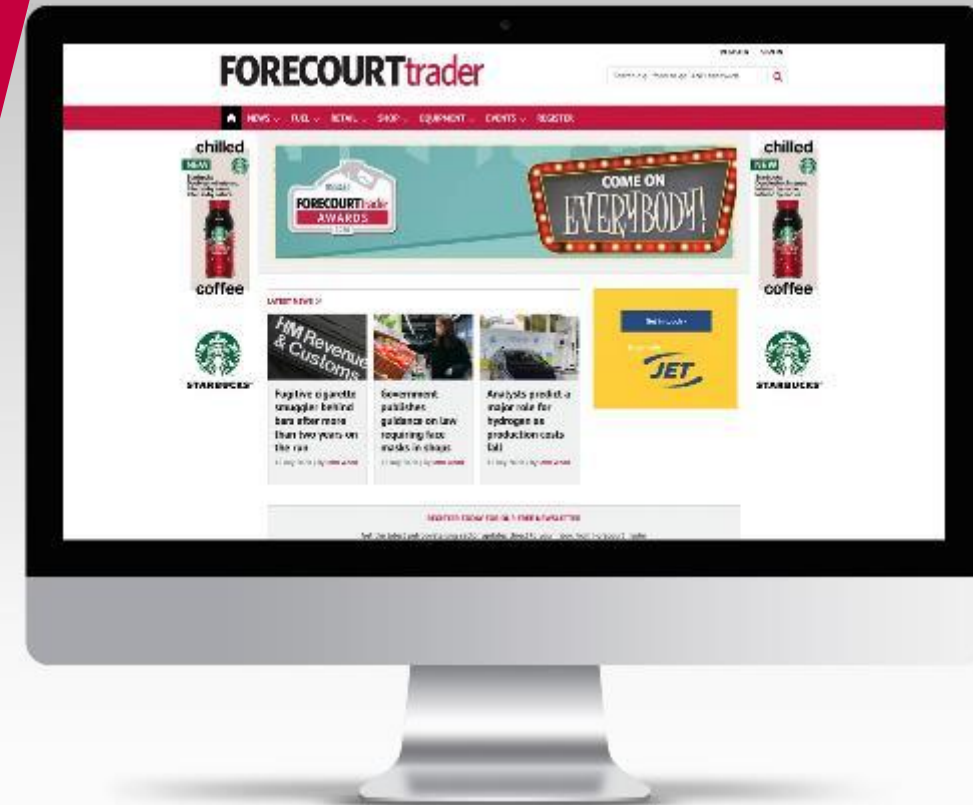


# FORECOURTtrader

## Digital Products 2022



# The UK's leading petrol retail media brand

“*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.*”

**Merril Boulton**  
Editor, Forecourt Trader

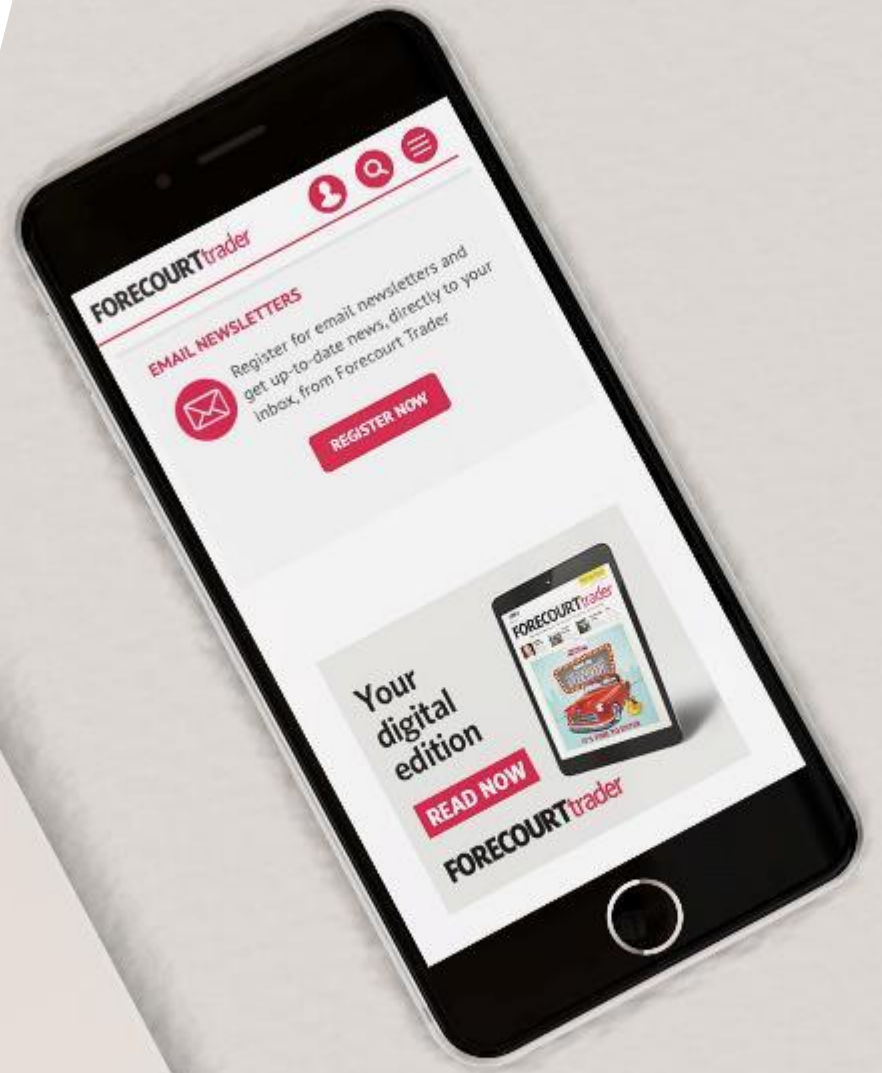


# Why Forecourt Trader?

We are Forecourt Trader, the leading business information provider for the UK fuel retail community. We help forecourt retailers run successful businesses by informing, inspiring and connecting.

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

We are now combining our digital offering across mobile, desktop, and tablet, to ensure that your brand messages are seen by fuel retailing's widest audience.



# A unique audience of decision makers in the fuel retailing sector

Forecourt Trader has built its market-leading reputation on providing the most comprehensive editorial package possible and bringing the latest news to the industry in the formats they want.

Forecourt Trader's audience covers the entire forecourt sector, from licensees and franchise oil company-owned sites to head offices and commission operators.





