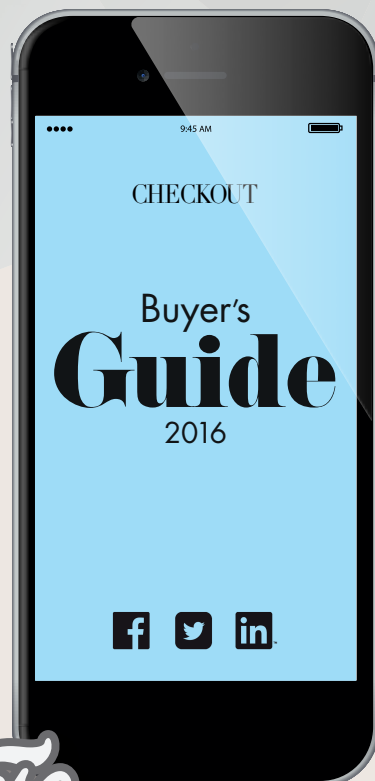
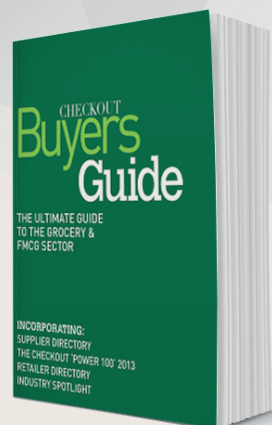


# AN INDUSTRY FIRST

FROM  
**THIS**



To  
**This**

CHECKOUT  
Buyer's **Guide** 2016

## A NEW APPROACH

Building on the success of both the Checkout News App and the Checkout Yearbook & Buyer's Guide, this year Checkout magazine is introducing a FIRST for the grocery retail industry.

The Checkout Buyer's Guide App will be the most convenient and easy-to-use directory for retail and FMCG suppliers, including all the information you need about leading suppliers at the tap of a smartphone.

## UP TO DATE

All listings are updated in real time, as and when any changes in personnel or branding occurs, meaning the Checkout Buyer's Guide App will be the most trusted, up to date source of information for the trade.

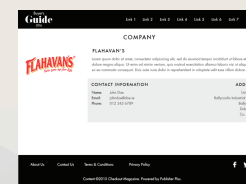
In addition, the Checkout Buyer's Guide App will be built into the existing Checkout News App, the industry's leading source of information on the go, seven days a week.

Finally, the Checkout Buyer's Guide directory will also be incorporated into the Checkout website, [www.checkout.ie](http://www.checkout.ie), meaning that company information can be accessed regardless of users' digital platform of choice.

## HOW IT WORKS

The Checkout Buyer's Guide App will feature a fully searchable directory of brands, key personnel and service providers within the retail and FMCG industry.

All phone numbers, email addresses and websites can be accessed directly from the Checkout Buyer's Guide App, making it the most interactive, easy-to-use tool available for buyers, senior executives and retailers seeking information about this vibrant sector.



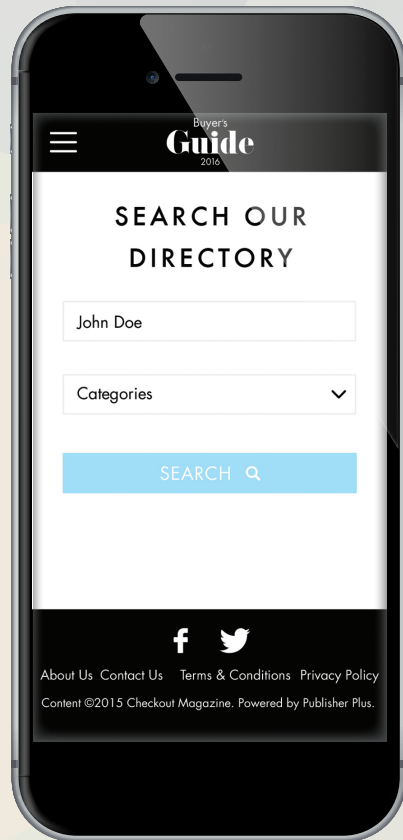
The Checkout Buyer's Guide will also feature as a fully-searchable directory on the Checkout website, [www.checkout.ie](http://www.checkout.ie)

