

# FORECOURTtrader

## Digital Products 2022



William Reed  
DIRECTOR OF DIGITAL

# 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**

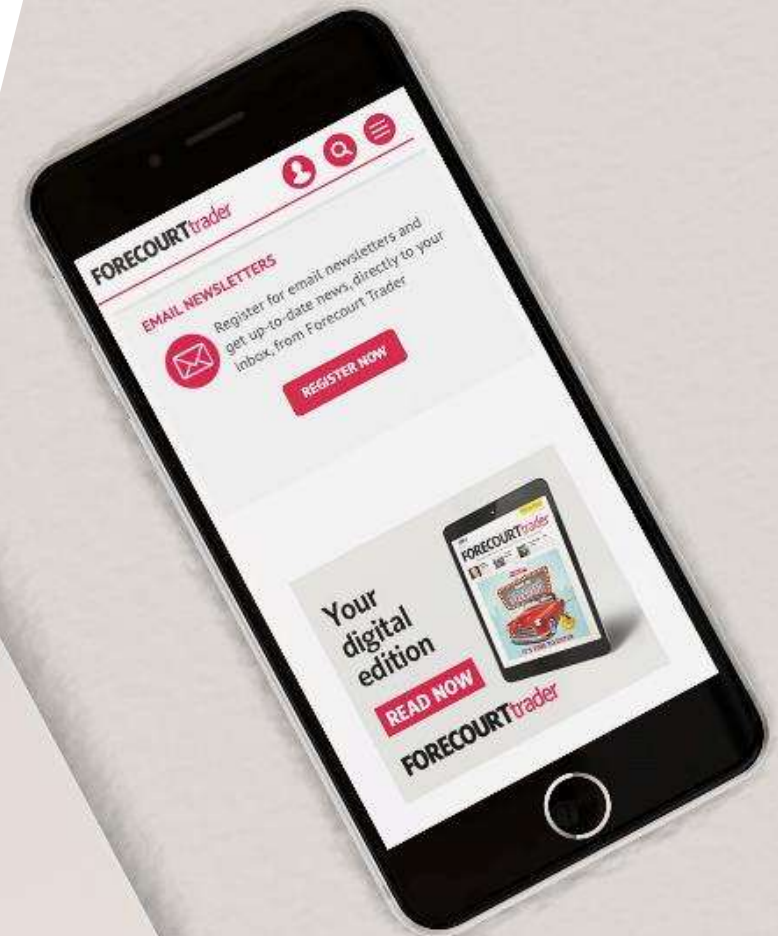


# Why Forecourt Trader?

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



# FORECOURTtrader

**OUR DIGITAL  
AUDIENCE IS**

**26,445**



**Monthly unique users**

**19,791**



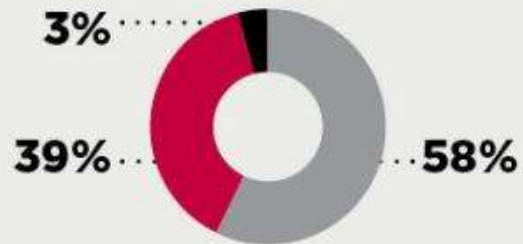
**Monthly page views**

**53,500**



**Average time on page**

**01:17**



**Traffic by device**

■ Desktop ■ Mobile ■ Tablet



