

FORECOURTtrader

Digital Products 2020



William Reed
INFORMING BUSINESS GROWTH

The UK's leading petrol retail media brand

“

Forecourt Trader maintains its market-leading position thanks to its authoritative news stories and expert insight into the issues that really matter to today's independent retailers. It holds a unique place in the market as the only title that comprehensively covers petrol filling stations – from pumps and pipework to coffee and convenience items.

”

Merril Boulton
Editor, Forecourt Trader



Why Forecourt Trader?

Forecourt Trader is the market-leading news and information provider for the UK petrol retailing sector.

We work with some of the leading companies by providing innovative marketing solutions to help achieve your key objectives. From high impact display marketing to trusted editorial-led webinars, we can help put your brand in front of key forecourt decision makers.

We are now combing our digital offering across mobile, desktop, and tablet, to ensure that your brand messages are seen by fuel retailing's widest audience.



Digital display offering

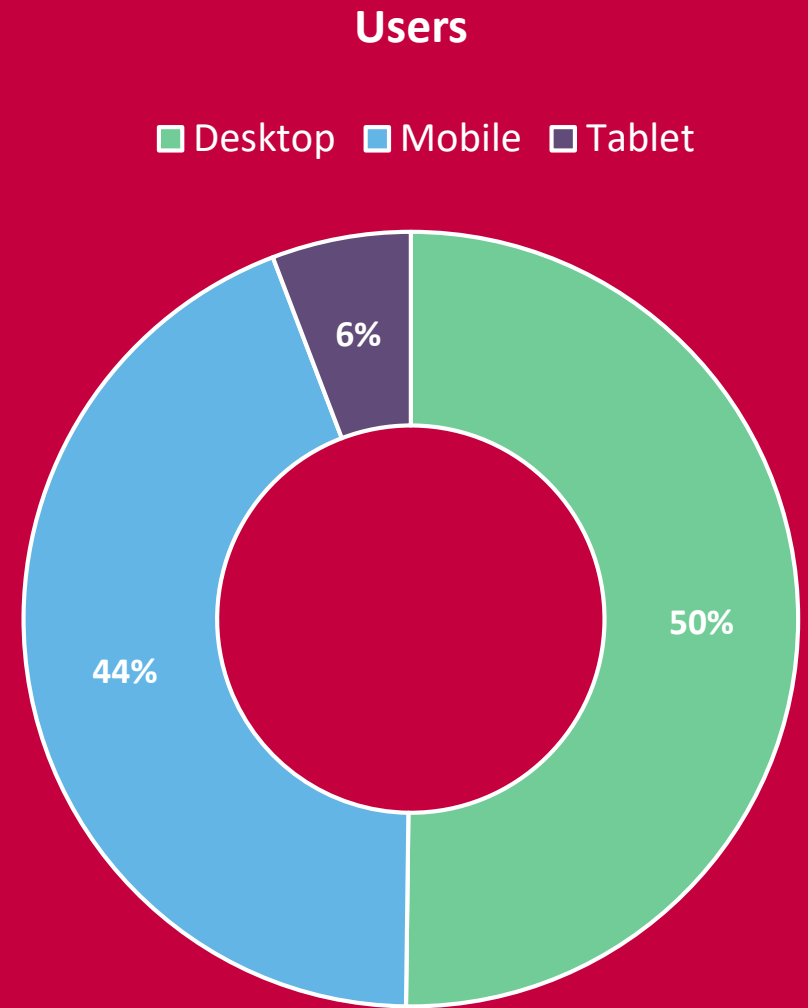


Why display?

Reach a dedicated audience of petrol-retailing professionals with our high impact display advertising across all devices.

