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 20 Questions 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.
The forecourt shop business alone (excluding fuel sales) is worth over £4 billion a year. If you want access to this buoyant industry, we have the reach to get your message in front of every forecourt owner and decision maker in the UK. Can your brand afford to ignore this £4 billion market? We give you the platform to drive your brand to the heart of this lucrative sector.

Where once the major earner was fuel, the main focus of the business now 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.

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.
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
- Regular features about the latest developments in technology, equipment, products and promotions
- Interviews with oil company bosses, key industry executives and retailers
- Specialist columns – Service Centre, Shop Doctor
- Regular contributions from key trade associations
- Market sector features which provide an in-depth focus on petrol retailing

A key mix of business-useful information vital to the efficient operation of a forecourt.
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 readers per copy, meaning over 30,000 copies are read each month.

Forecourt Trader’s circulation provides complete coverage of the buying chain.
# Features List 2018

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Display Advertising

**Double page spread**
1 insert £5,400

**Full page**
1 insert £2,800

**Half page**
1 insert £2,000

**Quarter page strip**
1 insert £1,250

**Quarter page**
1 insert £1,150

**Bookends**
1 insert £2,200

**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**
fct.adverts@wrbm.com

**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
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.

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Click here for more details www.forecourttraderawards.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.forecourtshow.com

TOP INDIES ELECTRIC TRACK DAY 2018

Top Indies Electric Track Day brings the top retailers in the UK together for a day of driving and information. With a morning conference and debate following by testing time on the track this is a day to learn everything about the electric future on the horizon.

The invite-only audience is made up from the ever-popular Top50 Indie list plus selected retailers from the wider Indie 5000 list. This is a fantastic networking opportunity to engage with the largest retailers in the UK in a day of fun and education focusing on upcoming changes to the forecourt industry.

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.

Click here for more details www.top50indies.co.uk

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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, three-times 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.

Forecourttrader.co.uk is the only independent website for petrol retailers, having earned an excellent reputation by providing on average of 15,300 unique users a month with a package of pertinent, accurate, balanced and well presented editorial.

**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

**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.
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 5,658 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.
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