



SLRmag.co.uk

2024 Media Pack

HELPING YOU MAKE THE MOST OF YOUR BUSINESS

The leading media portfolio for the locally owned retailing sector in Scotland.



HELPING YOU MAKE THE MOST OF YOUR BUSINESS

# WHY SLR?

SLR is unique in the local convenience trade marketing world for many reasons, not least because we are the only title on earth to have owned our own convenience store. This gives us a deeper understanding of the sector that no other title can match.

We are also the only award-winning convenience trade title in Scotland with a number of prestigious PPA Awards to our name. We were named the Scottish Business & Professional Title of the Year at the very first PPA Scotland Awards. We have built on that with a number of subsequent successes proving that we deliver a high quality, creative and brave title that consistently meets the needs of its readers and its advertisers.



## SLR HAS THE HIGHEST REQUESTED CIRCULATION IN SCOTLAND

Current audit period stats are:

**TOTAL NET CIRCULATION – 6,996**

**ABC AUDIT PERIOD JULY 2021 – 2022**

### BREAKDOWN BY PERCENTAGE

Convenience Store	68
Forecourt	9
Co-Op	4
Wholesaler/Cash & Carry	3
Head Office	9
Other	7

SLR is sent to retailers drawn from the grocery industry including c-stores, co-ops, off licences, CTNs, petrol forecourts and grocers in Scotland. Plus buyers from the fascias, wholesalers, cash & carries, manufacturers and distributors in the UK; as well as individuals from trade bodies and other companies/ institutions whose work benefits all of the above.

SLR is audited by ABC – the leading industry-owned auditor for media products.

We have the highest requested circulation in Scotland.



## DID YOU KNOW?



SLR was named business & professional magazine of the year at the very first PPA Scotland awards, competing with literally every trade title from every industry across the country.

SLR has gone on to win many other PPA awards including business & professional editor of the year, business & professional magazine of the year (for the second time) and sales initiative of the year

The SLR Awards are now in their 21st Year and recognised as the leading awards programme for the local retailing sector in Scotland.

SLR has the largest ABC-audited circulation in Scotland and has the highest percentage of requested readers in Scotland.

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# SLR: WE GET RETAIL

## WHY USE SLR AND WWW.SLRMAG.CO.UK?

SLR is the only title ever to have owned and run its own convenience store for five years, and as such has unique view and experience of the sector and an unrivalled network of contacts with Scotland's retailers.

Our award-winning portfolio of magazines, supplements, web sites and face-to-face events make us your ideal partner for your trade marketing activities for the dynamic, ever changing face of local retailing in Scotland.

## SLR MAGAZINE

- Launched in 2001
- ABC audited, highest requested circulation in Scotland
- Close partnerships with Scotland's industry associations, SWA and SGF
- Adaptable and flexible editorial projects and case studies to drive retailer engagement



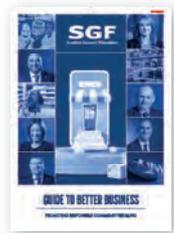
CATEGORY PROJECTS



ROUND TABLES



COMPETITIONS



PUBLISHERS OF THE SGF ANNUAL HANDBOOK



FALSE FRONT COVER ADVERTISING



GIVEAWAYS

## HANDBOOKS

We have a comprehensive range of handbook opportunities, planned for 2024 including: Product Launch of the Year, Sustainability, Deposit Return Scheme & Destination Retail.



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# FEATURES LIST

## JANUARY 2024

**SYMBOL GROUP, FASCIA & FRANCHISE GUIDE**  
**NEW YEAR PRODUCT LAUNCHES**  
**VAPING**  
**HEATED TOBACCO SOLUTIONS**  
**HEALTHY OPTIONS**  
 Including Bottled Water, Fruit Juices, Smoothies, ProBiotic & Cholesterol Lowering Drinks, Free From, Low Sugar, Low Salt, Vegan, Vegetarian, Wheat Free & Dairy free  
**BISCUITS & CAKES**  
**SEASONAL OCCASIONS**  
 Including Burns Night, Valentine's Day, Chinese New Year, Pancake Day  
**EASTER TOP UP**

## FEBRUARY 2024

**TOBACCO**  
**SOFT DRINKS**  
**PRICE MARKED PACKS**  
**RAMADAN**  
**FORECOURTS**  
**OWN LABEL**  
**HOME AND PERSONAL CARE**  
 Including Cleaning Products, Toilet & Kitchen Roll, Hand Sanitisers, Soap, Shampoo, Shower Gel, Oral Care, Shaving Equipment and Sanitary Products  
**SNACKS & SAVOURY TREATS**  
**BEER & CIDER**

