

Convenience Store Media Information

BAKER STREET

CELEBRITY PACKED to help retain freshness

TEN OF THE BEST!

STOCK OUR CORE RANGE FOR MORE SALES AND LESS WASTE.

THE FASTEST GROWING BREAD BRAND IN THE IMPULSE SECTOR*
 35 DAYS MINIMUM GUARANTEED LIFE*
 ENSURE YOUR ON-SHELF AVAILABILITY & REDUCE YOUR RISK OF WASTAGE

*BASED ON DATA FROM THE NATIONAL BREAD AND BAKERY ASSOCIATION (NBBA) 2019

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PO deal marred by Barclays' withdrawal

Retailers slam Barclays' refusal to sign up to the new banking agreement

CAELLI WALKER

Convenience retailers have broadly welcomed the framework agreement, but say that Barclays' decision not to sign up is a real blow, especially as it was when the first offer was being finalised to increase the range of services it offers.

The PO's new banking agreement gives independent retailers the opportunity for banking services being paid a flat price, which of course is a positive thing. However, the fact that Barclays had refused to sign up, was a real blow that it has not come on board. It's also an obvious concern for some convenience retailers. The address of the bank is in the High Wycombe, Buckinghamshire, and many of the convenience stores 'served' by Barclays are in areas that are not served by ATMs. To sign the agreement, and new change.org.

As a C-store owner, I'm disappointed that Barclays has decided to withdraw from the agreement. I'm sure that the bank will be able to offer a better service to its customers, but I'm sure that the decision to withdraw is a real blow to the convenience store sector. I'm sure that the bank will be able to offer a better service to its customers, but I'm sure that the decision to withdraw is a real blow to the convenience store sector.

Disappointed

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46 The agreement allows us to continue to offer a range of services to our customers. It's a real shame that the bank has decided to withdraw from the area. It's a real shame that the bank has decided to withdraw from the area.

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William Reed

INFORMING BUSINESS GROWTH

We are William Reed, the specialist B2B media, business intelligence and events group dedicated to helping businesses succeed.

Our diverse portfolio of category-leading brands serves a global audience of over 2M monthly users, supported by sector-specific insights & research, up-to-the-minute digital media and cutting-edge customer solutions.

We believe in the value of shared intelligence for both customers and brands alike, informing business growth through collaboration & innovation.

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The Grocer

Convenience Store

THE MORNING ADVERTISER

MCA.
Eating and drinking out market insight.



FOOD manufacture

rappor
metrics

FOOD
navigator.com

Feed
navigator.com

him

British BAKER

NUTRA
ingredients.com

THE WORLD'S 50 BEST RESTAURANTS



GENERATION NEXT
THE FUTURE STARS OF HOSPITALITY

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INFORMING BUSINESS GROWTH



2.2m
REACH

Over 2 million monthly unique users/readers/touch-points across the group, providing great reach for brands and customers alike



33
BRANDS

Market-leading and award-winning brands offering a range of insights, research, events and other digital initiatives supported by unique sector knowledge



90
EVENTS

A range of events across key sectors such as food & drink, retail, grocery, ingredients, health, nutrition, cosmetics and hospitality



8
MARKETS

Category-leading brands across 8 key markets with sector-specific insights and opportunities



4
CONTINENTS

A global group to help your business market itself internationally across key geographies

The UK's leading food title for convenience

“ *UK convenience is a specialised sector and requires a special focus. At Convenience Store, our focus remains firmly on the particular challenges and opportunities that exist within the local, convenience marketplace. Everything we do is about inspiring and helping retailers to maintain and grow their businesses, through new product and category information, peer group-inspired advice and reviews, innovative store formats and Dear Jac, a dedicated reader helpline, unique in the industry* ”

David Rees
Editor, Convenience Store



An unrivalled source of business information for the UK convenience community

“ I think Convenience Store is one of the leading brands in the country. It is far more engaging than any other magazine I have seen. It engages with retailers in a very positive way. ”

Arjan Mehr
Londis Stores, Bracknell

Londis

“ Convenience Store website is good at letting you know what is happening in the industry day to day. It gives me information to help me think about what I want to do with my business in the future. ”

Siva Thievanayagam
Nisa Store, Peterborough

Nisa



Why Convenience Store?

Convenience Store leads the market in providing an essential source of business information for UK convenience retailers.

Its unrivalled coverage of retail and business news and features plus the exclusive “Dear Jac” column providing retail advice and solutions give it a unique role in helping independent retailers grow their business.

