

The image is a promotional graphic for a 'Forecourt trader' media pack. It features a background photograph of a forecourt with several fuel pumps and a dark-colored car parked at one of them. The scene is slightly blurred. A thick red vertical bar is positioned on the far left edge of the frame. A horizontal pink band runs across the top of the image. The text 'FORECOURT' is written in a large, bold, black sans-serif font. The word 'trader' is written in a smaller, red, lowercase sans-serif font, positioned to the right of 'FORECOURT'. Below the main text, there is a black rounded rectangular button containing the text 'MEDIA PACK 2024' in white, uppercase, sans-serif font.

FORECOURTtrader

MEDIA PACK 2024

About William Reed	3	Email Advertising	18	Event Sponsorship Opportunities	30
The William Reed Universe	4	The Power of Email	19	Forecourt Trader Awards	31
About Forecourt Trader	5	Newsletter Advertising Position	20	Forecourt Trader Summit	32
Our Reach	6	Special Edition Newsletter	21	Top Indies Dinner	33
Job Seniority Breakdown	7	Mailshot	22	Advertising Rates 2024	34
Metered Access	8	Forecourt Trader Vision	23	Contacts	35
Key Clients & Partners	9	Promotional Features	24		
Why Invest in Digital?	10	Forecourt Video Showcase	25		
Features List 2024	11	Category and Product Features	26		
Digital Display Advertising	12	Expert Reports	27		
Why Display?	13	Competitions	28		
Display Placements	14	Webinars	29		
Desktop Display Placements	15				
Brand Promotional Campaign	16				
Social Display	17				

WilliamReed.

For 160 years, William Reed's diverse portfolio of trusted brands has delivered the information our clients need, reaching audiences through outstanding digital media, insights, prestigious awards, innovative exhibitions, events and print.

Since 1862, we have innovated and evolved to become the trusted and authoritative global voice in the food, drink, nutrition, pharma and cosmetics industries. Our recent acquisitions, including Retail Week, The London Coffee Festival and ReThink, a world-leading agri-tech and food-tech events organiser, support our strategy for international growth in market-leading solutions while retaining our focus on the extended food and drink supply chain.

Our investments in the latest technology enable us to continue to provide a superior service for readers and clients alike, offering both groups more value and high-quality content thanks to our cutting-edge features, extensive product ranges and ever-growing data pools.

[VISIT WEBSITE](#)

FORECOURTtrader

**The
Grocer**

**Convenience
store**

**FOOD
manufacture**

**50
BEST**

MCA.

restaurant

FoodNavigator

THE inspiration for pub success since 1794
**MORNING
ADVERTISER**

**British
BAKER**

ALL OUR BRANDS & MARKETS >>

WilliamReed.



4M

REACH

Over 4 million monthly global readers across the group, providing great reach for brands and customers alike



35

BRANDS

Market-leading and award-winning brands offering a range of insights, research, events and other digital initiatives supported by unique sector knowledge



100+

EVENTS

A range of events across key sectors such as food & drink, retail, grocery, manufacturing and hospitality



8

MARKETS

Category-leading brands across 8 key markets with sector-specific insights and opportunities



4

CONTINENTS

A global group to help your business market itself internationally across key geographies

The UK's leading title for the UK fuel retailing sector

“ Forecourt Trader maintains its market-leading position thanks to its authoritative news stories and expert insight into the issues that really matter to today's independent retailers. It holds a unique place in the market as the only title that comprehensively covers petrol filling stations – from pumps and pipework to coffee and convenience items. ”

Juliet Morrison

Editor, Forecourt Trader



Our Reach

Forecourt Trader's community is unique. Our market-leading reputation for editorial coverage purely for the forecourt sector delivers a highly engaged, loyal community of decision makers in fuel retailing. Forecourt Trader's audience covers the entire forecourt sector, from licensees and franchise oil company owned sites to head offices and commission operators.

Our digitally focussed future is designed to meet the needs of our community, with 70%* of retailers saying they prefer to use websites and newsletters to access news and information.

**19,184****

Avg. Monthly Users

**49,674****

Avg. Monthly Pageviews

**20,615*****

Social Followers

**2,749*****

Email Subscribers

**61%****

Mobile Traffic

**39%****

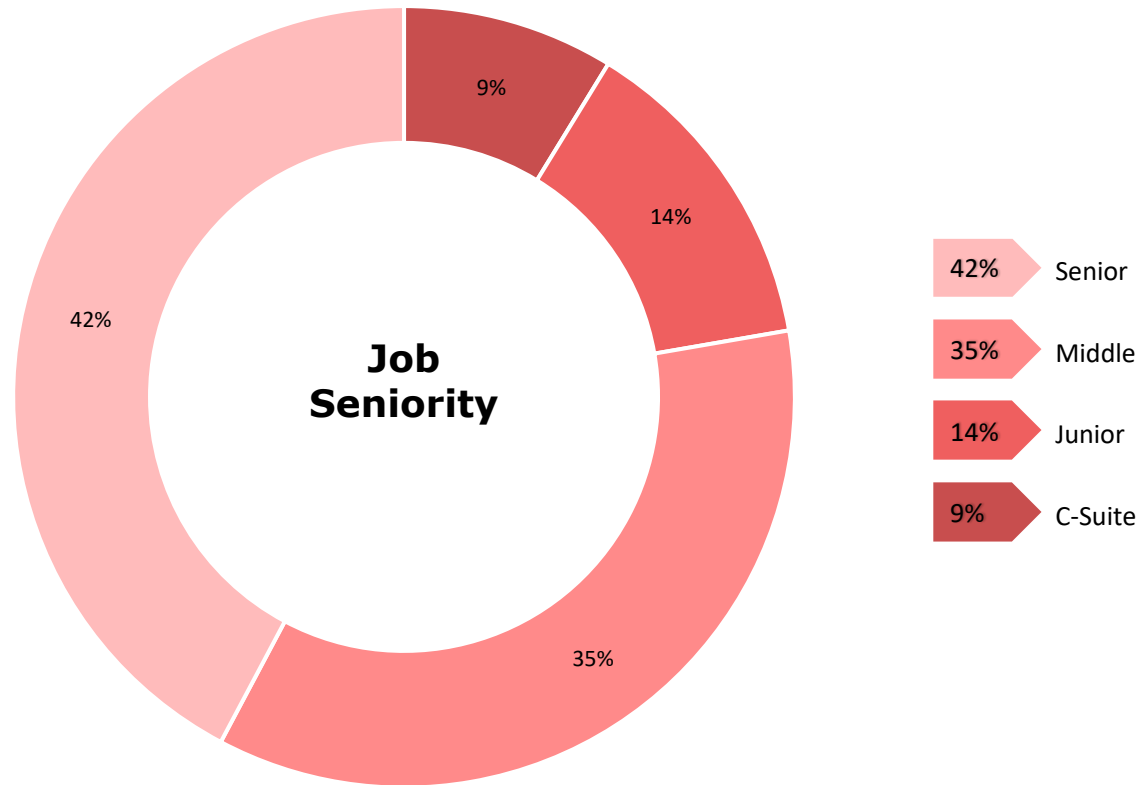
Desktop Traffic

*WR survey of forecourt retailers 2020 // **Adobe Analytics Nov '22 – Oct '23 // ***Counts correct as of Dec '23



+ 1000's of independent retailers

Job Seniority Breakdown



Metered Access

In October 2023, Forecourt Trader implemented metered access, otherwise known as a ‘registration wall’.

