

AsianTrader

Features List 2025

High impact examples to help stay top of mind with retail decision makers



Cover Wrap



Inside front Cover Gatefold



Barn Door Front Cover



Disruptive Goal Post



Die Cut Front Cover



Editorial Weave Across 3 Pages & a Revel Page



Disruptive Creative



Sandwich

Your Route to the Convenience Sector. **Asian Trader** helps both wholesalers and convenience retailers understand the convenience market in the UK, it is the de-facto publication for the sector. Reaching over 120,000 decision makers across the supply chain (shown below).



WE ARE SO MUCH MORE THAN JUST THE MAGAZINE, SEE SOME OF THE OPPORTUNITIES BELOW:

- Asian Trader Magazine
- Asian Trader Website
- Asian Trader Newsletter
- Solus E-Shot
- Social Media
- AT Retail Club
- AT Podcast Series
- Asian Trader Awards
- Asian Trader Conference
- Webinars
- Cash and Carry Roadshow
- Competitions
- Call Centre
- Direct Marketing
- Category Management
- AT Monthly Product Awards
- AT Trade Show



RETAILER SAYING

"Asian Trader is a great source to on how the retail market is shaping up! Seeing what other top retailers are doing is a huge help and has helped me shape my business over the years."

Nishi Patel
Londis Bexley, Dartford

"Asian Trader magazine's comprehensive coverage, from emerging industry trends and legislative updates to detailed product features, has consistently influenced our purchasing decisions. The magazine's extensive product surveys and award-winning retailer interviews, keep us informed and ahead of the curve."

Benedict Selvaratnam
Fairfield Market, Croydon

"Trade publications like Asian Trader are invaluable for staying updated on new product launches, national sales trends, and the strategies other retailers are adopting. They provide insights into market performance, consumer behavior, and trending categories, helping us make informed stocking and business decisions to stay competitive."

Bobby Singh
BB Nevison, Pontefract

"The content is practical and relevant, helping us anticipate market shifts and make strategic choices that positively impact our bottom line. For our team at Freshfields Market, Asian Trader is more than just a magazine—it's a trusted guide in the fast-paced convenience retail landscape."

"These resources bridge the gap between **manufacturers, suppliers, and retailers**, offering a broader industry perspective to guide our success."

Issue Date	Copy Deadline	Editorial Deadline	Features	Classified Features	
JAN	24 th	12 th Jan	3 rd Jan	Breakfast and Bakery Vaping and Next Gen Products Chinese New Year	Shopfitting
	FEB	07 th	26 th Jan	17 th Jan	Big Night In Sports and Protein Products In Store and Delivery Services
21 st		9 th Feb	31 st Jan	Ramadan Symbol, Fascia and Franchise Dairy	
MAR	07 th	23 rd Feb	14 th Feb	Lager, Beer and Cider Wholesale Pet Care	Accountants and Insurance
	21 st	9 th March	28 th Feb	Eid Bottled Water, Soft Drinks and Juices Food and Beverages To Go	
APR	04 th	23 rd March	14 th March	Business Services and Technology Nicotine Pouches Babies, Toddlers and Kids	Waste Services
	18 th	6 th April	28 th March	Chocolate and Confectionery (Easter) Spirits Spring Cleaning and Household Paper Products	
MAY	02 nd	20 th April	11 th April	Tobacco and RYO Wines to Stock Scotland Supplement	Security
	16 th	4 th May	25 th April	PMPs Food and Beverages To Go Dietary and Lifestyle Products	
	30 th	18 th May	9 th May	Summer of Sport (The Hundred and Wimbledon) Vaping and Next Gen Products Chilled and Frozen	
JUN	13 th	1 st June	23 rd May	World Food and Drinks BBQ and Summer Products In Store and Delivery Services	Finance and Banking
	27 th	15 th June	6 th June	Chocolate and Confectionery Carnival and Festivals Food Cupboard	
JUL	25 th	13 th July	4 th July	Summer Drinks Issue Wholesale Ice Cream	Chillers and Freezers
AUG	22 nd	10 th Aug	25 th July	Category Management Crisps, Snacks and Nuts Back to School	ATMs
SEP	05 th	24 th Aug	8 th Aug	Big Night In Student Opportunities Sports and Protein Products	Merchant Services
	19 th	7 th Sept	22 nd Aug	Symbol, Fascia and Franchise Nicotine Pouches Pet Care	
OCT	03 rd	21 st Sept	05 th Sept	PMPs Tobacco and RYO Cocktails, RTDs and Miniatures	
	17 th	05 th Oct	19 th Sept	Diwali Issue Pasta, Rice and Noodles Hallowe'en and Bonfire	Finance and Banking
	31 st	19 th Oct	03 rd Oct	Sustainability Winter Remedies and Pain Management Scotland Supplement	
NOV	14 th	02 nd Nov	17 th Oct	Festive Tobacco (Cigars) Festive Drinks Batteries	EPOS
	28 th	16 th Nov	31 st Oct	Festive Snacks Festive Chocolate and Confectionery Hot Beverages and Beverages To Go	
DEC	12 th	30 th Nov	14 th Nov	The Year Ahead Responsible Retailing Calendar 2026	Cards and Wrapping Paper



