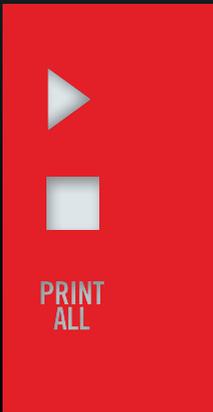


FORECOURT **trader**

FORECOURT trader.co.uk

media
information 2017
The **ONLY** independent publication for the petrol retailer



Introduction

PRINT
PAGE



Merril Boulton
Editor
Forecourt Trader

Forecourt Trader continues to maintain its market-leading position as the major source of information for the petrol-retailing sector.

Targeted at independent retailers, all those connected to the industry seek it out for its strong mix of news, industry and retailer profiles, as well as scheduled features that cover all categories of a service station operation at length, on both the forecourt and shop side of the business.

Regular pages such as Money Talk and Service Centre are a key part of the business-useful information, while columns such as 'A day in the life' and Shop Doctor have ensured that Forecourt Trader continues to be a talking point in the industry.

Links with key trade associations are maintained by allowing them all a regular column on a three-four month rotational basis. Meanwhile, major projects such as the annual Fuel Market Review, Top 50 Independents and the Forecourt Trader Awards provide a great source of interest not just for readers, but also many interested parties beyond the industry.

www.forecourtrader.co.uk



Market Overview

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With spacious parking areas, extended opening times – many for 24-hours-a-day – and roadside positions, petrol forecourts are firmly established at the forefront of convenience retailing. Forecourts are perfectly placed to serve the needs of a growing customer base of 25 million extremely busy motorists, not to mention a burgeoning walk-on trade from their local neighbourhoods.

Forecourt shop business alone is worth more than £4 billion a year, and where once the major earner was fuel, now the main focus of the business is supplying customers with a vast range of products such as confectionery, soft drinks, tobacco, newspapers, car care, chilled and frozen food, premium coffee, and alcohol. ATMs and food-on-the-go are also key consumer attractions.

The huge investment in forecourt shop business is evident in many outlets which are at the leading edge of convenience retailing, particularly through tie-ups with leading symbol groups.

Car wash and valeting facilities remain an essential part of the petrol-retailing business which is also responsible for the sale of more than £30 billion of fuel every year. With average fuel volumes per site continuing to grow and oil companies increasingly withdrawing from site ownership, more opportunities are opening up for the independent sector.



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Editorial

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The development of Forecourt Trader, like its market, has continued apace.

Launched in 1987, and acquired by William Reed in 1991, it has grown to become the only independent publication for petrol retailers, having beaten off all the competition.

IT PROVIDES ITS READERS WITH A COMPREHENSIVE EDITORIAL PACKAGE WHICH INCLUDES:

- Up-to-date news and comment on the major issues of the day
- Market sector features which provide an in-depth focus on petrol retailing

- Interviews with oil company bosses, key industry executives and retailers
- Regular features about the latest developments in technology, equipment, products and promotions
- Specialist columns – Service Centre, Shop Doctor
- Regular contributions from key trade associations

A key mix of business-useful information vital to the efficient operation of a forecourt.



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Circulation Profile

PRINT PAGE



Forecourt Trader's controlled circulation guarantees complete coverage of the forecourt market. Every month, the magazine circulates to approx. 9,500 key decision makers within the petrol retailing industry.