## MARCH 2024

**VAPRIL**  
**NICOTINE POUCHES, EQUIPMENT AND RYO**  
**CONFECTIONERY (SUGAR, MINTS & GUMS, CHOCOLATE)**  
**EPOS SYSTEMS**  
**BOTTLED WATER**  
**SPORTS & ENERGY DRINKS**  
**CHILLED (BUTTER, SPREADS, YOGHURT, MILK, CHEESE)**  
**IMPULSE MUST STOCKS**

## APRIL 2024

**TOBACCO**  
**SOFT DRINKS**  
**SUMMER OF SPORTS**  
**AMERICAN CANDY AND TREATS**  
**FOOTFALL DRIVERS**  
 Including Payment Systems, Post Office, Home Delivery, Banking and Food to Go  
**ICE CREAM & DESSERTS**  
**PET FOOD & PRODUCTS**  
**GROCERY CUPBOARD**

## MAY 2024

**BREAKFAST – INCLUDING CEREAL, CEREAL BARS, SPREADS, FRUIT JUICES, SMOOTHIES, HOT DRINKS, BREAD, IN-STORE BAKERY AND FOOD & DRINK TO GO**  
**VAPING**  
**CIGARS**  
**SPORTS & ENERGY DRINKS**  
**PRICE MARKED PACKS**  
**FOODS OF THE WORLD**  
**SUMMER OF SPORT**  
 Covering all the key categories of alcoholic drinks, soft drinks, snacks and sharing items to make the most of the big night in sharing op

## JUNE 2024

**SUMMER DRINKS**  
**NICOTINE AND REDUCED RISK PRODUCTS**  
**SUSTAINABILITY, RECYCLING & ENERGY EFFICIENCY**  
**CONFECTIONERY (SUGAR, MINTS & GUMS, CHOCOLATE)**  
**IMPULSE CAKES AND BISCUITS**  
**FOOD TO GO & SNACKING**  
**SUMMER FESTIVAL SEASON**  
**SOFTWARE SYSTEMS**  
**SUMMER PICNIC**  
 Including snacking items; RTD cans and soft drinks.

## JULY 2024

**TOBACCO, RYO, AND NICOTINE POUCHES**  
**BACK TO SCHOOL**  
**BOTTLED WATER**  
**LUNCH TO GO**  
 Includes In-store Kitchens, Pies & Pastries, Pizza, Burgers, Hot Dogs, Sandwiches, Healthy Options, Hot and Cold Drinks, Milkshakes, Slush, Desserts & Meal Deals  
**TEA & COFFEE**  
**CRISPS AND SNACKS**  
**RTDs**  
 For the summer months

## AUGUST 2024

**HALLOWEEN**  
**SOFT DRINKS**  
**KIDS CONFECTIONERY**  
**NICOTINE**  
**HEATED TOBACCO**  
**FORECOURTS**  
**SECURITY AND WORKER PROTECTION**  
**HEALTHIER OPTIONS**  
 Including Bottled Water, Fruit Juices, Smoothies, ProBiotic & Cholesterol Lowering Drinks, Free From, Low Sugar, Low Salt, Vegan, Vegetarian, Wheat Free & Dairy free  
**BACK TO COLLEGE & UNIVERSITY**

## SEPTEMBER 2024

**SYMBOL GROUP, FASCIA & FRANCHISE GUIDE**  
**STOPTOBER**  
**DIWALI**  
**BREAKFAST**  
 Including Cereal, Cereal Bars, Spreads, Fruit Juices, Smoothies, Hot Drinks, Bread, In-Store Bakery and Food & Drink to go  
**FRESH & FROZEN READY MEALS**  
**HANGING BAGS**  
**BISCUITS AND CAKES**  
**ADULT SOFT DRINKS**  
**BONFIRE NIGHT PRODUCTS**

## OCTOBER 2024

**CHRISTMAS**  
**CIGARS**  
**BIG NIGHT IN**  
**BATTERIES**  
**RETAIL TECHNOLOGY**  
**CRISPS & SNACKS**  
**MEDICATED CONFECTIONERY**  
**BEER & CIDER**

## NOVEMBER 2024

**PRODUCTS OF THE YEAR AWARDS LAUNCH**  
**CHRISTMAS TOP UP**  
**VAPING**  
**SPORTS & ENERGY DRINKS**  
**FORECOURTS**  
**BOTTLED WATER**  
**EPOS SYSTEMS**  
**GIFTING BISCUITS & CONFECTIONERY**  
**CHEESE**  
**CHRISTMAS WINES & SPIRITS**  
**HEATED TOBACCO**

## DECEMBER 2024

**WHAT'S IN STORE FOR 2024**  
**TOBACCO**  
**CHRISTMAS DRINKS**  
**LAST MINUTE CHRISTMAS**  
**CHRISTMAS TREATS AND GIFTING**  
**SUPPLIER INITIATIVE OF 2022**  
**EASTER EGGS AND TREATS**  
**RTD'S**  
**LOW/NO ALCOHOL OPTIONS**

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# DISPLAY ADVERTISING RATE CARD

Thanks to its unique relationship with local retailers in Scotland, SLR offers unrivalled quality of access to the local retailing sector.

