

# FORECOURTtrader

## Media Information



# 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

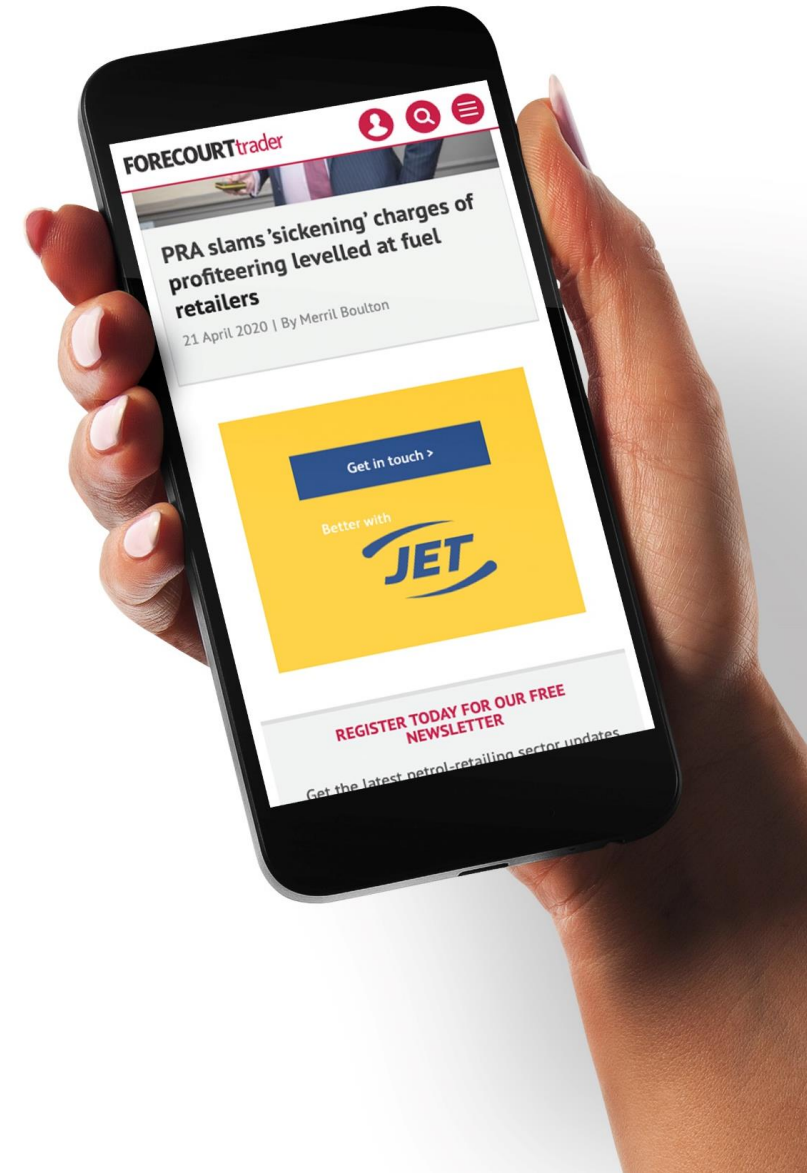




# Why Forecourt Trader?

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

Forecourt Trader's audience guarantees complete coverage of the petrol retailing market. These include; forecourt managers, commission operators, tenants, licensees and franchisee operating oil company-owned sites as well as the core readership.



# FORECOURTtrader

**OUR DIGITAL  
AUDIENCE IS**

**25,800+**



**Monthly unique users**

**20,600+**



**Monthly page views**

**53,700+**



**Average time on page**

**01:40**



**Traffic by device**

■ Desktop ■ Mobile ■ Tablet



**Monthly returning users**

**35%**



**Market Average  
ad view time**

**+122%**

# Our 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 magazine, website and events give you touchpoints across the whole buying chain.