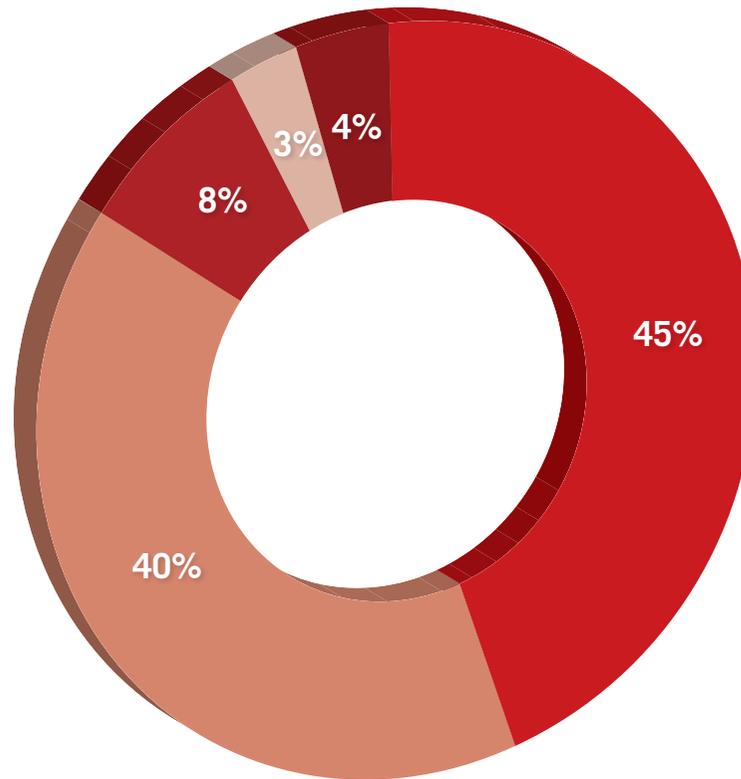
These include managers, commission operators, tenants, licensees and franchisee operating oil company-owned sites as well as our core readership independent dealers.

Key individuals at all the relevant company head offices, including supermarkets, receive their own personal copy.

Forecourt Trader is also circulated to wholesalers, cash and carries, symbol groups, oil companies, multiples and head offices, including manufacturers.

The magazine has an average readership of 3.1 readers per copy, meaning over 30,000 copies are read each month**

Forecourt Trader's circulation provides complete coverage of the buying chain.



CIRCULATION BREAKDOWN

45%

● **Independent Sites**

(including sites that are part of an independent chain)

40%

● **Co Owned Sites**

(including licensees & franchisees)

8%

● **Head Offices**

3%

● **Cash & Carry**

4%

● **Paid Subs**

Publishers own data

**Reader Research October 2011

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Features List 2017

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JANUARY

TANKS & PIPEWORK
PROPERTY
E-CIGS & VAPING

FEBRUARY

BUILDING & DESIGN
TOBACCO
EATING ON THE MOVE

MARCH

ENERGY DRINKS & SPORTS NUTRITION
CHOCOLATE CONFECTIONERY
READY MEALS
TOP 50 INDIES REPORT

APRIL

CAR CARE & LUBRICANTS
SUMMER ALCHOL
FCT SHOW 2017
FORECOURT TRADER AWARDS
LAUNCH
FASCIA FOCUS SUPPLEMENT

MAY

PUMPS
SOFT DRINKS
BREAKFAST

JUNE

FUEL MARKET REVIEW
CRISPS AND SNACKS
BRAND ALLIANCES & FRANCHISES
HOT BEVERAGES

JULY

FORECOURT SECURITY
SUGAR CONFECTIONERY & MINTS
DAIRY

AUGUST

WETSTOCK MANAGEMENT
TOBACCO REVISITED
PUMP-TOP PROMOTIONS

SEPTEMBER

SPOTLIGHT ON FUELS
HALLOWEEN
COFFEE CULTURE
**CATEGORY MANAGEMENT
SUPPLEMENT**

OCTOBER

FORECOURT MAINTENANCE
CHRISTMAS DRINKS
CHRISTMAS CONFECTIONERY
FORECOURT TRADER AWARDS
RESULTS

NOVEMBER

EPOS
FOOD TO GO
SOFT DRINKS REVISITED
PRODUCT NEWS CHRISTMAS SPECIAL

DECEMBER

CAR WASH & VALETING
BIG NIGHT IN
SPRING CONFECTIONERY

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Display Advertising

PRINT
PAGE



Double page spread

1 insert £5,350

Full page

1 insert £2,750

Half page

1 insert £1,950

Quarter page strip

1 insert £1,200

Quarter page

1 insert £1,100

Special positions

First DPS
Centre spread
Inside front cover
Outside back cover
Inside back cover

Loose inserts

National full print run of loose inserts –
rates on application

Production details

forecourtrader@ccmediagroup.co.uk

Special creatives

Front cover wrap (2 or 4 page)
Belly Band
Belly band opening to DPS centre spread
Cigar Band
Barn door (2 or 4 page)
Front page flag flap
Tip-on
Polybag

Prices available on request

Over 80% of readers of Forecourt Trader stated they had bought or recommended the purchase of products or services advertised in the magazine*

*Reader Research October 2011

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Property Advertising

PRINT
PAGE



Double page spread

1 insert £5,350

Full page

1 insert £2,750

Half page

1 insert £1,950

Quarter page strip

1 insert £1,200

Quarter page

1 insert £1,100

PROPERTY

The Forecourt business is fast moving and so property changes hands all the time. Forecourt Trader, as the market leading title in the industry, has an extensive property section which caters for your business needs whether buying or selling.

