



EUROPE'S MAGAZINE FOR SUPERMARKET
SENIOR EXECUTIVES, CATEGORY BUYERS
AND PROCUREMENT EXECUTIVES

Connecting Buyers to Suppliers



EUROPEAN SUPERMARKET MAGAZINE is the leading pan-European magazine for the supermarket, C-Store and cash & carry sectors. The publication is distributed across all 28 EU member states and Switzerland.

The publication is sent specifically, on a name and title basis, to the CEO's, COO's, Trading Directors, Supply Chain Directors, CIO's and also the procurement managers and category buyers working at a head office level. The publication is therefore an incredibly targeted media outlet for companies looking to communicate with the executives with purchasing and decision making power working in the European grocery retail sector. Our readers purchase in excess of €880 billion worth of products and services for their stores each year. If you want to get your product listed in store or if you want to supply your products or services to this market then *ESM* is the media platform for you.

ESM covers all the key areas of interest to senior management working in the grocery retail sector. In particular the publication looks at the latest news, developments and trends taking place in the industry today. There is a particular emphasis on developments within the private label space, but coverage also includes new concept stores, profiles on European grocery retail chains, industry mergers & acquisitions, commodity price developments and executive profiles. *ESM* also looks at the latest trends taking place in the areas of packaging & design, supply chain and covers the latest technology news.

WHY SHOULD MY COMPANY BE ADVERTISING IN *ESM*?

Put simply, *ESM* offers the most targeted, effective and cost efficient way for your company to grow its sales in Europe.

TARGETED PLATFORM

ESM enables your company to communicate with senior buyers who have responsibility for purchasing the products that are sold in their stores. *ESM* also reaches the executives and main board directors with procurement responsibility for the services and products that help these chains succeed.

NO WASTAGE

When you look at most national grocery publications' circulation, a significant percentage is distributed to store managers and also in certain cases through newsstands sales. Our clients appreciate the fact that we are very targeted in our distribution and as such they know that there is almost no wastage when it comes to their marketing spend with us.

SCALE

Most companies historically would not have had the budgets to advertise across all of Europe, but now with *ESM* they can target all 28 EU States and Switzerland in one magazine.

HIGH RETURNS

Due to the nature of the products and services our clients are selling, sales created from exposure in *ESM* can run to millions, especially considering that the relationships with the retail chains can last for many years.

EXCLUSIVE ENVIRONMENT

The broad nature of the clients who work with us means that unlike with some very specialist publications, there is not a multitude of competitors vying for our readers' attention.

PERSONALISED SERVICE

















At *ESM* we make a point of delivering the very best service available to our clients. For that reason we offer each client a dedicated account handler whose function is to manage every aspect of your company's campaign in a way that delivers the best results. We want each new client to feel that we are a powerful extension to their public relations department.

















In 2013 we commissioned the Field Marketing Institute to survey retailers with purchasing authority. When asked if learning about a new product from a retail trade magazine such as *ESM* influenced them in their purchasing decision, 90% of respondents confirmed that it did influence their decision.

ESM is circulated by name and title, to key executives with decision making power for procurement within the supermarket, C-Store, wholesale and cash & carry sectors. These individuals include the companies CEO's, COO's, CIO's and also importantly the category buyers, procurement directors, trading directors, category managers and supply chain directors. The publication is also read by senior executives working for the key FMCG companies servicing the European grocery retail sector.

Core Readership:
27,155



COUNTRY	READERSHIP
 Austria	273
 Belgium	735
 Bosnia and Herzegovina	12
 Bulgaria	96
 Croatia	245
 Cyprus	119
 Czech Republic	602
 Denmark	931
 Estonia	91
 Finland	238
 France	2,478
 Germany	3,710
 Greece	182
 Hungary	273
 Ireland	672
 Italy	1,155

COUNTRY	READERSHIP
 Latvia	110
 Lithuania	96
 Luxembourg	18
 Malta	14
 Netherlands	3,192
 Norway	308
 Poland	616
 Portugal	462
 Romania	168
 Slovakia	133
 Slovenia	42
 Spain	1,750
 Sweden	833
 Switzerland	693
 United Kingdom	5,411
 Rest of World	1,497

NOTE: Readership is calculated at industry average 3.5 readers per copy.

WHAT PEOPLE ARE SAYING ABOUT ESM

"I continue to be impressed by the quality of reporting in *ESM*. It's so strong and you have a really good handle on what's key in retail in Europe. It's a definite must read for the retail executive!"

Dalton Philips, CEO, Morrisons (2010 - 2015)

ESM is among the leading European magazines and as such a source of inspiration for our Trade teams and Sourcing Intelligence department.