# Where you'll find the UK's independent fuel retailers

When you advertise with Forecourt Trader, you raising awareness of your brand with our unique independent retailer audience, which includes...

Abbey Way Services  
Cotgrave Service Station  
Falcon Garage  
Heddon Service Station  
Hockenhall Garages  
Steeles of Worthing



# Key petrol and non-FMCG clients & partners

“Forecourt Trader is the most respected and widely read publication in the sector – it’s rare to find a dealer that doesn’t read it. It remains our main platform for dealer advertising.”

Stephanie Packer  
Head of Communications, Greenergy



# Key FMCG clients & partners

“Forecourt Trader provides Grenade® with a targeted platform to communicate our product range and continued growth to forecourt operators nationwide, helping drive further awareness of the benefit of capitalising on the high growth protein bar market and the integral part Grenade®’s Carb Killa® range plays.”

Dan Thorpe  
Marketing Manager, Grenade



**Digital display offering**



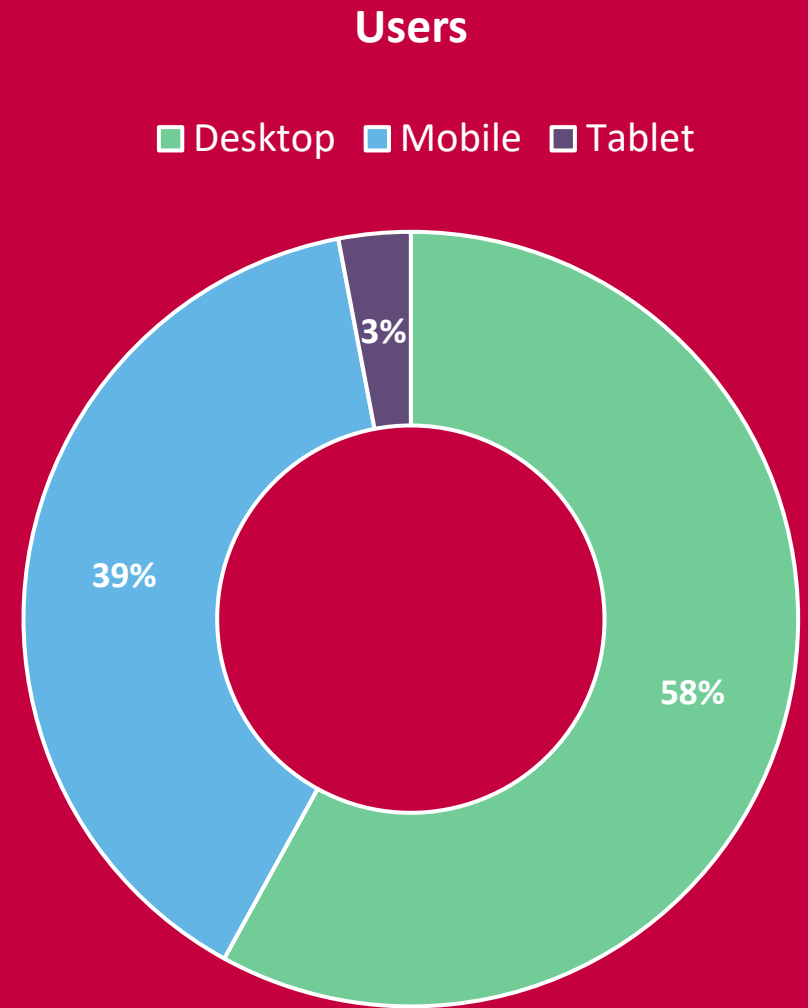


# Why display?

Reach a dedicated audience of petrol-retailing professionals with our high impact display advertising across all devices.

Demand attention from our dedicated forecourt audience to give you the opportunity to:

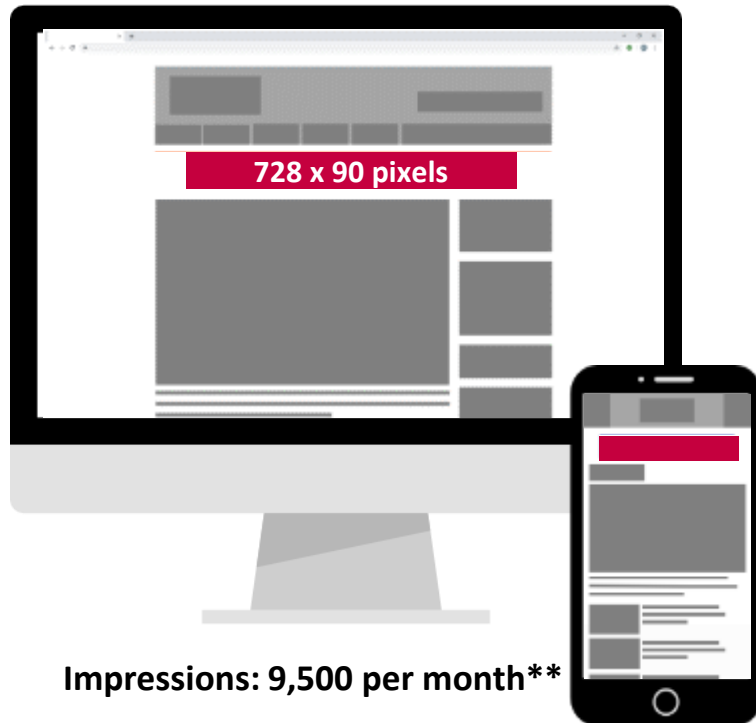
- Raise brand awareness
- Promote new products
- Drive delegate registrations to your events
- Create new connections with key decision makers