Contact

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Nina Threadgold

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Tel: 01293 610306

All above rates are inclusive of colour.

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Awards & Events

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FORECOURT TRADER OF THE YEAR AWARDS



Forecourt Trader of the Year Awards have become established as the most prestigious event in the petrol retailing industry's calendar. The awards were launched in 1996 to reward excellence in the petrol retailing sector, promoting high standards of professionalism in an increasingly competitive sector of the retail trade.

The awards are well supported by sponsors, suppliers, and the hundreds of retailers around the country who enter every year, hoping to win the top award. The competition climaxes with a grand evening of entertainment at a top London venue.

Click here for more details
www.forecourtraderawards.co.uk



THE FORECOURT SHOW

The Forecourt Show is the longest established petrol retail exhibition in the world. With the show's continued success under William Reed, its development mirrors the changing face of the fuel and forecourt industry.

The industry gathers each year at The Forecourt Show, which provides a platform for businesses supplying to the sector the opportunity to network, promote products, make new contacts and catch up with contacts old and new over three days.

Click here for more details
www.forecourtsow.com

TOP 50 INDIES



The Top 50 Indies, has proved exceptionally successful in capturing the interest of the petrol-retailing sector. It is a listing of the biggest independent dealers in terms of network size, fuel volume and turnover, which is published as a supplement within Forecourt Trader. Its publication coincides with The Top Indies dinner, which has proved a strong magnet for the most influential retailers who enjoy the networking opportunities, as well as being part of an exclusive gathering.

www.forecourtrader.co.uk

Online Advertising - www.forecourtrader.co.uk

PRINT
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FORECOURTtrader.co.uk

The website provides the perfect way for readers to interact with Forecourt Trader online and for the magazine to extend its communication with the market.

The website enables petrol retailers to source information relating to the UK fuel industry. Highlights include latest news, daily and weekly retail fuel price updates, reader giveaways, twice-weekly email newsletter.

Other elements of the Forecourt Trader editorial content featured on the home page include product and equipment news, and major industry and retail features.

FORECOURT TRADER WEBSITE MAIN FEATURES:

- Breaking news e-alerts
- Shop doctor
- Money Talk
- Service centre
- Industry and retailer profiles
- Scheduled features
- Equipment, products and promotions news
- Weekly wholesale fuel prices
- Online polling
- Unlimited access to FT editorial archives

And links to...

- Awards
- Exhibitions
- William Reed Knowledge Store

WALLPAPER

This striking space provides opportunity to take over the website with your brand. It is extremely effective and gets the most clicks of any online advert.

LEADERBOARD

These horizontal banners can be animated and interactive and with an optimum position at the top of every page, will be seen by all visitors to the site.



MEDIUM RECTANGLE

We have space for 3 of these underneath each other. They give a big bold space to promote your brand. We can have these animated or indeed showing videos for even better conversion rates. We can merge the 2nd and 3rd rectangle down to make a larger "half page" size advert

EMAIL NEWSLETTER

Reach our growing number of email news alert subscribers with a text and logo combination – the dual format ensures that your message is read by the largest audience possible and maximises your click through rates. You can also be sure of who you are reaching as the newsletters are a self subscription service.

www.forecourtrader.co.uk

Online Advertising Rates

PRINT
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What better way to keep your products and services in front of your existing and potential customers than by advertising on **forecourtrader.co.uk**.

All positions are placed on the home page or specifically requested section, which may or may not be sponsored. Some positions may rotate with up to three other advertisers.