Demand attention from our dedicated forecourt audience to give you the opportunity to:

- Raise brand awareness
- Promote new products
- Drive delegate registrations to your events
- Create new connections with key decision makers

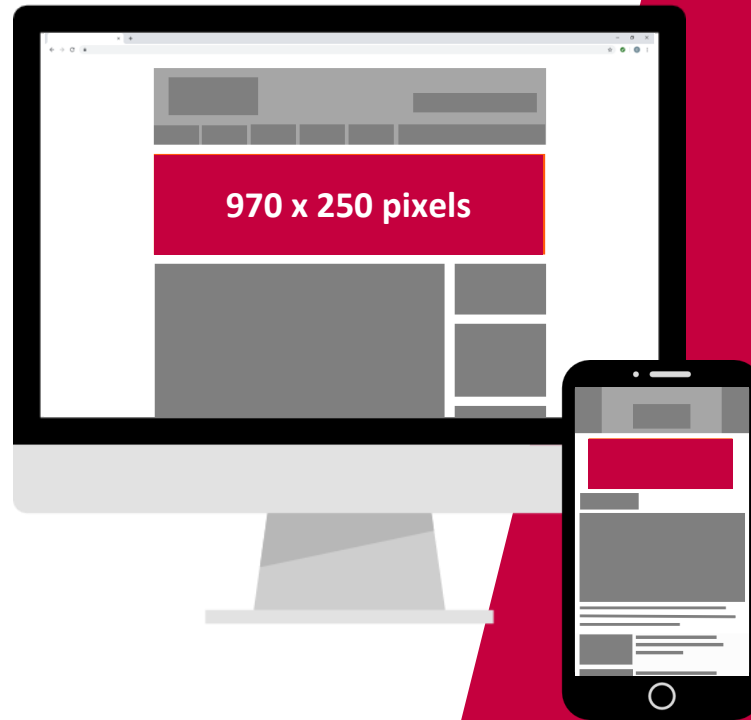


Desktop display placements

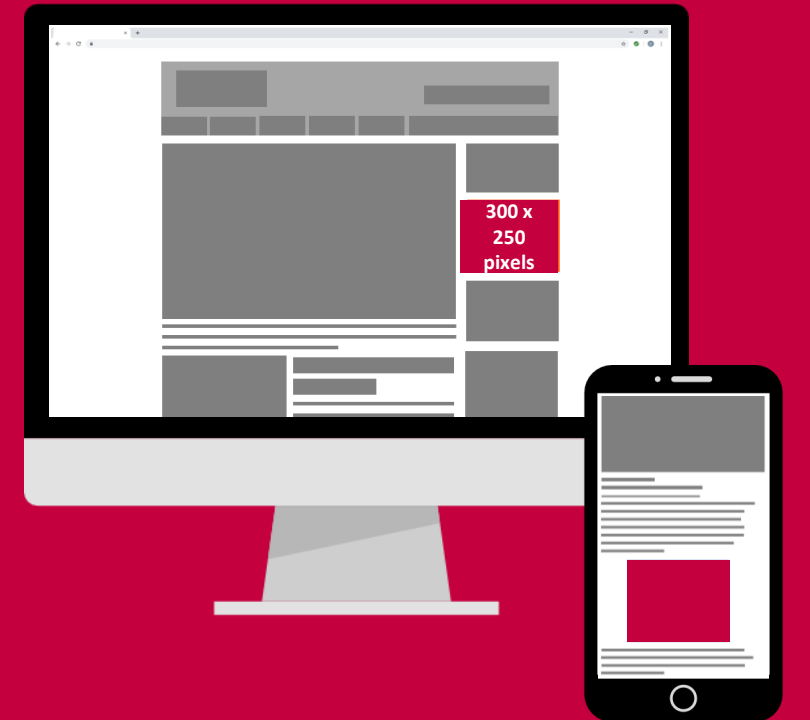
Leaderboard



Billboard



Medium rectangle



For more information on pricing please [contact Tim Shepley](#)

Desktop display placements

DESKTOP ONLY

Half page



Background



For more information on pricing please [contact Tim Shepley](#)