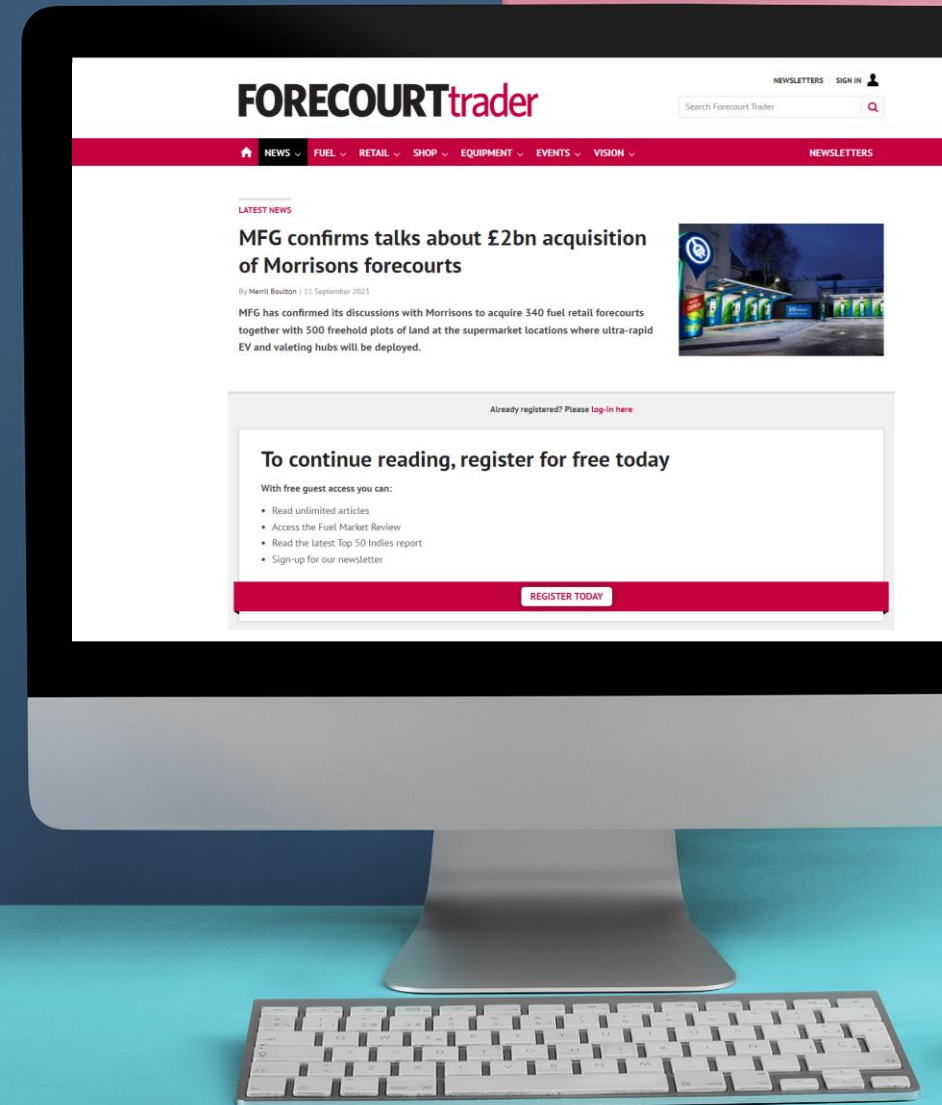
This means that frequent visitors to the website must register (giving their email address and basic industry-specific demographics) and be logged in on each website visit. All website visitors will be asked to register for a free account when they consume their article limit in a given period.

Benefits to you as an advertiser:

- We understand your target audience’s needs better
- We constantly increase the number of known contacts on our database, meaning better results for you
- We’re able to collect and share reader information with our clients in a GDPR-compliant manner



See Metered Access Brochure



Key Clients & Partners

We work with some of the leading companies by providing innovative marketing solutions to help achieve their key objectives. From high impact display marketing to trusted editorial-led webinars and face-to-face events, we can help put your brand in front of key fuel retailing decision makers.

Forecourt Trader assists a wide range of businesses, from symbol groups and wholesalers to business services firms, as well as some of the world's largest FMCG brands to specialist SMEs, in promoting their businesses, expanding their retailer network and increasing sales and distribution of their services and products across the UK Forecourt channel.

Here are just a handful of companies that advertise with Forecourt Trader.

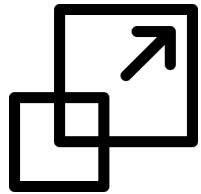
⚠ Did you know?

96% of forecourt 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.

**Source: WRBM survey of forecourt retailers, July 2020*

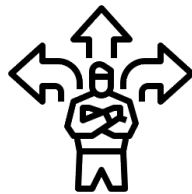


Why Invest in Digital?



Scale & Speed

Reach a large number of people with no long lead times - start your campaign instantly



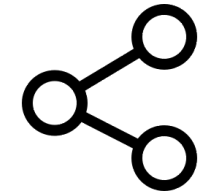
Flexible

Reach our audience wherever they are, optimise your campaign at any time



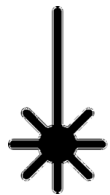
Dialogue Options

Create engagement with your customers through social or online events



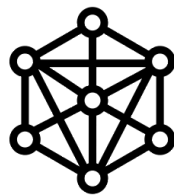
Shareable

Your potential customers can become your best salespeople on social media



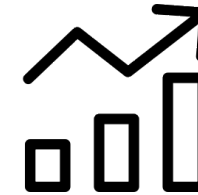
Laser Targeting

Avoid wasting advertising on those who don't need it through segmentation



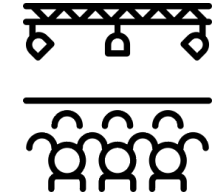
Collect Data

Create a list of hot leads to call or email to bolster your ROI



Tangible Results

See impressions & clicks that drive traffic to your site and generate sales, justifying ROI



Exposure

Make use of an engaged audience not previously exposed to your business

JANUARY

Property	10/01
Tobacco, Vaping	17/01
Snacking: Including Health and Energy	24/01
Tanks and Pipework	31/01

FEBRUARY

Easter	07/02
Food to Go	14/02
EV Charging	21/02
Fascia & Franchise	28/02

MARCH

Forecourt Show Preview	06/03
Forecourt Maintenance	13/03
Car Care & Lubricants	20/03
Chocolate Confectionery	27/03

APRIL

Soft Drinks	03/04
Sustainability – Energy Saving on the forecourt	10/04
Forecourt Insurance	17/04
Summer Alcohol	24/04

MAY

Pump – top Promotions	01/05
Summer Sports & BBQ	08/05
Pumps	15/05
Retail Technology	22/05
Crisps & Savoury Snacks	24/05

JUNE

Forecourt In-store Services	05/06
Soft Drinks	12/06
Car wash and Valeting	19/06
Fuel Market Review	26/06

JULY

Sugar Confectionery	03/07
Wet Stock Management	10/07
Forecourt Health & Safety	17/07
Forecourt Security	24/07
Soft Drinks: Sports & Energy	31/07

AUGUST

EV Charging	07/08
Bread & Bakery	14/08
Big Night In	21/08
Brand Alliances	28/08

SEPTEMBER

Coffee RTD, Iced & Cold Brew	04/10
Forecourt Maintenance	11/09
Food To Go	18/09
Halloween	25/09

OCTOBER

Breakfast	02/11
Christmas Confectionery	09/10
Christmas Alcohol	16/10
Tobacco, Vaping	23/10
Spotlight on Fuels	30/10

NOVEMBER

Fascia & Franchise	06/11
Car Wash and Valeting	13/11
Christmas Soft Drinks	20/11
Coffee & Hot Beverages	27/11

DECEMBER

Building, Design and Shop Fitting	04/12
EPOS	11/12
Spring Occasions & Easter Impulse	18/12

Digital Display Advertising



Why Display?

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 18,000 forecourt retailers every month.

