

FORECOURTtrader

Media information 2023



William Reed
and Associates Ltd

Why use Forecourt Trader?



**Unique community of
forecourt retailers**



**Exclusive content for the
fuel retailing sector**



**Highly engaged and
targeted audience**



**18.9K unique website users
every month**



2.5K newsletter subscribers



**Must attend events for the
UK forecourt community**

The UK's leading fuel 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.

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.

We also work with leading brands and service providers in fuel retailing. With our highly engaged, loyal and unique audience on www.forecourtrader.co.uk, regular email newsletters and our prestigious range of events, we provide a wide range of marketing solutions to help businesses succeed in the fuel retailing sector.

Source: *WRBM survey of forecourt retailers, July 2020



18.9k

UNIQUE MONTHLY USERS**



2.5k

NEWSLETTER RECIPIENTS***



1k

ANNUAL ATTENDEES TO OUR
FACE-TO-FACE EVENTS****

** Running average for 12 months to June 30th 2022 *** Figure as of Nov 1st 2022 **** Total for calendar year 2021

Instant access to your customers

Marketing your brands and services with www.forecourttrader.co.uk ensures you will have instant access to your existing and future customers, whether they are accessing the latest news on the go via their mobile or at their desk.

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.

Most forecourt retailers are also now accessing their retail news and information digitally, with 70%* of retailers saying they now prefer to use websites and newsletters to access news and information.

Source: *WRBM survey of forecourt retailers, July 2020



The only route to the forecourt community

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.

“Forecourt Trader has simply become the heart and soul of the forecourt industry, keeping us informed and educated and the awards inspire us to be the best of the best within our industry. I have been a forecourt retailer for 25 years and have always subscribed to it.”

Sanj Kular
Director, SK Petroleum Ltd



Reach a guaranteed audience of independent retailers

When you advertise with Forecourt Trader, you can be sure that your messaging will be seen by independent retailers who need and regularly buy your products and services.

Benefit from engaging not only with oil company and symbol group head office decision makers but also with the independent retailers like these who are regular users of Forecourt Trader's newsletters and website.

As 70% of forecourt retailers using digital to find and buy products and services*, advertising with Forecourt Trader's

“ When EdgePetrol advertises with Forecourt Trader we know that our brand will be seen by the right audience and key decision-makers. We have seen great success when working with Forecourt Trader across their digital channels over the last year. ”

Claire Lewis

Marketing Manager, EdgePetrol 

*WRBM survey of forecourt retailers 2020

Bawa Forecourts	Gardner Garages	Hockmeyer Motors	Laurel Service Station	Lawford Service Station
Ponton Main Service Station	Abbey Way Services	Baytech Services	Clarion Roadside Ltd	Forge Garages
Letterston Filling Station	Mostyn Broadway Service	Ouston Service Station	Saints of Tarporley	Whartons Garage
Crown Service Station	Hylands Service Station	Rainbow Service Station	Blackpark Filling Station	Ambay Service Station
Amersham Fuel Services	Belmont Service Station	Craigellachie Service Station	Lawford Service Station	Vijay Service Station

Unique content for a unique audience

Forecourt Trader's community is like no other. Our content is also unique, ensuring our audience has access to vital business information whenever they need it.

From fuel price updates and technology reviews to breaking M&A news and analysis and forecourt shop category advice, Forecourt Trader's influential audience have instant access to the latest developments, opinion and analysis to help them run successful businesses.

Thanks to our daily breaking news, regular newsletters and valuable reports such as Fuel Market Review, not only do forecourt retailers overwhelmingly prefer to access their business information online*, but they always turn to Forecourt Trader for this information first*.

*FCT survey of forecourt retailers 2020



A vital marketing channel for the biggest names in fuel retailing

Forecourt Trader's unique community of decision makers in fuel retailing create a highly targeted, engaged audience for brands and services looking to do business in this market.

Our wide range of marketing solutions help these businesses raise brand awareness, network, generate sales leads and communicate their expertise with the UK's forecourt community.

“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



Unrivalled access to the £4.7bn* sales opportunity in the forecourt shop

Forecourt Trader's unique community of decision makers in fuel retailing create a highly targeted, engaged audience for FMCG brands and services looking to grow sales in forecourts.

Our wide range of trade marketing solutions help these businesses grow sales through our opportunities to raise brand awareness, network with and communicate their category expertise with the UK's forecourt community.