CHECKOUT  
Buyer's **Guide** 2016

**For further information, contact the Checkout sales team at 01 2365 821, or email [dani@checkout.ie](mailto:dani@checkout.ie)**

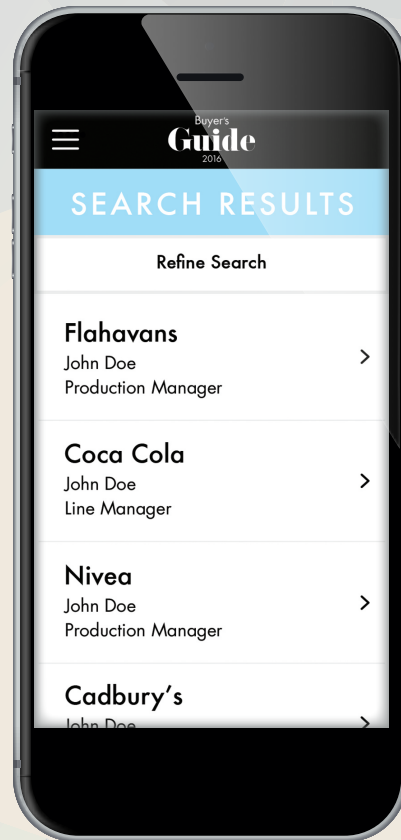
# EASY TO USE

Using the Checkout Buyer's Guide App, it couldn't be simpler to find the company, brand, or company representative you are looking for.



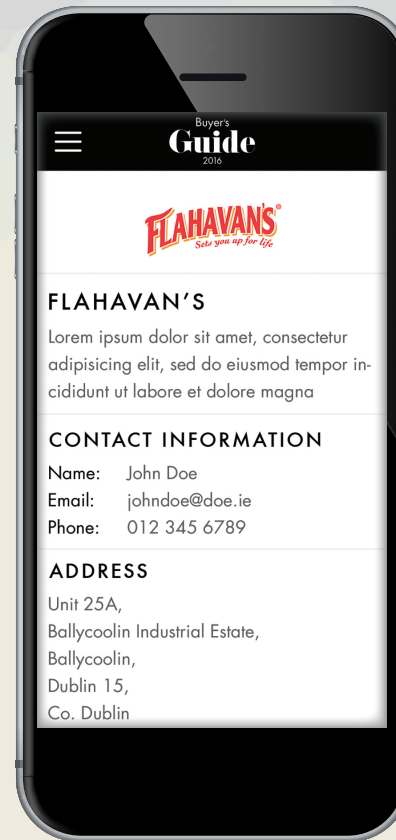
1

User accesses Checkout Buyer's Guide App and searches for a brand/individual within the search bar.



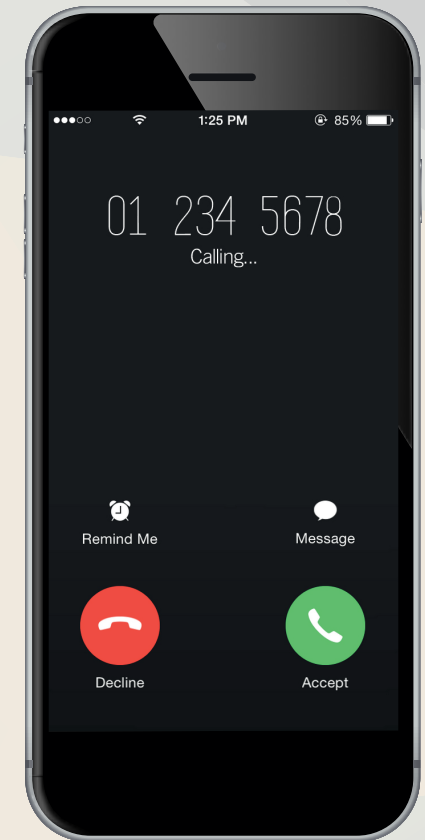
2

Search results identify brand/individual. User clicks on parent company listing.