All display advertising packages include a full campaign performance report.

Utilise our display inventory to:

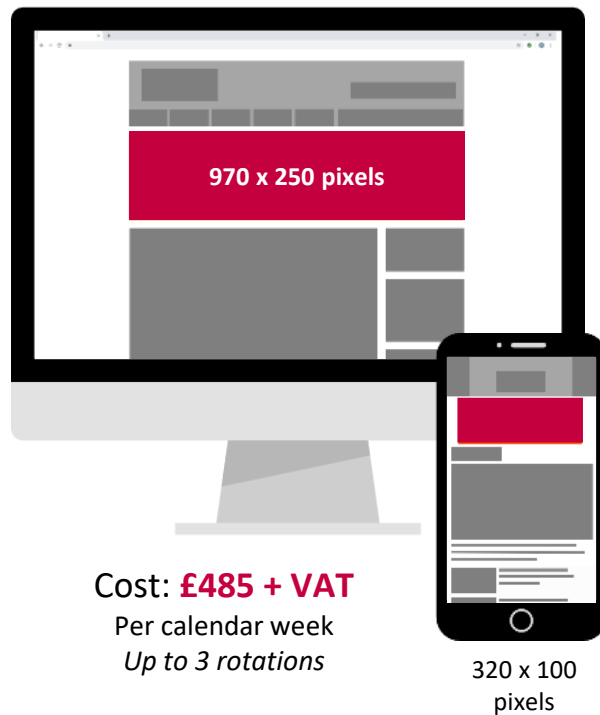
- Raise brand awareness
- Promote new products
- Target your audience 24/7
- Drive delegate registrations to your events
- Create new connections with key decision makers

[See Display Packages Brochure](#)

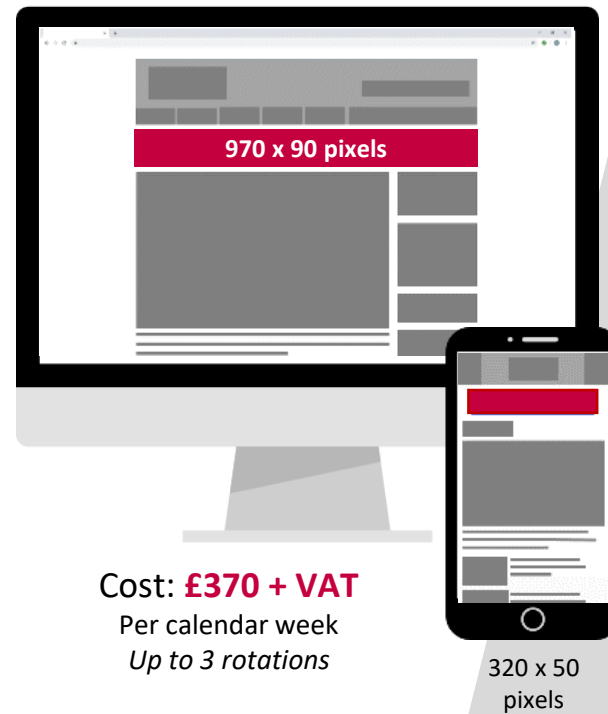


Display Placements

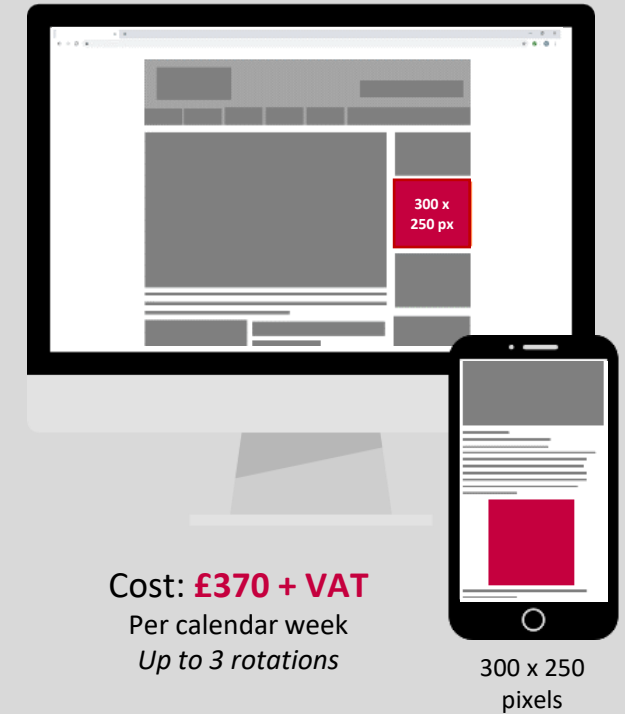
Billboard



Super Leaderboard



Medium Rectangle



Desktop Display Placements

Half Page



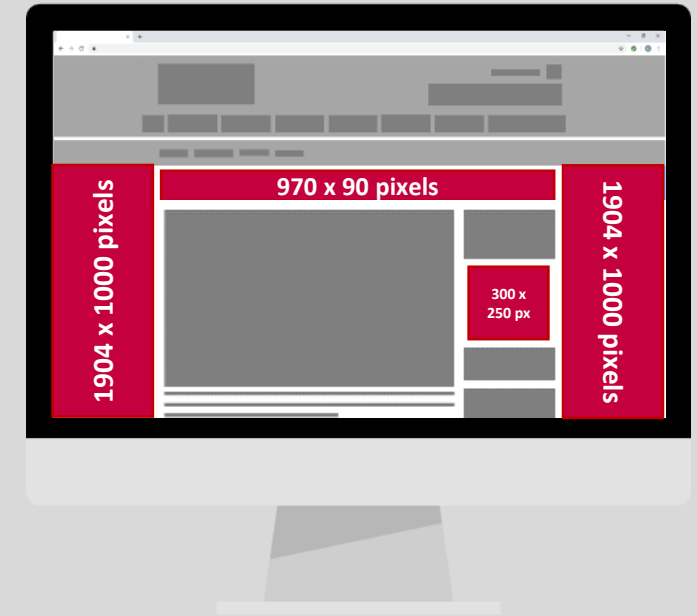
Cost: **£500 + VAT**
Per calendar week
Up to 3 rotations