# Display placements

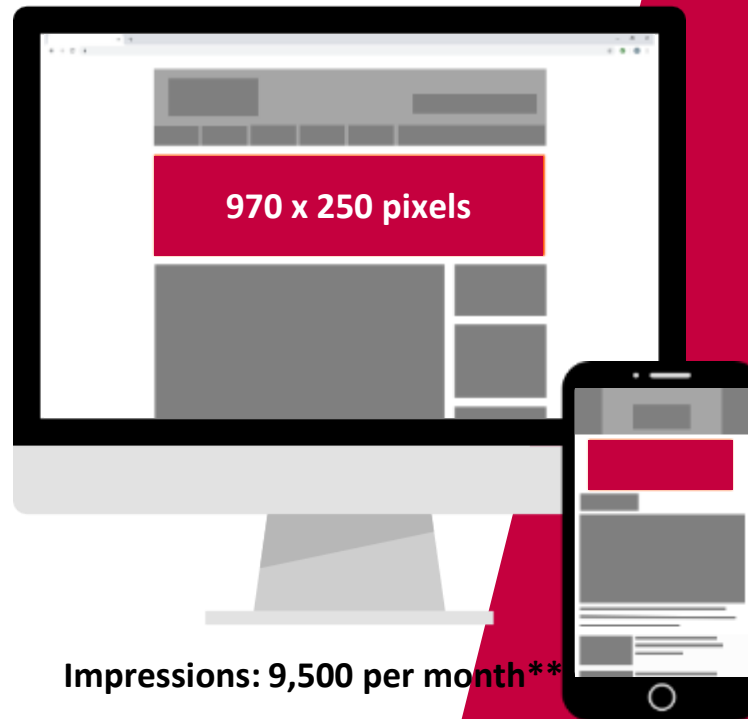
## Leaderboard

Time in view: 12.97 secs\*



## Billboard

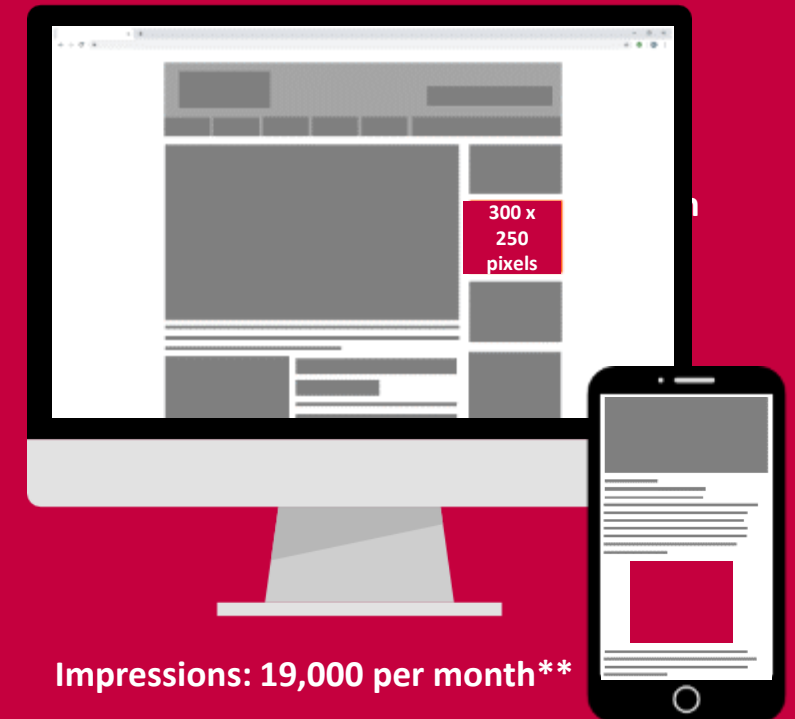
Time in view: 13.05 secs\*



## Medium rectangle

Time in view:

1 – 19.01 secs, 2 - 23.09 secs, 3 – 19.48 secs\*



320 x 100 pixels

320 x 250 pixels

For more information on pricing please [contact Tim Shepley](#)

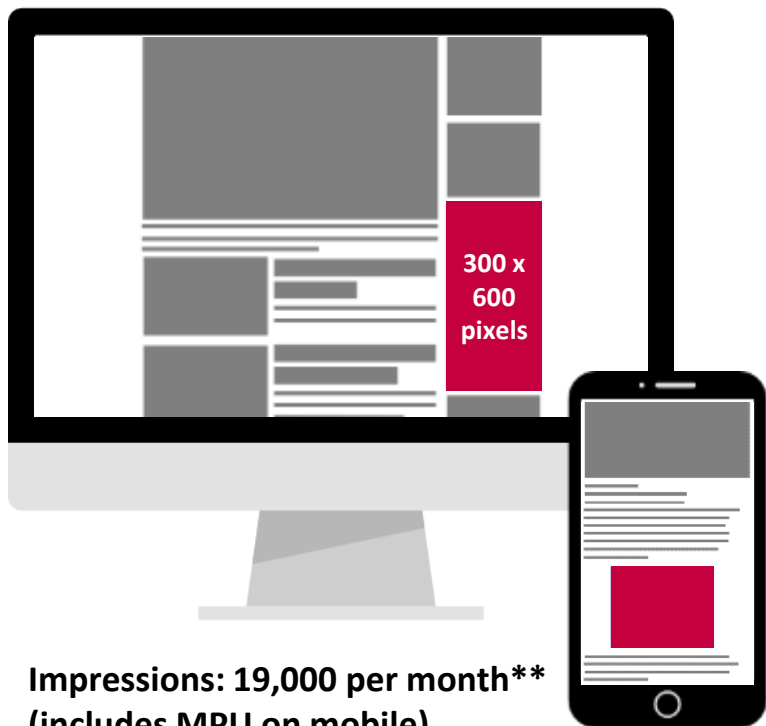
\* Google Analytics 6 month averages 2020, \*\* Estimated delivery Google Ad Manager

All campaign durations one month

# Display placements

## Half page

Time in view: 26.63 secs\*



Impressions: 19,000 per month\*\*  
(includes MPU on mobile)

320 x 250 pixels

## Background banner

Time in view: not available



Impressions: 9,500 per month\*\*

Campaign duration one week

For more information on pricing please [contact Tim Shepley](#)

\* Google Analytics 6 month averages 2020, \*\* Estimated delivery Google Ad Manager

