

The Retail Success

Handbook



The Retail Success Handbook is a quarterly print title, distributed to 23,000 independent news and convenience retailers, with a premium cover price.

It gives independent convenience retailers comprehensive insight on the topics that matter most to them. Each issue includes in-depth analysis and practical advice to help retailers make strategic decisions that win more customers and grow sales.

Our upcoming issues in 2023 are:



Recruitment, retention and training (press day w/c 6 March)

Keywords: Staff, staff development, responsible retailing, human resources, welfare

High-performing, well-motivated and loyal staff are key to any business, yet it's also one of the biggest challenges facing independent retailers today. This comprehensive guide gives retailers everything they need to recruit, retain and motivate team members. It will provide resources on training and upskilling staff, so stores can develop their teams, protect their welfare and boost business profitability.



What to stock (press day w/c 12 June)

Keywords: Effective ranging, merchandising, market trends, top sellers, category advice

The retailer's guide to the top-selling and top profit-driving products in core convenience categories, from alcohol and soft drinks to confectionery, tobacco and vapes. What to stock is backed by robust data specific to the independent convenience store sector. It gives retailers everything they need to make ranging decisions. Store owners and managers trust it to guide decisions on the products they put on their shelves.



How to cut costs and make better margins (press day w/c 4 September)

Keywords: Sustainability, merchandising and promotion, energy efficiency, security

A complete guide to how independent retailers can cut overheads, boost profits and make their business a continued success. It will provide information on the key trends shaping the sector and the products that can meet those shopper missions. It will give stores cutting-edge advice on boosting footfall and growing margins. It will address the issues of store and staff security with proven solutions and advice.



The 2024 Toolkit: New opportunities, trends and resources for your store (press day w/c 11 December)

Keywords: New trends, staff training, welfare, innovation, opportunities, 2024, resources

The Retail Success Handbook 2024 Toolkit will give retailers everything they need to make the best of their business in the new year. Resource heavy, it will include pullouts, guides and training materials that retailers can implement in their business. This will be backed up with data-backed, robust analysis on the crucial trends shaping the convenience sector, and retailer insight on the opportunities they're seizing to drive their businesses to success.

TO ADVERTISE IN THE RETAIL SUCCESS HANDBOOK

contact commercialteam@newtrade.co.uk

Advertising artwork is required seven business days prior to press.

For editorial enquiries, contact daryl.worthington@newtrade.co.uk

DISTRIBUTED TO
23,000
INDEPENDENT
RETAILERS