Background



Cost: **£685 + VAT**
Per calendar week
Up to 3 rotations

Homepage Takeover

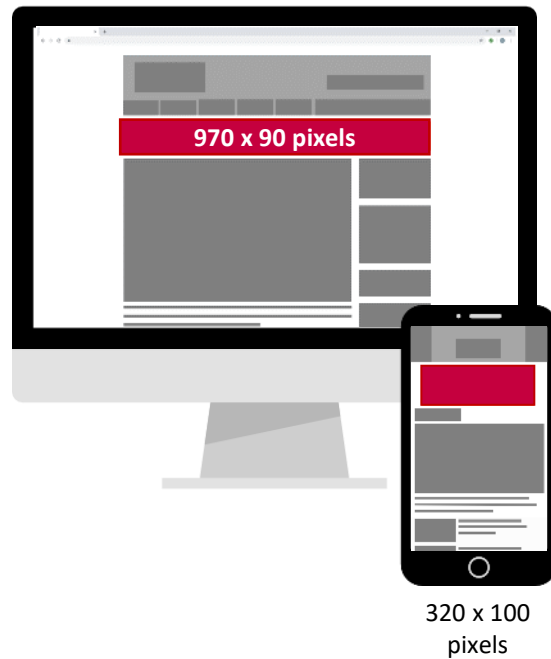


Cost: **£840 + VAT**
Per day
100% SOV

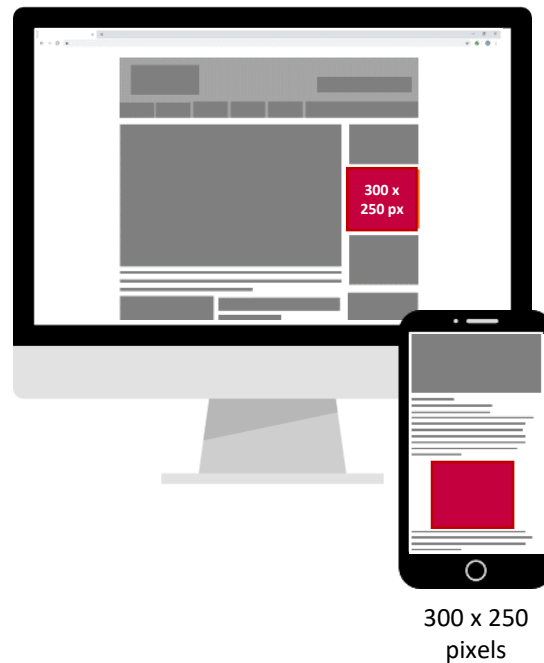
Brand Promotional Campaign

Maximise your reach and impact to the entire forecourt audience

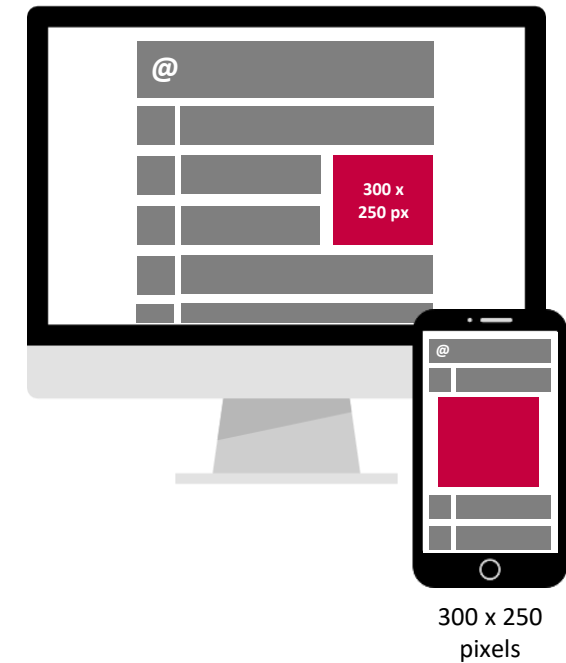
Leaderboard &
Mobile Billboard



Desktop
& Mobile MPU



Email Newsletter
Medium Rectangle



Package Cost: **£1,250 + VAT**
Per calendar week

Social Display

With our social display offering, you can convert your social media post into a display banner that sits alongside our high-quality editorial content on both desktop and mobile devices. Social display banners can include multiple touch points which help to direct readers to various, relevant destinations.

Posts published on Facebook, Twitter, Instagram or LinkedIn can be used for this product with links to your chosen social media account. This easy to create display banner uses content you've already posted helping maximise engagements with your brand online and minimising time spent creating!

- Proven to engage audiences for longer than posts on social sites
- High level of impact and awareness for your message
- No requirement to supply assets

Cost for 1 week: **£450 + VAT**



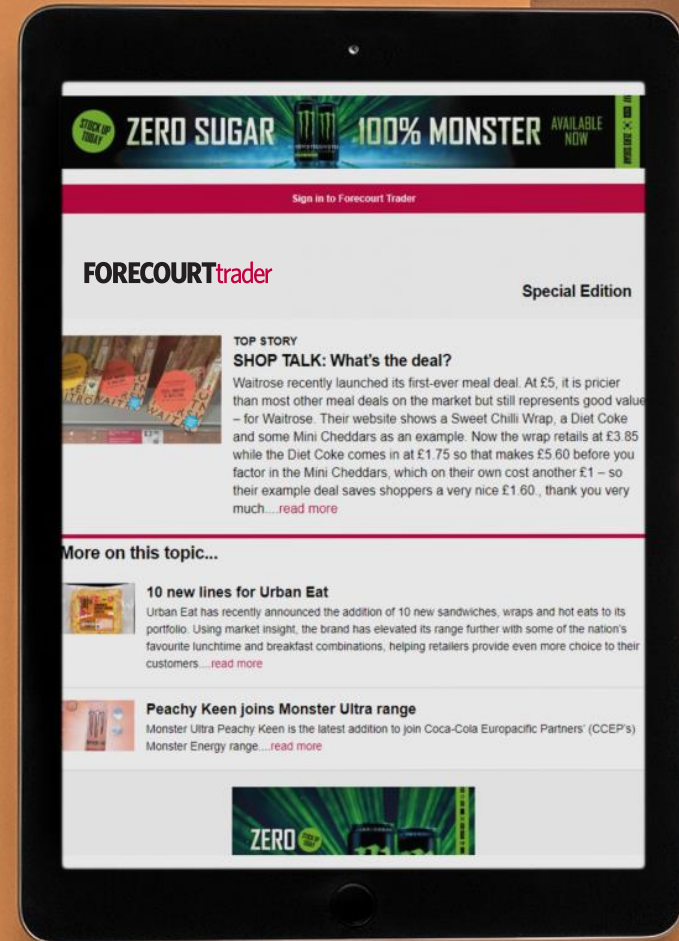
See Social Display Brochure



Displayed in line with
content on mobile

Displayed within the
sidebar on desktop

Email Advertising



The Power of Email

Forecourt Trader's editorial newsletters deliver the most important industry news into the inboxes of decision makers in fuel retailing three times per week. Our subscriber list is regularly cleaned for inactive users, so all users are highly engaged.

Forecourt Trader's newsletters are a highly effective way to ensure your brand has the widest possible reach. Whatever your message, our high impact newsletter offering will help get you in front of the right people.

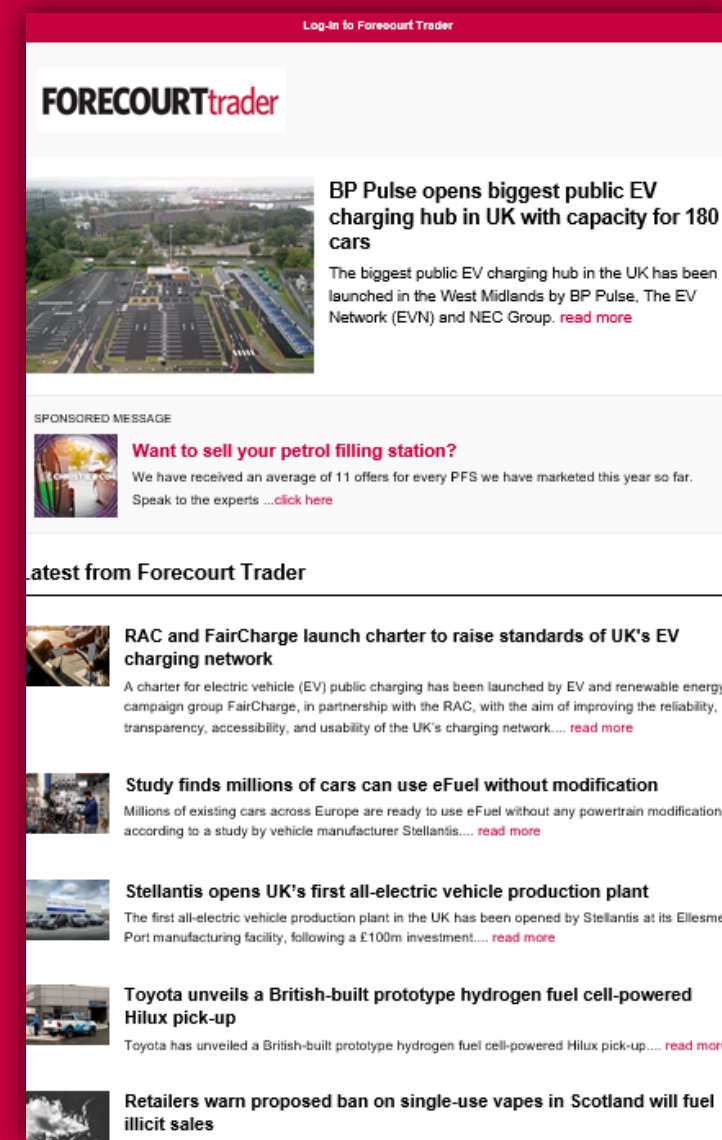
- Promote your new product development
- Drive awareness prior to key trading seasons (Summer, Xmas etc.)
- Drive delegate registrations for your event
- Drive traffic to your website



