

MEDIA PACK 2019

ShelfLife

IRELAND'S RETAIL AUTHORITY



8%
HIGHER READERSHIP
THAN THE NEXT FMCG TITLE

LARGEST

FMCG circulation & readership in Ireland

7,457
Monthly Circulation

ABC Audit Period:
January-December 2018



MONTHLY ONLINE STATS

16,000+
VISITS

20,000+
SESSIONS



2k+
Likes



5k+
Followers

WHY CHOOSE ShelfLife ?

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.

GREAT COVERAGE

ShelfLife is sent to over 7,500 qualified principles in the convenience, multiple, off-trade and independent retail sectors.

HIGH CIRCULATION

ShelfLife is the magazine with the highest circulation of any trade title in the country.

WIDE READERSHIP

ShelfLife's readership and audience reach nationwide is 8% higher than our nearest rival Checkout and 14% more than Retail News.

NOFLA READERS

The official magazine for members of the National Off- Licence Association (NOFLA).

CSNA & MORE READERS

The official magazine for members of the Convenience Store & Newsagents Association (CSNA), and affiliated with retail associations such as RGDATA and NFRN.



BRAND TRUST

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 is the number one choice for advertising products and services related to the grocery industry.

25 YEARS OF EXCELLENCE

ShelfLife has published in-depth articles, industry news, market reports, analysis and opinion for over 25 years.

ONLINE

The ShelfLife online offering www.shelflife.ie is the leading FMCG trade website.

SUBSCRIBER BASE

ShelfLife weekly newsletter 'Week in Grocery', is sent out to an opt-in subscriber base of over 5,000.

AWARDS

ShelfLife runs the National Convenience Store Awards, and also the Grocery Management Awards.



RETAIL READERSHIP BREAKDOWN

SUPERMARKETS:

DUNNES
STORES



TESCO

Iceland

SuperValu



M&S
EST. 1884

FORECOURT:

pplegreen

MAXOL
At the heart of it



Amber



Inver

Emo

CAMPUS

TEXACO

topoil

SYMBOL GROUPS:

Centra

Costcutter



Daybreak



Gala
Your local market



MACE

YOUR
STOP

SPAR

QUIK PICK

Londis

fresh
THE GOOD FOOD MARKET

OFF-TRADE:

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

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.

WHAT OUR CUSTOMERS SAY



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.



The Barry Group
JIM BARRY, MD



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.



CSNA
Convenience Stores &
Newsagents Association
VINCENT JENNINGS, CEO



ShelfLife is an integral part of the Irish retail industry and we look forward to it each month to receive up to the minute news and views on the trade. BWG has worked with ShelfLife for many years and I always find the team extremely professional and reliable. We look forward to maintaining a strong relationship into the future.



BWG Foods
SUZANNE WELDON,
Marketing & Communications
Director



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



Intouch
SEAMUS MCHUGH,
Retail Sales Director

WHO READS ShelfLife

- FMCG buyers
- Members of NOFFLA, CSNA, and RGDATA
- Store managers 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 managers
- Recruitment agencies
- Information technology professionals
- IT resellers/distributors & manufacturers

SOCIAL MEDIA



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



Follow us at Twitter
[@shelflifedotie](https://twitter.com/shelflifedotie)

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.

Integrated print & online campaign

A blended campaign of activity that covers your target audience in print & online at ShelfLife.ie. The site attracts over 16,000 unique visitors per month. A package can be created to suit your goals and budget.



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 2019

JANUARY

- Packaged & Cooked Meats
- Bottled Water
- St. Valentines' Day
- Tinned Goods
- C-Store Winners & Nominees

FEBRUARY

- Paper Products
- Sports Nutrition & Energy
- Frozen Foods
- Easter
- Bread
- Franchise Partners

MARCH

- Infant & Baby
- RYO Tobacco
- Oral Care
- Dairy
- Fresh (Fruit, Veg, Herbs, Meats, Fish, etc.)
- Recruitment Agencies
- Packaging & Labels

APRIL

- Soft Drinks
- Ice Cream
- Sugar Confectionery
- Foodservice Concepts
- Sales & Marketing
- Gin

MAY

- Summer Drinks (Alcoholic)
- BBQ
- Tobacco
- Olive Oils
- PR & Marketing
- Convenience Foods

JUNE

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

JULY

- Back to School Lunchbox Fillers
- Stationery
- Health & Beauty
- Craft Beer
- Australia & New Zealand Wine

AUGUST

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

SEPTEMBER

- Hot Beverages
- Confectionery
- Biscuits
- Newspapers
- Mixers
- South Africa Wine

OCTOBER

- OTC Medicine
- Fuel
- Soup
- Irish Brands
- Cash & Carry Insight
- No/Low Alcohol Drinks

NOVEMBER

- Xmas Drinks (Alcoholic)
- Xmas Essentials
- Home Baking
- Soft Drinks
- Hygiene/AFH