Forecourtrader.co.uk is the only independent website for petrol retailers, having earned an excellent reputation by providing on average of 16,274 unique users* a month with a package of pertinent, accurate, balanced and well presented editorial.

Rates				
Location	Size	Maximum ads sharing this space	Price per month	Price per week
Super Leaderboard	970 x 90	4	£750	
Mobile Leaderboard Banner	320 x 50	2	£450	
Billboard XL Leaderboard	970 x 250	4	£950	
Medium Rectangle 1	300 x 250	2	£700	
Medium Rectangle 2	300 x 250	2	£600	
Medium Rectangle 3	300 x 250	2	£550	
Half Page	300 x 600	2	£700	
Website Text Ad	250 Characters	2	£450	
Background Wallpaper	1920 x 1050	4	£1,500	
Site Takeover (Background + Super Leader board)	Background & Super Leader Board	Background & Super Leader Board	£2,000	
Newsletter Top Text Ad (Monday, Wednesday & Friday)	50 words	1	£1,600	£400
Newsletter Bottom Text Ad (Monday, Wednesday & Friday)	50 words	1	£1,200	£300
Newsletter Leaderboard (Monday, Wednesday & Friday)	728 x 90	1	£2,000	£500
Newsletter Medium Rectangle (Monday, Wednesday & Friday)	300 x 250	1	£1,800	£450
E-Shot	N/a	1	£450	

Unique Visitors (Average October 2016)	16,274 (Includes 9,524 mobile visits)
Page Views (Average October 2016)	50,464 (Includes 21,705 mobile views)
E- Newsletter subscribers (Average November 2016)	5,740
3rd Party E-shot subscribers (Average November 2016)	4,913

Sourced by: [Google Analytics](#)

*Google analytics 2015

For details of advertising opportunities on this site please contact:

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www.forecourtrader.co.uk



Summary

PRINT PAGE



Forecourt Trader has been published by William Reed since 1991 and is now the hub of the forecourt industry.

It is the only independent magazine that has dedicated news, features and advice tailored to this niche market.

With complete coverage of the UK market and circulates to approx. 9,500 key decision makers. Forecourt Trader is the only vehicle to reach all buyers within the industry, including 5,780 independents

Forecourts are now at the leading edge of convenience retailing, and with today's fast moving lifestyles, the value of this dynamic market continues to grow. The only way to reach and influence every decision maker in the UK forecourt market is through Forecourt Trader.



www.forecourtrader.co.uk

Contacts

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SUBSCRIPTIONS

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Email: subs@wrbm.com

www.forecourtrader.co.uk/subscription

USEFUL LINKS

www.forecourtrader.co.uk

www.wrbm.com

www.forecourtrader.co.uk

Terms and Conditions

WILLIAM REED BUSINESS MEDIA LTD
STANDARD TERMS & CONDITIONS FOR ADVERTISERS
REVISED 1st APRIL 2009

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1. In these Terms:-

"Advertisement" means any advertising materials supplied or entered by or on behalf of the Client in any format in the form intended for publication by Reed and shall include without limitation all advertisements, supplements, inserts, and ad banners;

"Advertiser" means the Agency or the Client if a Booking is made by the Client direct;

"Agency" means the person, firm, or company engaged by the Client to select and purchase advertising space on its behalf and includes its successors in title and assigns;

"Booking" means all booking of advertisements;

"Client" means the person, firm or company wishing to advertise products and/or services in the Publication or on the Website and includes its successor in title and assigns;

"Code" means any user name, password or other identifier provided by Reed to Advertiser to enable Advertiser to enter Advertisements directly on to a Website;

"Copy Deadline" means the date and time by which the Advertisement must be submitted to Reed as stated by Reed;

"Directory" means a printed directory, guide, handbook or other publication issued annually by Reed;

"Publication" means a magazine or any other printed publication not being a Directory issued by Reed;

"Publication Date" means the date on which the Publication or Directory is made available for general circulation or when the Advertisement is made available to users on the Website;

"Reed" means William Reed Business Media Ltd of Broadfield Park, Crawley RH11 9RT;

"Terms" means these Terms & Conditions;

"Website" means a Website owned or managed by Reed.

Unless the context otherwise requires, words denoting the singular shall include the plural and vice versa.