# Why MPUs

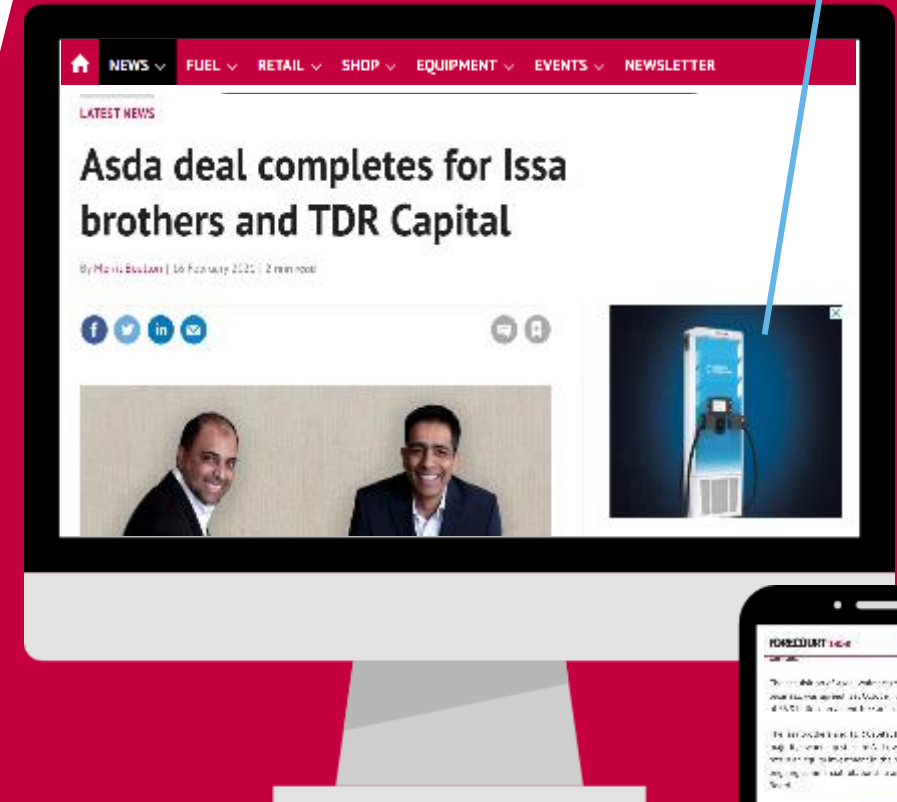
MPUs are an effective ad slot and a highly prominent ad unit with 3 positions available.

Desktop placements allow your ads to be in full view against our quality content either at the top, middle, or bottom of the page (rotating).

Our mobile MPU is displayed when viewed on tablets, phones and other smart devices. It occupies a high-impact position on the page.

Both mobile and desktop display placements are included in all our MPU packages meaning you get more viewability than ever before (mobile and tablet makes up 42% of our digital audience).

Aligned with headline and main image for largest proportion of users



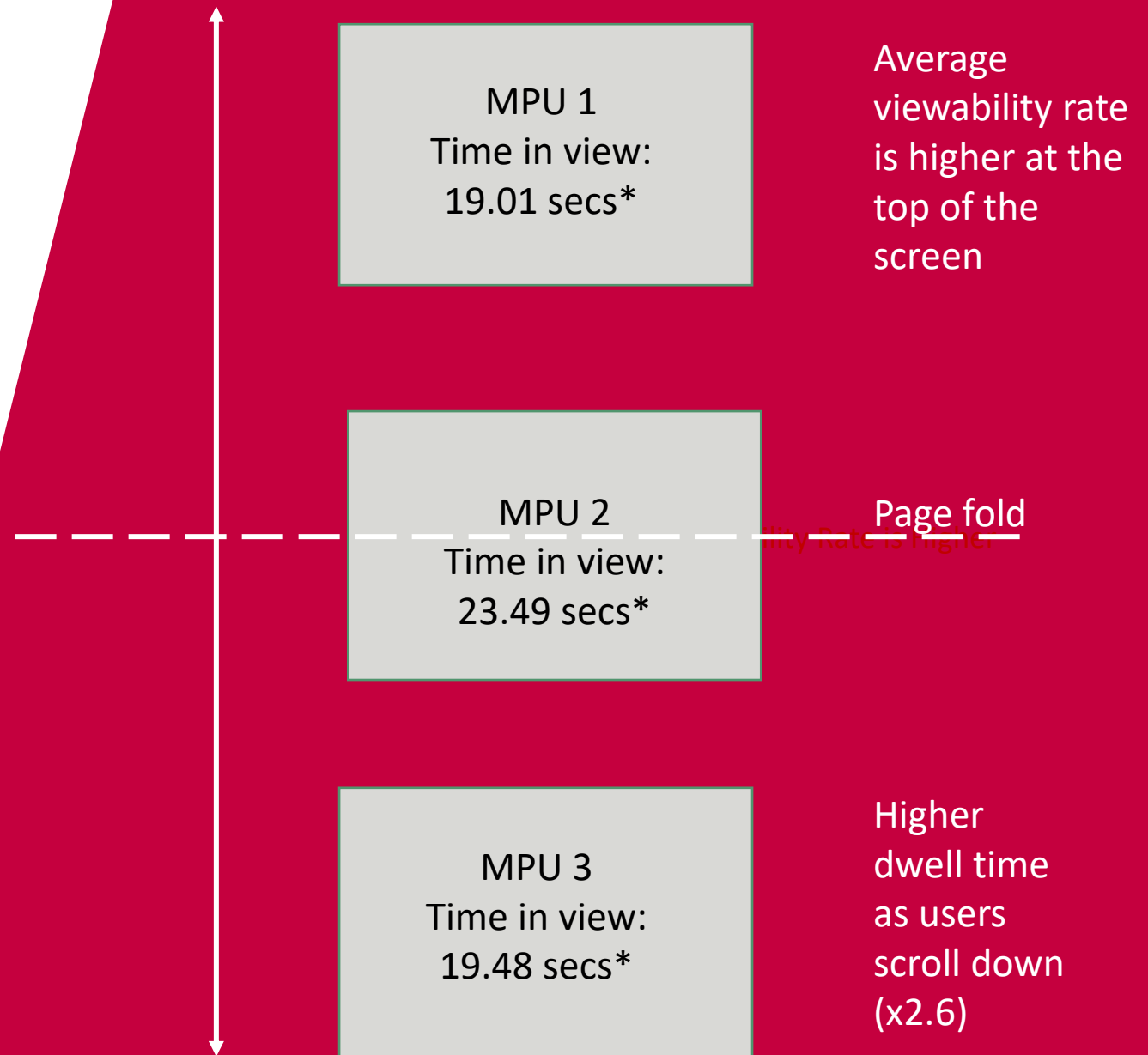
Larger focal point demanding more attention from reader





# Maximising viewability and time in view for your display advertising

To help you maximise the brand awareness benefits of Forecourt Trader, we are now offering MPUs which will rotate over three positions, giving you the best of both worlds: high viewability above the fold and longer time in view alongside editorial content



\*Average time in view July to Dec 2020 Google Analytics

# Desktop

Increase awareness and drive engagement with your brand, products and services amongst an audience of over 22,000 independent forecourt retailers every week.