DECEMBER

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

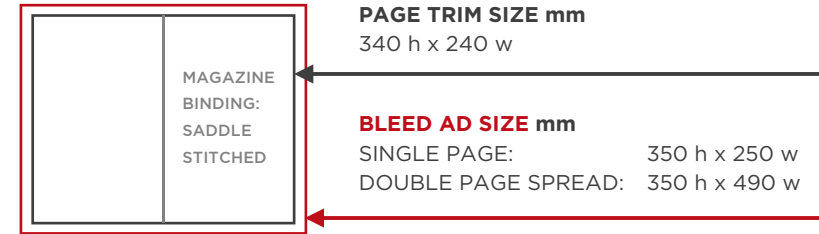


2019 PRINT ADVERTISING RATES

AD NAME	COST	TRIM SIZE (mm) Height x Width	BLEED SIZE (mm) Height x Width
Double Page Spread	€4,950	340 x 480	350 x 490*
Outside Back Cover	€3,895	340 x 240	350 x 250*
Inside Front/Inside Back Cover	€3,500	340 x 240	350 x 250*
Full Page	€2,950	340 x 240	350 x 250*
Half Page HORIZONTAL	€1,775	160 x 220	
Half Page VERTICAL		330 x 110	
Quarter Page VERTICAL STRIP	€975	85 x 220	
Quarter Page BOX SHAPE		155 x 105	
Wraparounds	€3,500		
Inserts	€3,000		
Transparancies/Market Movers	€475		
Company Profiles	€4,950	340 x 480	350 x 490

* PLEASE NOTE: Adverts requiring bleed must include CROP MARKS and minimum amount of 5mm Bleed

TRIM & BLEED



SPECIAL CONSIDERATIONS

- Ad design: on Application
- Discounts: on Application
- Guaranteed Position: +10%

AD COPY

DELIVERY PREFERENCES

Email to:
ian.mulvaney@mediateam.ie

COPY FORMAT

Adobe PDF format, 300 dpi CMYK to exact copy dimensions, with bleed and crop marks for full page ads.

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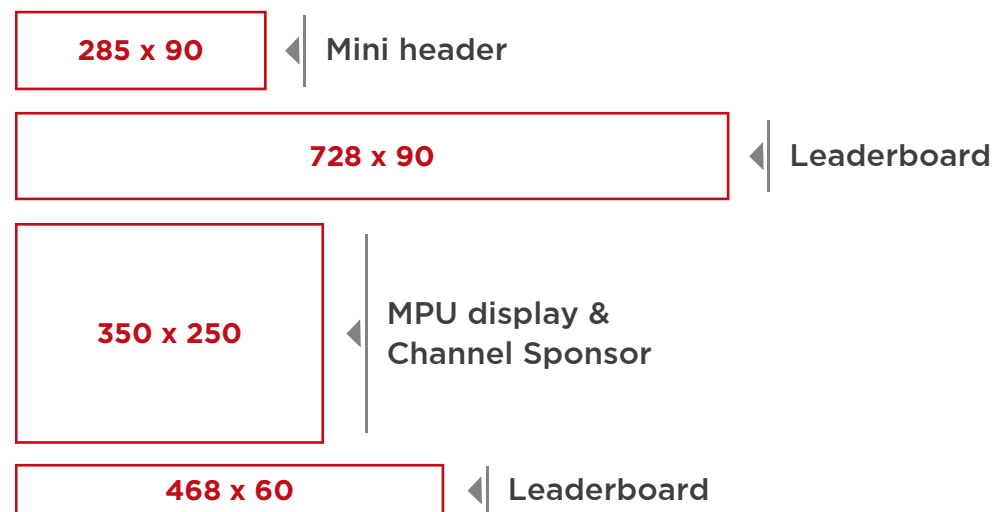
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AD COPY

ian.mulvaney@mediateam.ie

2019 ONLINE ADVERTISING RATES

HEADERS	FORMAT	PRICE	SIZE (pixels)
Mini header	Site wide	€500/month	285 x 90
Leaderboard	Site wide	€500/month	728 x 90
MPU display	Site wide	€500/month	350 x 250
Channel Sponsor	Mini header exclusively channel-wide + MPU site wide	€990/month	350 x 250
Leaderboard	Weekly newsletter	€250/week	468 x 60



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 16,000+ unique visits per month, ShelfLife.ie offers the magazine's print content online.



- **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

- **Exclusive section sponsor**
(includes banner) €990 per month
- **Sections available to Sponsor:**
 - Category Profiles
 - Market Movers
 - Off-Trade
 - RetailTECH
 - Advisor
 - Legal Guide
 - Recruitment & HR

SERIES DISCOUNTS
AVAILABLE OVER SEVERAL MONTHS

PR OPPORTUNITIES AVAILABLE AS PART
OF AN ADVERTISING PACKAGE

COMBINED MAGAZINE & ONLINE
DISCOUNTED PACKAGES AVAILABLE.

4 STEPS TO CONTENT MARKETING SUCCESS ONLINE

WITH ShelfLife

As the most trusted FMCG trade media brand, ShelfLife can create and deliver timely and newsworthy content about your company or brand that receives lots of attention online.

We can get your message out to the market at large, across our various platforms online.

- 1 TELL US YOUR STORY**
Our journalist will give your story the unique ShelfLife treatment so it ticks all the boxes and gives our audience a reason to read it
- 2 WE PUBLISH IT**
On ShelfLife.ie and our Week in Grocery weekly email newsletter
- 3 WE SHARE IT**
To thousands across our social networks on Twitter, Facebook and LinkedIn
- 4 YOU SHARE IT**
Tell all of your customers that ShelfLife is talking about you

**TALK TO US TODAY & EXPERIENCE
THE BENEFITS OF SHEFLIFE ONLINE**

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