

ShelfLife 2016

IRELAND'S RETAIL AUTHORITY

MEDIA INFORMATION

Largest FMCG circulation
& readership in Ireland*



180% HIGHER READERSHIP
than the next FMCG title



Member
Audit Bureau of
Circulations

*Monthly Circulation **7,678**
ABC Audit Period: January-December 2014

ONLINE STATS

ShelfLife.ie

13,120 Visits*
23,874 Page views

November 2015

 1024
Likes

 2,647
followers

LARGEST CIRCULATION IN ITS SECTOR



SOURCE:
Audit Bureau of Circulations
Jan - Dec 2014

ShelfLife 7,678

Retail News 6,478

CHECKOUT 5,258



Retail readership breakdown



WHY USE ShelfLife?

- ✓ ShelfLife is sent to over 7,600 qualified principles in the convenience, multiple, off-trade and independent retail sectors.
- ✓ ShelfLife can be found in all retail establishments. We are reaching a growing number of readers with both a direct and indirect involvement in the sale, marketing and regulation of FMCG brands, and most importantly frontline staff who are influencing customers with what they read in ShelfLife.
- ✓ ShelfLife is the magazine with the highest circulation of *any* trade title in the country.
- ✓ ShelfLife's readership and audience reach nationwide is 18% higher than our nearest rival Retail News and 45% more than Checkout.
- ✓ The official magazine for members of the Convenience Store & Newsagents Association (CSNA), and affiliated with retail associations such as RGDATA and NFRN.
- ✓ The official magazine for members of the National Off-Licence Association (NOFLA).
- ✓ ShelfLife is a publication that is trusted by our readers. This trust provides a platform for brands to advertise their products to the trade.
- ✓ ShelfLife has published in-depth articles, industry news, market reports, analysis and opinion for over 22 years.
- ✓ The ShelfLife online offering www.shelflife.ie is the leading FMCG trade website.
- ✓ ShelfLife weekly ezine 'Week in Grocery', is sent out weekly to an opt-in subscriber base of over 5,000 subscribers.
- ✓ ShelfLife is the number one choice for advertising products and services related to the grocery industry.
- ✓ ShelfLife runs the National Convenience Store Awards, and also the Grocery Management Awards.



Supermarkets:

- Dunnes Stores
- SuperValu
- Marks & Spencer
- Iceland
- Tesco
- Aldi
- Lidl

Symbol Groups:

- Centra
- Day Today
- Londis
- XL
- Quik Pick
- Buy Lo
- Re.store
- Daybreak
- Spar
- Costcutter
- Mace
- Checkout
- Moreish
- Fresh

Off-Trade:

ShelfLife is the official magazine for members of the National Off-Licence Association.

Forecourt:

- Applegreen
- Topaz
- Texaco
- Amber
- Gulf Oil
- Emo
- Maxol

Independents:

ShelfLife is the official title for members of the Convenience Store & Newsagents Association and is circulated to all its members.

Wholesale/Cash & Carry:

Musgrave, Stonehouse, Value Centre and independent outlets throughout the country.

Testimonials

Testimonials

- Throughout the years, the Barry Group has worked with the ShelfLife editorial and sales teams on countless features and news items and on every occasion, their professionalism and excellent service levels have shone through. The growth and consistent raising of standards from the magazine and their recently renovated website proves the future will be one of sustained success for ShelfLife.

JIM BARRY,
MD,
The Barry Group

- For 20 years ShelfLife has been at the forefront of highlighting future trends and espousing the benefits of technology to the retail industry.

SEAMUS MCHUGH,
International Sales &
Marketing Manager,
CBE

- For those in retail, particularly those in the newsagent and convenience store sector, it would be difficult to imagine a month without ShelfLife. It continues to inform us and remains as relevant today as it was when it was first published.

VINCENT JENNINGS,
CEO,
**CSNA (Convenience Stores &
Newsagents Association)**

- The insights ShelfLife brings to the retail sector in terms of emerging consumer behaviour trends, developments in innovation and general retail news is invaluable and that's why it has become an institution for all those involved in the industry.

PAUL FITZSIMONS,
Head of Communications,
Musgrave Retail Partners Ireland



Circulation & Readership

- FMCG buyers
- Members of NOFFLA, CSNA, and RDGATA
- Store owners and key decision makers within the retail sector
- Manufacturers & suppliers
- Managing directors and head buyers within the leading retail organisations
- Business marketing managers
- Marketing and market research consultants
- PR and marketing agencies
- Brand manager
- Recruitment agencies
- Information technology professionals
- IT resellers/distributors & manufacturers

Social Media



Follow us at twitter @shelflifedotie

Like us at facebook www.facebook.com/shelflife.ie

Bespoke Packages

In addition to advertising, we also offer bespoke promotional packages including section sponsorship, company 'spotlight' profiles, cover wraps, inserts, and much more. To hear more on these opportunities please contact us.

Sponsorship

Align your brand and message with various sections within ShelfLife. Sections available for sponsorship include; Market Movers, social diary, recruitment, store profiles.

Company 'spotlight' feature

'Spotlight' is a series of articles opening its pages to experts in a range of fields to hear what topics they think will make a critical difference for organisations and retailers working in the FMCG/grocery sector. Whether it is an emerging trend, existing solution, technology or a lingering issue that brands owners / retailers are looking to solve.

How it works:

1. You choose the topic
2. You are interviewed by our journalist on why that topic is important.
3. You discuss how your solution/offering rises to the challenges faced by your target market

Integrated print & online campaign

A blended campaign of activity that covers your target audience in print & online at www.shelflife.ie. The site attracts over 13,000 unique visitors per month. The package includes a full page advert in two issues in print, as well as your leaderboard or MPU advert appearing run-of-site over 2 months.