**Monthly returning users**

**38%**



**Market Average  
ad view time**

**+122%**



**Digital display offering**

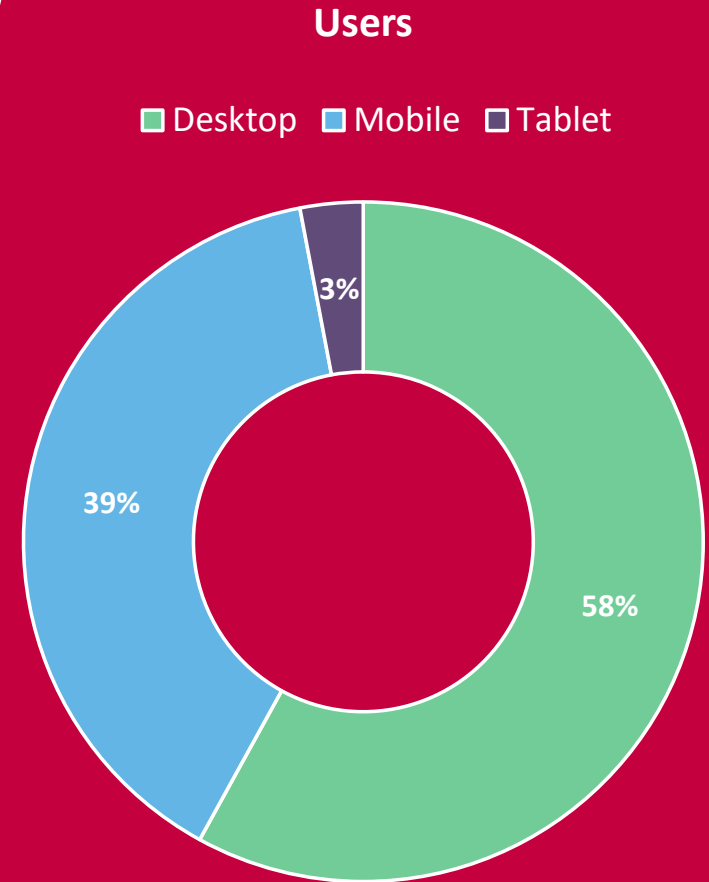


# Why display?

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:

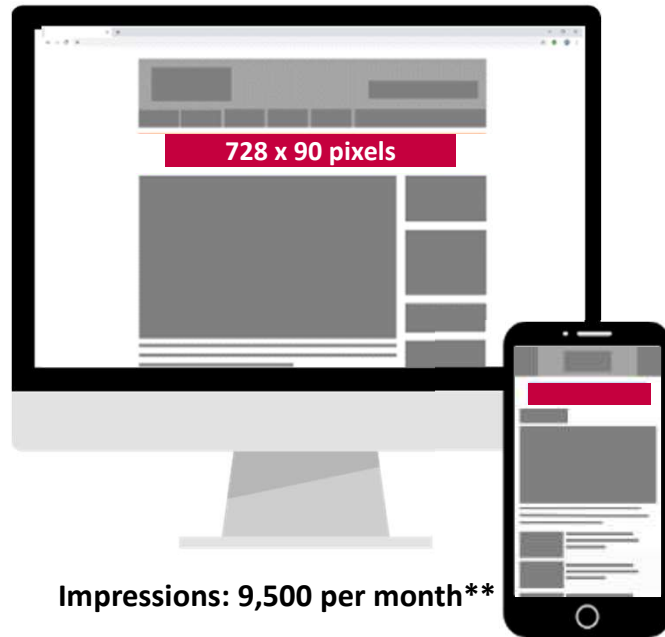
- Raise brand awareness
- Promote new products
- Drive delegate registrations to your events
- Create new connections with key decision makers



