

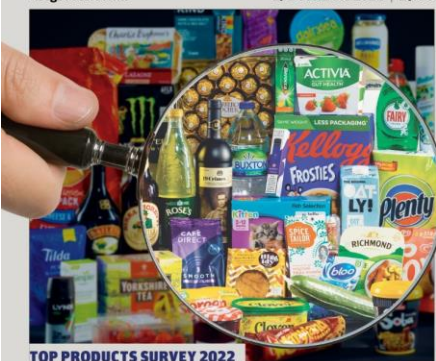
DISPLAY ADVERTISING

The Grocer

WilliamReed.

The Grocer

thegrocer.co.uk 17 December 2022 | £7.00



TOP PRODUCTS SURVEY 2022

In focus: 45 reports, 119 subcategories, 1,000s of products

TOP CAMPAIGNS 50 best ads of 2022. Plus: how TikTok became go-to fmcg social platform... 26

REVEALED Elf Bar vape brand is our Top Product of the Year... 4

ICELAND What do Walker's ambitions as an MP mean?... 6

M&A Nurture Brands set for further expansion after big fundraise... 8

EGGS Can dairy-style contracts create sustainable supply?... 10

SELF-CHECKOUT How they need to change, according to shop staff... 13

CHRISTMAS Fresh turkey prices up to 45% more expensive. Plus: who won our Luxury Xmas Grocer 33?... 16, 24

OFFERS Sainsbury's leads promo charge in run-up to Christmas... 22

PINTEREST Food & drink trends... 20

OLIVE OIL Huge hikes and shortages expected after poor harvest... 25

OCADO 'Small restructure' hits 40 buying roles... 180

I WANT THAT JOB National account manager (retail) at Vitl p182

McVitie's

Indulge shoppers in a world of chocolatey crunch with Britain's biggest biscuit brand¹



TOO GOOD NOT TO SHARE

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Mechanical data

All measurements are in mm – height x width

DPS

- Bleed 303 x 426
- Trim 297 x 420
- Type 267 x 400

Full page

- Bleed 303 x 216
- Trim 297 x 210
- Type 267 x 185

1\2 page horizontal

- Bleed 151 x 216
- Trim 145 x 210
- Type 130 x 185

1\2 page vertical

- Bleed 303 x 109
- Trim 297 x 103
- Type 267 x 89

1\2 page DPS

- Bleed 151 x 426
- Trim 145 x 420
- Type 130 x 400

1\4 page horizontal strip

- Type 63 x 185

1\4 page horizontal

- Type 130 x 89

Bookends

LHP – no bleed needed on righthand edge:

- Bleed 303 x 90
- Trim 297 x 84
- Type 267 x 70

RHP – no bleed needed on lefthand edge:

- Bleed 303 x 90
- Trim 297 x 84
- Type 267 x 70



**All live matter to be 10mm away from trim measurement
3mm bleed should be added to all 4 edges**

Ensure all transparencies are flattened to avoid hairlines

File preparation and delivery

All files submitted and all correspondence must be identified by our order ticket number (OTN) and the issue date of the publication.

PDF files

- PDF is our preferred format: Composite CMYK.
- PDF's made to the   standard will meet our specifications
- All files should be supplied in CMYK process only and all transparencies must be flattened.
- The maximum ink density should not exceed 280% (C+M+Y+K) No spot, rgb, lab or solid pantone colours should be used. Images used must be CMYK and 300dpi at the finished size, preferably supplied in TIFF or EPS format without compression
- Avoid logos or images from websites as the resolution will be 72dpi

File delivery

Files can be sent by email or by using wetransfer.com

Other formats

We can also accept files in the following programs: Indesign, Photoshop, Illustrator (but cannot accept fonts)

File preparation notes

- No finished artwork can be accepted as a Word, PowerPoint, Excel, Corel Draw, MS Publisher or PageMaker file.
- Text for setting should be supplied as a digital text file.

Contact details

Please send materials for the attention of:

The Advertising Production Department,
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