



2022 RATE CARDS

For more information contact us: Tel: +27 11 728 7006 • info@supermarket.co.za
<https://www.supermarket.co.za>

At Supermarket & Retailer we've been helping marketers get into the heads of the trade for the past 65 years.

10 456
circulation



Open rate: up to 26%

Our digital magazines are easy to navigate, read and absorb.

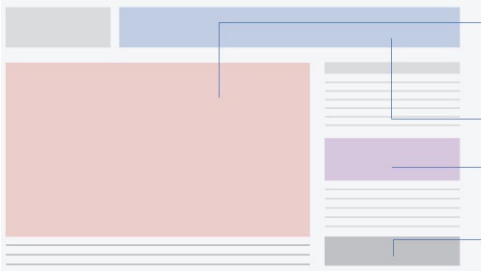
From the days of general dealers to today's superstores, convenience outlets and wholesalers.

Our secret? Rewarding our readers with the inspiration and the information to grow their sales and profits.

To get their time and attention in this digital age we focused even harder on information they can use to build their sales and profits today and plot their way forward in this rapidly changing retail world.

There are articles and pictures of stores that they cannot get from any other magazine or source.

Our improved user experience includes the following enhancements ...



• *For our desktop edition we introduced a landscape format to fit screens so the whole page is visible all at once*

• *By scrolling, the page and its ads really stand out.*

• *Easy to navigate to specific articles and group related ads are positioned around that article.*

• *More visual impact with lots of pictures, graphics, and extracts to hold attention.*

All adverts are hot-linked to an URL of choice, phone number and email address

• *Our smart phone edition has an easy-to-ready type size and font. It's easy to navigate and scroll and simple to jump to articles of interest with hot links.*

LAYOUTS

Page Size		Direct		Agency
Full Page	/	R16 300	/	R19 521
Half Page	/	R9 740	/	R11 665
2 x Full Page	/	R22 600	/	R27 066



FEATURES 2022 2022 RATE CARD

January 2022

Bakery Insights
Snacks & Treats Insights

Booking Deadline

14 January 2022

Material Deadline

20 January 2022

April 2022

Hot Beverage
Winter Food Service
Winter Health

Booking Deadline

12 April 2022

Material Deadline

19 April 2022

July 2022

Rice, Maize and Pulses
+ Vegan and Vegetarian
Hygiene & Pest Control

Booking Deadline

1 July 2022

Material Deadline

7 July 2022

October 2022

Alcoholic Beverage
Poultry
HMR & Catering

Booking Deadline

1 October 2022

Material Deadline

5 October 2022

February 2022

Packaging, Labels & Scales
HMR & Deli

Booking Deadline

15 January 2022

Material Deadline

19 February 2022

May 2022

Refrigeration
Cash Handling & Security
Chocolates & Sweets

Booking Deadline

10 May 2022

Material Deadline

17 May 2022

August 2022

Stationery & Office Supplies
+ Back to School
Butchery & Braai
Food Focus: Ice-Cream, Dairy
& Cheese

Booking Deadline

30 July 2022

Material Deadline

5 August 2022

November 2022

Canned, Chilled & Frozen
Summer Food Service
Store Marketing

Booking Deadline

29 October 2022

Material Deadline

5 November 2022

March 2022

Energy Savvy
Health & Safety Compliance

Booking Deadline

15 March 2022

Material Deadline

19 March 2022

June 2022

Retail Automation and
Payment Solutions
Store Design

Booking Deadline

7 June 2022

Material Deadline

14 June 2022

September 2022

Hair Care – Slanting Toward
Ethnic Hair Care
Hot and Cold Beverage
Refrigeration Comparison

Booking Deadline

1 September 2022

Material Deadline

7 September 2022

December 2022

Buyers Guide 2022

Booking Deadline

22 November 2022

Material Deadline

30 November 2022

PROMO EMAILER 2022 RATE CARD

These dedicated mailers take your message beyond banner advertising. They enable a full sales pitch and allow for a combination of classical ads with advertorial along with hot-links to engage and identify prospects. They can be used as a substitute for magazine ads at short notice and precise delivery timing.

10 405
circulation



Up to 26% open rate

Direct

R7 490

Agency

R8 970

Mailer example shown

Tetley
SINCE 1837

FLAVOURS OF INDIA

Get more flavour with Tetley

From the second biggest tea brand in the world, comes a range of bold flavours which will take you around the world.

Following the phenomenal success of the Tetley Green tea range which has taken the #1 spot in the South African Green tea segment, we are proud to launch 2 new additions to the Tetley Black tea range. Tetley Masala Chai and Elaichi Chai are filled with bold aromatic flavours, taking your taste buds on a journey. Sit back, relax and let Tetley take you around the world with a cup of tea.

Available in 2 variants:

MASALA CHAI
Premium Black Teabags infused with fragrant spices

ELAICHI CHAI
Premium Black Teabags infused with aromatic cardamom

PRODUCT INFO:

Product Code	Brand	Packaging	Product Barcode	Strips Barcode	Case Barcode
T182	Tetley Masala Chai	2 x 6 x 25g x 2.2g	6056812002768	6056812002769	6056812002768
T181	Tetley Elaichi Chai	2 x 6 x 25g x 2.2g	6056812002769	6056812002770	6056812002769

www.jobekels.co.za
 @TetleyTeaSA @tetleyteaasa

SUPERMARKET & RETAILER

For more information contact us: Tel: +27 11 728 7006 • info@supermarket.co.za

Our website is a comprehensive information resource for supermarkets, wholesalers and their suppliers.