# Display placements

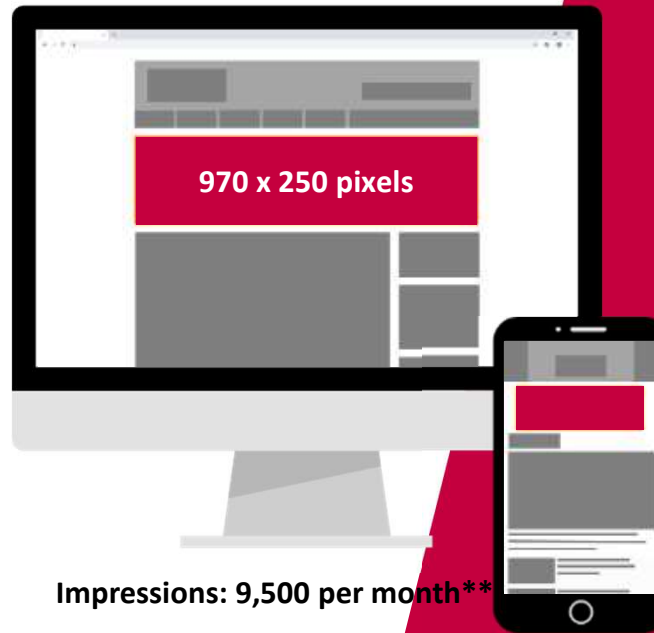
## Leaderboard

Time in view: 12.97 secs\*



## Billboard

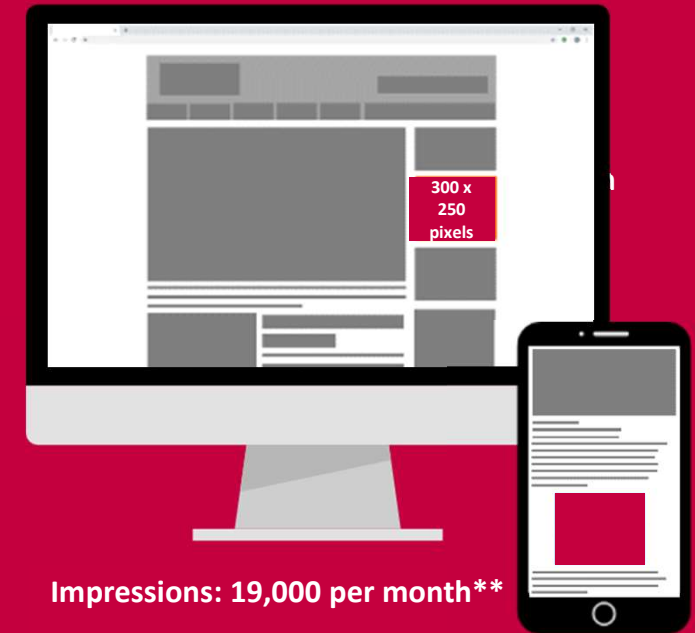
Time in view: 13.05 secs\*



## 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](#)

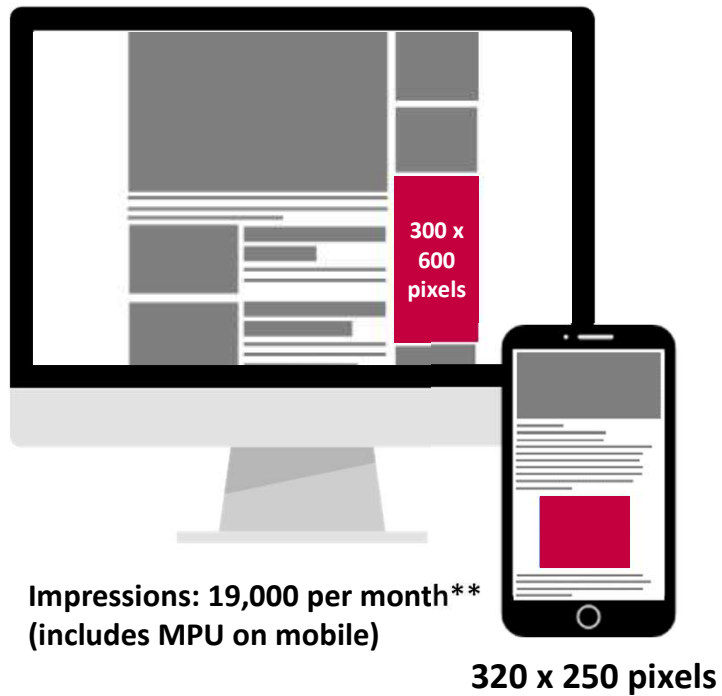
\* Google Analytics 6 month averages 2020, \*\* Estimated delivery Google Ad Manager

