

FORECOURT **trader** Media Information



William Reed
INFORMING BUSINESS GROWTH

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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.

▶ [Who we are](#)

🔗 [Visit website](#)

The Grocer

FOOD SPARK
IGNITING INNOVATION

THE MORNINGS
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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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 petrol retail media brand

“ *Forecourt Trader maintains its market-leading position thanks to its authoritative news stories and expert insight into the issues that really matter to today's independent retailers. It holds a unique place in the market as the only title that comprehensively covers petrol filling stations – from pumps and pipework to coffee and convenience items.* ”

Merril Boulton
Editor, Forecourt Trader



An unrivalled source of business information for the petrol retail industry

“*Forecourt Trader has simply become the heart and soul of the forecourt industry. The magazine keeps us informed and educated and the awards inspire us to be the best of the best within our industry. I have been a forecourt retailer for 25 years and have always subscribed to it.*”

Sanj Kular
Director, SK Petroleum Ltd



“*Forecourt Trader is the most respected and widely read publication in the sector – it’s rare to find a dealer that doesn’t read it. It remains our main platform for dealer advertising.*”

Stephanie Packer
Head of Communications, Greenergy

Greenergy



Why Forecourt Trader?

Founded in 1987, Forecourt Trader has been at the leading edge of the market and is the only independent publication for petrol retailers. Its unrivalled coverage of news, industry and retailer profiles as well as scheduled category features covers all areas of a forecourt operation.

Forecourt Trader's controlled circulation guarantees complete coverage of the forecourt market. Every month, the magazine circulates to key decision makers within the petrol retailing industry. these include; Forecourt managers, commission operators, tenants, licensees and franchisee operating oil company-owned sites as well as the core readership.



9.6k

MAGAZINE CIRCULATION*



18.8k

UNIQUE MONTHLY USERS**



8.2k

EMAIL SUBSCRIBERS



1.2k

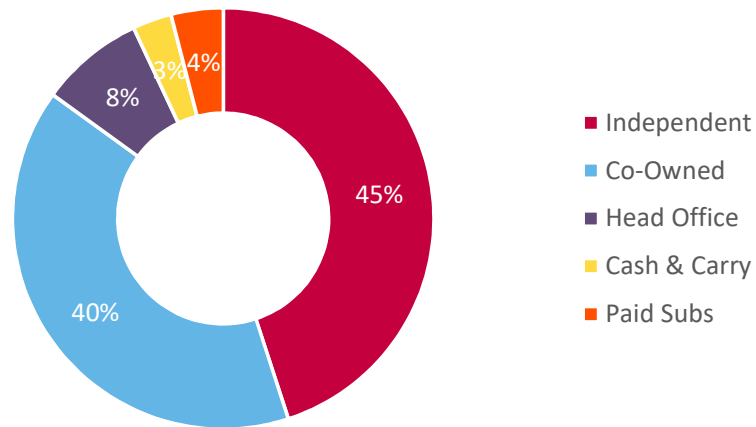
ANNUAL ATTENDEES TO OUR
FACE-TO-FACE EVENTS

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

Forecourt Trader's audience

Forecourt Trader's audience covers the entire forecourt sector, from licensees and franchise oil company-owned sites to head offices and commission operators. Our circulation provides complete coverage of the buying chain.

Reach



Key FMCG clients & partners

“ Forecourt Trader provides Grenade® with a targeted platform to communicate our product range and continued growth to forecourt operators nationwide, helping drive further awareness of the benefit of capitalising on the high growth protein bar market and the integral part Grenade®’s Carb Killa® range plays. ”

Dan Thorpe
Marketing Manager, Grenade



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Stephanie Packer
Head of Communications, Greenergy



PLATFORM OVERVIEW

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forecourtrader.co.uk

AUGUST 2019

FORECOURT trader

Always at the heart of the fuel retailing community

Pitching in at Leicester
Retailers join the discussion at ACS forecourt forum

Detect and protect
Why wet-stock maintenance is so important

Breathing space
How vaping is shaping some forecourt stores

Plus
FUEL PRICES
SHOP DOCTOR
MONEY TALK
SERVICE CENTRE
20 QUESTIONS

EDGE Petrol

**Increase volume.
Gain margin.
Grow profit.**

Sign up for a 3 month free trial at
edgepetrol.com/getstarted

The magazine

As the only independent publication for petrol retailers, forecourt Trader is unrivalled coverage of news, industry and retailer profiles.

The forecourt shop business supplies customers with a wide range of products and is worth over £4 billion a year. Promoting your brands in Forecourt Trader ensures that you are leaving no stone unturned in raising awareness with the decision makers who matter.

“*Forecourt Trader is great for keeping the Co Op abreast of the movers and shakers in the ever evolving fuel retailing business.*”

Chris Sherlock
Co-Op Broadfield, Isle of Skye



The website and newsletters

Forecourtrader.co.uk is the essential daily news source for Forecourt owners looking to stay informed of the latest developments in the petrol and convenience marketplace. The website is a vital tool for industry decision makers to keep abreast with breaking news.

The Forecourt trader email newsletter is sent 3 times a week and allows a dedicated audience of over 8,000 subscribers access to the latest industry news straight to their fingertips.

“*When EdgePetrol advertises with Forecourt Trader we know that our brand will be seen by the right audience and key decision-makers. We have seen great success when working with Forecourt Trader in print and across their digital channels over the last year.*”

Claire Lewis
Marketing Manager, EdgePetrol



Events

Forecourt trader hosts several prestigious events recognising excellence throughout the industry that are a must attend for the Forecourt sector. The events are continually growing and expanding to celebrate more talent within the industry.

Forecourt's range of events provide excellent sponsorship opportunities to profile yourself to hard to reach key decision makers.

“*Forecourt trader offers Myself and My team exciting and great information in the forms of the well edited monthly magazine, easy to use and navigate website. The annual event for the forecourt traders awards, is a night of glamour and celebration for all aspects of the industry to enjoy.*”

Gemma Lathan
Spar Newark



Marketing opportunities

Forecourt Trader'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 new campaign to retailers
- Communicating your expertise as a supplier
- Generating valuable sales leads with grocery decision makers
- Networking with hard to reach decision makers



Put your brand in front of decision makers who matter

Reach and influence key decision makers with our wide range of print brand awareness opportunities:

- Editorial features and supplements
- Advertorials
- Cover sites and news pages
- Bound and loose inserts
- Gatefolds and tip-ons



Be front of mind with petrol retailers every day

Achieve daily brand awareness with petrol 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 forecourt channel. Introduce your product to retailers and grow your business network with ambitious and entrepreneurial independent retailers through Forecourt Trader's prestigious events.

**top 50
Indies**
2019
FORECOURTtrader

**THE FORECOURT
SHOW** NEC BIRMINGHAM
12-14 APRIL 2021



Summit
FORECOURTtrader



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