With a fortnightly magazine plus daily, online news and analysis and 3 weekly newsletters, Convenience Store provides retailers with insight and inspiration when and how they want it. No wonder that Convenience Store is the best read and most useful title in convenience*



37.1k

MAGAZINE READERSHIP*



54.4

UNIQUE MONTHLY USERS**



16.1k

EMAIL SUBSCRIBERS



6.3k

ANNUAL ATTENDEES TO OUR
FACE-TO-FACE EVENTS



108,208k

COMBINED SOCIAL FOLLOWERS

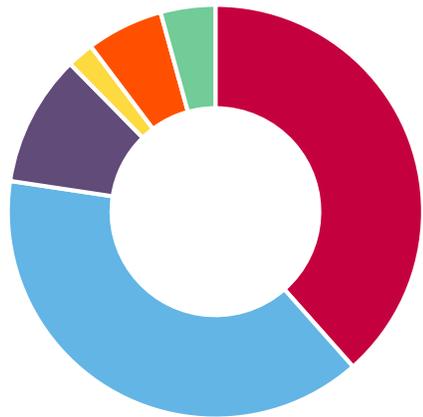
* Facts International grocery audience research 2018

*ABC June 2019

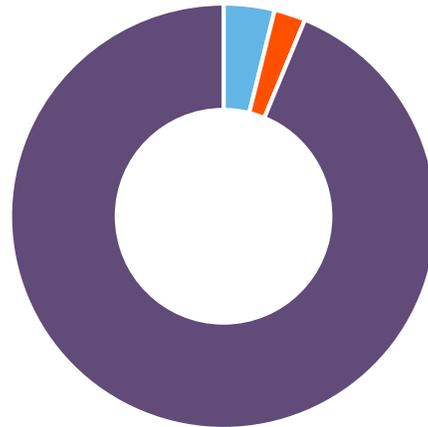
**Global monthly average for the period January – September 2019

Convenience Store's audience

Convenience Store's audience covers the entire convenience sector, from unaffiliated independent and symbol fascia retailers to senior decision makers at multiple, symbol group and wholesaler head offices



- Independent
- Multiple
- Multiple Forecourt
- Symbol
- Wholesaler
- Head office



- CEO
- Deputy
- Owner



Key FMCG clients & partners

Convenience Store works with a wide range of companies in helping them grow their sales in the convenience channel.

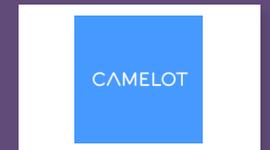
From some of the world's largest FMCG brands and specialist SMEs, Convenience Store plays a vital role in helping grocery brands increase sales and distribution of their products across the UK convenience channel.



Key clients & partners in grocery business services

Convenience Store's highly engaged audience of independent retailers and business owners is a crucial target audience of business decision makers.

From symbol groups and wholesalers to business services companies, Convenience Store plays a vital role in helping companies promote their businesses, widen their retailer network and increase the sales of their services.



PLATFORM OVERVIEW



The magazine

Convenience Store is the UK's leading media brand for convenience retailers in the UK. As the unrivalled source of retail news, advice and business information for retailers, it's no wonder that it is the best read convenience title in the UK.*

The magazine is a vital sales tool for brands and services looking to grow their market share in convenience. Promoting your brands in Convenience Store will ensure that you are front of mind with ambitious retailers looking to grow sales.

