

# SUPERMARKET & RETAILER



BUSINESS KNOWLEDGE FOR SMART RETAILERS



*Scan to view our Magazine*

# SUPERMARKET & RETAILER

Business knowledge for smart retailers  
ISSUE 5, 2022 [www.supermarket.co.za](http://www.supermarket.co.za)

PROFIT FROM MARKET FIRST INFORMATION

image courtesy of cocobonmarket

**Thinking outside  
the energy box  
— in-store refrigeration.**

**Security &  
cash handling  
best practice**

Maize, wheat and rice under  
pressure, plus the local and  
global landscape of pulses, and  
vegan & vegetarian foods

How toothpaste became  
popular – and essential!

# SUPERMARKET & RETAILER

Business knowledge for smart retailers  
ISSUE 5, 2021 [www.supermarket.co.za](http://www.supermarket.co.za)

PROFIT FROM MARKET FIRST INFORMATION

**FLM  
Celebrating  
the value  
of good food**

Changing trends  
& behaviour of  
the Kasi shopper

**The cold facts of  
store refrigeration**

# SUPERMARKET & RETAILER

Business knowledge for smart retailers  
ISSUE 6, 2021 [www.supermarket.co.za](http://www.supermarket.co.za)

PROFIT FROM MARKET FIRST INFORMATION

Service people who  
have perfected the art  
of ignoring you!

Store design:  
If you fail to plan,  
you plan to fail!

Global staples,  
maize & rice, take  
centre stage in  
South Africa

**The challenge of  
accelerated change  
... Retail automation &  
payment solutions**

# SUPERMARKET & RETAILER

Business knowledge for smart retailers  
ISSUE 4, 2021 [www.supermarket.co.za](http://www.supermarket.co.za)

PROFIT FROM MARKET FIRST INFORMATION

**Take your HMR to  
the next level**

How the hypermarket  
became the marketplace

The future  
of wholesale

Themes to  
shape health  
& beauty



# About us

- Founded 1955
- Engaging source of retail knowledge for over 65 years
- Interesting and informative editorial content
- Evolved from print to digital
- ABC audited publication



**SUPERMARKET  
&  
RETAILER**

BUSINESS KNOWLEDGE FOR SMART RETAILERS

The image shows the cover of 'The General Dealer' magazine, which is described as 'SOUTHERN AFRICA'S ONLY NEWS-MAGAZINE FOR RETAIL AND WHOLESALE MERCHANTS'. The cover features a large advertisement for Kilal aerosol insect killer. The ad includes the headline 'THE BIG, BIG AEROSOL WITH THE LOW, LOW PRICE!' and a large image of a red aerosol can. The can is labeled 'Kilal AEROSOL insect killer insekdoder'. A price tag graphic shows '14ozs 7/6' and '4oz 1/6'. The magazine cover also includes text such as 'Vol. 5, No. 7, JULY 1959', 'A NEW GOLD WAR DECLARED AMONG RETAILERS', and '14 ozs. to retail at 7/6 and backed by national advertising. What more can ensure a fast selling line!'. At the bottom, it says 'Send for Price List to ROBERTSONS (PTY) LIMITED, P.O. Box 1956, Durban, South Africa. Also manufacturers of Blancmange Powders - Custard Powders - Spices - Jelly Crystals - Icing Sugar - Essences - Curry Powder - Insecticides'.

# Benefits

- Niche B2B publication
- Credible and ABC Audited Digital Platform
- Strong in SEO
- Various features and insights to accommodate a range of marketing campaigns
- Available in desktop & smartphone format
- Easy to navigate around specific articles
- Reader friendly

**SUPERMARKET  
&  
RETAILER**

BUSINESS KNOWLEDGE FOR SMART RETAILERS



# Audience

Our Audience consists of

- 70% formal retail (corporate and franchise), independent retail, wholesalers, forecourts/convenience stores including decision makers – CEO, CFO, owners, managers, buyers, group heads, HOD, ops managers
- 25% manufacturers of FMCG and equipment and services suppliers to the industry
- 5% marketers including various agencies

**SUPERMARKET  
&  
RETAILER**

BUSINESS KNOWLEDGE FOR SMART RETAILERS

## "FIVE ROSES" TEA



**PLEASES  
YOUR CUSTOMERS  
MOST!  
RESULT...  
REPEAT SALES!**

"Five Roses" is the tea with more flavour, more fragrance, more freshness, because only super quality pure Ceylon leaf is used for "Five Roses". A powerful advertising campaign is telling your customers about the extra enjoyment "Five Roses" Tea offers. By stocking and recommending "Five Roses" you will be selling the tea that pleases your customers most, and brings in more business.

17.47, 1959

THE GENERAL DEALER

PAGE FIFTEEN

# Circulation

## Digital circulation

Magazine Circulation – 10 456

Promo emailer circulation – 10 405

Newsletter circulation – 10 210

## Website

Website page views p.a. – 257 933

Average session duration – 1 min 2 secs

Pages per session 1.65

**SUPERMARKET  
&  
RETAILER**

BUSINESS KNOWLEDGE FOR SMART RETAILERS

**Catch all the  
cans you can for your  
biggest haul in history!**



Pilchard Power is working for you. A Big Budget national advertising campaign aimed at all races will convince South Africa to buy and use Pilchards like never before. There's a spectacular series of press advertisements with Recipe Book and Free Sticker offers, Heavy Radio backing is making the air-waves resound to the Pilchard Power call. Point-of-Sale and moving media provide the back-up.

**S.A. trusts Pilchards to keep costs down.  
You can trust Pilchards to keep profits up!**

SUPERMARKET & RETAILER, OCTOBER, 1975

# Offering

We have a wide range of **Digital Marketing Solutions**

**Magazine Advertising**

**Promo Emailer**

**Website Banner**

**Newsletter Banner**

**Product Launch Package**

**Press Office**

**Performance Package**

**Buyers Guide**



# SUPERMARKET & RETAILER

PROFIT FROM MARKET FIRST INFORMATION

Business knowledge for smart retailers  
ISSUE 4, 2022 [www.supermarket.co.za](http://www.supermarket.co.za)



Winter Food Service  
... Hearty, healthy  
& wholesome

Hot drinks  
... trends  
& growth  
drivers

Storewatch ...  
Join the refill revolution

Gen Z ... The future  
of spending survey

**011 728 7006**

**Email - [info@supermarket.co.za](mailto:info@supermarket.co.za)**

**[www.supermarket.co.za](http://www.supermarket.co.za)**