Industry news | Product launches
 Equipment and Services Buyer's Guide
 Partner content and Press office
 Store visits | Events | Trade shows
 Current and back issues of the magazine



The website takes our reach beyond the confines of our defined target audience to other forms of retail, a wider geographic market and other industry participants, including suppliers.

Our website receives ...

257k
 annual page views

Choose from 2 packages

LEADERBOARD BANNER

SKYSCRAPER BANNER

On home page and all non-promoted secondary pages. Shared with up to six adverts in rotation.

On all non-promoted secondary pages.

	Direct	Agency		Direct	Agency
Per Month	R4 500	R5 390	Per Month	R1 400	R1 680

Minimum of 200dpi RGB

Preferred size: 970px wide x 120px high
 Also accepted: 728px wide x 90px high

Preferred size: 160px wide x 600px high



PRODUCT LAUNCH PACKAGE 2022 RATE CARD

THE THREE
PLATFORMS THAT
CARRY YOUR NEW
OR REVAMPED
PRODUCT REPORT:

2000



1. Website exposures

Website: **2000** exposures to your new or revamped product reports per month

10 456



Up to 28.3%
open rate



2. Email alerts

Email: **8749** email alerts go out to our readers with hotlinks to email, phone contact, web page and product value

10 405



3. Magazines sent

Magazines: your report goes in our magazine with hotlinks to email, web page, product value and full spec sheet / presenter to **8749** readers

Choose from 2 packages

STANDARD PACKAGE / ENHANCED PACKAGE

Includes:

- ~ Website Report
- ~ Email Alerts
- ~ Magazine Report

Direct

R8 200

Agency

R9 821

Added to the Standard Package, you will have access to the below upsized Enhanced Package:

- ~ Adverts in the magazine*: circulation of **8749**
- ~ Facebook exposure: **5000** ave. weekly reach
- ~ Twitter Exposure: **2700** ave. weekly reach

Direct

Agency

*Half Page

/ R15 400

R18 324

*Full Page

/ R22 500

R26 650

Did you know?

New products are our audiences favourite topic in the magazine with 92% approval rating.

92%

**SUPERMARKET
& RETAILER**

E-NEWSLETTER 2022 RATE CARD

Sent out every Wednesday, our e-newsletter circulates to 10 210 subscribers offering a selection of the best contents and news from the magazine and our website.



Up to 31% open rate

10 210
circulation

Choose from 2 packages

ABOVE-THE-FOLD-BANNER ADVERTORIAL BANNER

- *This is presented among the major lead stories at the start of the newsletter.*
- *It takes the headline, first paragraph and picture from the advertiser's story.*
- *A 'read more' link will take the viewer to the full story hosted on our website in the industry news and partner content sections.*

Minimum of
200dpi RGB

Per Issue

Direct

R2 800

Agency

R3 354

Reads as
a news article

Per Issue

Direct

R4 600

Agency

R5 509

Preferred size: 970px wide x 120px high
Also accepted: 728px wide x 90px high

Photo minimum 314px wide x 235px high

**SUPERMARKET
& RETAILER**

PRESS OFFICE 2022 RATE CARD

With this service, your release will appear in our online news section along with our regular news. It will be marked as Partner Content. It will also appear in a separate Partner Content section on our home page to keep the item highly visible longer.

Website page views 257 000 per year



In addition to appearing in these two sections, we'll also list it on our next weekly newsletter (10 201 subscribers) and link it to your news item for more exposure.



Our Press Office at R2 950 | Agency R3 533
1 year subscription / 1 Press Office insert per month R24 400 | Agency R29 221
Website post only R1 500 | Agency R1 797

**SUPERMARKET
& RETAILER**

PERFORMANCE PACKAGES 2022 RATE CARD

The team at Supermarket & Retailer have put our heads together to come up with a cost-effective marketing plan that takes care of your 360 marketing needs.

We understand that budgets are tight, but yet you still need to be top of your customer's minds when they take action and make decisions.

This package gives you an indication of what is possible.

[These can be tailor-made to meet your budget, specification and needs.](#)

Package 1: THE UPSIZE @ R7 300 p/m (Agency R8 743 p/m)

<i>Product</i>	<i>Value per Insert</i>	<i>Insertions per year</i>	<i>Value per year</i>	<i>Actual spend for the year</i>	<i>Your actual yearly saving</i>
Full Page (1 per quarter)	R16 300	/ 4	/ R65 200		
Buyers Guide full page special + online Buyers Guide for the year	R19 000	/ 1	/ R19 000		
Promo Emailer (1 per quarter)	R7 400	/ 4	/ R29 960		
Web Banner – 1 Month (1 per quarter)	R4 500	/ 4	/ R18 000		
Newsletter Advertorial Banner (1 per quarter)	R4 000	/ 4	/ R16 000		
Supplier on point - newsletter	R4 600	/ 2	/ R9 200		
			/ R157 360	/ R87 600	/ R69 760

Package 2: THE CLASSIC @ R4 600 p/m (Agency R4 790 p/m)

<i>Product</i>	<i>Value per Insert</i>	<i>Insertions per year</i>	<i>Value per year</i>	<i>Actual spend for the year</i>	<i>Your actual yearly saving</i>
Half Page	R9 740	/ 4	/ R38 960		
Promo Emailer	R7 490	/ 2	/ R14 980		
Web Banner	R4 500	/ 4	/ R18 000		
Newsletter Banner	R2 500	/ 4	/ R5 000		
Press Release	R2 950	/ 2	/ R5 900		
			/ R82 840	/ R55 200	/ R27 640