After almost five years of owning and managing our own store we have created uniquely strong bonds with the retailing community in Scotland.

This relationship translates into high quality content that is informed by our first-hand experience of running a store ourselves. No other trade title in the UK benefits from this experience at the sharp end of retailing.

## ARTWORK SPECIFICATIONS

SIZE	TRIM	BLEED
DPS	420MM X 297MM	426MM X 303MM
FULL PAGE	210MM X 297MM	216MM X 303MM
HALF PAGE	190MM X 131MM	196MM X 137MM
HALF PAGE DPS	420MM X 145MM	426MM X 151MM
VERTICAL STRIP	77MM X 279MM	83MM X 285MM
BOOKENDS	71MM X 297MM	77MM X 303MM

## PREMIUM POSITIONS

False Front cover	£4,000
Bellyband	£2,500
Spreadmarker <b>with Centre DPS</b>	£4,500
Company Profile <b>3 Editorial Pages + Full Page</b>	£5,000
*Feature Takeover	£5,000
Symbol Spotlight <b>4 Pages Inside Business</b>	£3,500
News Partner*	£3,500
Product News Partner*	£3,000
Off-Trade Partner*	£3,000
<b>* Prominent logo in section, lead editorial, representative headshot and comment, FP Ad</b>	
Disruptive Spike	£2,000

**Creative editorial in style of choosing in feature for maximum impact with FP Ad**

*\*Vertical strip on every editorial page in chosen feature plus DPS advert*

## DOUBLE PAGE SPREADS

DPS	£3,000
DISRUPTIVE DPS	£3,500
Centre DPS	£3,500
DPS EDITORIAL	£4,000
Half Page DPS	£2,000

## FULL PAGES

outside back cover	£2,500
guaranteed position	£2,250
full page	£2,000

## FRACTIONAL ROP

Half page	£1,200
Vertical strip	£1,200
Bookends	£2,000

## SPECIAL OPTIONS

PRODUCT SAMPLES, GATEFOLDS, LOOSE AND BOUND INSERTS AVAILABLE ON REQUEST. COST DEPENDENT ON PAPER WEIGHT AND VOLUME.

# SPECIAL OFFER

## MAGAZINE TAKEOVER

FALSE FRONT COVER  
SPREADMARKER  
WITH CENTRE DPS  
OUTSIDE BACK  
COVER  
2 X FULL PAGES

**£10,000**



When creating PDF files please apply cropmarks, 3mm bleed and embed all fonts. All images incorporated within the advert should be high resolution (300dpi) and CMYK colour mode, not RGB.

If you're in any doubt as to your artwork, as long as its set to the correct sizes 300DPI and CMYK we can accept JPEG artwork.

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# SLR WEBSITE & DIGITAL EDITION

Benefitting from a dedicated editorial and content team, SLR's website and digital platforms provide the ultimate digital resource and the only multi-platform title retailers need to keep up to date with current news, events, trends and products within the Scottish convenience sector. Welcome to slrmag.co.uk

**11,025**

unique users (per month)

**30,764**

impressions (per month)



**WWW.SLRMAG.CO.UK**  
UPDATED DAILY WITH NEWS

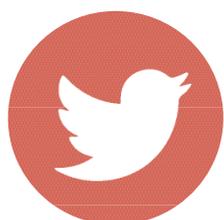
## SPONSORED OPPORTUNITIES

### WEEKLY NEWSLETTER

Weekly Roundup  
Competitions

### EMAIL MARKETING & SOCIAL MEDIA

customised mailer **£1,000**  
Sponsored Tweet **£500**



**2,408**  
FOLLOWERS

## E NEWSLETTERS

Weekly Newsletters to our digital community



bespoke e-newsletter opportunities



**19.6%** OPEN RATE

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# SLRMAG.CO.UK PROMOTIONAL OPPORTUNITIES

SLR's multi-channel platform combining website, digital editions, social media channels, video adverts, e-newsletters and bespoke mailers offer a wealth of opportunities to communicate directly with engaged retailers.