3

User finds brand manager for specific brand within parent company listing.

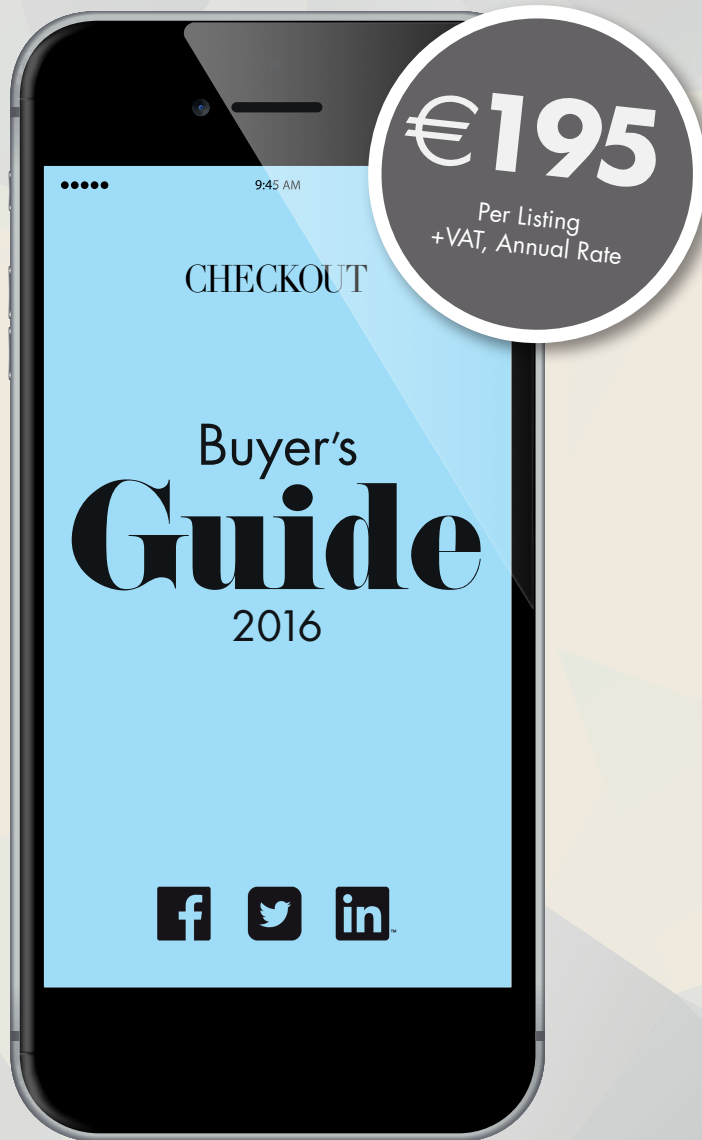


4

User clicks on brand manager's contact details, and brand manager is contacted via phone or email, directly from the app.

# DON'T MISS OUT

Using the Checkout Buyer's Guide App, it couldn't be simpler to find the company, brand, or company representative you are looking for.



## A MUST-HAVE

The Checkout Buyer's Guide App is the most simple, easy-to-use guide to the key suppliers and service providers serving the Irish grocery industry... in your pocket.

To ensure your brand and personnel are represented on the Checkout Buyer's Guide App, we have a special introductory offer available for brand owners.

## SPECIAL OFFER

€195 per listing\*  
\*(+VAT, annual rate)

All listings on the Checkout Buyer's Guide App will be valid for one year, and are priced at €195 + VAT.

All listings will be fully searchable via the Checkout Buyer's Guide App, and on the Checkout website, [www.checkout.ie](http://www.checkout.ie)

Clients have the flexibility to update or make changes to their listing over the course of the year.

## CONTACT US

For further information, contact the Checkout sales team:

Dani Sinnott, 01 2365 821, [dani@checkout.ie](mailto:dani@checkout.ie)

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Adrian Murphy, 01 2365 830 [adrian.murphy@checkout.ie](mailto:adrian.murphy@checkout.ie)

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# ALL YOUR CONTACTS AT THE TAP OF A SMARTPHONE