


# 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** ElfBar 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



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



McVitie's  
**TOO GOOD NOT TO SHARE**

WilliamReed.

# 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 vertical

- 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**



Double page spreads – a 20mm gutter is required for all live matter – this is included in measurement given above

# File preparation and delivery

All files submitted and all correspondence must be identified by our artwork reference number (URN) and the issue date of the publication.

Call the contact number on the next page for an artwork reference number (URN)

## 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 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,

William Reed Ltd,

Broadfield Park,

Crawley,

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RH11 9RT

**Tel: 020 7216 6449 (direct line)**

**Email: [display.adverts@wrbm.com](mailto:display.adverts@wrbm.com)**

**WilliamReed.**