## NEWSLETTER ADVERTISING OPPORTUNITIES

### SLR NEWSLETTER TAKEOVER

- Banner at the top of the newsletter
- Newsletter tweet promoting the sponsorship
- One of the newsletter stories linking to an article about the sponsor's products/services that will have been published on slrmag.co.uk

1 Month £1,000  
1 Week £750

### EMAILERS

Single £1,000  
Block of 3\* £1,500  
*\*must be used within 4 weeks*

### BANNER AD IN WEEKLY NEWSLETTER £300

600 wide x 150 deep jpg or gif. max file size 100kB

## WEBSITE ADVERTISING OPPORTUNITIES

### SLR HOMEPAGE TAKEOVER

- Leaderboard
- Skyscrapers
- Banners
- Video
- Bespoke Emailer
- Thought Leadership/Category Piece, Sponsored Tweet
- Facebook Competition
- Editorial Support

1 Month £4,000  
1 Week £1,500

**LEADERBOARD** £500

**SKYSCRAPER** £400

**VIDEO** £350

**MPU** £350

**BANNER** £300

**TWITTER SPONSORED TWEET** £500

# SPECIAL OFFER

## 1 MONTH DIGITAL TAKEOVER (WEBSITE + E-NEWSLETTER)

- LEADERBOARD
- BANNER
- SKYSCRAPER
- VIDEO
- BESPOKE MAILER
- THOUGHT LEADERSHIP/ CATEGORY PIECE
- SPONSORED TWEET ON SLR TWITTER
- FACEBOOK COMPETITION
- EDITORIAL SUPPORT

**£5,000**

## ARTWORK SPECIFICATIONS

### FORMAT

- LEADERBOARD** (BESIDE LOGO)
- LEAD STRAP** (ON THE HOME PAGE UNDER THE MAIN NAVIGATION MENU)
- SECTION BANNER** (ABOVE PRODUCT NEWS)
- SKYSCRAPER** (VERTICAL, EITHER SIDE OF MAIN CONTENT)
- MPU**

### SIZE

- 728 X 90
- 1090 X 90
- 778 X 90
- 120 X 600
- 300 X 300

ALL SIZES IN PIXELS, HORIZONTAL X VERTICAL. MAXIMUM FILE SIZE 100KB, JPG OR GIF

PLEASE NOTE THAT SKYSCRAPERS WILL NOT BE VISIBLE ON SCREENS THAT ARE LESS THAN 1398 PIXELS ACROSS

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# SLR AWARDS 2024 – THE CATEGORIES

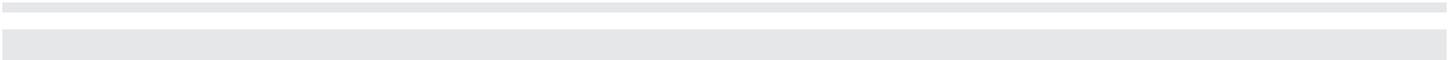


## PRODUCT CATEGORIES

- Bread & Bakery Retailer of the Year
- Confectionery Retailer of the Year
- Food-to-Go Retailer of the Year
- Forecourt Retailer of the Year
- Fresh & Chilled Retailer of the Year
- Lottery Retailer of the Year
- Newstrade Retailer of the Year
- Off-Trade Retailer of the Year
- Scottish Brands Retailer of the Year
- Soft Drinks Retailer of the Year
- Tobacco Replacement Retailer of the Year

## IN-ACTION CATEGORIES

- Community Retailer of the Year
- Home Delivery Retailer of the Year
- New Store of The Year
- Post Office Retailer of the Year
- Refit of The Year
- Responsible Retailer of the Year
- Team of the Year
- Sustainability Retailer of the Year
- #ThinkSmart Innovation Award
- Unsung Hero of the Year
- Young Scottish Local Retailer of the Year
- Scottish Local Retailer of the Year



# SLR AWARDS 2023 – SPONSORSHIP



## GOLD PARTNER PACKAGE £10K

### PRE-AWARDS COVERAGE

Logo on all SLR house advertisements promoting the awards from launch to post event

Logo and company information on sponsors page of SLR Awards website.

SLR to announce sponsorship on SLR Twitter Feed

Opportunity to participate in the On-Road Judging of the Shortlisted Stores with SLR Editorial Team

Customised email newsletter to Shortlisted Retailers sent by SLR on your behalf

Sponsors Q+A in Awards Digital launch Brochure

Individual Sponsor branded tweet announcing the finalists in each category

### ON THE NIGHT

Logo on Event AV

Ad in the menu and programme

Logo on Award Trophy

Presentation of Award to winning retailer on stage

10 Places at the Gala Dinner

Live Twitter Coverage on SLR Feed

Product Placement Opportunity

Individual Sponsor branded tweet announcing the winners in each category

### POST AWARDS

Editorial Coverage across SLR Channels (Print, Digital, Social)

Full Page Advert in SLR Award Winners Digital Handbook

SLR Awards Website Logo and company profile on the SLR Awards website

Branding in the SLR Awards feature in the Oct 2023 issue of SLR



If you are interested or for more information contact Garry Cole on 07846 872738 or Helen Lyons on 07575 959915, alternatively you can email at [gcole@55north.com](mailto:gcole@55north.com)

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# MEET THE TEAM



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## CONTACT US

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