2,749* Newsletter subscribers

45%** Average open rate

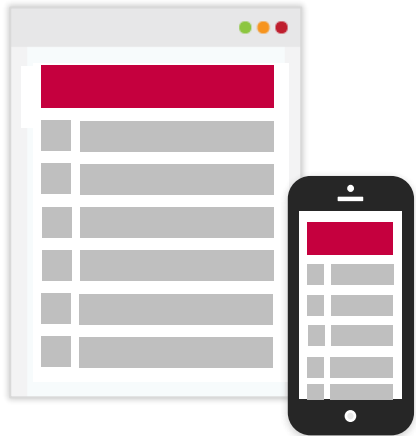
**Subscriber count correct as of December 2023 // **Average open rate from Jan 23' – Jul 23'*



Editorial Newsletter ►

Newsletter Advertising Positions

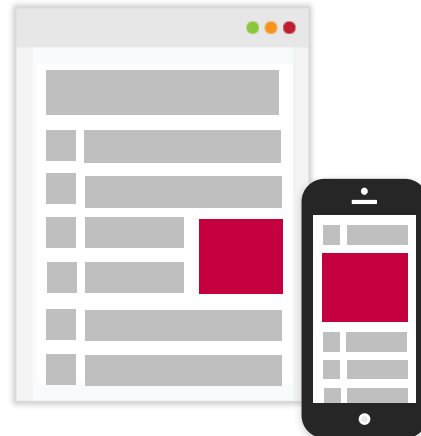
Leaderboard



Dimensions:
728 x 90 pixels

Cost:
£850 + VAT
Per calendar week

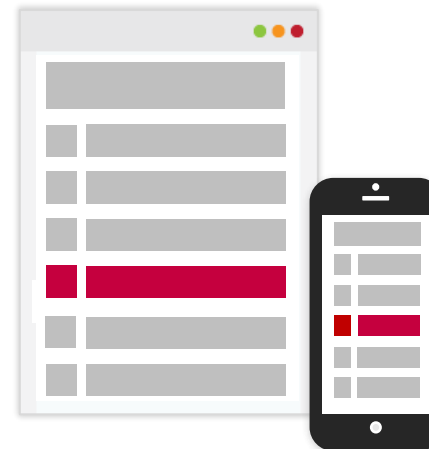
Medium Rectangle



Dimensions:
300 x 250 pixels

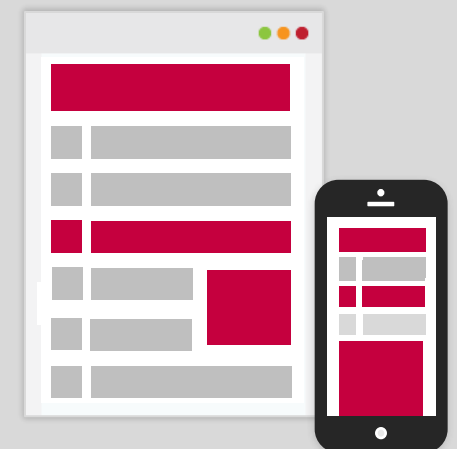
Cost:
£790 + VAT
Per calendar week

Text Ad



Cost:
£715 + VAT
Per calendar week

Weekly Takeover



Cost:
£2,150 + VAT
Per calendar week

Special Edition Newsletter

Deliver your message to our most engaged readership alongside exclusive content, looking at specific categories. A single opportunity on each newsletter for one advertiser to be the only brand aligned with the content.

Shop Talk:

Featuring the latest developments in the forecourt shop, such as new product launches. Ideal for FMCG promotions.

Tech Talk:

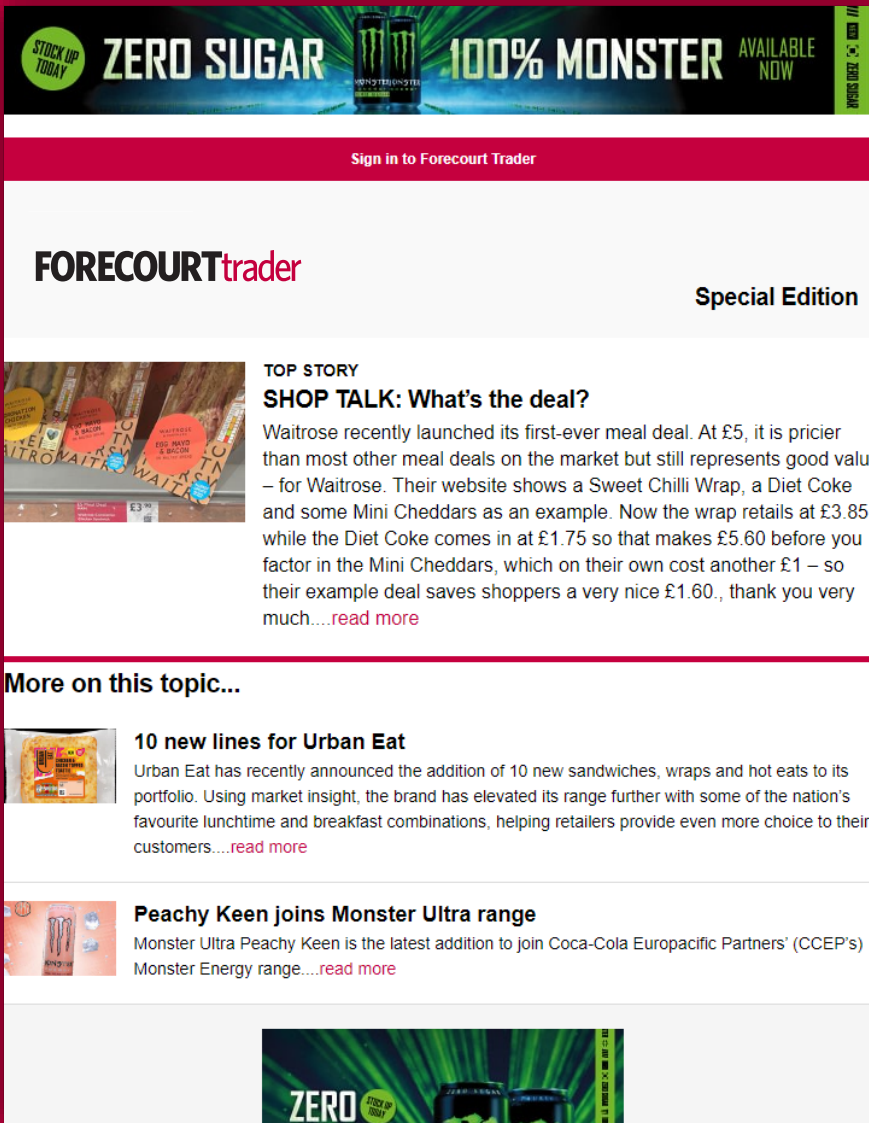
Featuring the latest technology developed for the forecourt. Ideal for forecourt products and services.

