

2010 MEDIA INFORMATION

Largest FMCG circulation & readership in Ireland*

PRINT



ONLINE



Member
Audit Bureau of
Circulations

*Monthly Circulation **8,593**
ABC Audit Period: January-December 2009

Multiples

- ▷ Dunnes
- ▷ Tesco
- ▷ Superquinn
- ▷ Aldi
- ▷ Lidl

Symbol Groups

- ▷ Centra
- ▷ Daybreak
- ▷ Spar
- ▷ SuperValu
- ▷ Londis
- ▷ Costcutter
- ▷ Gala
- ▷ Mace
- ▷ Day Today
- ▷ XL
- ▷ Quik Pick
- ▷ Buy Lo

Off-Trade

ShelfLife is the official magazine for NOffLA members (National Off-Licence Association)

Forecourt

Forecourt: ShelfLife is circulated to forecourt retailers throughout Ireland

- ▷ Esso
- ▷ Applegreen
- ▷ Gulf Oil
- ▷ Topaz
- ▷ Maxol
- ▷ Texaco

Independents

ShelfLife is associated with CSNA (the Convenience Stores and Newsagents Association) and is circulated to all members

RGDATA

ShelfLife is associated with the Retail Grocery Dairy and Allied Trades Association (RGDATA) and is circulated to all its members

Wholesale/ Cash & Carry

ShelfLife is distributed to wholesale and Cash & Carry outlets throughout the country

Monthly
Circulation
8,593



Member
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Monthly
Readership
38,000+

Circulation Profile

ShelfLife is distributed by controlled circulation to:

- ▷ FMCG buyers
- ▷ Members of NOffLA, CSNA and RGDATA
- ▷ Store owners and key decision makers within the retail/FMCG sector
- ▷ Manufacturers & suppliers
- ▷ Managing directors and head buyers within the leading retail organisations
- ▷ Business marketing managers
- ▷ Marketing consultants
- ▷ Market research consultants
- ▷ PR agencies
- ▷ Advertising agencies
- ▷ Brand managers
- ▷ Information technology professionals at senior management and board level
- ▷ IT resellers/distributors & manufactures
- ▷ Business computer users – with key input to IT functions

Why ShelfLife Magazine?

- ▷ ShelfLife is Ireland's retail/FMCG authority and is the **leading trade publication** in its category
- ▷ ShelfLife has the **highest circulation** of all the retail magazines (8,593 ABC audited) and has a monthly readership of more than 38,000
- ▷ 3,000 **larger circulation** than our closest competitor
- ▷ ShelfLife is recognised as a leading and trustworthy brand
- ▷ Distinctive **design and size** makes ShelfLife magazine unique in the marketplace
- ▷ Only retail trade title that covers technology, with a **dedicated RetailTECH section**
- ▷ ShelfLife is **invaluable to any business** working in the FMCG/Grocery market
- ▷ Original, hard-hitting investigative news and features ensure that ShelfLife is the **most read trade publication in its sector**
- ▷ ShelfLife is **circulated throughout Ireland** to all multiples, symbol groups, off-licences, forecourts, newsagents and other independent grocery stores. The magazine is also circulated to members of CSNA (Convenience Stores & Newsagents Association), RGDATA and NOffLA
- ▷ Website **www.ShelfLife.ie** is unique in the marketplace: content is posted online and in print every month, delivering greater exposure and reach

Features 2010

JANUARY

C-Store Awards Winners & Nominees
St. Valentines Day
Condiments, Spreads & Preserves
Porridge & Oats

FEBRUARY

Canned Foods
Convenience Foods (Chilled, frozen & microwavable)
Commercial Vehicles
Bread
Healthy Options for Convenience
Household & Laundry
Whiskey

MARCH

Easter
Paper Products
Baby
Young Consumers
Oral Care
Italian Foods/Pizza
South Africa Wines

APRIL

Soft Drinks (Carbonated/Energy/Fruit Juice/Bottled Water)
Frozen Foods
Ice Cream
Fruit & Veg. (Fresh & Pre-Packed)
Personal Care & Hygiene
California Wines

MAY

Summer Drinks (Alcoholic)
Summer Foods, BBQ and Salads
Sugar Confectionery
Tobacco Products
Food to Go