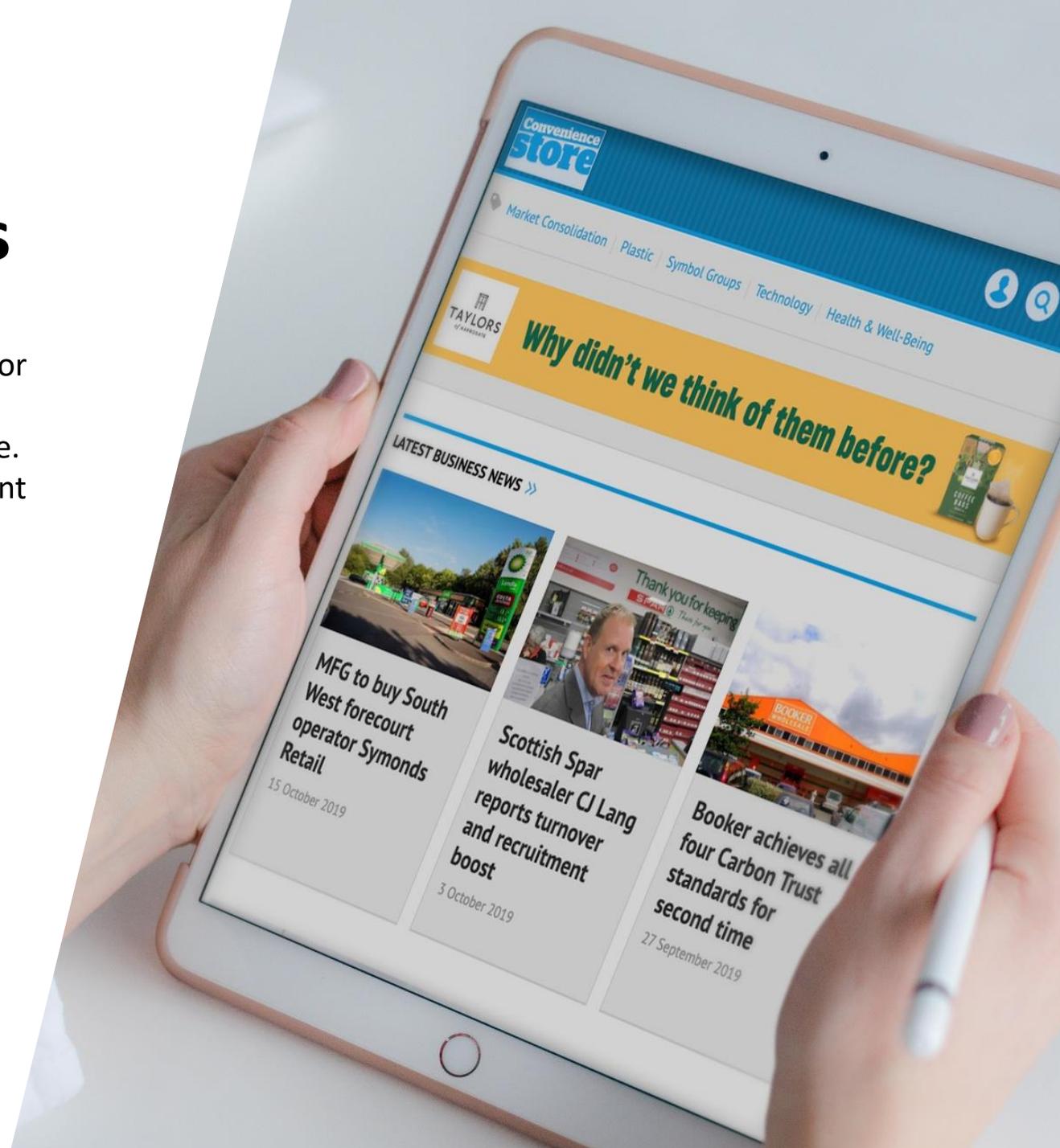


*Facts International UK grocery audience research 2018

The website and newsletters

www.conveniencestore.co.uk is the essential daily news source for proactive store owners looking to stay informed of the latest developments in convenience and the wider grocery marketplace. Actively encouraging debate and interaction with our independent and trusted content, the website is a vital tool for convenience decision makers to keep abreast of the most important news.

The website and email newsletters offers suppliers and service providers an unrivalled range of marketing channels, which will ensure your brand messages reach the decision makers who matter.



The Convenience Awards

The Convenience Retail Awards and HIM Awards are combining forces in 2020 to create one major event which champions the convenience sector in its entirety.

The Convenience Awards will be the leading awards in convenience, recognising, rewarding and celebrating excellence, bringing together up to 500 attendees from across the convenience supply chain, from independent retailers to symbol group leaders and suppliers.

Sponsorship of this new event will position your company as a key partner for UK convenience, an unrivalled opportunity to promote your brand to and network with the industry's leading convenience players.

Opportunities include category sponsorship and brand activation.



The Convenience Conference

The Convenience Conference will bring together 250 of the leading retailers, wholesalers symbol groups, suppliers and service provider from the convenience sector. As the leading conference in the convenience sector it will cover the most up to date insight in addition to industry influencing experts sharing their strategies for success.

Sponsorship of this Conference will position your brand as a major player in UK convenience, giving you an unrivalled opportunity to build and enhance new relationships to help your brand grow.

Sponsorship options include branding and exhibition opportunities.



Marketing opportunities

Convenience Store's wide range of marketing opportunities mean that, whoever you need to influence and whatever your objective, we have a solution to help:

- Growing sales and distribution of your products
- Promoting your brand to convenience retailers
- Communicating your expertise as a category leader
- Generating valuable engagement with independent retailers
- Networking with industry's leading convenience players



Promote your brand to independent retailers

Reach and influence ambitious independent retailers with our wide range of print brand awareness opportunities:

- Editorial features and supplements
- Advertorials
- Cover sites and news pages
- Editorial sponsorship
- Bound and loose inserts
- Category tutorials



Be front of mind with independent retailers every day

Achieve daily brand awareness with independent retailers with our growing portfolio of digital marketing options:

- Display advertising
- Promotional features
- Homepage takeovers and background banners
- Newsletter leader boards and MPUs and text advertisements
- Category tutorials
- Sponsored videos



Align your brand with excellence and build your network

Promote your business as a key partner in the convenience channel, introduce your product to retailers and grow your business network with ambitious and entrepreneurial independent retailers through Convenience Store's prestigious events.



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