Package comprises all advertising positions on the newsletter:

- Leaderboard
- Text advert
- MPU

Cost per send: **£1,045 + VAT**

Special Edition
Newsletter ►



The screenshot displays the layout of a 'Special Edition Newsletter' from Forecourt Trader. At the top is a banner for 'ZERO SUGAR 100% MONSTER' with a 'STOCK UP TODAY' badge and an 'AVAILABLE NOW' badge. Below the banner is a red bar with the text 'Sign in to Forecourt Trader'. The main header area features the 'FORECOURTtrader' logo on the left and 'Special Edition' on the right. The first article, titled 'SHOP TALK: What's the deal?', includes an image of Waitrose meal deals and text about a £5 meal deal. Below this is a 'More on this topic...' section with two articles: '10 new lines for Urban Eat' and 'Peachy Keen joins Monster Ultra range', each with a small product image and a 'read more' link. At the bottom is another banner for 'ZERO SUGAR 100% MONSTER'.


STOCK UP TODAY **ZERO SUGAR** **100% MONSTER** **AVAILABLE NOW**


Sign in to Forecourt Trader

FORECOURTtrader **Special Edition**

TOP STORY
SHOP TALK: What's the deal?
Waitrose recently launched its first-ever meal deal. At £5, it is pricier than most other meal deals on the market but still represents good value – for Waitrose. Their website shows a Sweet Chilli Wrap, a Diet Coke and some Mini Cheddars as an example. Now the wrap retails at £3.85 while the Diet Coke comes in at £1.75 so that makes £5.60 before you factor in the Mini Cheddars, which on their own cost another £1 – so their example deal saves shoppers a very nice £1.60., thank you very much.....[read more](#)

More on this topic...

 **10 new lines for Urban Eat**
Urban Eat has recently announced the addition of 10 new sandwiches, wraps and hot eats to its portfolio. Using market insight, the brand has elevated its range further with some of the nation's favourite lunchtime and breakfast combinations, helping retailers provide even more choice to their customers.....[read more](#)

 **Peachy Keen joins Monster Ultra range**
Monster Ultra Peachy Keen is the latest addition to join Coca-Cola Europacific Partners' (CCEP's) Monster Energy range.....[read more](#)

ZERO **STOCK UP TODAY** **100% MONSTER**

Mailshot

Our Mailshot offer allows you to promote your industry resources (white papers, product brochures, webinars, promotional features etc.) or any chosen informative page on your website* directly to our newsletter readers.

Featuring your chosen resource alongside your logo, your brand will be the single core focus of this product, thereby giving you 100% visibility and the opportunity to drive traffic to your own website or to your own exclusive lead generation page on our website.

Due to increasing popularity, we are pleased to introduce topic-based Mailshot segments, ideal for those who wish target a particular category. See our dedicated brochure for more information!

- Build your retailer database
- Grow awareness of your brands and products
- Drive retailer traffic to your website
- All eyes on you with 100% SOV

Cost per send: **£1,650 + VAT**



See Mailshot Brochure

**Can not be used to promote a webinar or competition*

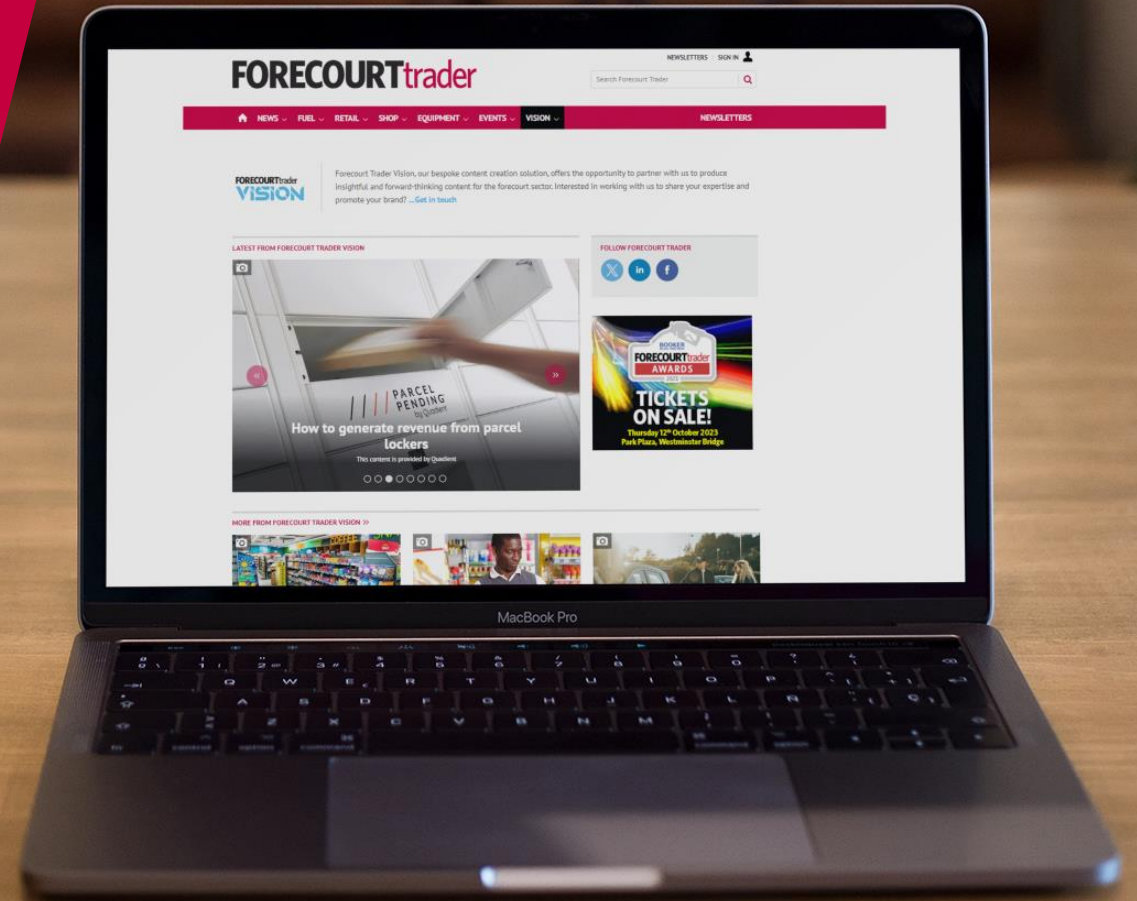


WR Brand Mailshot



Client Mailshot

Forecourt Trader Vision



Promotional Features

Forecourt Trader's promotional features offer you the ability to extend your content marketing reach via a trusted editorial platform with a highly qualified fuel retailing business audience.

Promotional features are an exclusive opportunity to raise brand awareness, show thought leadership to an engaged audience within the forecourt industry and take up permanent residency on forecourtrader.co.uk

Whether you want to provide the content yourself or take the lead from our content team, our promotional features allow you to publish an insightful article on our site that highlights your brand as an expert in your field.