**Promote your new product development**

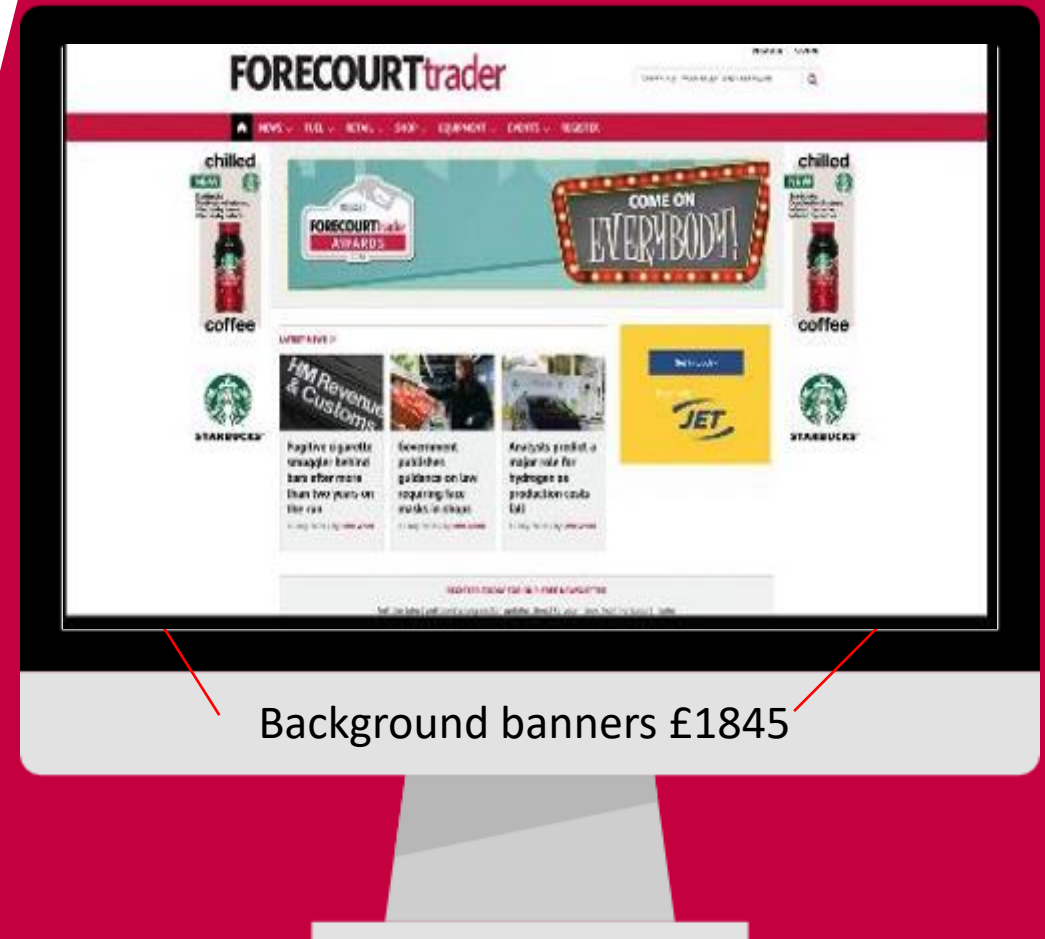
**Communicate your consumer activity**

**Drive awareness prior to key trading seasons (summer, Christmas, etc)**

**Drive delegate registrations for your events**

Top leaderboard £1005

MPU £890



All display advertising packages include a full campaign performance report

# High impact display advertising

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 22,000 independent Forecourt retailers every month.

**Show your latest TV advert**

**Promote your new product development**

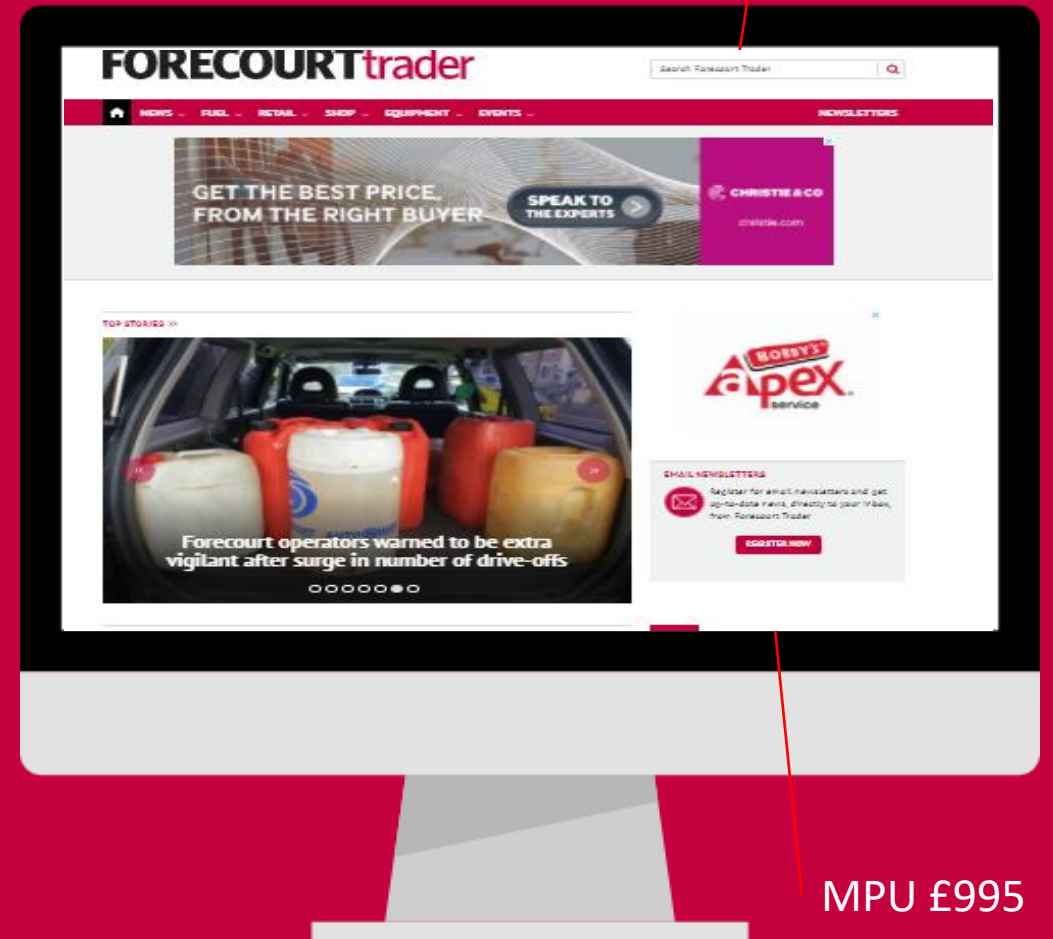
**Communicate your consumer activity**

**Drive awareness prior to key trading seasons (summer, Christmas, etc)**

**Drive delegate registrations for your event**

All display advertising packages include a full campaign performance report

Billboard £1310



MPU £995

# Newsletters





Campaign durations 3 sends over  
one week

# Newsletter display advertising

Forecourt Trader's newsletters deliver the most important industry news into the inboxes of subscribed petrol retailing peers three times a week.