Online

ShelfLife.ie

Extend your reach in the FMCG sector with www.shelflife.ie. Fully searchable, and with over 13,000+ unique visits per month, ShelfLife.ie offers the magazine's print content online – an invaluable resource for anyone working in the retail sector. Stories from the site are also sent out via our social media.

Exclusive section sponsor (includes banner advert) €990 for a 4 week period
 Sections available to sponsor: News, Brand Central, People, Off-Trade, Advisor
 MPU advert on general rotation for a 4 week period €400
 Banner advert on general rotation for a 4 week period €300
 Mini header advert on general rotation for a 4 weeks period €200

Week in Grocery - E-mail newsletter

ShelfLife's unique weekly round-up of grocery trade news, delivered each Monday to over 5,000 'opt-in' subscribers.
 Headline advert slot per week €250
 Bottom advert slot per week €200



BELLYBAND



- A bellyband is a **printed wrapping strip** folded around every issue
- Can be located to 'bookmark' your printed advertisement inside the issue
- Budget approx €3,500

U-SHAPE COPY



- A unique advert size and format **calculated to give maximum impact**, incorporating editorial attention with a double page spread.
- Cost: €2,600

GATEFOLD



- The **MAXIMUM IMPACT** advertisement format.
- Inside Front: 3-pages to view (including Inside front premium position)
- Within magazine: 4 Pages to view
- Cost: €6,950

TAILORED COVER FLAP



- Printed on magazine cover stock
- Integrated with cover for maximum first-view impact
- Includes image area on reverse of flap
- Cost: €3,500 (without print cost)
 €5,000 (incl. print cost)

ShelfLife Features 2016



JANUARY

- Frozen Foods
- Packaged & Cooked Meats
- Bottled Water
- C-Store Winners & Nominees

FEBRUARY

- Sports Nutrition & Energy
- Paper Products
- Oral Care
- Easter
- Bread

MARCH

- Infant & Baby
- RYO Tobacco
- Dairy
- Recruitment Agencies
- Packaging & Labels
- USA Wine

APRIL

- Soft Drinks
- Ice Cream
- Sugar Confectionery
- Sales & Marketing
- Convenience Foods

MAY

- Summer Drinks (Alcoholic)
- BBQ
- Tobacco
- PR & Marketing
- Hygiene/AFH

JUNE

- Kantar Worldpanel
Top 100 Brands At Home
- Crisps & Snacks
- 'Free From' (Gluten Free, Lactose Free, Dairy Free, etc)
- Pet Food
- Driving Footfall

JULY

- Back to School Lunchbox Fillers
- Stationery
- Italian Food & Drink
- Craft Beer
- Australia & New Zealand Wine

AUGUST

- Tinned Foods
- Breakfast
- Cooking Sauce
- Symbol Groups: Franchise
- Laundry & Household
- Chile & Argentina Wine

SEPTEMBER

- Hot Beverages
- Confectionery
- Biscuits
- Newspapers
- Spanish Wine

OCTOBER

- OTC Medicine
- Fuel
- Soup
- Irish Brands
- Cash & Carry Insight
- South Africa Wine

NOVEMBER

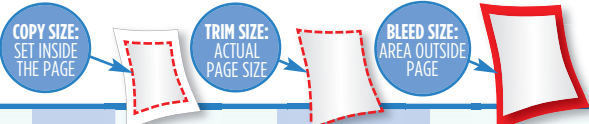
- Xmas Drinks (Alcoholic)
- Xmas Essentials
- Home Baking
- Soft Drinks

DECEMBER

- Best of the Year
- Cigars
- Weight Management
- E-Cigarettes
- Sparkling Wine



PRINT



	Cost	Copy size (mm)		TRIM SIZE (mm)		Bleed SIZE (mm)	
		Height	Width	Height	Width	Height	Width
Double Page Spread	€4,950	330	470	340	480	350	490
Outside Back Cover	€3,850	330	230	340	240	350	250
Inside Front/Inside Back Cover	€3,450	330	230	340	240	350	250
Full Page	€2,900	330	230	340	240	350	250
Half Page	€1,775	ACROSS (non bleed)		150	210	160	220**
		UPRIGHT (non bleed)		320	100	330	110**
Quarter Page	€975	STRIP ACROSS		75	210	85	220**
		BOX SHAPE		145	95	155	105**
Wraparounds	€3,500						
Inserts	€3,000						
Transparancies/Market Movers	€475						
Company profiles	€4,950	330	470	340	480	350	490

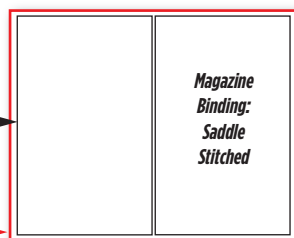
*Please note: Content for half and quarter sized adverts, must stay within the **COPY** dimensions.

Please note: Adverts created to bleed off the page, must use **BLEED dimensions, and must include crop marks. Thank you.

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 13,000+ 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)
€990 per month

▷ **Sections available to Sponsor:**

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

▷ **Banner** package on general rotation **€500** per month

▷ **Medium** page on general rotation **€500** per month

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

▷ **Weekly e-mail newsletter**
ShelfLife's unique roundup of grocery trade coverage in the media, delivered each Monday to 5,000+ 'opt-in' subscribers.
Ad slot on newsletter: **€250** per edition

