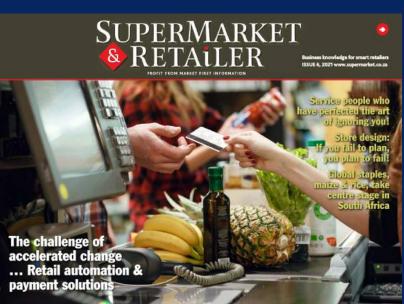
SUPERMARKET RETAILER

BUSINESS KNOWLEDGE FOR SMART RETAILERS



Scan to view our Magazine









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



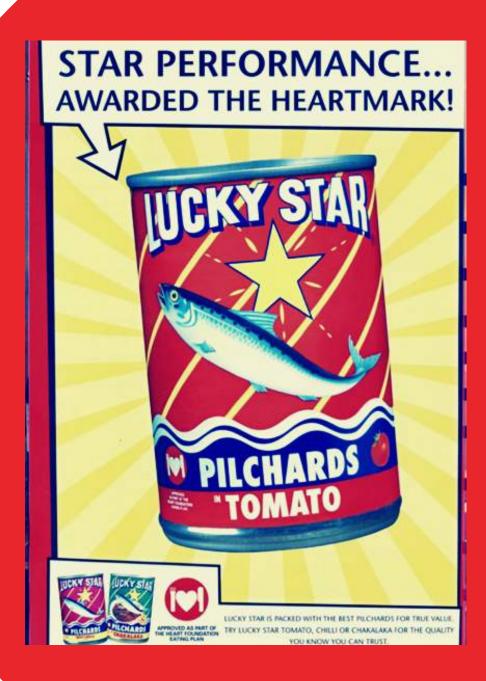




Benefits

- 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

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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

"FIVE ROSES" TEA



MAY, 1959.

HE GENERAL DEALER

PAGE FIFTEEN

Circulation

Digital circulation

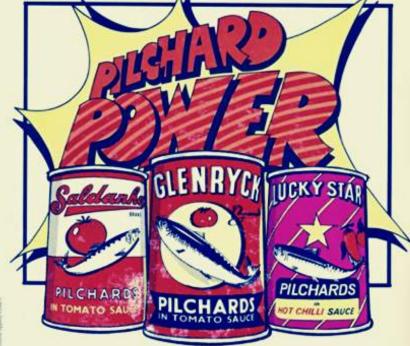
Magazine Circulation – 10 456
Promo emailer circulation – 10 405
Newsletter circulation – 10 210

Website

Website page views p.a. – 257 933
Average session duration – 1 min 2 secs
Pages per session 1.65

SUPERMARKET ® RETAILER

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



Pitchard Power is working for you a Big Budget national advertising campaign aimed at air races will convince South Africa to buy and use Pitchards like never before there's a spectacular series of press advertisements with Recipe Book and free Stocker offers. Heavy Radd backing is making the air valves resound to the Pitchard Power call. Point of Sale and moving mediagnovale the back val

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







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