Positions	Rates
Front Cover (FC)	£8,001
Inside Front Cover (IFC)	£4,501
Inside Back Cover (IBC)	£4,501
Outside Back Cover (OBC)	£5,201
Double Page Spread (DPS)	£7,401
First or Centre DPS	£7,601
Half Page DPS	£5,001
Full Page (FP)	£3,751
First FP	£4,101
Second FP	£4,001
Third FP	£3,901
Half Page (HP)	£2,451
Quarter Page (QP)	£1,601
Strip	£1,101

Technical Specifications	
<p>FRONT COVER (portrait):</p> <p>Bleed 236(H) x 216mm(W) Trim 230 (H) x 210mm(W)</p> <p>DPS:</p> <p>Bleed 303 x 426mm Trim 297 x 420mm Type 280 x 400mm</p> <p>FULL PAGE:</p> <p>Bleed 303 x 216mm Trim 297 x 210mm Type 280 x 195mm</p> <p>GATEFOLD:</p> <p>1st Page: Bleed 303 x 204mm Trim 297 x 198mm</p> <p>HALF PAGE SPREAD:</p> <p>Bleed 151 x 426mm Trim 148 x 420mm Type 140 x 400mm</p>	<p>HALF PAGE (Horizontal):</p> <p>Bleed 151 x 216mm Trim 148 x 210mm Type 140 x 195mm</p> <p>HALF PAGE (Vertical):</p> <p>Bleed 303 x 108mm Trim 297 x 105mm Type 280 x 93mm</p> <p>QUARTER PAGE (Vertical):</p> <p>Bleed 151 x 108mm Trim 148 x 105mm</p> <p>COPY DEADLINE</p> <p>2 weeks prior to publication date Electronic Specifications jpeg or pdf files (fonts embedded) for PC Colour proof required. email ads to kamlesh@gujarat.co.uk</p>

Terms and Conditions – cancellations will not be refunded after....

- All rates are exclusive of VAT
- Rates do not include charges for colour separations.
- Agency 10% Commission payable to registered advertising agencies.
- Any other special positions guaranteed only confirmed in writing by Asian Trader.
- No other positions can be guaranteed.
- Payment Terms: 15 days from date of invoice (2% interest per month will be charged on overdue accounts)
- Full terms and conditions available on request.

Website

Position	Weekly Rate	Monthly Rate	Website Specs (w x h)	Mobile Specs (w x h)
Leaderboard	£750	£2,500	728 x 90	320 x 50
MPU	£750	£2,500	300 x 250	300 x 250
Double MPU	£1,400	£4,500	600 x 250	600 x 250
Video MPU	£1,000	£3,000	300 x 250	NA
Under Nav Banner	£1,000	£3,000	1,220 x 65	NA
Pop Up	£1,500	£5,000	640 x 480	NA
Take Over	£2,000	£7,500	Available on Request	Available on Request
Fireplace	£1,500	£5,000	Available on Request	Available on Request
Native Advertising	£500		Available on Request	Available on Request

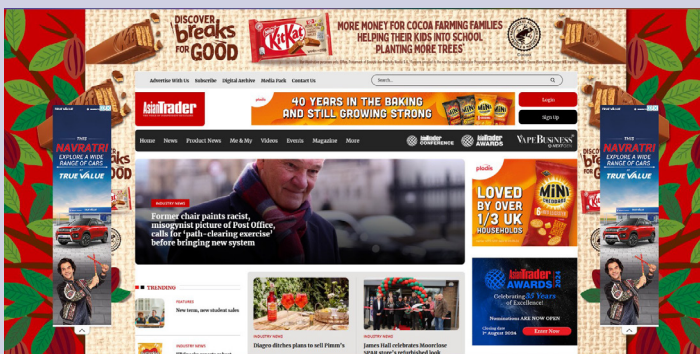
Newsletter

Position	Rate per 000	Specs (w x h)
Leaderboard Top	£100	728 x 90
Leaderboard Bottom	£75	728 x 90
MPU	£200	300 x 250
Solus E-Shot	£500	640 x 1,000

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Take Over



Newsletter

Editorial copy deadline
4 weeks prior publication

Advertising copy deadline
2 weeks prior publication

Advertising copy send to
kamlesh@gujarat.co.uk



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