Forecourt Trader's newsletters are a highly effective way to ensure your message has the widest possible reach within the industry.

Whatever your message, our high impact newsletter offering will help get your brand in front of the right people

- Leaderboard
- Text ads
- Medium rectangles



# Special Edition Newsletters

Deliver your message to our most engaged readership alongside exclusive content.

A single opportunity on each newsletter for one advertiser to be the only brand aligned with the content.

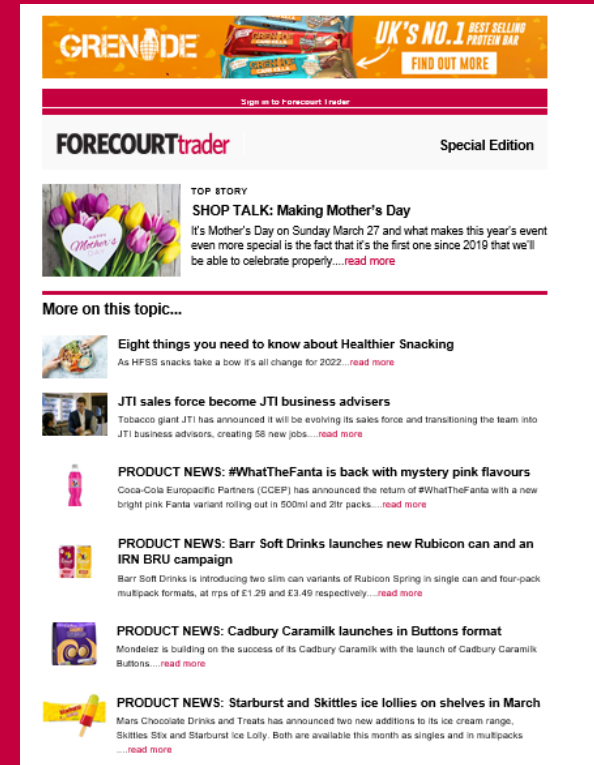
- Shop Talk – sent once a month, this features the latest developments in the forecourt shop such as new product launches
- Tech Talk – sent once a month, this features latest technology developed for the forecourt

**Package comprises all advertising positions on the newsletter**

- Leaderboard
- Text advert
- MPU

**Cost £900**

All display advertising packages include a full campaign performance report





**Feature  
Opportunities**

# Category and product features

Promote your brand as a key product 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:

## Display advertising

All display advertising slots (billboard and 3 MPUs) - £2050\*

## Featured product slots

Product Profile -£2050\*\*

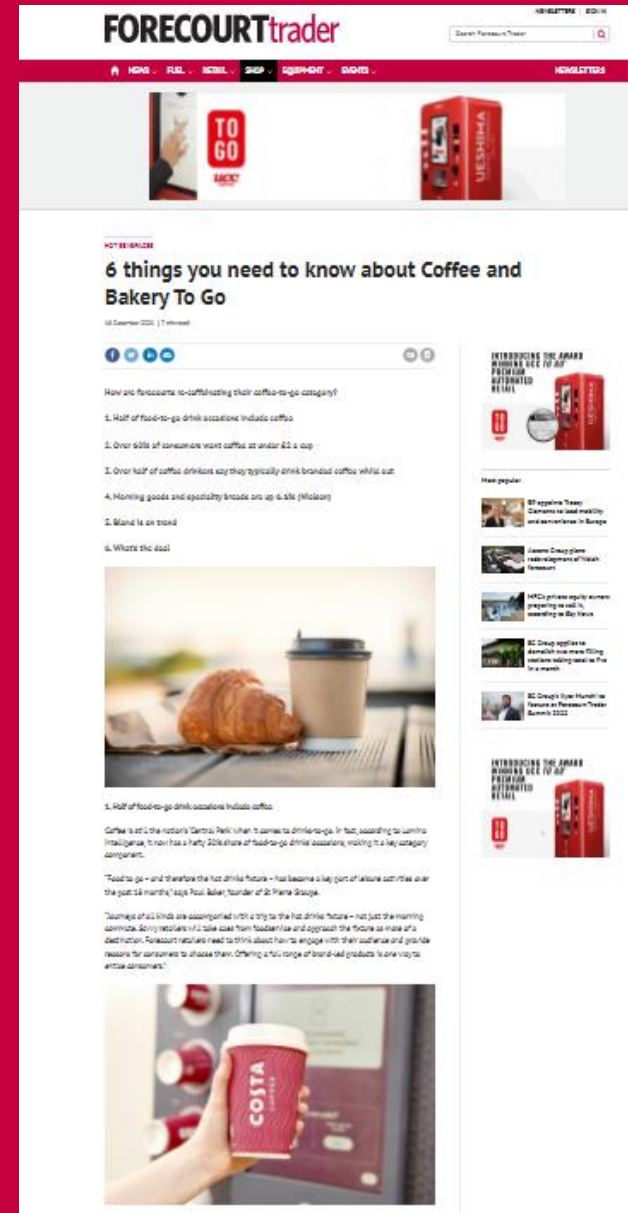
## Featured video

TV Advert / Video 1 -£2050\*\*\*

All display advertising packages include a full campaign performance report

\*6 month tenancy \*\*remains in article for whole year, includes image and 100 words