All campaign durations one month

# Display placements

## Half page

Time in view: 26.63 secs\*



## 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

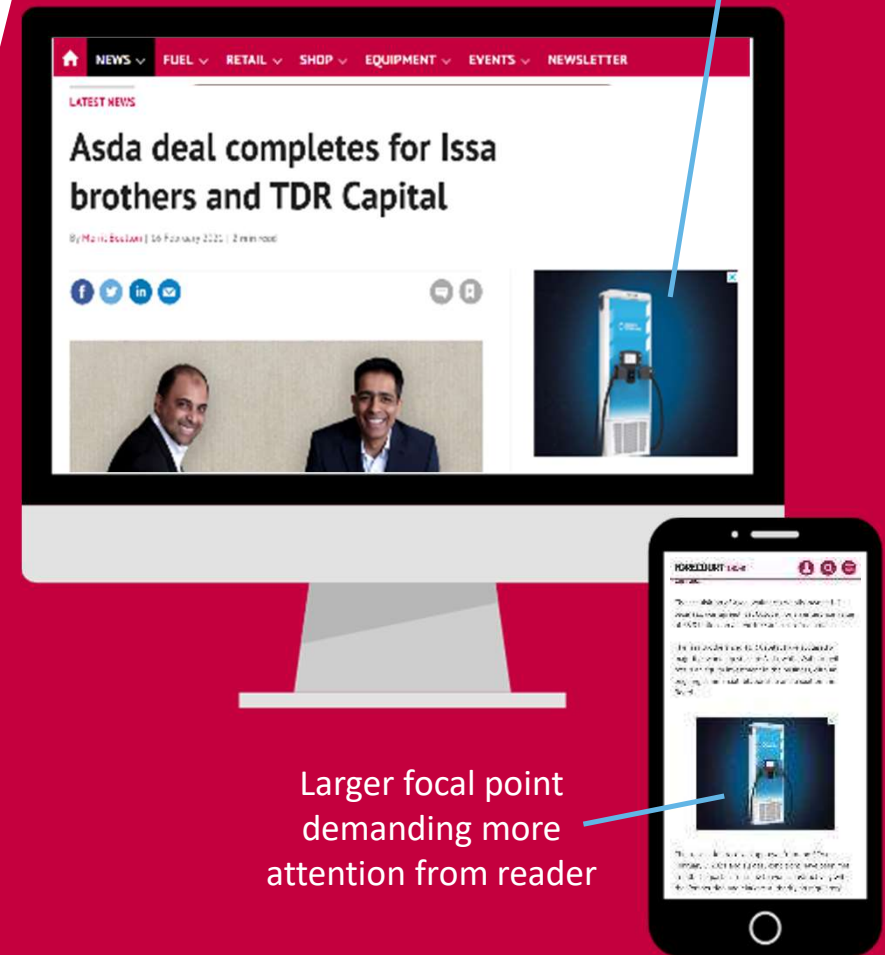
# Why MPUs

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.

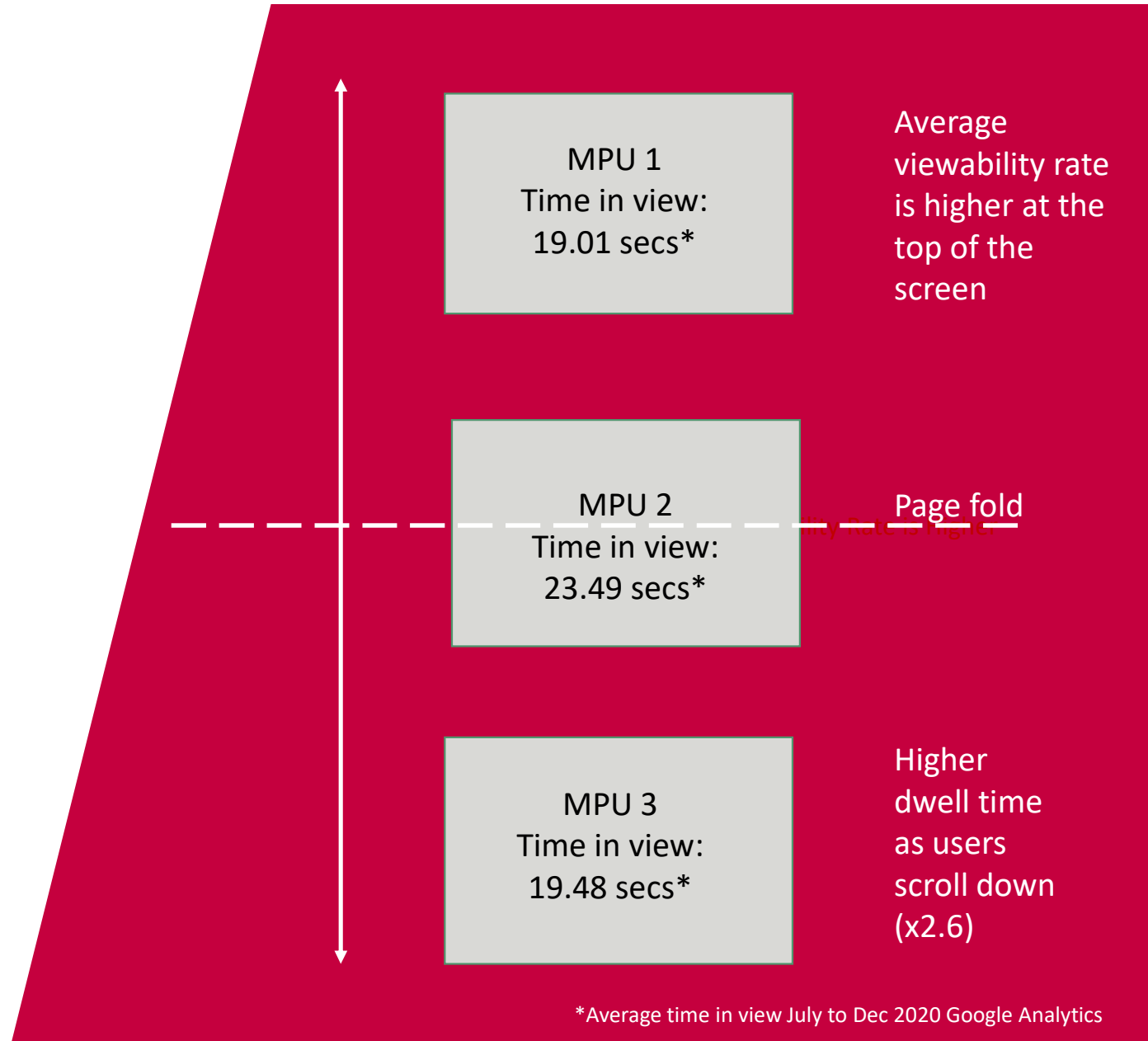
Both mobile and desktop display placements are included in all our MPU packages meaning you get more viewability than ever before (mobile and tablet makes up 42% of our digital audience).