JUNE

Dairy (Yogurt/Cheese/Yellow Fats/Milk & Cream)
Crisps & Snacks
Pet Foods
Seafood Products
Proud to be Irish
Rose Wines

JULY

'Free From' (Gluten Free, Meat Free, Dairy Free, etc.)
Cooking Sauces
Food Service
Fruit Juice & Smoothies
Poultry Products (Fresh, Pre-Packed & Frozen)
Spain/Portugal Wines

AUGUST

Back to School Lunchbox Fillers
Stationery
Foil/Film & Food Wrap
Pre-Packed Cooked Meats
Biscuits & Cakes
Chile/Argentina Wines

SEPTEMBER

Confectionery
Mints & Gum
Hot Beverages
Breakfast Products
White Spirits
New Zealand Wines

OCTOBER

Fuel
Soup
Newspapers
Australia Wines

NOVEMBER

Christmas Drinks (Alcoholic)
Christmas Soft Drinks
Christmas Essentials

DECEMBER

OTC Medicine
Low Fat & Weight Management
Cigars
Best of the Year Round-Up
Champagne & Sparkling Wine

RetailTECH Features list 2010

MARCH: Digital Signage & In store communication

APRIL: EPOS – Software & Hardware

MAY: Store Design Store Fitting

JUNE: Health and Safety Solutions/HACCP

JULY: Barcode (RFID) & Scanning Technology

AUGUST: Self Service Checkout Technology

SEPTEMBER: Accountancy & Payroll Solutions

OCTOBER: Mobile & Wireless Technology

NOVEMBER: Forecourt Technology

DECEMBER: Overview & Emerging Technology in a Retail Environment



PRINT

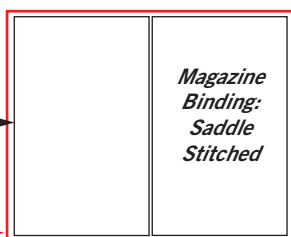
	Colour	Height	Width	Copy size (mm)
Double Page Spread	€4,950	337	x	470
Outside Back Cover	€3,850	340	x	240
Inside Front/Inside Back Cover	€3,450	340	x	240
Full Page	€2,900	340	x	240
Half Page	€1,775	ACROSS (non bleed) 168 x 220		
		UPRIGHT (non bleed) 337 x 112		
Quarter Page	€975	STRIP ACROSS 85 x 220		
		BOX SHAPE 155 x 105		
Wraparounds	€3,500			
Inserts	€3,000			
Transparancies/Market Movers	€475			
Company profiles	€4,950	337	x	470

TRIM & BLEED

PAGE TRIM SIZE mm
340 H 240 W

BLEED AD SIZE mm

Single Page 350 H 250 W
Double Page Spread 350 H 490 W



SPECIAL CONSIDERATIONS

- ▷ Ad design: On Application
- ▷ Series Discounts: On Application
- ▷ Guaranteed Position: +10%

ADVERTISING COPY

DELIVERY PREFERENCES

1. Upload to our adcopy server www.mediateam.ie/adcopy (login by request)
2. CD ROM or by email to shelflife@mediateam.ie

COPY FORMAT

Adobe PDF format,
300 dpi CMYK to
exact copy dimensions

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ONLINE

ShelfLife.ie

Ireland's **Online** Retail Authority

Extend your reach in the FMCG retail and marketing sector with ShelfLife's website www.shelflife.ie. Fully searchable, and with 12,000+ unique visits per month, ShelfLife.ie offers the magazine's print content online — an invaluable resource for anyone working in the retail sector.

▷ **Exclusive section sponsor** (includes banner & skyscraper) **€990**

▷ **Sections available to Sponsor:**

- Category Profiles
- Market Movers
- Off-Trade
- RetailTECH
- Advisor
- Legal Guide
- Recruitment & HR
- The Coach

▷ **Banner & Skyscraper** package on general rotation **€500**

▷ **MiniTile** on general rotation **€250**

▷ **Weekly E-Zine**

ShelfLife's unique roundup of grocery trade coverage in the media, delivered each Friday to 3,500+ 'opt-in' subscribers.

Ad slot on newsletter: **€250** per edition

