



WELCOME TO
NEWTRADE MEDIA

MEDIA PACK 2023

Our mission at Newtrade Media is to inspire and support the causes and advancement of the independent retail and wholesale channel. We share knowledge, nurture relationships and deliver creative solutions that drive standards and results for our audience, customers and industry stakeholders.

**NEWTRADE
MEDIA** 

PRINT



RN is read
by **8,469**
independent
retailers every
week*

RN

RN is the only paid-for weekly title for independent news and convenience retailers, packed full of data, insights and exclusive news analysis. With an audience of switched-on, invested retailers, this publication lends itself perfectly to detailed product information and retailer education campaigns.



Retail Express
reaches **41,206**
retailers every
fortnight*

Retail Express

Free, fast and focused – Retail Express is a fortnightly publication that includes extensive coverage of all the latest product launches, as well as industry news in brief, and the latest category trends and insights. With mass market reach, this tabloid publication lends itself perfectly to high-impact product launches, bite-size retailer education and creative, disruptive advertising campaigns.

PRINT PUBLICATIONS

89%
of independent retailers
read at least one of our
publications

*ABC July 2021 - June 2022 average net circulation per issue.

PRINT



Better Wholesaling Insight

Reaching 5,103 key decision-makers in the wholesale sector, Better Wholesaling Insight is a quarterly publication full of actionable advice and insights for the convenience and foodservice wholesale sector. The perfect platform for suppliers to showcase NPD and to educate wholesale decision-makers on their product portfolios.



Vape Retailer

Vape Retailer is a paid-for title that is distributed to independent convenience retailers and vape shop owners who want guidance and advice on the next-generation nicotine product category. Vape Retailer provides easy-to-access, uncomplicated information and advice. It is perfect for suppliers who wish to educate and inspire its audience of more than 20,000 retailers, who in turn are seeking to improve their next-gen nicotine product offering.

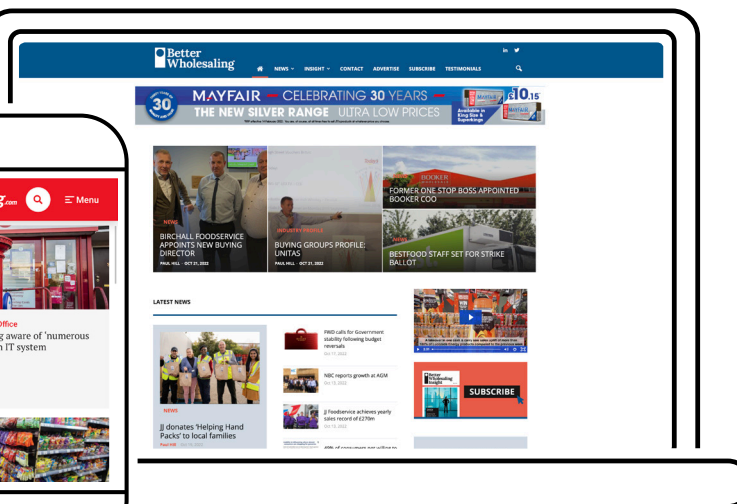
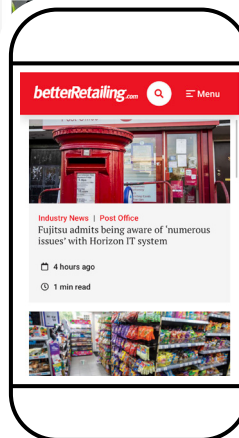
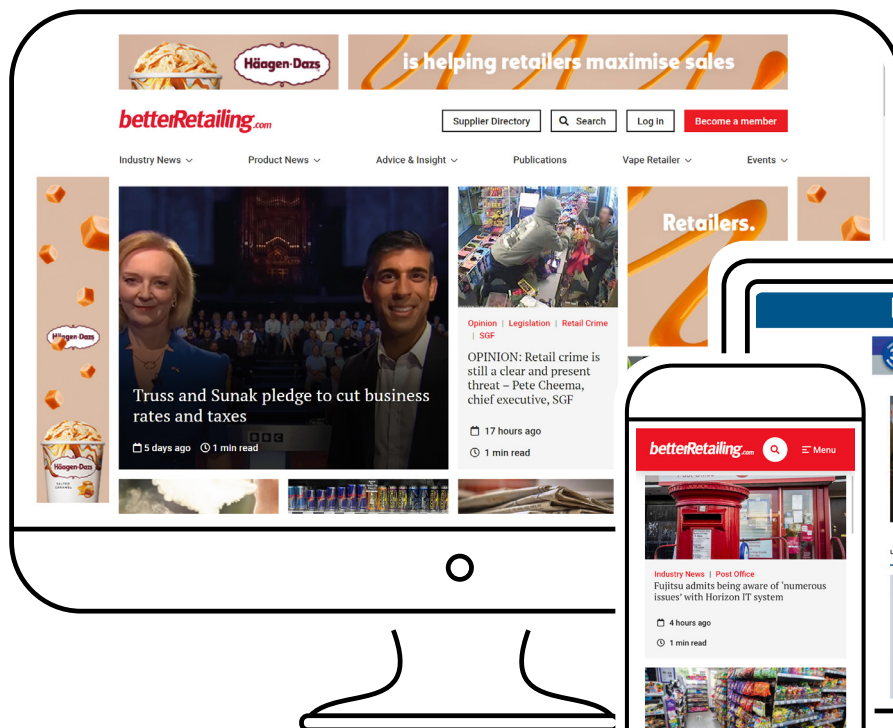


