

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 February to July 2026, 30 Under Thirty is a fantastic opportunity for you to position yourself as a leading supporter of the younger generation of independent retailers, and a champion for the innovation and modernisation of the channel.

The programme

February 2026: Campaign launch, with multi-platform marketing to raise awareness and drive entries.

May 2026: Judging process, with a panel of industry experts from within Newtrade Media.

Announcement of winners, via digital, social and print media.

July 2026: Publication of a 30 Under Thirty winners supplement (print and digital versions), with a full profile of all 30 winning retailers.

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

Exclusive partnership packages are available, giving you visibility throughout the five 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 February to July 2026, 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 Better Retailing

PLUS

- A full-page display advert to run in the 30 Under Thirty winners supplement, distributed in July 2026 to RN's readership of 8,197 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

BOOKING DEADLINE: FEBRUARY 2026

The Headline Partner Package: £4,500

Only one available!

The package includes your logo on all 30 Under Thirty marketing collateral running from February to July 2026, 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 Better Retailing

PLUS

- Feature in the 30 Under Thirty winners supplement, distributed in July 2026 to RN's readership of 8,197 engaged independent retailers
- Two tickets to attend the celebration event, providing a fantastic opportunity to network with the 30 winning retailers
- A double-page display advert to run in the 30 Under Thirty winners supplement, distributed in July 2026 to RN's readership of 8,197 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

SOLD