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



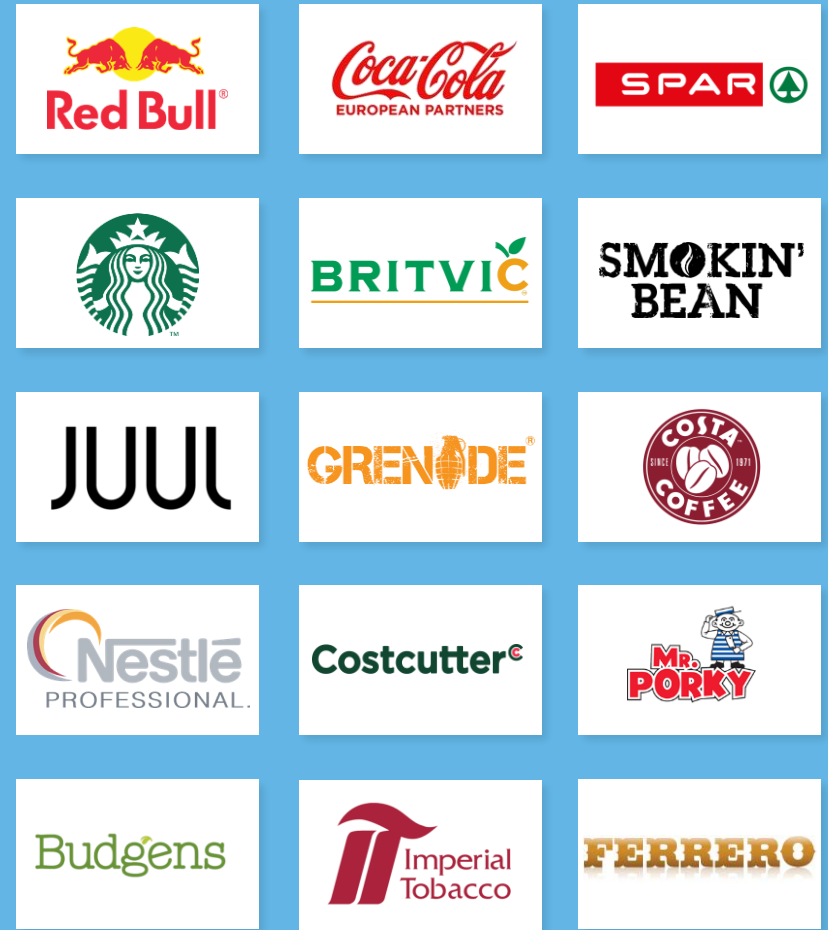
# Key FMCG clients & partners

“*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.*”

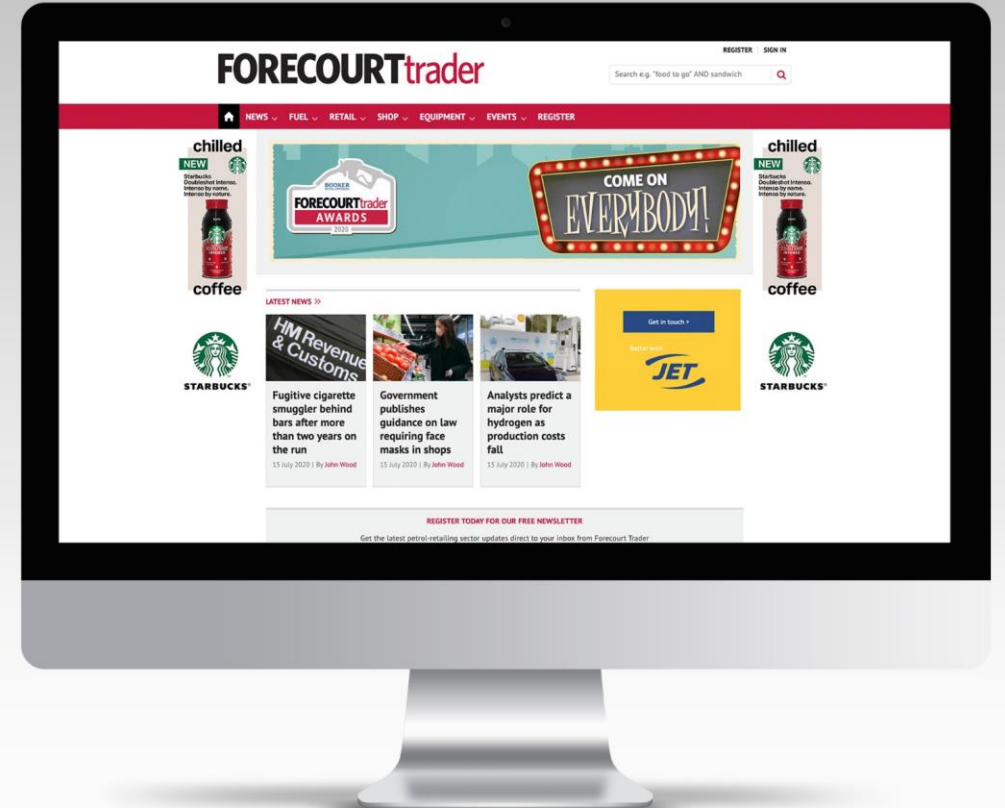
Dan Thorpe  
Marketing Manager, Grenade

“*Forecourt Trader is the most respected and widely read 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