What's included:

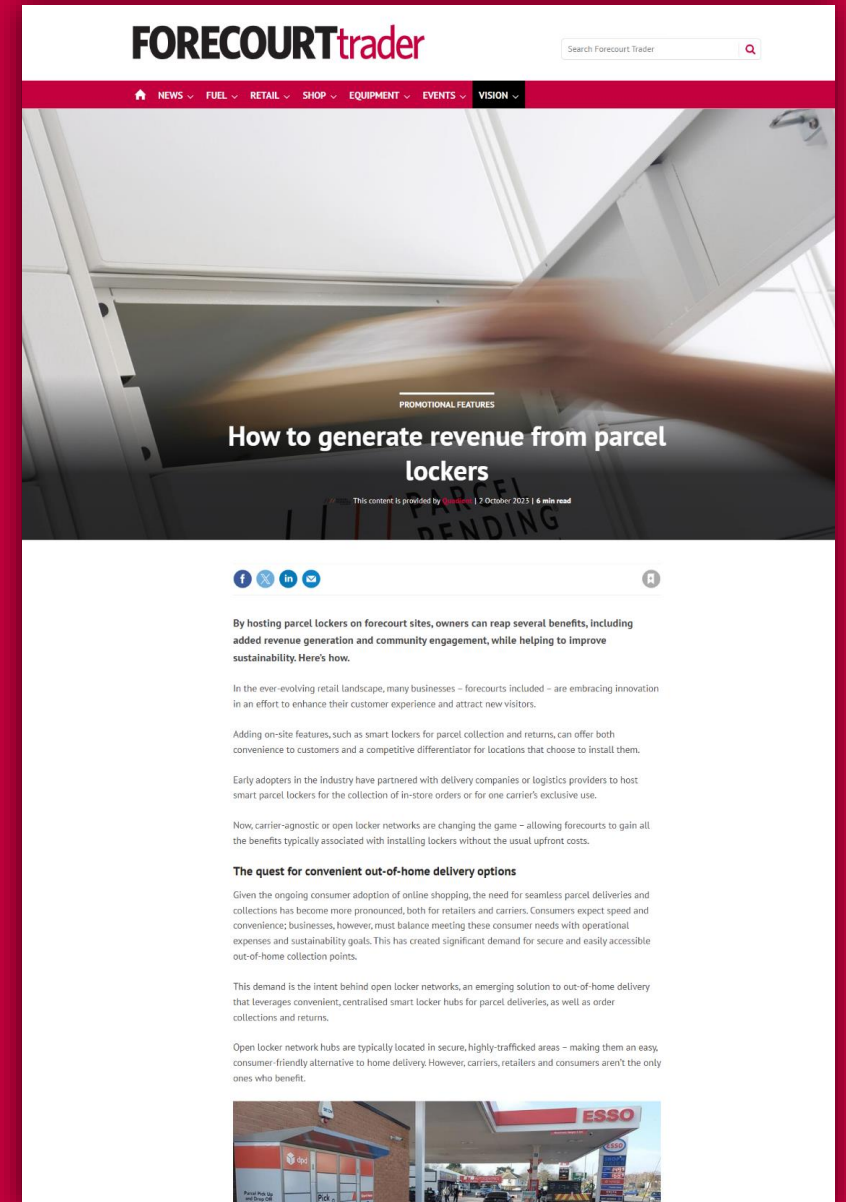
- Dedicated article page, remains on website
- 1 x Promotional email to independent retailers
- 1 x Newsletter text advert
- Full campaign performance report

Investment:

Client produced: **£3,100 + VAT**

Written by Commercial Content Editor: **£4,185 + VAT**

Promotional Feature ►



Forecourt Video Showcase

A unique opportunity allowing brands and service providers to engage with forecourt retailers through video. This campaign will show retailers how to maximise sales of their products, giving live examples.

The video will explain to forecourt retailers who is buying the products, how and where they should be merchandised, and where the retailer can purchase stock.

What's included:

- Dedicated article page (SEO optimised)
- Video and article produced by Forecourt Trader
- 1 x Promotional email to forecourt retailers
- 1 x Newsletter text advert
- Full campaign performance report

Investment: **£5,500 + VAT**



Category and Product Features

Promote your brand as a leader 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 forecourt categories, category features are a valuable platform to launch new products, promote new campaigns and grow your sales.

Opportunities include:

- **Feature advertising takeover***
All display advertising slots (Billboard and 3 x MPU): **£2,150 + VAT**
- **Featured brand panel****
Product Profile: **£2,150 + VAT**
- **Featured brand video****
TV Advert / Video: **£2,150 + VAT**

*6-month tenancy // **12-month tenancy

Product Feature ►

FORECOURTtrader Search Forecourt Trader

NEWS FUEL RETAIL SHOP EQUIPMENT EVENTS VISION

HOT BEVERAGES

6 things you need to know about Coffee and Bakery To Go

How are forecourts re-caffinating their coffee-to-go category?

1. Half of food-to-go drink occasions include coffee
2. Over 60% of consumers want coffee at under £2 a cup
3. Over half of coffee drinkers say they typically drink branded coffee while out
4. Morning goods and speciality breads are up 6.6% (Nielsen)
5. Blend is on trend
6. What's the deal

Most popular

- Harlow Service Station in new hands following sale by Christie & Co
- Tout's Cleeve wins Forecourt Trader of the Year 2023
- MFG confirms talks about £2bn acquisition of Morrisons forecourts
- EG Group acquires Tesla chargers as it boosts rollout of its evpoint network
- Promise of lower fuel prices as Asda completes EG Group UK acquisition

1. Half of food-to-go drink occasions include coffee

Coffee is still the nation's 'Central Perk' when it comes to drinks-to-go. In fact, according to Lumina Intelligence, it now has a hefty 50% share of food-to-go drinks' occasions, making it a key category component.

"Food to go – and therefore the hot drinks fixture – has become a key part of leisure activities over the past 18 months," says Paul Baker, founder of St Pierre Groupe.

"Journeys of all kinds are accompanied with a trip to the hot drinks fixture – not just the morning commute. Savvy retailers will take cues from foodservice and approach the fixture as more of a destination. Forecourt retailers need to think about how to engage with their audience and provide reasons for consumers to choose them. Offering a full range of brand-led products is one way to entice consumers."

Expert Reports

Benefit from increased awareness of your brand and company whilst generating highly qualified business leads and positioning your business as thought leader/experts on industry topic.

- Promote a great client case study
- Stimulate interest in your latest whitepaper or report
- Communicate results from a key piece research
- Encourage your target audience to undertake a survey
- Receive high quality business leads

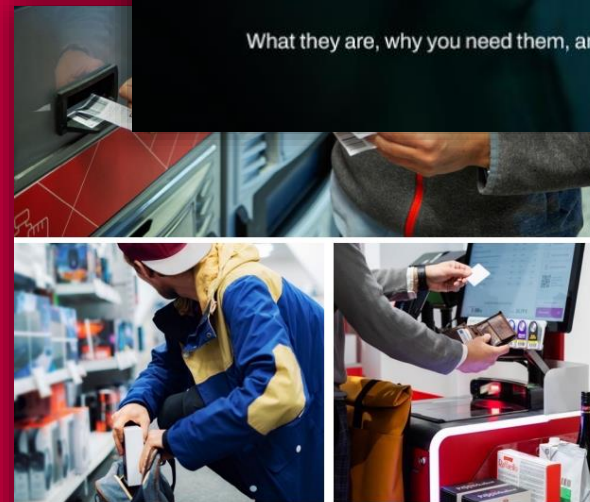
What's included:

- Weekly GDPR compliant data reports
- Dedicated landing page
- Email promotion, text advert on the newsletter, MPU on website, MPU on editorial newsletter and newsletter listing.
- Full campaign report

Investment:

Client produced report: **£5,500 + VAT**

Additional content promotion email: **£1,075 + VAT**



Theft prevention: protecting
people, products & profits

Competitions

Increase your forecourt retailer contact database via competition incentives. Our 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 and relationships

What's included:

- A dedicated competition page (max 1 month)
- 1 x Promotional email to independent retailers
- 1 x Newsletter text advert
- 1 x GDPR compliant data report

Investment:

Client Produced: **£3,100 + VAT**



Webinars

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

Webinars engage the forecourt 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 Forecourt Trader journalist and other experts whilst generating valuable sales leads from the audience who have engaged with your expertise.

