

FORECOURTtrader

Media Information

SMOKIN' BEAN

YOUR COMPLETE FOOD TO GO SOLUTION

Increase profit in your store with our triple certified, 100% Arabica coffee served in 100% compostable cups, all freshly prepared using our premium, self-serve coffee to go solution in your forecourt.

58% OF COFFEE IS PURCHASED WITH A FOOD ITEM

Get in touch with a member of our team and find out more!
01372 736222 www.smokinbean.co.uk/forecourt

SMOKIN' BEAN

Plant-based options from The Sun

Rebecca Bolt, head of innovation at Addo Food Group, which owns the Wait's Pastry licence, says the key to cashing in on the plant-based food market is targeting "flexitarian" and semi-vegetarian diners because only 3% of people identify as vegans (Kantar data). "There is clear evidence that a flexitarian lifestyle is on the rise, with a total of 4.4 billion meat-free diners being consumed in 2018 (Kantar) but this doesn't mean consumers want to compromise on quality and taste when it comes to on-the-go snacking."

"Times are changing, and we believe everyone should be able to enjoy our chilled savoury pastry products no matter what diet they follow. We are confident that forecourt traders will be able to capitalise on the growing opportunity plant-based provides."

"Our latest range of 'vegan' rolls, which includes four packs and quick meal staple kumho rolls, use two plant-based proteins instead of sausage – a potassium-rich fibrous jackfruit, famous for its meaty texture."

These are incredibly popular but shoppers do demand value and variety. A piece in The Sun earlier this year named Twinkl as offering the best value meal deal, with a serving of 10p versus buying the items in the deal individually. While Boots came out top for value as its deal includes mashi, a range of desserts, more in typically easy hot food – think a warmer containing hot sausage rolls (shaw and bake), a microwaveable mashi.

"Offering customers a good selection of fast food to go is an effective way for forecourt retailers to boost basket spend and attract new shoppers," says Paul Maxwell, marketing manager at Aryza Food Solutions UK. He adds that Aryza offers a broad range of fast food options to help forecourt retailers compete.

Aryza Food Solutions can provide retailers with sales and display equipment, on-line support and training through a partnership agreement.

has also recognised the surge in demand for vegan/vegetarian products with the launch of its first vegan sausage roll (150g: 55p) and a vegan spicy chicken roll (180g: 40p per case). The rise in demand for meat alternatives is gathering pace, with a growing number of consumers actively looking to reduce their meat consumption, for health or environmental reasons, and our veggie/

FOCUS ON FOOD

FAST FACT

4.4bn

The number of meat-free dinners consumed in 2018 (Kantar data)

all about taste!

h...
h...
foc...
out...
com...
curr...
inclu...
every...
favou...
as the...
stuck...
200g...
per case...
demand...
first veg...
per case...
chicken...
The rise...
alternati...
with a gr...
consumers...
reduce th...
for health...
reasons, and our veggie/

William Reed

INFORMING BUSINESS GROWTH

We are William Reed, the specialist B2B media, business intelligence and events group dedicated to helping businesses succeed.

Our diverse portfolio of category-leading brands serves a global audience of over 2M monthly users, supported by sector-specific insights & research, up-to-the-minute digital media and cutting-edge customer solutions.

We believe in the value of shared intelligence for both customers and brands alike, informing business growth through collaboration & innovation.

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INFORMING BUSINESS GROWTH



2.2m
REACH

Over 2 million monthly unique users/readers/touch-points across the group, providing great reach for brands and customers alike



33
BRANDS

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



90
EVENTS

A range of events across key sectors such as food & drink, retail, grocery, ingredients, health, nutrition, cosmetics 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 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



An unrivalled source of business information for the petrol retail industry

“

Forecourt Trader has simply become the heart and soul of the forecourt industry. The magazine keeps 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



“

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

Greenergy



Why Forecourt Trader?

Founded in 1987, Forecourt Trader has been at the leading edge of the market and is the only independent publication for petrol retailers. Its unrivalled coverage of news, industry and retailer profiles as well as scheduled category features covers all areas of a forecourt operation.

Forecourt Trader's controlled circulation guarantees complete coverage of the forecourt market. Every month, the magazine circulates to key decision makers within the petrol retailing industry. these include; Forecourt managers, commission operators, tenants, licensees and franchisee operating oil company-owned sites as well as the core readership.