“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



* Lumina Intelligence Forecourt Report 2021 – Experian Catatyst

Grow your sales and business network with Forecourt Trader



Display advertising

for building retailer awareness of your brand



Newsletter advertising

for generating a retailer call to action to your website



Special edition newsletters

to align your brand as a leader in its field



Social display advertising

to grow your social media following with retailers



Feature opportunities

to align your brand as leader in its sector



Promotional features and videos

to communicate your expertise in a trusted editorial environment



Competitions and whitepapers

to generate retailer sales leads



Webinars and whitepapers

to promote leadership in your field and generate high quality leads



Sponsorship of prestigious events

to align your brand with excellence and network with the forecourt community

Digital marketing opportunities



Desktop and mobile advertising

Ensure high levels of stand-out and brand awareness with our high impact display opportunities, across both desktop and mobile.

Increase awareness and drive engagement with your brand, products and services amongst an audience of over 18K users every month, whether they are accessing their news via their computer or their mobile phone.

Recruit new retailers

Promote your services

Promote your new product development

Drive awareness prior to key trading seasons

All display advertising packages include a full campaign performance report

FORECOURTtrader

NEWSLETTERS SIGN IN

NEWS FUEL RETAIL SHOP EQUIPMENT EVENTS

HURRY AND STOCK UP NOW!

THE #1 VAPE

Forecourt Crime Index hits record high as incidents of unpaid fuel surge

EMAIL NEWSLETTERS

Register Now

LATEST NEWS

Rontec awaits planning decision

Weekly Retail Weekly Wholesale Daily Average

Weekly retail fuel prices Monday, October 31, 2022

Super

Murco offers some of the most competitive fuel supply deals in the UK.

Patrick Reich, co-founder and CEO of Bonnet, said:

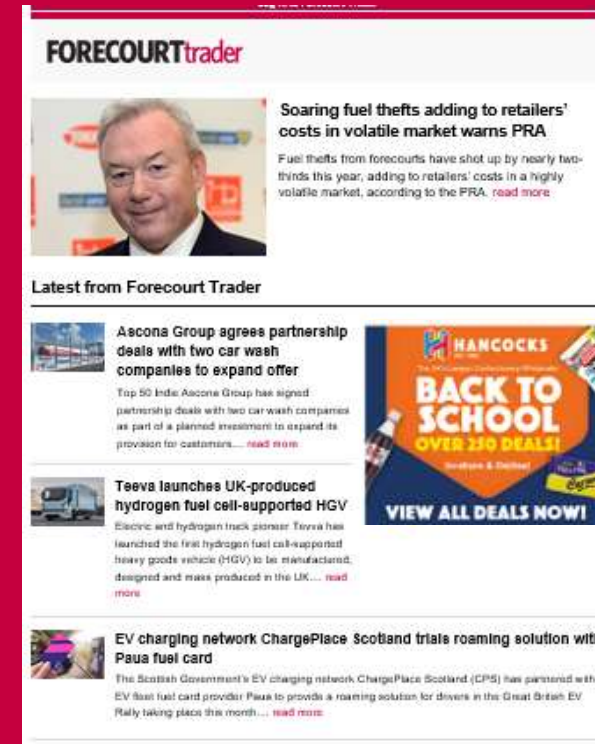
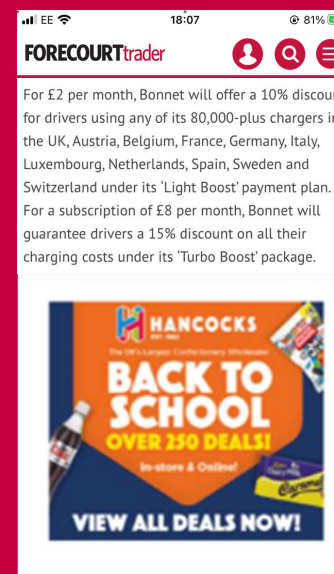
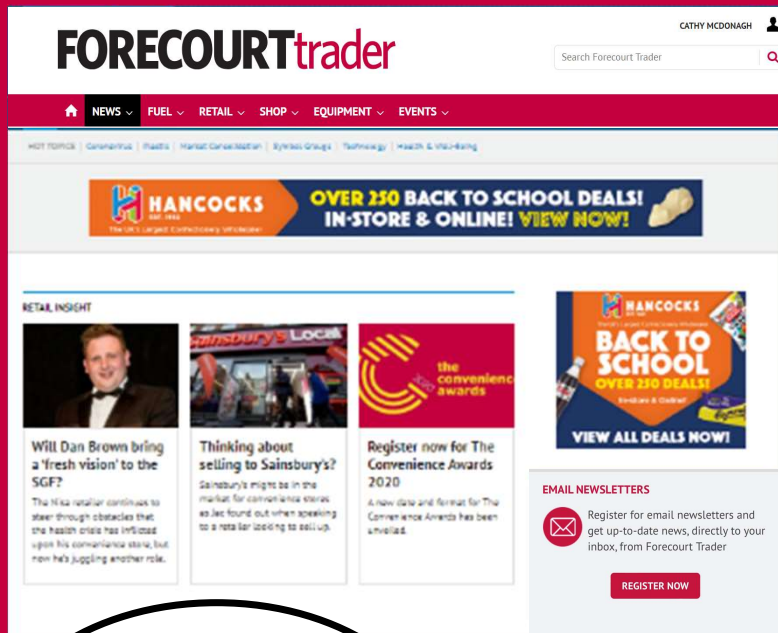
"We are driven to make the EV charging experience as simple, flexible and affordable as possible for"