\*\*\* remains in article





# Digital Content & Competitions



New

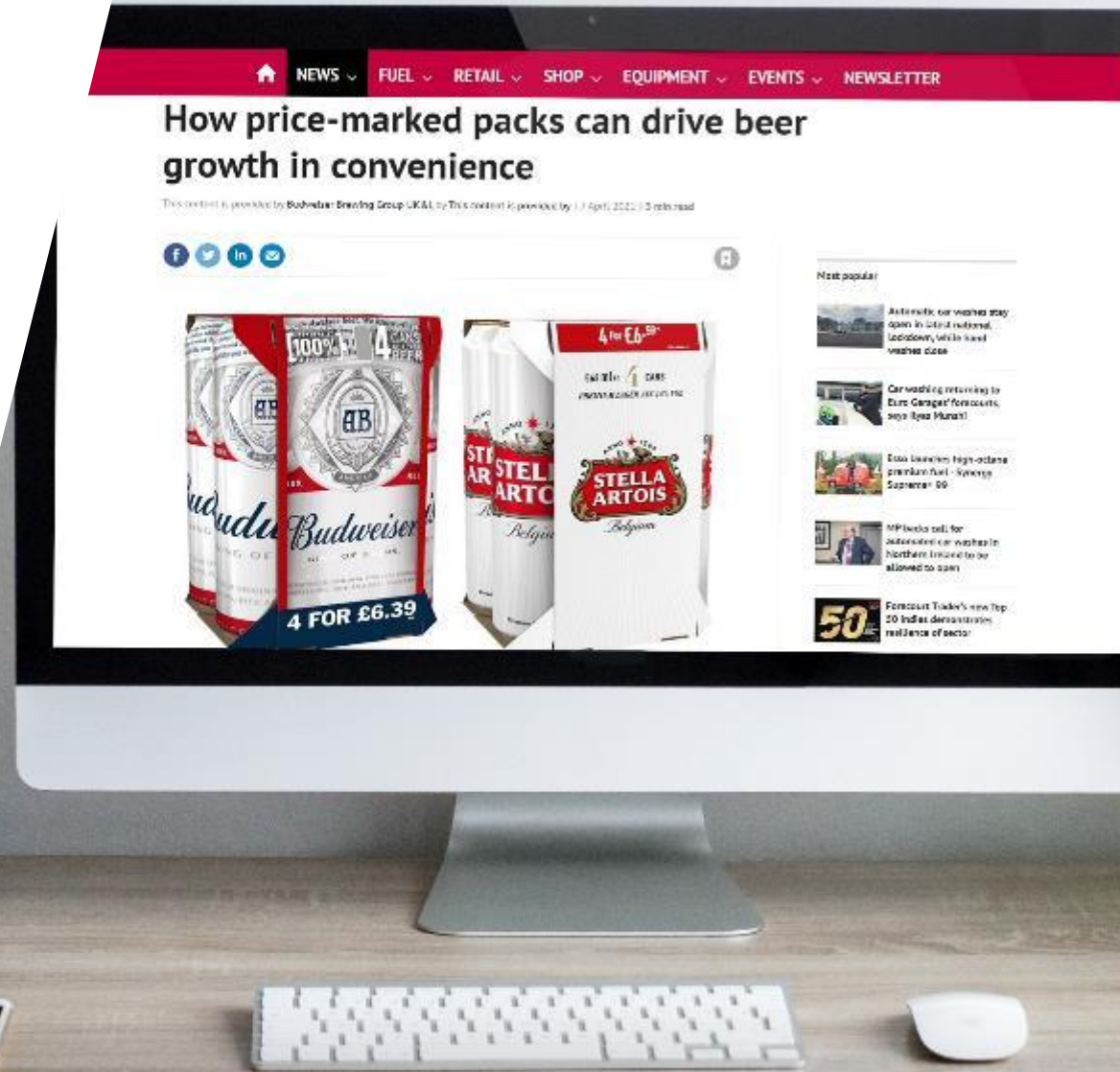
# Promotional features

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](https://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.

[More information](#)



# What do we offer?

Educate the petrol retailing sector with your expertise and have quality content created by industry experts on your own exclusive page.

Your Promotional Feature will be fully supported across our site and newsletters with dedicated ad promotions. Your feature will permanently exist on our site which means more opportunities for traffic to be sent to your site.

## PROMOTIONAL FEATURES



2 weeks exposure on our newsletters



Homepage listing



Navigation and side box listing



Promotional Features page listing



Reporting



# New

## Website content promotion email

Maximise the impact of your online promotional features, videos and competitions on the Forecourt Trader website through our content promotion email.

Reach a highly qualified audience through the content promotion email which will be sent to a segmented audience of your choice. This will ensure your campaign is seen by your exact target audience for maximum impact and awareness.

\*Cannot be used to send to external URL

For more information on pricing please [contact Tim Shepley](#)





# New

## Forecourt showcase

A unique opportunity allowing manufacturers 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.

### This activity includes:

- Dedicated article page
- Video produced by Forecourt Trader
- Promotional email
- Newsletter text advert

For more information on pricing please [contact Tim Shepley](#)



