020 and Category Management under COVID; #ThinkSmart Technology; and Sustainability.



## THE WEEK IN RETAIL

THE WEEK IN

# RETAIL

The Week In Retail: SLR's new weekly fully interactive digital magazine, with multimedia format, static and video, ads and interviews.



# FEATURES LIST 2021

## JANUARY

DEADLINE 22ND DECEMBER (2020)

- \* Symbol Group, Fascia & Franchise Guide (First of 2021)
- \* Sustainability, Recycling & Energy Efficiency
- \* New Year Product Launches
- \* Vaping & Reduced Risk Products
- \* Healthy Options – including Bottled Water, Fruit Juices, Smoothies, Pro-Biotic & Cholesterol Lowering Drinks, Free From, Low Sugar, Low Salt, Vegan, Vegetarian, Wheat Free & Dairy free
- \* Biscuits & Cakes
- \* 4 Big Nights in! (Burns Night, Valentine's Day, Chinese New Year, Pancake Day)
- \* Easter Top Up
- \* Low/No Alcohol Products
  
- \* **In Action: Soft Drinks – We showcase the Soft Drinks Category in action with an award-winning retailer**
  
- \* **Handbook Supplement: SLR Retailer Choice Best Product Launches of 2020 & Cat Man Under Covid**

## FEBRUARY

DEADLINE 21ST JANUARY

- \* 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
  
- \* **In Action: Food to Go – We showcase the Food to Go Category in action with an award-winning retailer**

## MARCH

DEADLINE 18TH FEBRUARY

- \* 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 Seltzers
  
- \* **In Action: Wines & Spirits – We showcase the Wines & Spirits Category in action with an award-winning retailer**
  
- \* **Handbook Supplement: Retail Technology & Innovation**

## APRIL

DEADLINE 18TH MARCH

- \* Symbol Group, Fascia & Franchise Guide
- \* Tobacco
- \* Soft Drinks
- \* Summer of Sports
- \* American Candy and Treats
- \* Football Drivers – including Payment Systems, Post Office, Home Delivery, Banking and Food to Go
- \* Ice Cream & Desserts
- \* Pet Food & Products
- \* Grocery Cupboard
  
- \* **In Action: Crisps & Snacks – We showcase the Crisps & Snacks Category in action with an award-winning retailer**
  
- \* **Advert Review: Our expert Retailer Panel review the first quarter SLR Adverts**

# FEATURES LIST 2021

## MAY

DEADLINE 22ND APRIL

- \* Euro 2021
- \* Breakfast – including Cereal, Cereal Bars, Spreads, Fruit Juices, Smoothies, Hot Drinks, Bread, In-Store Bakery and Food & Drink to Go
- \* Vaping
- \* Cigars
- \* Forecourts
- \* Sports & Energy Drinks
- \* Price Marked Packs
- \* Foods of the World
- \* Pet Food & Products
  
- \* **In Action: Confectionery – We showcase the Confectionery Category in action with an award-winning retailer**

## JUNE

DEADLINE 20TH MAY

- \* Summer Drinks
- \* Sports and Energy 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
  
- \* **In Action: Tobacco – We showcase the Tobacco Category in action with an award winning retailer**
  
- \* **Handbook Supplement: Sustainability, Packaging & Energy Efficiency**

## JULY

DEADLINE 17TH JUNE

- \* Tobacco, RYO, and Nicotine Pouches
- \* World Foods
- \* 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
- \* Young Adult Brands
- \* Banking & Currency
  
- \* **In Action: Vaping & Reduced Risk Products – We showcase the Vaping & Reduced Risk Category in action with an award-winning retailer**
  
- \* **Advert Review: Our expert Retailer Panel review the second quarter SLR Adverts**

## AUGUST

DEADLINE 22ND JULY

- \* Halloween
- \* Soft Drinks
- \* Kids Confectionery
- \* Nicotine
- \* CBD Products
- \* Forecourts
- \* Security and Worker Protection
- \* Healthier Options – including Bottled Water, Fruit Juices, Smoothies, Pro-Biotic & Cholesterol Lowering Drinks, Free From, Low Sugar, Low Salt, Vegan, Vegetarian, Wheat Free & Dairy free
- \* Back to College & University
  
- \* **In Action: Beer and Cider – We showcase the Beer and Cider Category in action with an award-winning retailer**

# FEATURES LIST 2021

## SEPTEMBER

DEADLINE 19TH AUGUST

- \* Symbol Group, Fascia & Franchise Guide (Last of the Year)
- \* 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
  