8.7k

MAGAZINE CIRCULATION*



18.9k

UNIQUE MONTHLY USERS**



2.2k

NEWSLETTER RECIPIENTS***

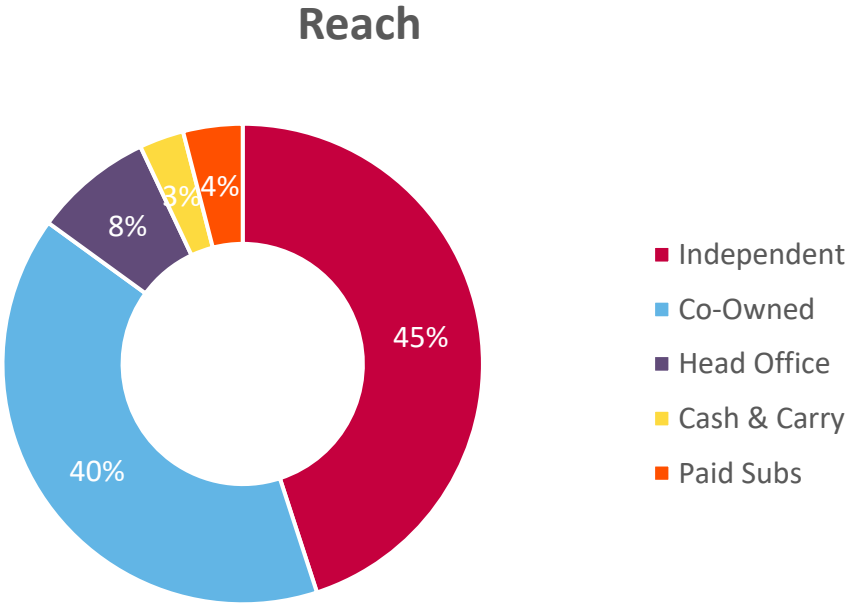


1k

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

Forecourt Trader's audience

Forecourt Trader's audience covers the entire forecourt sector, from licensees and franchise oil company-owned sites to head offices and commission operators. Our circulation provides complete coverage of the buying chain.



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



“Forecourt Trader is the most respected and widely read media brand 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



PLATFORM OVERVIEW



The magazine

As the only independent publication for fuel retailers, Forecourt Trader's editions provide unrivalled in-depth insight, inspiration and commentary on the key issues affecting the fuel retailing sector.

The forecourt shop business supplies customers with a wide range of products and is worth over £4 billion a year. Promoting your brands and services in Forecourt Trader ensures that you are leaving no stone unturned in raising awareness with the decision makers who matter.

“*Forecourt Trader is great for keeping the Co Op abreast of the movers and shakers in the ever evolving fuel retailing business.*”

Chris Sherlock
Co-Op Broadfield, Isle of Skye



The website and newsletters

[Forecourtrader.co.uk](https://forecourtrader.co.uk) is the essential daily news source for forecourt owners looking to stay informed of the latest developments in the fuel and convenience marketplace. The website is a vital tool for industry decision makers to keep abreast with breaking news and analysis.

The Forecourt Trader email newsletter is sent 3 times a week and allows a dedicated and highly engaged audience of subscribers to access the latest industry news straight to their fingertips.

“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 in print and across their digital channels over the last year.”

Claire Lewis
Marketing Manager, EdgePetrol



Events

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.

“*Forecourt Trader offers myself and my team great information in the form of a well-edited magazine and easy-to-use website. The annual Forecourt Trader Awards is a night of glamour and celebration for all aspects of the industry to enjoy.*

Gemma Lathan
Spar Newark



Marketing opportunities

Forecourt Trader's wide range of marketing opportunities mean that, whoever you need to influence and whatever your objective, we have a solution to help:

- Growing sales and distribution of your products
- Promoting your new campaign to retailers
- Communicating your expertise as a supplier
- Generating valuable sales leads with grocery decision makers
- Networking with hard to reach decision makers



Put your brand in front of decision makers who matter

Reach and influence key decision makers with our wide range of print brand awareness opportunities:

- Editorial features and supplements
- Advertorials
- Cover sites and news pages
- Bound and loose inserts
- Gatefolds and tip-ons



Be front of mind with fuel retailers every day

Achieve daily brand awareness with forecourt retailers with our growing portfolio of digital marketing options through Forecourt Trader's website and newsletters:

- Display advertising
- Promotional features
- Homepage takeovers and background banners
- Newsletter leader boards and MPUs and text advertisements
- Category tutorials
- Sponsored videos



Align your brand with excellence and build your network

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 through Forecourt Trader's prestigious events.

**top 50
Indies**
2019
FORECOURTtrader

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



Summit
FORECOURTtrader



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

Tim Shepley
Commercial Manager
01293 610337
Tim.Shepley@wrbm.com

Nina Threadgold
Telesales Executive
01293 610306
Nina.threadgold@wrbm.com

Editorial

Merril Boulton
Editor
01293 610219
Merril.boulton@wrbm.com

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	£2,795
<i>Written by client</i>	
Promotional feature	£3,795
<i>Written by commercial content editor</i>	
Website content promotion email	£1,015
Competition	£2,795
Forecourt showcase	£5,045
<i>Brand or category video</i>	
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	£1,850
<i>Leaderboard, medium rectangle, text ad</i>	

DIGITAL PACKAGES

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

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

Merril Boulton

Editor

Merril.Boulton@wrbm.com

+44 1293 610219

Tim Shepley

Commercial Manager

Tim.Shepley@wrbm.com

+44 1293 610337

Nina Threadgold

Sales Executive

Nina.Threadgold@wrbm.com

+44 1293 610306