- Be the leading voice in an industry wide issue/topic/trend
- Raise the profile of a key member of your company
- Start relationships with retailers
- Receive high quality business leads

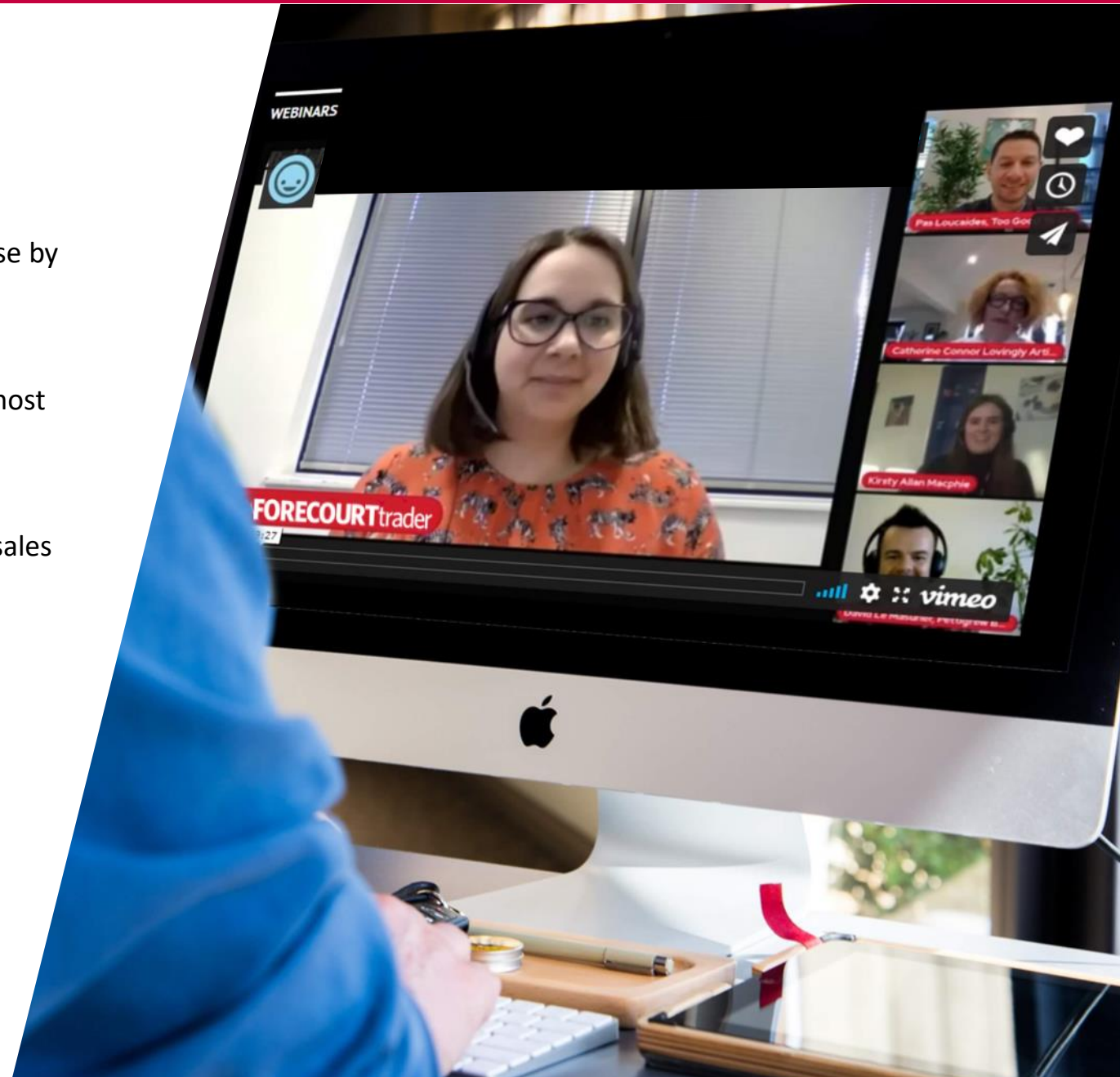
Investment: **POA**



Webinar Brochure Coming Soon!



More Information on Webinars



Event Sponsorship Opportunities



Forecourt Trader Awards

The Forecourt Trader Awards are quite simply the most important night in the forecourt industry calendar.

The Forecourt Trader Awards brings together the entire fuel community to reward and recognise the very best people, retailers, suppliers and service providers across the UK fuel retail market

For awards entrants, it is their chance to enhance their company profile, showcase their achievements and promote their success. For you, it's an unrivalled opportunity to gain brand visibility and show your support for the forecourt industry.

[See Brochure](#)[Visit Website](#)

The Forecourt Trader Awards
Park Plaza, Westminster Bridge, London
10th October 2024



Forecourt Trader Summit

The Forecourt Trader Summit is an event launched in conjunction with shopper insight specialist Lumina Intelligence to deliver exclusive research and expert insight into the fuel retailing sector.

The programme will see the release of the latest research on the service station sector, including market updates, as well as exclusive insight into the thoughts and behaviours of forecourt customers nationwide.

The Forecourt Trader Summit aspires to be the main source in providing content, audience and access within the UK fuel market.

[See Brochure](#)[Visit Website](#)

Summit
FORECOURTtrader

Forecourt Trader Summit
The Belfry Hotel & Resort, Sutton Coldfield
27th February 2024

Top Indies Dinner

The leading networking dinner brings the sector together and provided a comprehensive overview of the key opportunities and challenges to help inform strategies and build relationships.

The Forecourt Trader Top Indies Networking Dinner represents an excellent recruitment opportunity of top independent forecourt retailers, 2024 will be the 18th year for this exclusive dinner that recognises the industry's largest independent forecourt operators.

The Top Indies Dinner is an invaluable opportunity to network with key decision makers from the top Independent Groups with the UK fuel retailing market.



See Brochure



**top
Indies**
FORECOURTtrader

Top Indies Dinner
The Belfry Hotel & Resort, Sutton Coldfield
27th February 2024

ADVERTISING RATES 2024

DIGITAL ADVERTISING

Price per week	
Billboard	£485
Super leaderboard	£370
MPU	£370
Half page	£500
Background	£685
Social display advertising	£450
Homepage takeover (per day)	£840
Brand promotion package (Run of Site Leaderboard, MPU, Mobile Billboard, Mobile MPU, Newsletter MPU)	£1,250
Category features – advertising (leaderboard and 3 MPUs) 6 months tenancy	£2,150
Category features – product panel – 12 months tenancy	£2,150
Category features – video panel – 12 months tenancy	£2,150

DIGITAL CONTENT & COMPETITIONS

Promotional feature	£3,100
Written by client	
Promotional feature	£4,185
Written by commercial content editor	
Website content promotion email	£1,185
Competition	£3,100
Forecourt showcase	£5,550
Brand or category video	
Expert report	£5,500
Webinar package	POA

NEWSLETTER

Price per week Sent Monday, Wednesday & Friday	
Leaderboard	£850
Text advert	£790
Medium rectangle	£790
Special newsletter takeover	£1,045
Weekly newsletter takeover	£2,150
Quarterly Top Indies newsletter takeover	£1,500
Bespoke client newsletter	£1,650

DIGITAL PACKAGES

Leaderboard package	£2,050
Website billboard, newsletter leader (4 weeks)	
MPU package	£1,995
Website MPU, newsletter MPU	

EVENT SPONSORSHIP

Forecourt Trader Top Indies Dinner	From £9,950
Forecourt Trader Summit	From £5,500
Forecourt Trader Awards	From £17,000
Forecourt Trader Awards associate sponsorship	From £6,000



19.7K
Unique visitors*



2.75K
Newsletter recipients**



5K
Total social followers***



939
Annual attendees to our
face to face events****

*Running average for 12 months to December 31st 2023
**Figure as of November 2023
***Figure as of November 2023
****Calendar year 2023

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