Bert Swartsenburg, Managing Director, AMS Sourcing B.V.

"It's great to see the emergence of a magazine like *ESM*, so that those in the retail business can find out what is going on right across the European retail sector."

Liesbeth Dekker-Weijzen Head of Sourcing, Fresh, Non-Food and Wine, Ahold Europe

"We are delighted by the response to our advertisement in *European Supermarket Magazine*. It has surpassed our expectations. We are receiving two to three calls a day inquiring about our private label products from across Europe, which demonstrates you have your distribution spot on."

Rosaleen O'Hara, Export Manager, Jacob Fruitfield Food Group

"We began advertising in *ESM* as of January 2010 and as the European market is of such importance to us, we find it the perfect platform from which to communicate our private label offerings and solutions to buyers within the supermarket industry. Indeed, we have advertised very successfully thus far and continue to do so."

Shervin Zade, CEO, U.S. Nonwovens Corporation

"Since its launch, *ESM* has become a great source of information and insight. It is now a valuable source of knowledge for Euromonitor International's European analyst team."

Jon Wright, Head of Retail Research, Euromonitor International

"I enjoy reading *ESM*, I find it interesting and stimulating and we get to see what a lot of our competitors are doing. The buying team find it informative, especially on the subject of private label."

Michele Ratti, CEO, Bennet

"*ESM* magazine is informative, provokes thought and delivers opportunity. Retailers and Suppliers across the board need to avail themselves of what is happening in the industry, how others are thinking and what initiatives are in place or are being considered to help them serve their own customers better and more profitably."

Jim McCarthy, CEO, Poundland Ltd

"We at Shore Capital find *ESM* magazine to be a highly useful, accessible and informative resource on developments in the European consumer goods and retail scene. Indeed, we find its geographic scope to be especially helpful and convenient for us with good insights and well presented and connected views."

Dr Clive Black, Head of Research, Shore Capital Stockbrokers

"*ESM* is a valuable source of all the latest news and stories in the field of own-brands. I'm already looking forward to receiving the next edition."

Thomas Rudelt, head of corporate own-brand management, Metro Cash & Carry International

We are very grateful for your support and the partnership with our press stand. I confirm that *ESM* was the most popular magazine and that all the copies went during the first day! We totally underestimate the popularity and success of the magazine. This is not unsurprising considering the quality of the content and the information that it contain.

Mr. Gilles Ferrod, International Sales Manager, GL Events Exhibitions (Organisers of MDD Expo)

"*ESM* is a landmark publication for large retailers. It is rich in information and its articles are comprehensive and informative. It's a magazine to keep on the desk, so we can be updated on what is happening in the market and what our competitors are doing."

Francesco Pugliese, Director General Conad Italy

"*ESM* is incredibly helpful - it has a great news section that is always up with key events and provides detailed and informative articles on important issues. *ESM* is an essential read for keeping up with European news."

David McCarthy, Head of Food Retail, Evolution Securities Ltd

"Just received my copy of the latest issue. I love it! Excellent information, and light years ahead of the competition. Congratulations on such a great start-up."

Randy Hofbauer, Managing Editor, Private Label Buyer magazine.

"*ESM* is an excellent read. It is also a very valuable tool for manufacturers looking to grow their business in the European grocery retail sector."

James Thorpe, Global Sourcing Director, Acco Brands

"I truly believe that *ESM* is the way to reach a very diverse population of country buyers."

Ms Clare Mountfort, Responsable Marketing, Agence Execom, Paris

A few of the world-class European retailers receiving *ESM*



Full Page
210 x 275 mm
+ 3mm bleed all around

€7,750



Double Page
420 x 275 mm
+ 3mm bleed all around

€7,200



Half Page
Horizontal
185 x 123 mm

€3,200



Demi Page
Vertical
90 x 250 mm

€3,200



Third of a Page
58 x 250 mm

€2,400



Quarter Page
90 x 123 mm

€2,100



DISCOUNTS:

1 - 3 insertions 10%
4 - 6 insertions 15%
6+ insertions 20%



(Over 12 months period)

ESM Newsletter:

Editorial on newsletter (image incorporated) - €895

ESM Website:

Banner advert on website for 1 month - €2,500
Banner advert on website for 2 months - €3,500
Banner advert on website for 3 months - €4,500

Artwork Specifications:

- supply HI RES PDF full colour (CMYK) document
- supply colour cromalin/Iris proof copy for accuracy (colour accuracy cannot be guaranteed with laserproofs)



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