High recall:
Each ad is seen
for average of
17 secs per
impression*

*Jan to June 2022 averages for time in view per impression, ads over 5 seconds in view are 79% more likely to be recalled: FT/Millward Brown study

Brand promotional campaign ** NEW**

Maximise your reach and impact to the entire forecourt audience



Advertising
across multiple
platforms
improves ad
recall*

What's included: run of site leaderboard and MPU | mobile billboard | mobile MPU | newsletter MPU

Package cost: £1250

7 day tenancy for all elements. All display advertising packages Include a full campaign performance report

*Spectrum Reach and Magnum Global Study – 41% higher recall of ads across multiple platforms

Social display advertising

Generate engagement and maximise your social media reach to attract new followers.

We create an MPU banner from your original social media post, to run on Forecourt Trader's desktop and mobile sites, giving you the opportunity to reach our entire audience of forecourt retailers.

Proven to engage audiences for longer than posts on social sites

High level of impact and awareness for your message

Boost your presence in a safe and trusted environment

Generate lasting engagement with forecourt retailers

No requirement to supply assets

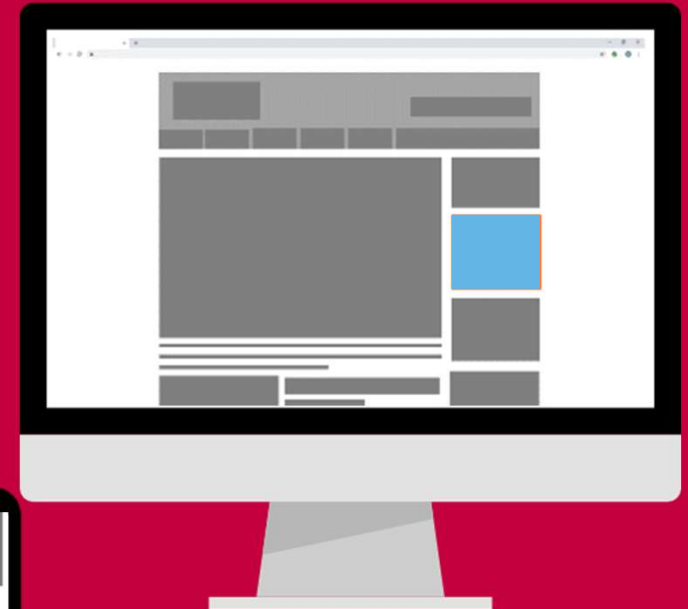
What's included:

£430 for 7 day tenancy across desktop and mobile

All display advertising packages include a full campaign performance report



Displayed in line
with content on
mobile



Displayed within the
sidebar on desktop

Newsletters



Newsletter display advertising

Forecourt Trader's newsletters deliver the most important industry news into the inboxes of 2.5K of the most engaged fuel retailers 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 decision makers, helping you generate brand awareness and drive traffic to your website.