# PLATFORM OVERVIEW





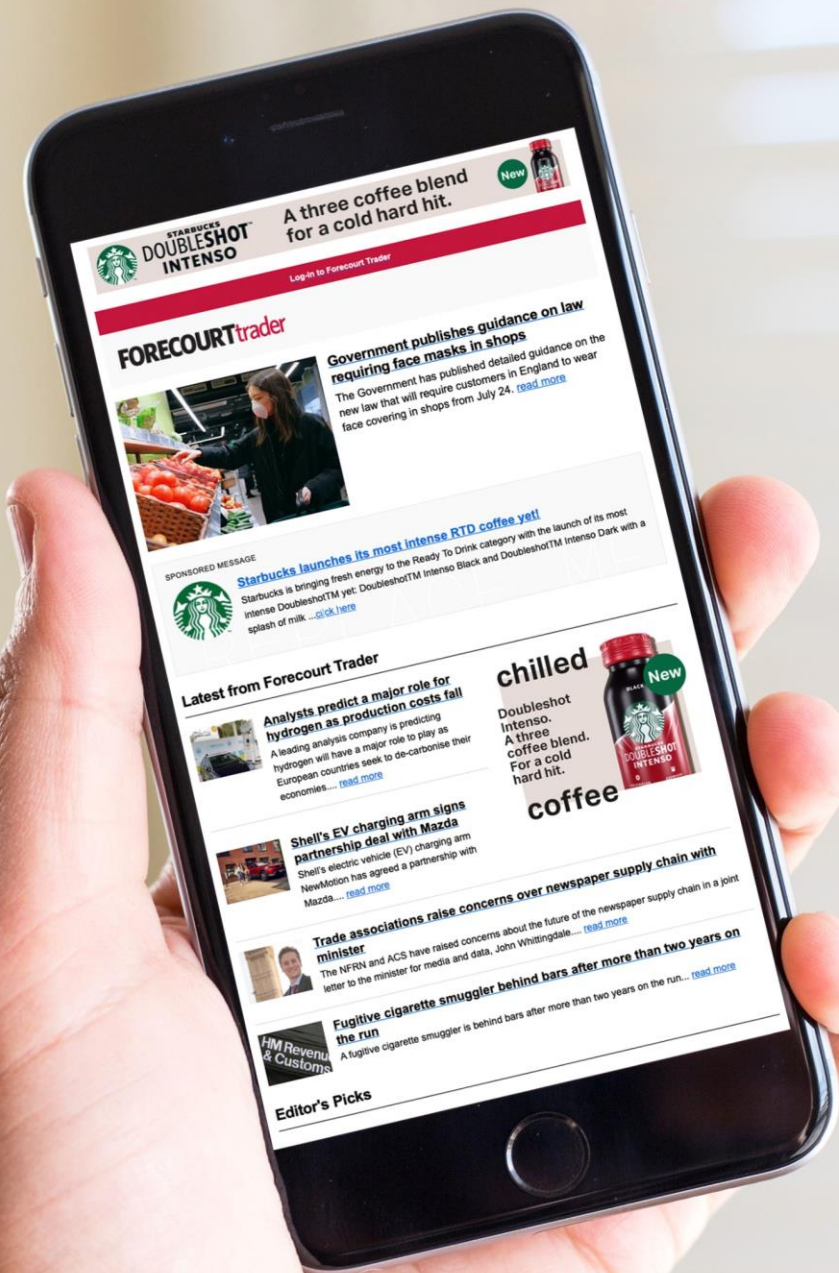
# The website and newsletters

[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 petrol and convenience marketplace. The website is a vital tool for industry decision makers to keep abreast with breaking news.

The Forecourt Trader email newsletter is sent 3 times a week and gives a dedicated audience access to 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.

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

“Forecourt trader offers Myself and My team exciting and great information in the forms of the well edited monthly magazine, easy to use and navigate website. The annual event for the forecourt traders awards, is a night of glamour and celebration for all aspects of the industry to enjoy.”

Gemma Lathan  
Spar Newark





# The magazine

As the only independent publication for petrol retailers, Forecourt Trader is unrivalled coverage of news, industry and retailer profiles.

The forecourt shop business supplies customers with a wide range of products and is worth over £4 billion a year. Promoting your brands 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



# 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 petrol retailing peers
- 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:

- Front covers
- Belly bands
- Full page
- Bookends





# Be front of mind with petrol retailers every day

Achieve daily brand awareness with petrol retailers with our growing portfolio of digital marketing options:

- Digital display advertising
- Homepage takeovers and background banners
- Editorial and client led promotional features
- Sponsored content
- Newsletter leader boards and MPUs and text advertisements
- Webinars



# 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





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