The Retail Success Handbook

Published quarterly, our Retail Success Handbooks deep-dive into important trends that have been highlighted by independent retailers as being important to their business growth. Our handbooks contain comprehensive insights – including legislation, myth busting and forecasting – that help retailers make strategic decisions about what to stock as well as practical tips to help them upgrade their stores. Each handbook is a paid-for title with a 12-month shelf life, and is distributed to more than 23,000 independent convenience retailers, meaning it is the perfect platform for suppliers to impart a depth of information and advice on specific industry trends.

DIGITAL

Engage with retailers and wholesalers across our digital platforms



29k
monthly users

30+ pieces

of industry news, insight, advice and product releases go live each week



79%

of betterRetailing's news stories are exclusive

betterRetailing.com

Suppliers use betterRetailing.com to showcase new products and share engaging content through a variety of media including display, videos, podcasts, online articles and even bespoke newsletters, where they can share product or industry information with our 8,500-strong retailer database.



4k
monthly users



83%
of traffic comes from organic search



00:03:10
average time on page

BetterWholesaling.com

BetterWholesaling.com is an online platform covering the latest news, issues, education and advice for wholesale decision-makers. The perfect platform for suppliers to showcase NPD and to educate the wholesale channel on their product portfolios.

NEWTRADE INSIGHT

Learn. Connect. Influence

What do retailers think of my NPD?

Do wholesalers stock our full portfolio of products?

How do retailers think I compare to my competitors?

How do wholesalers see our PMPs performing against other brands?

Where do retailers need more support from my field sales team?

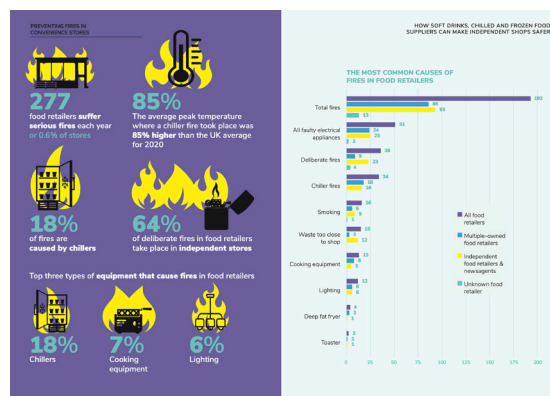
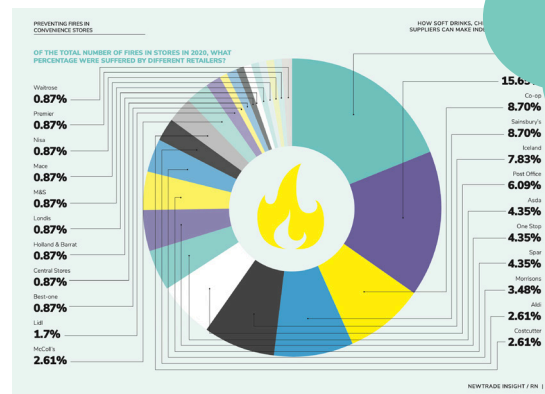
How user-friendly do retailers feel my rewards platform is?

Newtrade Insight

Bespoke retailer and wholesaler research that keeps retailers and suppliers informed, using the extensive reach of Newtrade Media's trade communication platforms. We have a variety of ways we can work with you and collate insight that can be tailored to your specific needs, such as:

- Retailer and wholesaler surveys
- In-store product or PoS trials
- Retailer or wholesaler round tables
- Insight reports
- In-store projects focused on category and/or ranging advice

Suppliers turn to Newtrade Insight to gain a deeper understanding of retailer and wholesaler needs, and to gain product and service feedback. Many shout about the positive insights they have gleaned through our various trade media channels, while others choose to use this insight to improve product development, education, and retailer and wholesaler engagement.



EVENTS

Newtrade Media are known throughout the industry as leading event providers who make retailer and wholesaler education and engagement a priority.



More than
714

retailers engage with us
every year through these
face-to-face industry-
leading events



We don't have a one-size-fits-all approach with our events. From sustainability summits to in-depot and in-store projects, our experienced events team can find a solution that will help everyone involved achieve their business aims – retailers, wholesalers and FMCG suppliers alike.

Tell us your company aims and objectives and we can tailor an event solution that is bespoke to you while demonstrating clear return on investment for your business.



For more information about how Newtrade Media can help you achieve your trade marketing and CSR goals, please contact



commercialteam@newtrade.co.uk or call Natalie Reeve,
Head of Commercial, on: **07824 058172**