

# 2012 MEDIA INFORMATION

## Largest FMCG circulation & readership in Ireland\*

**PRINT**



**ONLINE**



**ShelfLife**

★ ★ ★ ★ ★  
**GRAM AWARDS**  
Grocery Retail Awards in Management

**EVENTS**

**33%** higher readership than the next FMCG title\*

\*Monthly Circulation **8,116**  
ABC Audit Period: January-December 2011

**ABC** Member Audit Bureau of Circulations

## Multiples

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

## Symbol Groups

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

## 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  
**8,116**

Monthly Readership  
**32,000+**

## 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 has the **highest circulation** of all the retail magazines (8,116 ABC audited) and has a monthly readership of 32,000
- ▷ \* ABC certified readership now **33% higher** than the next FMCG title (Retail News, ABC cert Jan-Dec 2011) [www.abc.co.uk](http://www.abc.co.uk)
- ▷ ShelfLife is Ireland's retail/FMCG authority
- ▷ ShelfLife is recognised as a leading and trustworthy brand
- ▷ Distinctive **design and size** makes ShelfLife magazine unique
- ▷ Only title that covers technology with **RetailTECH**
- ▷ ShelfLife is **invaluable to any business** working in the industry
- ▷ 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.
- ▷ **www.ShelfLife.ie** delivers greater exposure and reach
- ▷ ShelfLife has an exclusive relationship with **Insight UK and Retail Vision TV** to provide the most topical interviews and analysis on the international grocery sector for broadcast on ShelfLife.ie



## FEBRUARY

Easter  
Oral Care  
Frozen Foods  
'The Humble Sandwich'  
(Bread, Spreads, Fillers)

## MARCH

Roll Your Own Tobacco  
Canned Foods  
Baby Products  
Household Cleaning  
The Young Consumer  
Sugar Confectionery  
Deodorant and Sprays  
California Wine  
**Tasting:** Tea

## APRIL

Dairy Produce (Milk & Cream/Yogurt/Cheese/  
Yellow Fats)  
Ice Cream  
Soft Drinks

Porridge and Oats  
Fruit & Veg.  
Spain/Portugal Wine  
**Tasting:** Yogurt & Cheese

## MAY

Tobacco  
Summer Alcoholic Drinks  
Proud to be Irish  
'Free From' (Gluten Free,  
Meat Free, Dairy Free etc.)  
Summer Foods: BBQ and  
Salads

## JUNE

Pet Foods  
Crisps & Snacks  
Seafood  
Bread  
Mexican Food & Drink  
Stationery

## JULY

Back to School  
Biscuits & Cakes  
Oriental Food & Drink  
Australia Wine

## AUGUST

Italian Food & Drink  
Convenience  
Foods/Eating on the Go  
Paper Products  
**Tasting:** Ready Meals

## SEPTEMBER

Hot Beverages  
Confectionery (incl.  
mints/gum)  
Cooking Sauce  
Breakfast Goods  
Organic  
Chile/Argentina Wine

## OCTOBER

Fuel  
OTC Medicine  
Soup  
Newspapers  
Retail 'Add-Ons'  
Home Baking

## NOVEMBER

Christmas Drinks  
Christmas Soft Drinks  
Christmas Essentials  
In-Store Technology  
**Tasting:** Biscuits

## DECEMBER

Tinned Foods  
Cigars  
Best of the Year Round Up  
Weight Management



# ShelfLife 2012 Advertising Rates

IRELAND'S RETAIL AUTHORITY

## PRINT

TALK TO US ABOUT A COMBINED PRINT AND ONLINE CAMPAIGN

## ONLINE

	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
<b>Full Page</b>	<b>€2,900</b>	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

## ShelfLife.ie

Ireland's Online Retail Authority

Extend your reach in the FMCG retail and marketing sector with ShelfLife's website [www.shelflife.ie](http://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.

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

▷ **Button** on general rotation **€250**

▷ **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**



### 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](http://www.mediateam.ie/adcopy) (login by request)
2. CD ROM or by email to [shelflife@mediateam.ie](mailto:shelflife@mediateam.ie)

#### COPY FORMAT

Adobe PDF format,  
300 dpi CMYK to  
exact copy dimensions

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