2. Subject to cl. 3, any Booking made by Advertiser will be on these Terms. By making a Booking Advertiser accepts in full these Terms in respect of the Booking and in respect of any further Booking made by the Client and/or Agency. These Terms shall apply to all Bookings made by telephone, letter, facsimile, e-mail, through the internet or any other means.

3. These Terms are an invitation to treat and as such do not constitute a binding offer to enter into a contract. Any Booking made by Advertiser will upon receipt by Advertiser of Reed's written acceptance of the Booking create a

binding contract between Reed and Advertiser.

4. In no circumstance does the placing of any Booking convey the right to renew on similar terms.

5. An Agency will be jointly and severally liable with its Client for the Client's liabilities under these Terms.

6. Advertiser shall deliver the Advertisement to arrive at Reed by the Copy Deadline, in any format that conforms to Reed's requirements as notified by Reed to Advertiser. Reed reserves the right to charge for production work and any other additional work that Reed may be required to undertake. Reed may in exceptional cases and at its own discretion accept Bookings and Advertisements after the Copy Deadline. Such acceptance shall not impose any obligation whatsoever on Reed to accept any other Booking or Advertisement after the Copy Deadline.

7. In the event of any Advertisement not being received by the Copy Deadline, Reed reserves the right to repeat the copy last used. In such event Reed shall not be responsible for making any changes in that copy, unless these are confirmed in writing and in time for the changes to be made. Reed reserves the right to charge for any additional expense involved in such changes.

8. Reed shall be entitled to amend, edit, withdraw, take down or otherwise deal with any Advertisement at its absolute discretion and without giving prior notice.

9. At Reed's discretion payments may be subject to a deduction for advertising agency commission at the rate agreed between the Client and the Agency up to 10% of the relevant invoice. Save for such commission there shall be no deductions or withholdings whatsoever. All sums shall be paid together with any VAT or other sales tax applicable.

10. Advertiser shall pay all invoices within 30 days of the date of the invoice. All sums shall be paid together with any VAT or other sales tax applicable.

11. Debt recovery costs and interest on overdue invoices shall accrue on any unpaid amounts from the date when payment becomes due to the maximum extent permitted by The Late Payment of Commercial Debts (Interest) Act 1998 and Late Payment of Commercial Debt Regulations 2002 as amended, extended, consolidated or replaced from time to time.

12. In the event of late payment, Reed reserves the right to waive any agreed discounts.

13. Reed shall be entitled to cancel any Booking without incurring any liability to Advertiser.

14. In the event that Advertiser wishes to cancel any Booking it shall notify Reed in writing.

15. Where Advertiser cancels a Booking Reed shall be entitled to compensation of 100% of the total value of the advertisement space of the cancelled Advertisement where notice of cancellation is received by Reed:

- a) for a Directory less than two months;
- b) for any other Advertisement in a Publication less than six weeks;
- c) for a Website less than one month; before the Publication Date.

16. Subject to cl. 17 in the event that Advertiser terminates, cancels or fails to fulfil its obligations under a contract in which Reed and Advertiser have agreed a time period in which Advertiser shall book an agreed number of advertisements at rates notified by Reed, Advertiser loses the right to a series discount to which it may have been entitled. In such event, Advertiser shall pay to Reed a sum in respect of each of the advertisements placed, such sum representing the difference between the rate agreed under the said contract and the rate that is applicable for the number of advertisements actually placed, such rate to be notified by Reed to Advertiser.

17. Reed reserves the right to increase the advertisement rates as notified by Reed to Advertiser or to amend any terms agreed between the parties as to space for the Advertisement. In such event Advertiser has the option of cancelling the Booking without incurring a cancellation fee.

18. Advertiser undertakes to keep any Code strictly confidential and to notify Reed immediately in the event that any Code becomes known to a third party.

19. Advertiser is solely responsible for any liability arising out of publication of the Advertisement including an Advertisement submitted using Code without Advertiser's knowledge or control or relating to any material to which Website users can link though the Advertisement.

