

The In-Store Insights MEDIA PACK

High-quality research reports
for retail marketing professionals
across the UK & Ireland.



**Looking to
get in front
of decision
makers within
the retail
industry?**

Offering unparalleled
access to decision
makers and budgetary
controllers within the
UK retail marketing
and P-O-P industry.

In-store Insights
magazine provides a
unique way to market
your business.

www.popai.co.uk



Introduction to In-Store Insights

Brought to you by POPAI UK & Ireland, a progressive industry association promoting retail best practice and dedicated to enhancing the overall shopper experience.

Published four times a year, In-Store Insights magazine is read by retail marketing professionals across the UK and Ireland. Each issue includes high-quality research and expert knowledge on major industry topics that will bring practical benefits to readers.

There is a strong emphasis on delivering insight, analysis and research that is related to the shopper's path to purchase, in a series of standalone reports focused on the challenges of modern retail marketing.

What's inside...

Insight reports

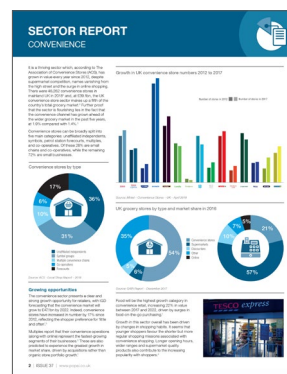
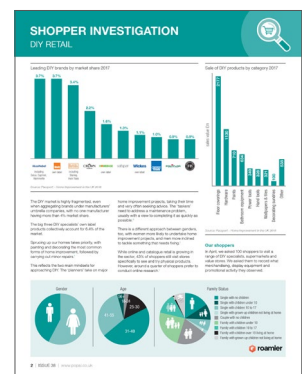
Shopper investigations

Sector reports

Campaign reports

Shopper typology

Global trends





In Print

Delivered to the desk of our members, In-Store insights magazine is read by 1500+ retail marketing professionals.



Retailers

Supermarkets, Convenience stores, clothing and footwear, DIY, Garden Centres, Hair & Beauty, Travel & Leisure, Houseware



Brands

Luxury brands, Confectionery, Consumer goods, Personal care, Electrical, Household & DIY, Toys, Petcare, Travel, Entertainment, Broadcasting, Medical & Pharmaceutical, Betting & Gaming



Design Agencies



Marketing & Experiential Agencies



Industry Research Agencies



Shop Fitters



Suppliers



Manufacturers



Online

In-Store Insights magazine is published online and shared with 4000+ retail marketing professionals.

All members have access to our online portal where they can download the latest version of In-Store Insights magazine as well as previous issues.

Non-members are able to download a lighter-research version of the magazine directly from the POPAI website. This version includes all published adverts.





Events & Conferences

Copies of In-Store Insights are also available at our series of annual events.



Retail Marketing Conference

13th February 2020, London



RetailExpo

29th – 30th April 2020, Olympia London



Shopper Marketing Foundation Course

12th May 2020, London



POP AI Awards – Retail Industry Awards

6th October 2020, London



Shopper Seminars

22nd April 2020, London

9th July 2020, London

22nd September 2020, Manchester

4th November 2020, Dublin Ireland

3rd December 2020, London



In-Store Insights Rate Card

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Rate Card*

Half Page	£475
Full page	£800
Inside front cover	£1100
Inside back cover	£1050
Outside back cover	£1300
Carrier sheet advert	On request

*Discounts available on annual advertising packages.



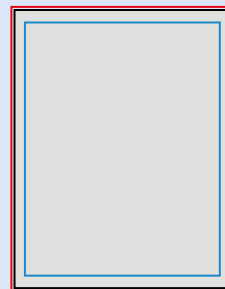
In-Store Insights Advertisement Details

Full page advert

Trim area: 270mm(h) x 210mm(w)

Type area: 246mm(h) x 190mm(w)

Bleed area (3mm): 276mm(h) x 216mm(w)

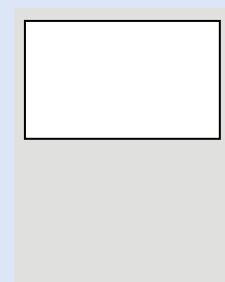


Half page advert

Trim area: 120mm(h) x 190mm(w)

Type area: 100mm(h) x 170mm(w)

Bleed area (3mm): No bleed required



Copy Instructions

Please supply your advert as either: Pass for press PDF, EPS, TIFF or Jpeg (300 dpi).

Do not supply layered files such as psd files, or if sending a tiff file, ensure the artwork is flattened.

Please ensure the advert is: Split into CMYK. We do NOT accept RGB or PANTONE colours within the artwork, therefore please ensure that featured logos do not contain PANTONE or RGB colours. All fonts must either be embedded or outlined. The resolution of the artwork should be 300dpi and supplied to the correct advert dimensions.

Please see listed specifications above.

Copy Deadlines

Please call for specific dates.

Please Note: All advertisements must conform strictly to these requirements. POPAI In-Store Insights is not liable for any advertisements supplied to a different specification to those listed.



To discuss advertising opportunities please contact the POPAI office on:

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E: info@popai.co.uk

 [@popaiuki](https://twitter.com/popaiuki)

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