- \* **In Action: Sustainability – We showcase Sustainability in action with an award-winning retailer**
  
- \* **Handbook Supplement: Destination Retail (Footfall Drivers, Category Leaders, Fascia Guide)**

## OCTOBER

DEADLINE 16TH SEPTEMBER

- \* Christmas
- \* Cigars
- \* Packaging
- \* Big Night In
- \* Batteries
- \* Retail Technology
- \* Crisps & Snacks
- \* Medicated Confectionery
- \* Beer & Cider
  
- \* **In Action: Retail Technology – We showcase Retail Technology in action with an award-winning retailer**
  
- \* **Advert Review: Our expert Retailer Panel review the third quarter SLR Adverts**

## NOVEMBER

DEADLINE 21ST OCTOBER

- \* Christmas Top Up
- \* Vaping
- \* Sports & Energy Drinks
- \* Forecourts
- \* Bottled Water
- \* EPoS Systems
- \* Gifting Biscuits & Confectionery
- \* Cheese
- \* Christmas Wines & Spirits
  
- \* **In Action: Responsible Retail – We showcase Responsible Retailing in action with an award-winning retailer**
  
- \* **Handbook Supplement: Product of the Year 2021**

## DECEMBER

DEADLINE 18TH NOVEMBER

- \* What's in store for 2022
- \* Tobacco
- \* Christmas Drinks
- \* Last Minute Christmas
- \* Christmas Treats and Gifting
- \* Supplier Initiative of 2021
- \* Easter Eggs and Treats
- \* RTD's
- \* Low/No Alcohol Options
  
- \* **In Action: Biscuits – We showcase the Biscuits Category in action with an award-winning retailer**

# 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.

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 (Prominent logo in section, lead editorial, representative headshot and comment, FP Ad)	£3,500
PRODUCT NEWS PARTNER (Prominent logo in section, lead editorial, representative headshot and comment, FP Ad)	£3,000
OFF-TRADE PARTNER (Prominent logo in section, lead editorial, representative headshot and comment, FP Ad)	£3,000
DISRUPTIVE SPIKE (Creative editorial in style of choosing in feature for maximum impact with FP Ad)	£2,000
*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



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

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.



## SLR WEBSITE & DIGITAL EDITION



[www.slmag.co.uk](http://www.slmag.co.uk)

Updated daily with news

**11,025** unique users (per month) | **30,764** impressions (per month)

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](http://slrmag.co.uk)

**51,113\***

Average monthly impressions

**4,421\***

reads



**2,408 FOLLOWERS**



### E NEWSLETTERS

Weekly Newsletters to our digital community/ bespoke e-newsletter opportunities

**19.6%** open rate

### SPONSORED OPPORTUNITIES

#### WEEKLY NEWSLETTER

- \* WEEKLY ROUNDUP
- \* COMPETITIONS

#### EMAIL MARKETING & SOCIAL MEDIA

- \* CUSTOMISED MAILER – £1,000
- \* SPONSORED TWEET – £500

\*These figures relate to The Week In Retail.

# 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.

### 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
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SKYSCRAPER	£400
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VIDEO	£350
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MPU	£350
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BANNER	£300
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THOUGHT LEADERSHIP/ CATEGORY ARTICLE	£500
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### 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
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600 WIDE X 150 DEEP JPG OR GIF. MAX FILE SIZE 100KB

TWITTER SPONSORED TWEET	£500
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# 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	SIZE
LEADERBOARD (BESIDE LOGO)	728 X 90
LEAD STRAP (BETWEEN THREE MAJOR NEWS STORIES AND OTHER NEWS PANEL)	1090 X 75
SECTION BANNER (ABOVE PRODUCT NEWS)	665 X 90
SKYSCRAPER (VERTICAL, EITHER SIDE OF MAIN CONTENT)	120 X 600
MPU	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

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## NEW FROM SLR

### IN-ACTION

***In-Action*** is a brand new multi-channel innovation from SLR that will run over a set period of time across both SLR Magazine and our interactive weekly digital title TWIR with further amplification via our website and Social Media channels.

In-Action is a Case Study-based series of features where we partner with an award-winning Retailer and single supplier or brand to examine in a fresh and interactive manner the particularly important challenges and opportunities facing the local retailing sector.

Working with a single partner and a single retailer we will outline what retailers need to do in a category to a) get the basics right and b) take their offer to the next level.

Ultimately showcasing a hands-on practical guide to developing a successful, profitable Category offering with the results showcased across SLR and TWIR via a mix of editorial and video footage.



### CONTACT US

For further information on advertising please call

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