RN FEATURES 2027

Retailers voted RN the number one trade press title for category advice*

The only paid-for title in the independent convenience channel. Reaching 9,047 store owners every week

January

1
- The best cashback, supplier rewards and rebate offers
- How to become a destination for homeware and cleaning

8
- Breakfast: how to make more money before 9am
- How to add or upgrade your home delivery offer
- Reduce your energy bills

15
- Vapes: the year ahead
- Boost sales using social media
- How to boost newspaper and magazine profits

22
- Tobacco
- Fresh and chilled
- Your step-by-step plan on viral trends

29
- COMPLETE CATEGORY GUIDE: In-store services
- Price-marked packs

April

2
- Confectionery trends
- Slush and cold drinks machines
- Summer remedies

9
- Your guide to vape restrictions
- Summer ice cream
- Upgrade your ready meals

16
- Beer & cider
- High-profit sweet treats
- How to get a better deal when buying or selling a shop

23
- Your guide to DRS
- 12 free pieces of shop equipment
- Biscuits and cakes

30
- COMPLETE CATEGORY GUIDE: Tobacco & nicotine
- Chocolate
- 10 easy cross-selling opportunities most shops are missing out on

*Newtrade Media trade press research November 2025

February

5
- DRS machines explained
- Global confectionery
- Local events to attract footfall and sales

12
- Easter and spring confectionery
- AI tools and how to use them

19
- Soft drinks trends
- Your guide to matching customers' diet needs
- Next-gen nicotine

26
- COMPLETE CATEGORY GUIDE: Snacks

May

7
- Festivals and summer sports and events
- Must-stock garden products for stores of all sizes
- National Convenience Show round-up

14
- Sports & energy drinks
- Impulse at the counter
- 10 high-profit categories most stores are missing

21
- How to make franchises, concessions and partnerships work for your store
- Pods and liquids
- Global soft drinks

28
- COMPLETE CATEGORY GUIDE: RTDs and low & no alcohol
- Sugar confectionery

NEW for 2027:
Complete Category Guides

An in-depth, data-led, look at core categories – with extended coverage and expert insights

March

5
- Urgent tasks before the energy drinks ban
- The food-to-go brands shoppers want
- Catering for children

12
- High-margin impulse lines for the counter
- Nicotine pouches
- Fascia and franchise guide

19
- Crisps & snacks
- Free ways to get extra customers every day
- Where your store is losing money and how to get it back

26
- COMPLETE CATEGORY GUIDE: Soft drinks

June

4
- Why all stores should consider these frozen extras
- Drive more profits with short-dated stock
- Store standards: cleaning, safety and hygiene

11
- Your snacking super sellers
- Building the perfect hot and cold coffee and complementary treats offer
- Improve your cashflow and tax bills

18
- Soft drinks
- Next-gen nicotine
- 15 apps all shop owners should be using

25
- COMPLETE CATEGORY GUIDE: Meal time missions
- Cigars and cigarillos

Deadlines

Editorial copy:
Four weeks prior to cover date

Advertising copy:
Ten business days prior to cover date

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July

2
- Wellness: protein, functional energy, fibre and vitamins
- EPoS systems compared
- How to get more parcel customers to spend in store

9
- Collectables
- Free ways to build bigger baskets
- Catering to families

16
- Single confectionery
- Winning at lunch
- What's missing behind your till?
- Supplement: 30 Under Thirty

23
- Responsible vape retailing
- Using local, craft and artisan suppliers
- Complete guide to making food in store

30
- Fascia and franchise guide
- Heated tobacco
- How to make parcel and PayPoint customers spend in store

August

6
- Attracting young adult shoppers and students
- Crisps and snacks
- Back office tools and systems to make your store more efficient

13
- 100 most profitable products
- Tobacco: cigarettes and RYO
- General merchandise/non-food lines

20
- DRS checklist: is your store ready?
- Improve your store's profits by 5%
- Soft drinks trends

27
- COMPLETE CATEGORY GUIDE: Confectionery

September

3
- Halloween & Bonfire Night
- Evening meals
- How to save five hours of time every week

10
- Tobacco: cigars and cigarillos
- Winter remedies
- How to make your store run without you

17
- Pods & liquids
- Upselling at the counter
- Storefront improvements and external appeal

24
- COMPLETE CATEGORY GUIDE: Christmas
- Get the most from your wholesaler

October

1
- Energy drinks
- Tobacco and Vapes Act: one year on
- Easy store layout changes that boost basket spend

8
- Bakery
- Clip strips and FSDUs proven to grow your sales
- Creating a successful retirement plan

15
- Your guide to gifting
- World foods
- How to pass a trading standards inspection with flying colours

22
- Hot beverages (take-home)
- Your customers' biggest bugbears about your store and how to fix them
- 10 ways to make shoppers more loyal to you

29
- COMPLETE CATEGORY GUIDE: Alcohol

November

5
- Price-marked packs
- Vape licensing explained
- Batteries and electronics

12
- Soft drinks
- What to stock: Vapes and next-gen nicotine
- How to run a second shop

19
- Cereals & cereal bars
- Cold brew coffee
- Improve your store's cash flow

26
- COMPLETE CATEGORY GUIDE: Healthier food
- How to be the best-known, most-loved shop in your community

December

3
- Complete guide to wine
- Global snacks
- Early 2028 events to prepare for now

10
- Spirits, mixers and cocktails at home
- 10 easy ways to cut theft in your store
- Retailer Choice Awards

17
- 100 top new products of 2027
- Working better with staff and family
- Personal care lines most stores are missing out on

24
- Your complete guide to 2028
- Top 50 great ideas of 2027

31
- COMPLETE CATEGORY GUIDE: Grocery
- DRS: three months on

*July 2025-June 2026 average net circulation per issue

Advertising in RN gets your messaging seen by an engaged, switched-on audience of decision makers:

- ✓ 90% of RN readers stocked a new product after seeing it in the trade press
- ✓ Retailers voted RN as number one for providing category advice and product news
- ✓ 80% of RN readers are owners of at least one store

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