Newsletter options:

Leaderboard: £775

Text advert: £720

MPU: £720

Weekly takeover: £1950

All display advertising packages include a full campaign performance report

**Campaign duration =
3 emails in one week**

The screenshot shows a newsletter email from Forecourt Trader. At the top, there is a Christie & Co. banner with the text: "Buyers outnumber petrol stations by a ratio of 3:1. Get the best price, from the right buyer. SPEAK TO THE EXPERTS". Below this is a "Log-in to Forecourt Trader" link. The main content area features the "FORECOURTtrader" logo and a headline: "Details of 87 MFG service stations to be sold off revealed by Competition and Markets Authority". A sub-headline reads: "A list of the 87 MFG service stations its owner intends to sell as part of a deal with the Competition and Markets Authority (CMA) has been published. [read more](#)". Below this is a "SPONSORED MESSAGE" section with a circular logo and the text: "Looking for the right buyer? It's not just the major players who are buying petrol stations. Buyers outnumber sites by a ratio of 3:1. Get the best price for your forecourt, from the right buyer. Speak to the experts ...[click here](#)". The bottom section is titled "Latest from Forecourt Trader" and contains three items: 1. "Calls for fuel tax cuts increase as average cost of filling a tank with petrol tops £100" with a sub-headline "Surging fuel prices have now pushed the average cost of filling the 55-litre tank of a family car with petrol to more than £100, according to the RAC.... [read more](#)". 2. "EG Group opens new-build Spar convenience store and forecourt at Polmadie in Glasgow" with a sub-headline "EG Group has opened a new-build Spar convenience store and forecourt at Polmadie in Glasgow.... [read more](#)". 3. A yellow-bordered box with the text "Want to increase impulse sales?" and "Click here to find out more" with a "DSL" logo and the tagline "Delivering a simpler life." and the URL "dsl.co.uk".

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

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

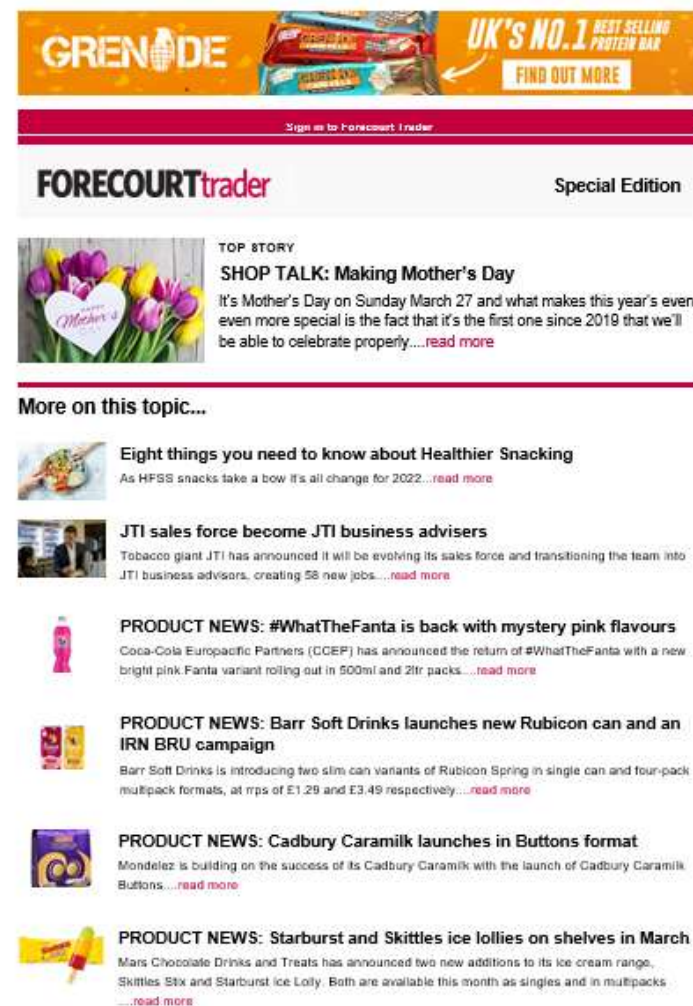
What's included:

Package comprises all advertising positions on the newsletter

- Leaderboard
- Text advert
- MPU

Cost £950

All display advertising packages include a full campaign performance report



The screenshot displays the layout of a 'Special Edition' newsletter from 'FORECOURT trader'. At the top, there is a banner for 'GRENADE' and 'UK'S NO. 1 BEST SELLING PROTEIN BAR' with a 'FIND OUT MORE' button. Below this is a navigation bar with 'Sign in to Forecourt trader' and the 'FORECOURT trader' logo, with 'Special Edition' indicated on the right. The main content area features a 'TOP STORY' titled 'SHOP TALK: Making Mother's Day' accompanied by an image of tulips and a heart-shaped sign. The text describes Mother's Day on Sunday March 27 and includes a 'read more' link. Below the main story, a section titled 'More on this topic...' lists several articles: 'Eight things you need to know about Healthier Snacking', 'JTI sales force become JTI business advisers', 'PRODUCT NEWS: #WhatTheFanta is back with mystery pink flavours', 'PRODUCT NEWS: Barr Soft Drinks launches new Rubicon can and an IRN BRU campaign', 'PRODUCT NEWS: Cadbury Caramilk launches in Buttons format', and 'PRODUCT NEWS: Starburst and Skittles ice lollies on shelves in March'. Each article includes a small image and a 'read more' link.



**Feature
Opportunities**

Category and product features

Promote your brand as a leader within the category while 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

The screenshot displays the FORECOURT trader website. The header includes the logo, navigation links (HOME, FUEL, RETAIL, SHOP, EQUIPMENT, SERVICES), and a search bar. A featured article titled "6 things you need to know about Coffee and Bakery To Go" is prominently displayed, dated 18 October 2023. The article lists six key trends in the food-to-go market, such as the popularity of coffee and the importance of convenience. To the right of the article, there are several smaller featured product slots, each with a product image and a brief description, including items like "Introducing the Award Winning UK's Top Premium Automated Retail" and "BC Group's new Hushie".

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

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 promotional email to independent retailers, 1 newsletter text advert, full campaign performance report

Investment:

Client produced: £2950

Written by Commercial Content Editor: £3985



How investing in retail technology can boost forecourt efficiencies and sales

This content is provided by **EDGEPOS** by
Henderson Technology

[Click here to access this promotional feature](#)

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 a 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.

What's included:

1 promotional email to forecourt retailers to promote your content on www.forecourtrader.co.uk, full campaign performance report

