

RN's 30 Under Thirty campaign shines a light on the rising stars working in independent retail, those who are making a real difference – to their communities, their stores or their bottom line. Running from June to November 2025, 30 Under Thirty is a fantastic opportunity for you to position yourself as a leading supporter of the younger generation of independent retailers, as well as a champion for the innovation and modernisation of the channel.

The programme

June 2025: Campaign launch, with multi-platform marketing to raise awareness and drive entries.

September 2025: Judging process, with a panel of industry experts from within Newtrade Media.

September 2025: Announcement of winners, via digital, social and print media.

November 2025: Publication of a 30 Under Thirty winners supplement (print and digital versions), with a full profile of all 30 winning retailers.

November 2025: Winners' celebration event, to take place in central London.

Exclusive partnership packages are available, giving you visibility throughout the six months of the 30 Under Thirty campaign

The Supporting Partner Package: £3,000

The package includes your logo on all 30 Under Thirty marketing collateral running from June to November 2025, including:

- A minimum of three betterretailing.com bulletin emails to be sent to our 10,000+ strong retailer database
- A minimum of three print adverts to run in RN and Retail Express
- Winners announcement article on betterretailing.com

PLUS

- A full-page display advert to run in the 30 Under Thirty winners supplement, distributed in November 2025 to RN's readership of 8,029 engaged independent retailers
- Two tickets to attend the celebration event, providing a fantastic opportunity to network with the 30 winning retailers
- The opportunity to supply one product and one piece of marketing collateral to be included in the hampers for the 30 winning retailers

The Headline Partner Package: £4,500

Only one available!

The package includes your logo on all 30 Under Thirty marketing collateral running from June to November 2025, including:

- A minimum of three betterretailing.com bulletin emails to be sent to our 10,000+ strong retailer database
- A minimum of three print adverts to run in RN and Retail Express
- Winners announcement article on betterretailing.com

PLUS

- A speaking slot at the 2025 celebration event – a short welcome to the event and an opportunity to share how you are inspiring and empowering young talent
- Two tickets to attend the celebration event – a fantastic opportunity to network with the 30 winning retailers
- A double-page display advert, guaranteed in first advert position to run in the 30 Under Thirty winners supplement, distributed in November 2025 to RN's readership of 8,029 engaged independent retailers
- The opportunity to supply two products and one piece of marketing collateral to be included in the hampers for the 30 winning retailers

**BOOKING
DEADLINE:
3 JUNE
2025**