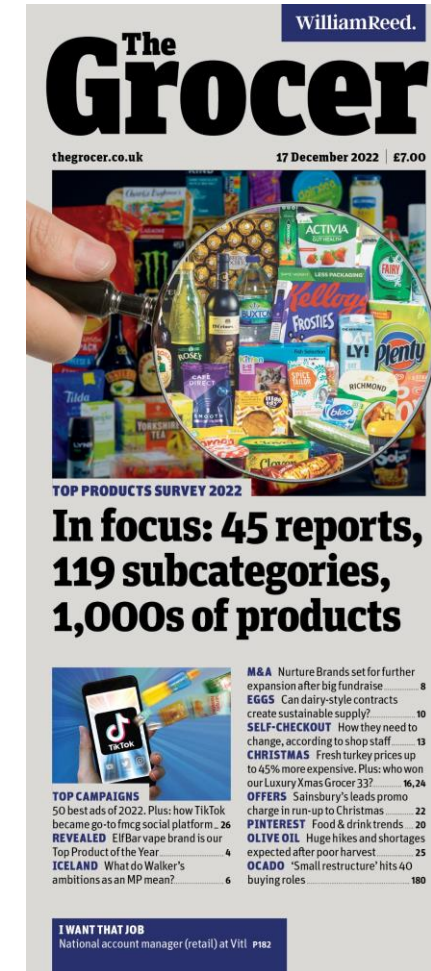


# FRONT COVER

**The  
Grocer**



William Reed.

# Mechanical data

All measurements are in mm – height x width

## Front Cover

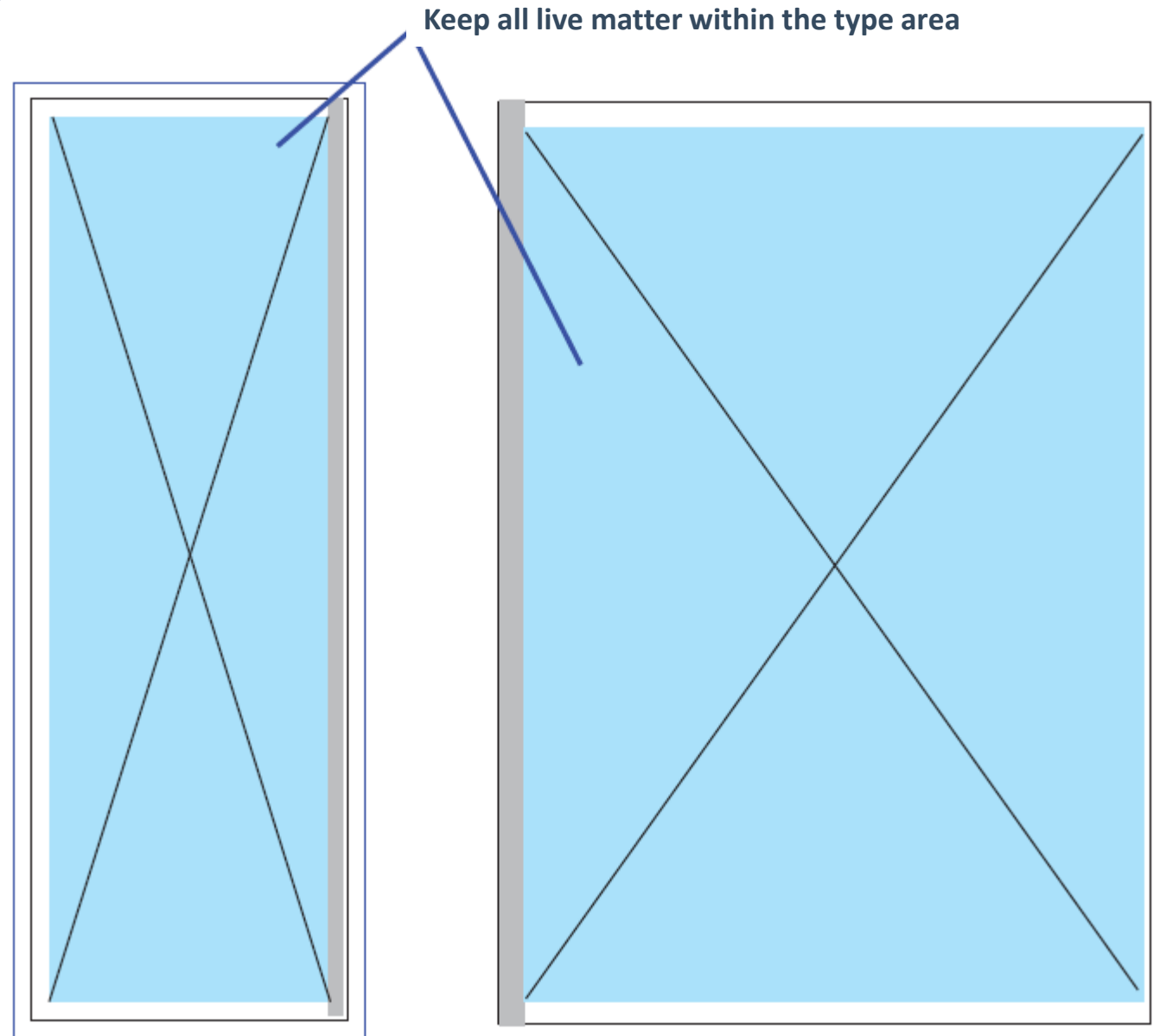
- Bleed 303 x 216
- Trim 297 x 210
- Type 267 x 185

## Front cover inside flap

- Bleed 303 x 136
- Trim 297 x 130
- Type 278 x 120

- Prepare separate artwork for inside flap and front cover
- Ensure all transparencies are flattened to avoid hairlines
- Prepare inside flap artwork with bleed to all four edges, front cover artwork with bleed to all four edges as per the measures above.
- Allowance for matching across the binding should also be made is splitting images across flap and cover.
- William Reed do not recommend and will not guarantee reproduction if actual characters, words or 5 detailed images with text are split across the gutter due to variances in issue size and glue spread when binding the cover to the main body of the magazine
- See next page for visual aid

# Mechanical data



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

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M&A

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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

NOT FOR RESALE

DESIGN NOTE

Text, images and design on this 80mm section will be visible to the reader **when the cover flap in closed**

FRONT COVER INSIDE FLAP

BLEED \_ 303 x 136mm  
TRIM \_ 297 x 130mm  
TYPE \_ 278 x 120mm

DESIGN NOTE

Text, images and design on this section will be visible to the reader **when the cover flap in opened**

FRONT COVER

BLEED \_ 303 x 216mm  
TRIM \_ 297 x 210mm  
TYPE \_ 267 x 185mm

DESIGN NOTE

Text, images and design on this section will be visible to the reader **when the cover flap in opened**

DESIGN NOTE



Text, images and design on this 80mm section will be visible to the reader **when the cover flap in closed**

# 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,  
West Sussex,  
RH11 9RT

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

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

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