Investment: £1075

*Cannot be used to send to external URL



New

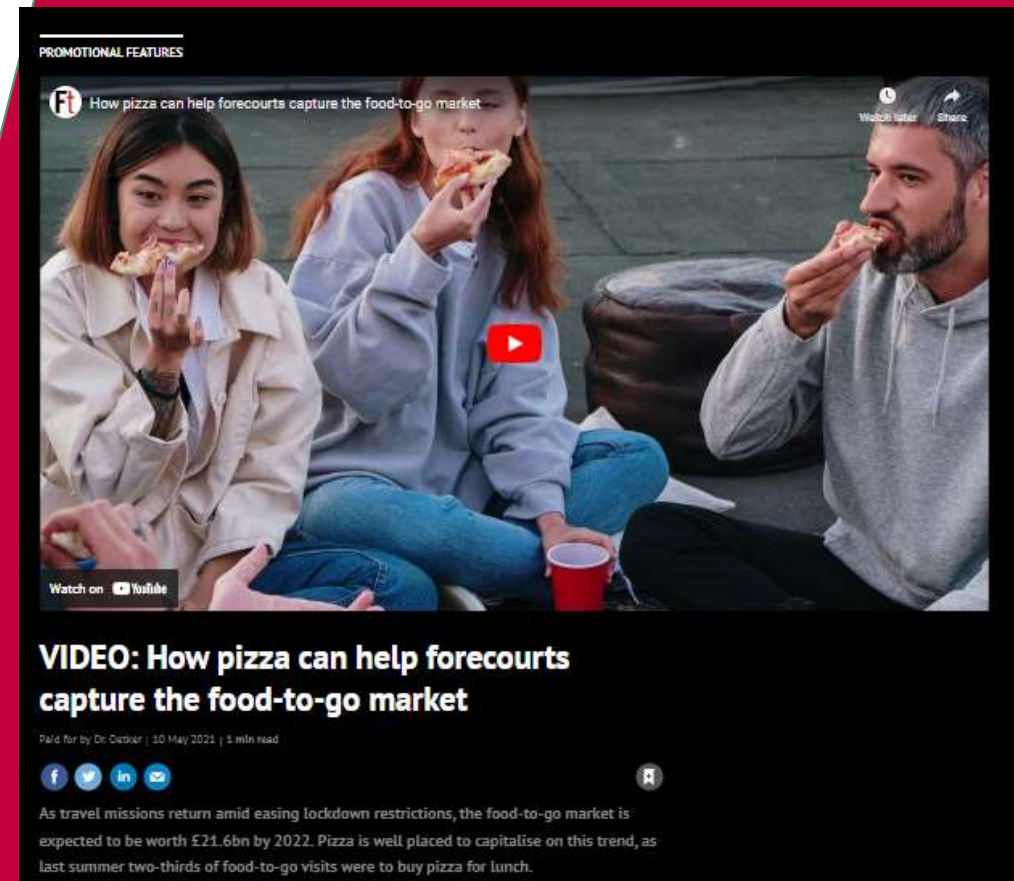
Forecourt video showcase

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 C-Store , 1 promotional email to forecourt retailers, 1 newsletter text advert, full campaign performance report

Investment:£5300



[Click here](#) to watch this video feature

New

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.

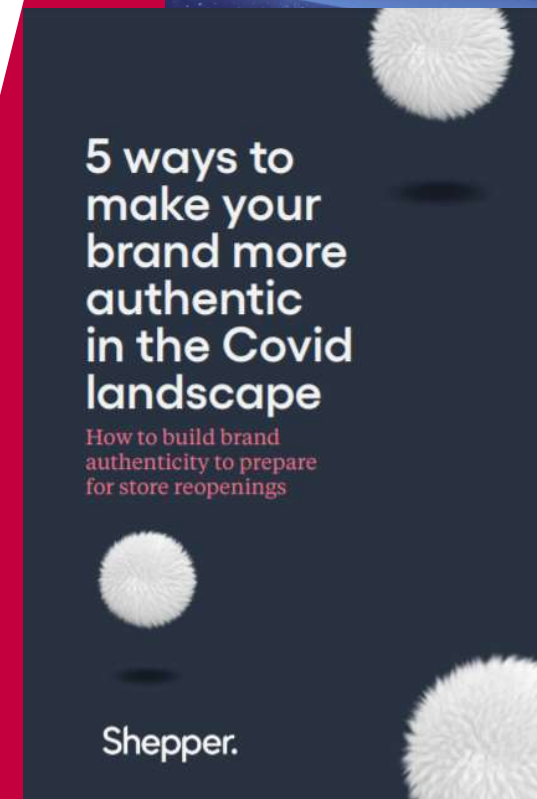
- Promote a great client case study
- Stimulate interest in your latest whitepaper or report
- Communicate results from a key piece research
- Encourage your target audience to undertake a survey
- Receive high quality business leads

What's included:

Weekly GDPR compliant data reports, dedicated landing page, email promotion, text advert on the newsletter, MPU on forecourtrader.co.uk (desktop & mobile), MPU on editorial newsletter, website and newsletter listing. Full campaign report

