

# ShelfLife 2017

IRELAND'S RETAIL AUTHORITY

## MEDIA INFORMATION

Largest FMCG circulation  
& readership in Ireland\*



**17% HIGHER READERSHIP**  
than the next FMCG title



Member  
Audit Bureau of  
Circulations

\*Monthly Circulation **7,535**  
ABC Audit Period: January-December 2015

### ONLINE STATS

ShelfLife.ie

15,028 Visits\*  
24,656 Page views



1,350  
Likes



3,777  
followers

## Retail readership breakdown



### Supermarkets:

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

### Symbol Groups:

- Centra
- Day Today
- Londis
- XL
- Quik Pick
- Buy Lo
- Re.store
- Gala
- 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.

# ShelfLife

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## LARGEST CIRCULATION IN ITS SECTOR



SOURCE:  
Audit Bureau of Circulations  
Jan - Dec 2015

ShelfLife 7,535



Retail News 6,478



CHECKOUT 5,408



# Why use ShelfLife?



- ✓ ShelfLife is sent to over 7,500 qualified principles in the convenience, multiple, off-trade and independent retail sectors.
- ✓ 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 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 has published in-depth articles, industry news, market reports, analysis and opinion for over 22 years.
- ✓ ShelfLife is the magazine with the highest circulation of *any* trade title in the country.
- ✓ The ShelfLife online offering [www.shelflife.ie](http://www.shelflife.ie) is the leading FMCG trade website.
- ✓ ShelfLife's readership and audience reach nationwide is 18% higher than our nearest rival Retail News and 45% more than Checkout.
- ✓ 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.
- ✓ ShelfLife is the official magazine for members of the Convenience Store & Newsagents Association (CSNA), and affiliated with retail associations such as RGDATA and NFRN.
- ✓ ShelfLife is the official magazine for members of the National Off-Licence Association (NOFLA).



# 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](http://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](http://www.shelflife.ie). The site attracts over 14,000 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](http://www.shelflife.ie). Fully searchable, and with over 14,000+ 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 €500  
 Banner advert on general rotation for a 4 week period €500  
 Mini header advert on general rotation for a 4 weeks period €250

## 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 2017



## JANUARY

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

## FEBRUARY

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

## MARCH

- Infant & Baby
- RYO Tobacco
- Oral Care
- Dairy
- Recruitment Agencies
- Packaging & Labels

## APRIL

- Soft Drinks
- Ice Cream
- Sugar Confectionery
- Sales & Marketing
- USA Beer & Wine

## MAY

- Summer Drinks (Alcoholic)
- BBQ
- Tobacco
- 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

## JULY

- Back to School Lunchbox Fillers
- Stationery
- Health & Beauty
- 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
- Hygiene/AFH
- South Africa Wine

## OCTOBER

- OTC Medicine
- Fuel
- Soup
- Irish Brands
- Cash & Carry Insight
- Spanish Beer & Wine

## NOVEMBER

- Xmas Drinks (Alcoholic)
- Xmas Essentials
- Home Baking
- Focus on Pizza
- Soft Drinks

## DECEMBER

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



# ShelfLife 2017 Advertising Rates

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## PRINT

TRIM SIZE:  
ACTUAL  
PAGE SIZE

BLEED SIZE:  
AREA OUTSIDE  
PAGE

|                                | Cost   | TRIM SIZE (mm) |       | Bleed SIZE (mm) |        |
|--------------------------------|--------|----------------|-------|-----------------|--------|
|                                |        | Height         | Width | Height          | 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 | 180             | x 250* |
| Half Page VERTICAL             |        | 330            | x 110 | 350             | x 130* |
| Quarter Page VERTICAL STRIP    | €975   | 85             | x 220 | 105             | x 250* |
| Quarter Page BOX SHAPE         |        | 155            | x 105 | 175             | x 125* |
| Wraparounds                    | €3,500 |                |       |                 |        |
| Inserts                        | €3,000 |                |       |                 |        |
| Transparancies/Market Movers   | €475   |                |       |                 |        |
| Company profiles               | €4,950 | 340            | x 480 | 350             | x 490  |

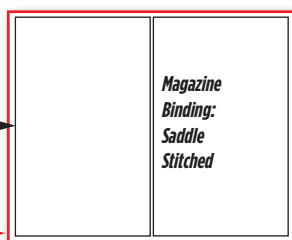
\* PLEASE NOTE: Adverts requiring bleed must include CROP MARKS and minimum amount of 5mm Bleed

## TRIM & BLEED

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, with bleed and crop marks for full page ads.

## CONTACTS

|             |  |  |
|-------------|--|--|
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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](http://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

▷ **MPU** 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



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