



# Grocer.me

## We give them something to talk about

It has been long established that in general terms selective perception comes into operation, when people screen the contents of professional or business-2-business journals.

Giving readers something to ponder and talk about is a powerful motivator that drives readership, across all demographics and disciplines. Media researchers in the USA have found that people want a source of information that gives them something to discuss with others.

Good editorial pages provoke thought and conversation, and in the right hands, good advertising will induce a buying response.

The stronger the reader's affiliation is with a journal, the higher the level of endorsement the advertised products are likely to receive.

Grocer.me delivers a business advantage to all our advertisers in every edition, by creating the most effective marketing environment for their brands – join us, and ensure the wellbeing of your promotional budget in 2010.



# Yours brands – our mission

Every edition of Grocer.me delivers the opportunity for FMCG professionals to expand their knowledge of the modern trade, providing its readers with editorials created to develop retail management skills.

## EDITORIAL FEATURES 2010

### FEBRUARY

Milk produce – liquid & powder  
Baby & infant nutrition  
Personal care  
Oral hygiene  
Breakfast time

### JUNE

Snacking  
Hair care  
Juices & smoothies  
Packaging  
Ramadan in July

### OCTOBER

Male grooming  
Pet food  
Transport, logistics & warehousing  
Kitchen appliances  
Non alcoholic beverages (NAB's)

### APRIL

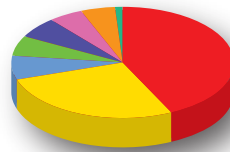
Confectionary  
Function food & drinks  
Health, beauty & sun care  
Bottled water  
OTC's - allergies

### AUGUST

Skin care  
Carbonated soft drinks  
Chillers & fridges  
Back to school  
Cooking oils

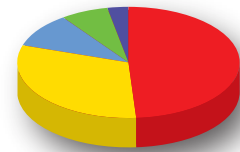
### DECEMBER

Household  
Sports nutrition & energy  
OTC's - pain  
Hot beverages  
New Year – new look



### Country

- Saudi Arabia 43%
- UAE 27%
- Oman 7%
- Kuwait 6%
- Bahrain 6%
- Jordan 5%
- Lebanon 5%
- Qatar 1%



### Sector

- Supermarkets/hypermarkets 49%
- Self service and developing convenience stores 31%
- Distributors 10%
- Manufacturers and suppliers 7%
- Others 3%

## CIRCULATION

Grocer.me delivers key buyers in food, drink, household and non-food categories across the region, with every edition.

## READERSHIP PROFILE

### Hypermarkets/supermarket groups

- Chief executive officers (CEO's)
- Senior executives
- Central buying department managers
- Individual store Managers
- Departmental managers (food & non food)

### Independent supermarkets

- Store owners
- Store managers
- Departmental managers

### Other self service and large grocery stores

- Store owners
- Store managers

### FMCG providers

### Wholesalers and distributors

## ADVERTISING RATES (GBP)

Cost per insertion	1	3	6
Full page	2750	2337	1925
Half page	1500	1275	1050
Back cover	3300	2805	2310
Inside covers	3150	2677	2205
Double page spread	4800	4080	3360

Advertising agency commission = 15%

Inserts accepted by size and weight

Other presentations are available upon request

## MECHANICAL DATA

### Full page

Trim 297 x 210 mm  
Bleed 303 x 216 mm

### Half page horizontal

Trim 145 x 210 mm  
Bleed 148 x 216 mm

### Half page vertical

Trim 297 x 102 mm  
Bleed 303 x 105 mm

All journals printed A4 size, CMYK litho. Digital artwork can be accepted in the following formats: Indesign; Photoshop; Illustrator; and high resolution PDF.

Please supply a colour proof with the artwork to ensure that reproduction is accurate.

All types of cover design and insertions are possible and will be assessed individually in terms of cost, production and feasibility.

**Published:** February, April, June, August, October, December  
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