20. Advertiser represents and warrants to Reed that the Advertisement and any link comply with all advertising standards, applicable laws and other regulations; that it holds the necessary rights to permit the publication and use of the Advertisement by Reed for the purpose of these Terms; and that the use, reproduction, distribution or transmission of the Advertisement will not violate any applicable laws or any rights of any third parties, including, but not limited to, infringement of any copyright, patent, trade mark, trade secret, or other proprietary right, false advertising, unfair competition, defamation, obscenity, piracy, invasion of privacy or rights of celebrity, infringement of any discrimination law, securities law or regulation, or of any other right of any person or entity.

21. Advertiser agrees to indemnify Reed and hold it harmless

from any and all liability, loss, damages, claims or causes of action, including reasonable legal fees and expenses that may be incurred by Reed arising out of or related to a breach or any of these representations and warranties.

22. To the full extent permitted by law, Reed will not be liable for any loss or damage, whether direct or indirect, including consequential loss or any loss of profits or similar loss, in contract or tort or otherwise, relating to the Advertisement or any advertisement submitted using Advertiser's Code without Advertiser's knowledge or control or these Terms or any error in the Advertisement or lack of access to or availability of a Website or failure of the Advertisement to appear from any cause whatsoever. Reed will not be liable for any error in the published Advertisement nor its failure to appear at a specified time or in any specific position.

23. Advertiser grants to Reed the royalty-free right and licence to use, reproduce, publish, store, distribute and display the Advertisement worldwide in accordance with these Terms. No rights in the Advertisement shall transfer to Reed under these Terms.

24. Advertiser acknowledges and allows that data submitted by Advertiser in connection with a Booking may be used for the purposes of updating details of Advertiser on Reed's databases and of compiling statistical information on Advertiser.

25. Reed reserves the right to destroy all material that has been in its (or its printers) custody for one year provided that Advertiser has not given instructions to the contrary. Reed may exercise his right under this clause without giving further notice to Advertiser.

26. Reed shall have the right to terminate any agreement between Reed and Advertiser to which these Terms apply by notice to Advertiser if Advertiser either:

- a) fails to make any payment due to Reed by the due date and such failure continues for 15 days after the due date; or
- b) is in breach of any warranty or fails to comply with any of its material obligations under any agreement between the parties or these Terms and in either case does not remedy the same (if capable of being remedied) within 30 days of receipt of notice in writing from Reed specifying the breach or failure and calling for the same to be remedied; or
- c) compounds or makes arrangements with its creditors or becomes insolvent or if any order is made or resolution passed for its liquidation, winding up or dissolution or if a receiver or manager or administrative receiver or administrator is appointed over the whole or a substantial

part of its assets or of anything analogous to or having substantially similar effect of any such events shall occur under the laws of any applicable jurisdiction; or

d) is unable to perform any of its obligations in circumstances set out in cl.26 below for a continuous period of not less than 56 days.

27. Neither party shall be liable to the other in respect of any non performance of its obligations by reason of any act of God, civil war or strife, act of foreign enemy, invasion, war, satellite failure, legal enactment, governmental order or regulation, industrial action, trade dispute, lock-out, riot or any other cause beyond their respective control provided always that in any such event the duration of the agreement between the parties shall be extended over which such event continues, but otherwise such event will not affect any obligation of Advertiser to purchase any number of advertising spots between Advertiser and Reed.

28. The rights and conditions set out in these Terms shall not be assigned by Advertiser without Reed's prior written consent.

29. Any notice or other information to be given by either party under these Terms shall be made by first class prepaid mail, facsimile transmission to the address above or to an e-mail address supplied by Reed for the purpose and to the address or electronic e-mail address supplied by Advertiser to Reed, and shall be deemed to have been communicated upon the date of actual delivery.

30. No waiver or any breach of any of these Terms shall be deemed to be a waiver of any other breach and no waiver shall be effective unless in writing.

31. No term or provision in these Terms shall be varied or modified unless agreed in writing and signed by the parties.

32. These Terms together with any other document incorporating these Terms shall constitute the entire agreement and understanding between the parties in relation to its subject matter. The parties acknowledge and agree that they have not relied on and shall have no right of action in respect of any representation, warranty or promise in relation to such subject matter unless expressly set out in this agreement save for such representation, warranty or promises made fraudulently.

33. These Terms or any agreement to which these Terms apply shall be governed by English law and shall be subject to the exclusive jurisdiction of the English Court.

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