Client produced report: £5300

Additional content promotion email: £1075



New

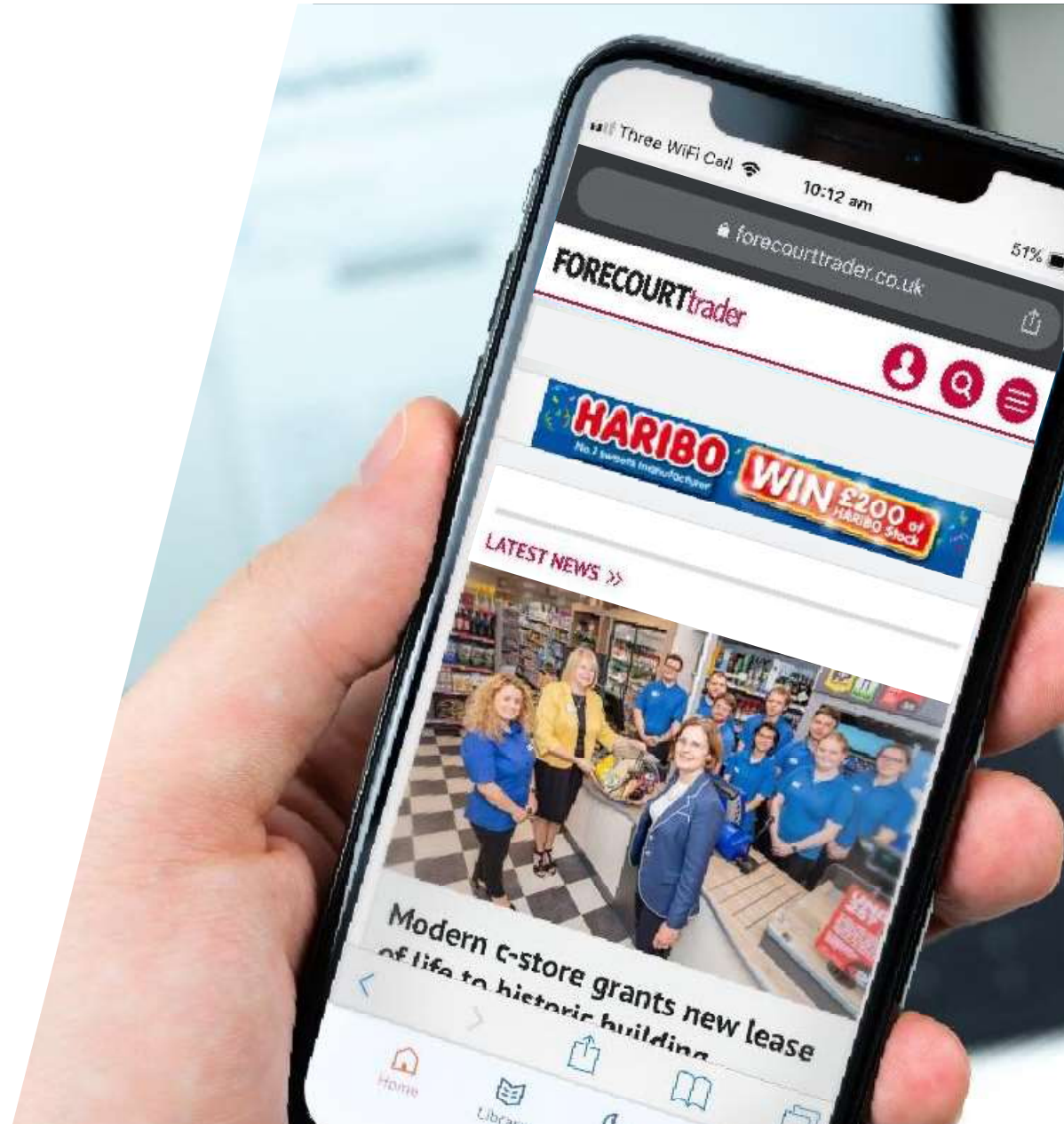
Competitions

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 create leads for your sales team to follow up, grow your retailer database, create new partnerships and build on retailer relationships.

What's included:

Dedicated competition page (max 1 month), 1 promotional email to Forecourt retailers, 1 newsletter text advert, 1 GDPR compliant data report

Investment: £2950



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

What's included:

Panel place for senior representative, opportunity to promote content for download, promotional emails to our dedicated marketing list, display adverts, editorial articles, newsletter listing , website listing, GDPR complaint data report

Price on application



Your digital campaign report

When you work with www.forecourttrader.co.uk, you will benefit from a full campaign report detailing the reach and engagement of your marketing activity...here's how the report works:

If your objective is **brand awareness**:

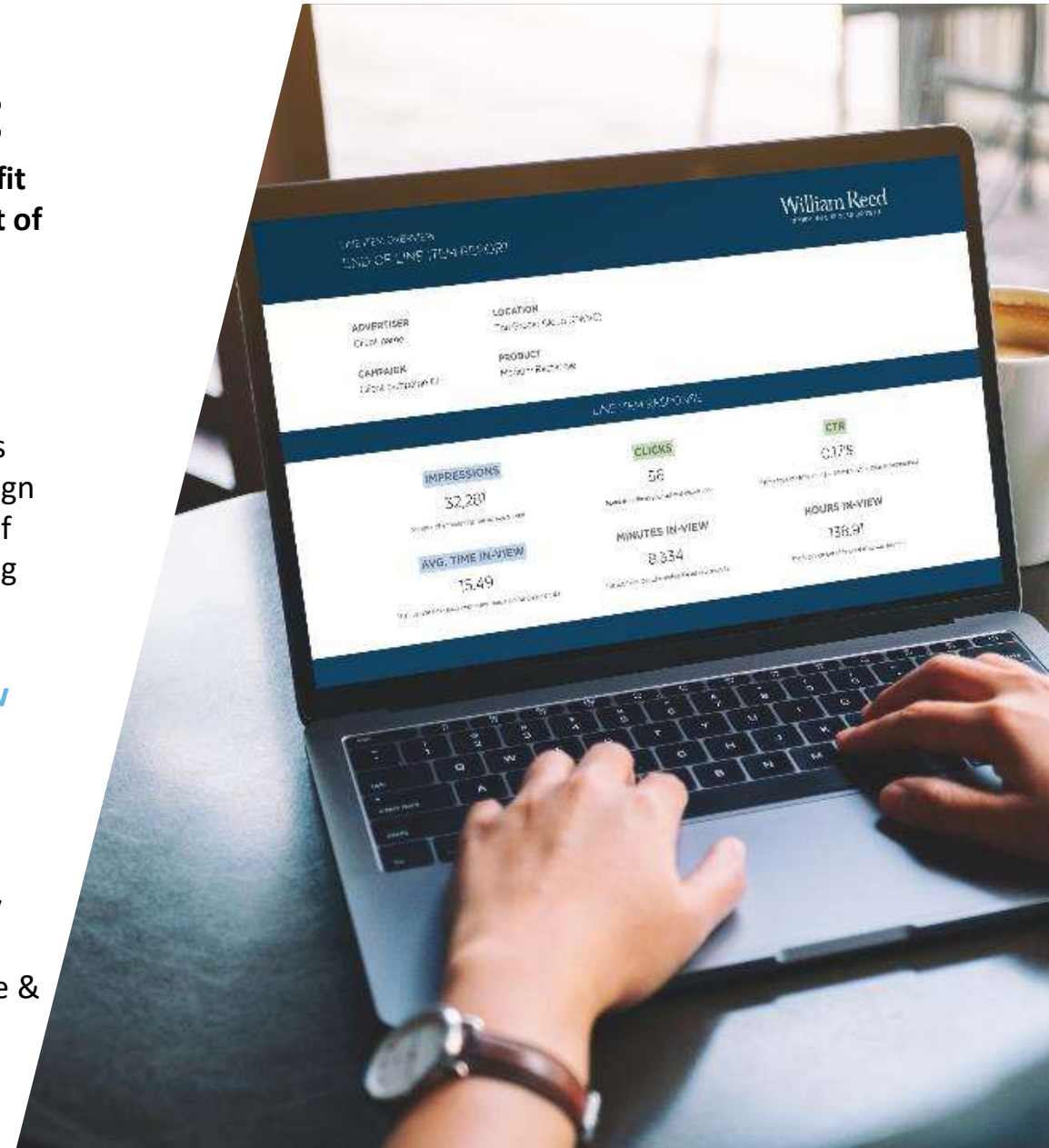
Brand awareness is measured by the number of page impressions your advertisement appeared on during the week of your campaign and the length of time your advertisement was in view for each of those impressions. It is dependent on your advertisement creating immediate impact to create awareness of your brand/product/service.

Look for number of impressions and average time in view

If your objective is a **call to action & clicks** to your website:

Creating a call to action and clicks to your website is measured by the number of times your advertisement is clicked on. It is dependent on your advertisement containing a visible feature & benefit and a clear call to action to generate clicks.

Look for number of clicks and CTR.



Forecourt Trader Events

“ The annual Forecourt Trader Awards is a night of glamour and celebration for the entire industry to enjoy. ”

Gemma Lathan
Spar Newark



Align your brand with excellence and build your network

Forecourt Trader hosts several prestigious events recognising excellence throughout the industry that are a must attend for the forecourt sector. The events are continually growing and expanding to celebrate more talent within the industry.

Our range of events provide excellent sponsorship opportunities to profile yourself to hard to reach key decision makers.

Promote your business as a key partner in the forecourt channel. Introduce your product to retailers and grow your business network with ambitious and entrepreneurial independent retailers.

**top 50
Indies**
2019
FORECOURTtrader

**THE FORECOURT
SHOW** NEC BIRMINGHAM
12-14 APRIL 2021



Summit
FORECOURTtrader



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