# New

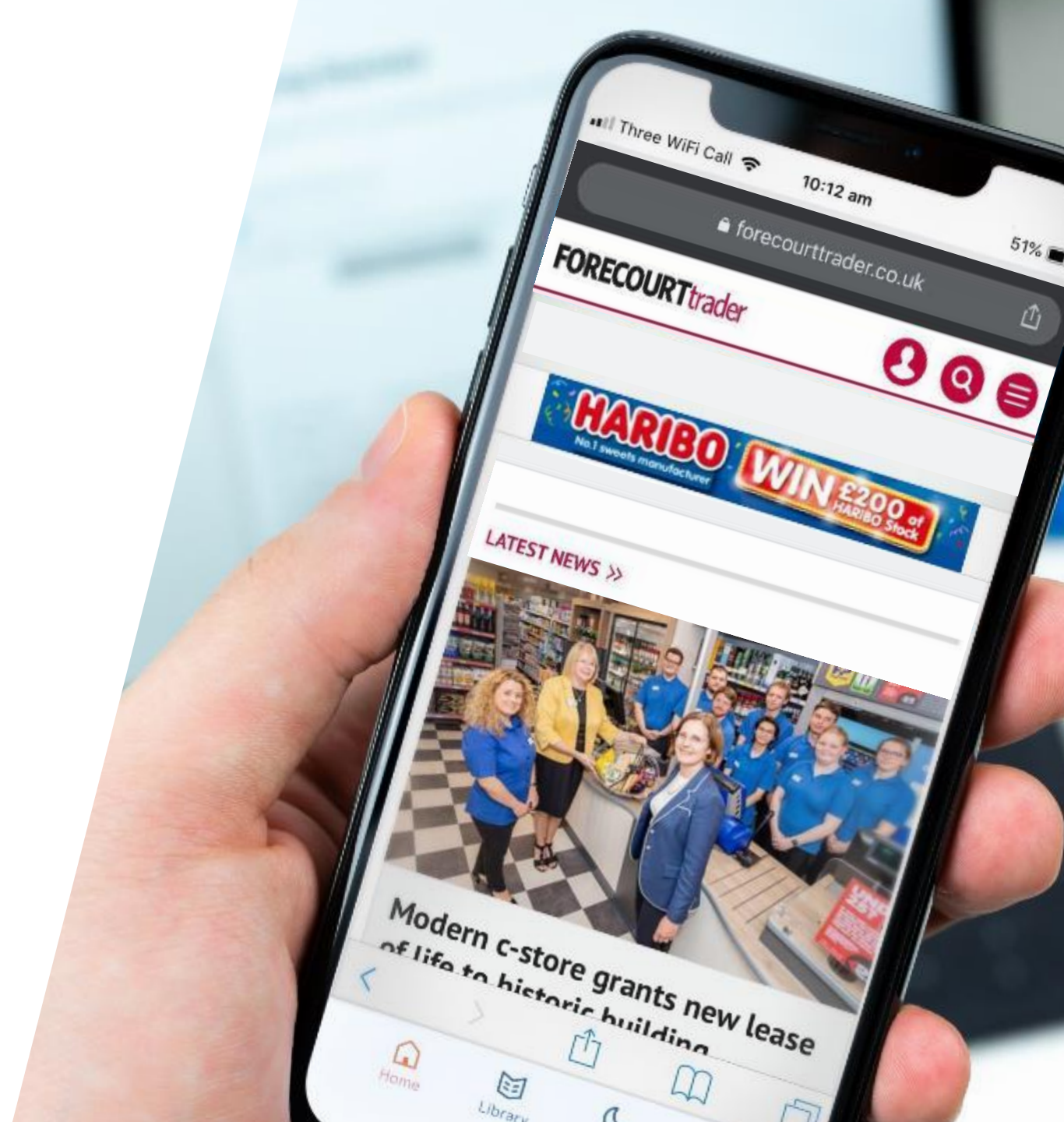
## Competitions

Expand your forecourt retailer contacts with our NEW competition campaign. Drive high value brand awareness and collect qualified leads using a competition incentive. This product will allow you to build on your retailer database, create new partnerships and build on retailer relationships.

### This activity includes:

- Dedicated competition page
- Newsletter text advert
- GDPR compliant data report

For more information on competitions please [contact Tim Shepley](#)





# Webinars



New

## Editorial webinar

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

Take part as a panel speaker alongside a leading Forecourt Trader journalist and other experts. Generate valuable sales leads from a highly engaged audience.

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

For more information on webinars please [contact Tim Shepley](#)



# What do we offer?

With a combination of our expertise and online advertising skills, we can help maximise your webinar's success rate. Our typical offer includes:

- A choice of one single: 100% pre-recorded webinar, a recorded main presentation with live Q&A or a 100% live webinar
- Full technical support from a dedicated member of our Online Events team
- Webinar listings on our website and in our newsletters
- Recorded version of your webinar is hosted forever within our resources section on our website

## WEBINAR FEATURES



60 minutes of broadcast time



Customizable registration form



Standard registration confirmation email  
+ 2 reminder emails



Hold up to 5 polls



Host a Q&A panel



Utilise the available reporting platform

# Supporting promotions

Your webinar will benefit from a dedicated promotional campaign including:

- Promotional emails to our dedicated marketing list
- Display adverts
- Editorial articles
- Newsletter listing
- Website listing

For more information on pricing please [contact Tim Shepley](#)





# Features List 2022

## JANUARY/FEBRUARY

- Property
- Tanks/Pumps /Pipework
- EV Charging
- Seasonal Confectionery

## MARCH/APRIL

- The Forecourt Show Preview
- Food To Go
- Soft Drinks including Energy
- Breakfast & Bakery
- **Fascla Focus Supplement**
- FORECOURT TRADER AWARDS LAUNCH
- TOP 50 INDIES REPORT

## MAY/JUNE

- Retail Technology
- Tobacco/Vaping
- Protein & Energy
- Pump Top Promotions & Gadgets
- FUEL MARKET REVIEW

## JULY/AUGUST

- Wet Stock Management
- Coffee & Hot Beverages
- Brand Alliances
- Crisps & Snacks (including Healthy Snacks)
- Forecourt Security

## SEPTEMBER/OCTOBER

- Spotlight on Fuels
- Forecourt Maintenance
- Tobacco/Vaping
- Christmas products
- **Category Management Supplement**

## NOVEMBER/DECEMBER

- Car wash & valeting
- Food and drinks to go
- EPOS
- Building, Design & Shopfitting
- FORECOURT TRADER AWARDS RESULTS

## CONTACTS

### Advertising

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

**FORECOURT**  
**trader**

# Advertising Rates 2022

## DIGITAL ADVERTISING

Price per month

Billboard	£1,310
Super leaderboard	£1,005
MPU	£995
Half page	£1,350
Background	£1,845

## DIGITAL CONTENT & COMPETITIONS

Promotional feature <i>Written by client</i>	£2,795
Promotional feature <i>Written by commercial content editor</i>	£3,795
Website content promotion email	£1,015
Competition	£2,795
Forecourt showcase <i>Brand or category video</i>	£5,045
Expert report	£5,045
Webinar package	POA

## NEWSLETTER

Price per week Sent Monday, Wednesday & Friday

Leaderboard	£725
Text advert	£615
Medium rectangle	£675
Special newsletter	£900
Weekly newsletter take over <i>Leaderboard, medium rectangle, text ad</i>	£1,850

## DIGITAL PACKAGES

Leaderboard package <i>Website billboard, newsletter leader (4 weeks)</i>	£1,835
MPU package <i>Website MPU, newsletter MPU</i>	£1,790

## PRINT

Double page spread	£5,500
Full page	£2,850
Half page	£2,035
Quarter page	£1,170
Quarter page strip	£1,300
Bookends	£2,240
Inserts	POA
2 page cover wrap	£5,195
2 page barn door	£6,755
Bellyband with DPS	£10,385

## EVENT SPONSORSHIP

Forecourt Trader Top Indies Dinner	From £9,950
Forecourt Trader Summit	From £5,495
Forecourt Trader Awards	From £3,000



### 8.7K

Magazine circulation\*



### 18.9K

Unique monthly users\*\*



### 2.2K

Newsletter recipients\*\*\*



### 4.6K

Total social followers\*\*\*



### 1K

Annual attendees to our face to face events\*\*\*\*

\* Avg circulation FY21-22

\*\* Running average for 12 months to June 30th 2022

\*\*\* Figure as of July 19th 2022

\*\*\*\* Total for calendar year 2021

# FORECOURT trader

# Contact

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