# 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



# Newsletters



# 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

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

Campaign durations 3 sends over one week



# Digital Content & Competitions



New

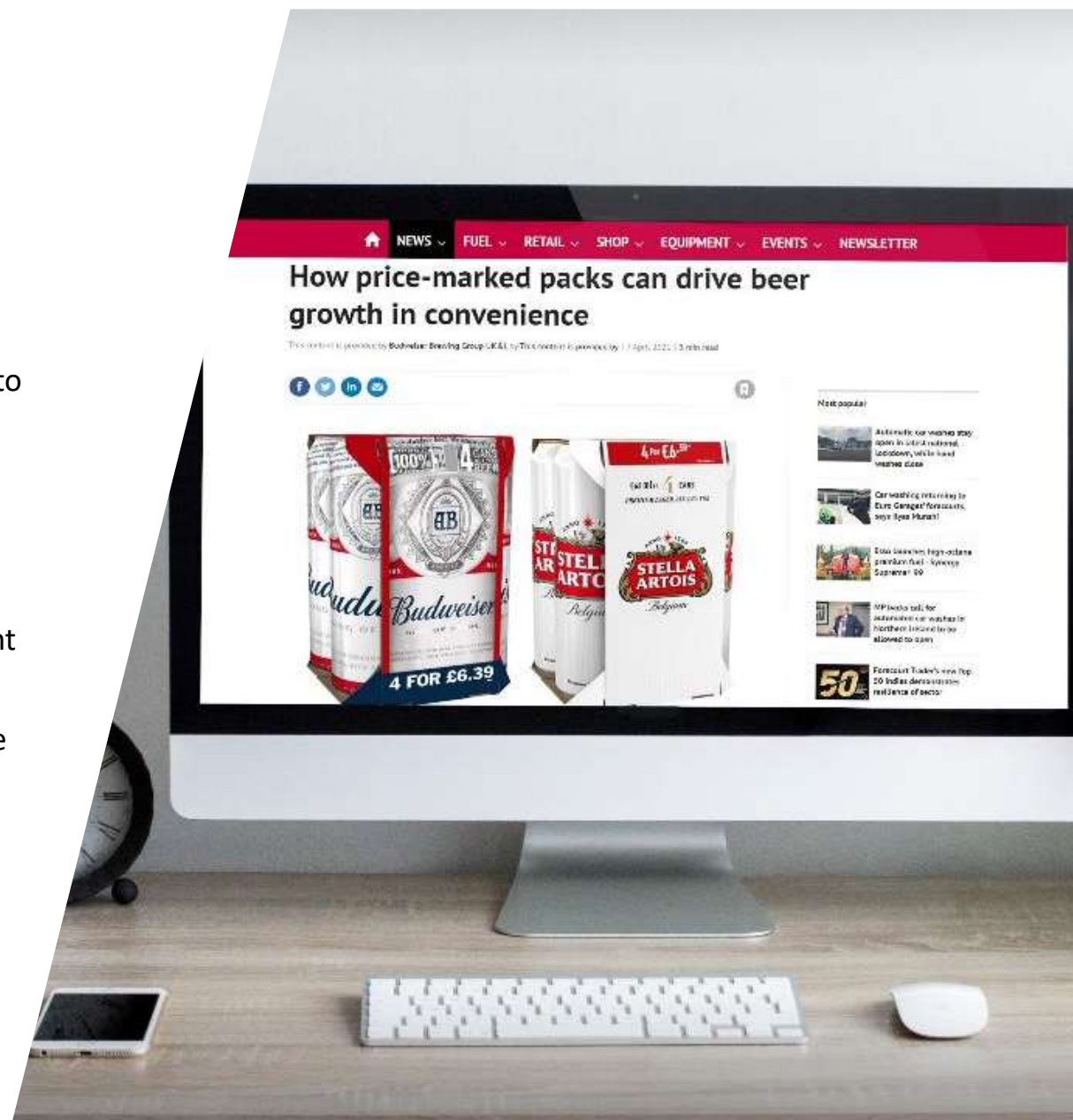
## Promotional features

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.

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

## 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

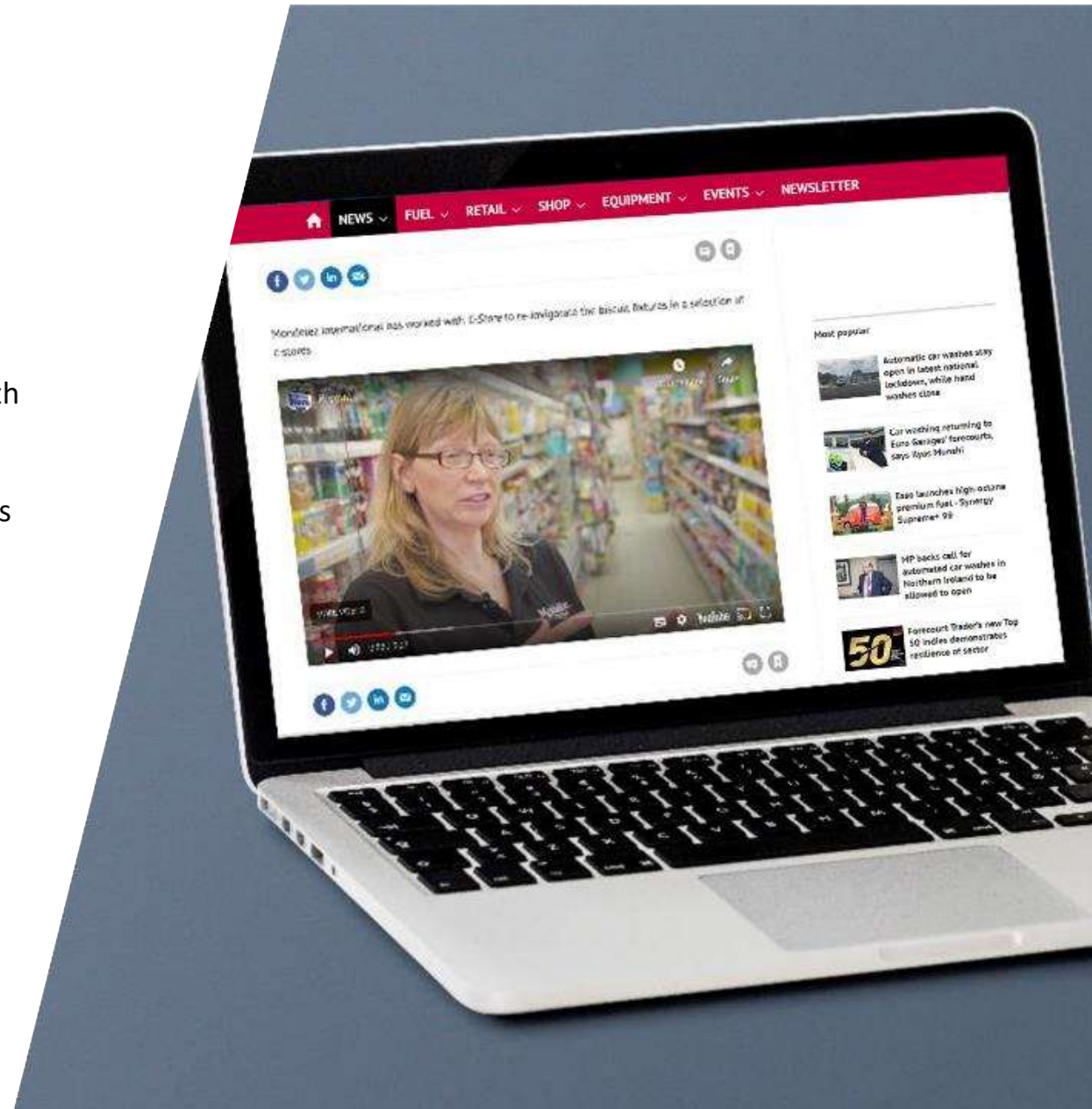
## Forecourt showcase

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

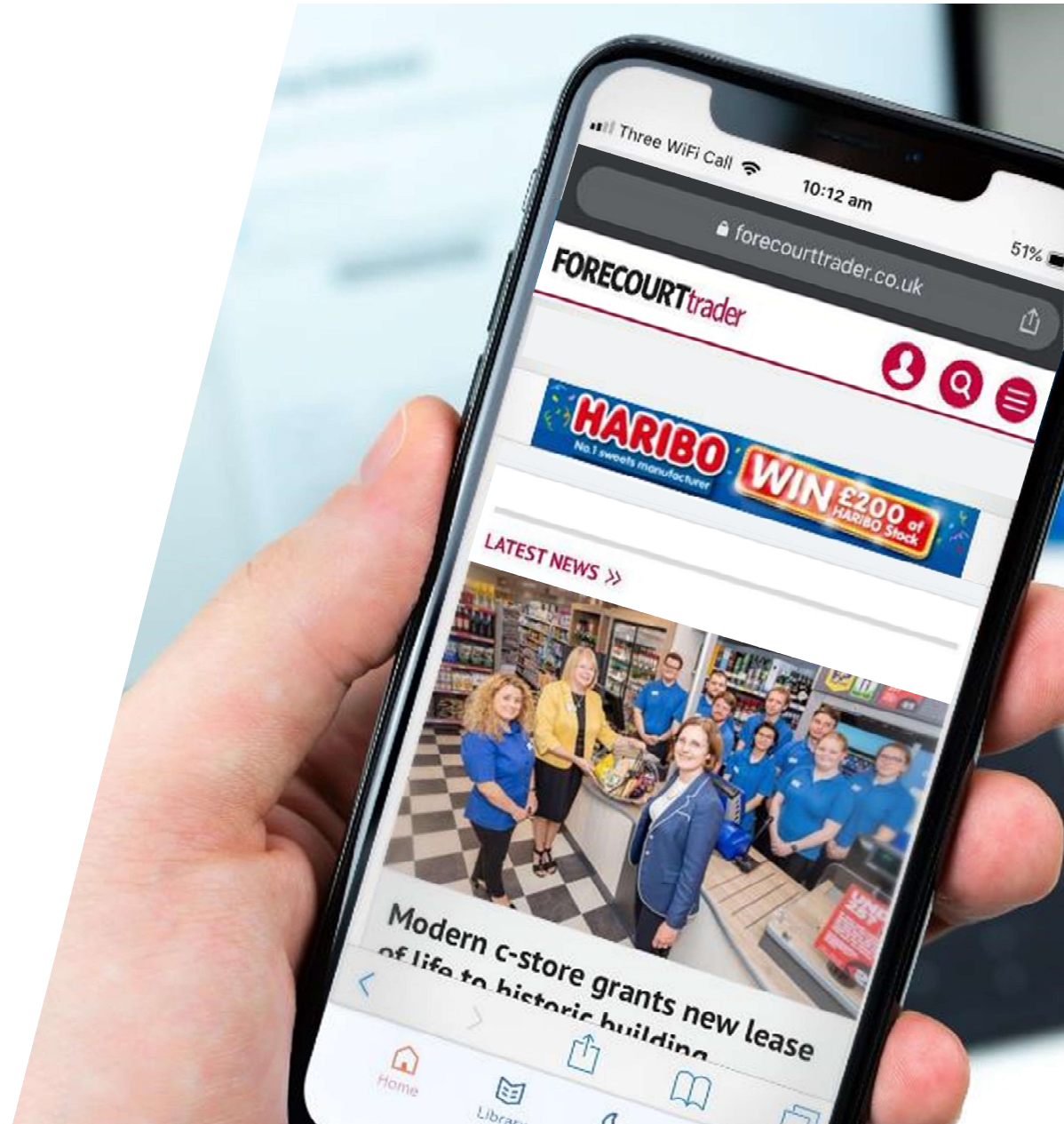
## Competitions

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

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

## 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](#)



# Contact

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