New

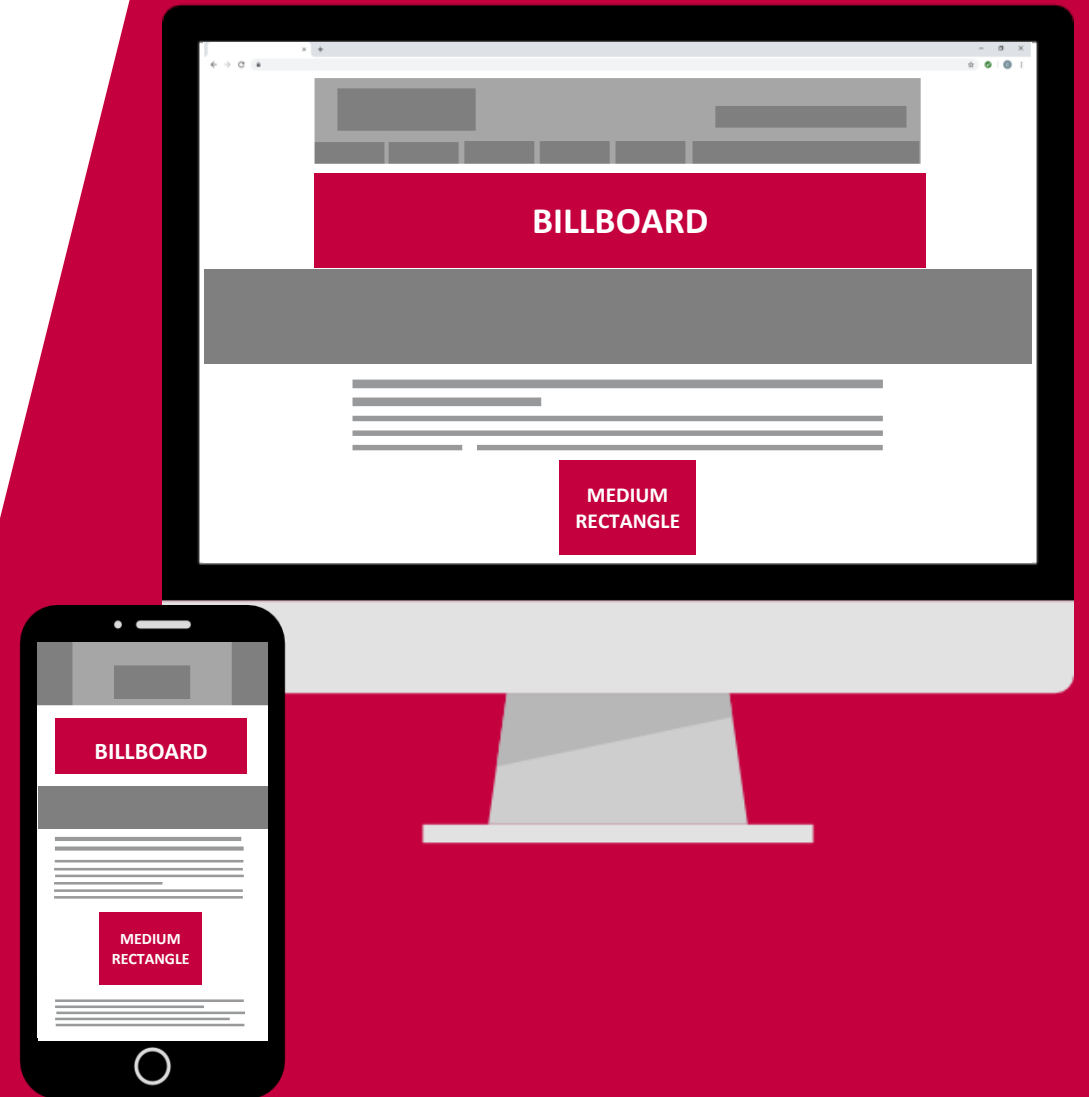
Article takeover

Enhance your digital advertising strategy by placing your ads alongside highly respected editorial content with our new article takeover offering. This high impact display approach is perfect for awareness and increasing engagements by aligning your branding with your chosen topic.

This package includes:

- Billboard
- Medium rectangle
- Mobile billboard

For more information on pricing please [contact Tim Shepley](#)



New

Homepage takeover

Associate your brand with Forecourt Trader and our dedicated readership with our new homepage takeover option. This high impact approach is perfect for awareness and increasing engagements ensuring your ads don't go unmissed.

This package includes:

- Background
- Super leaderboard
- Medium rectangles
- Mobile leaderboard

For more information on pricing please [contact Tim Shepley](#)



Newsletters



Newsletter display advertising

Forecourt Trader's newsletters deliver the most important industry news into the inboxes of subscribed petrol retailing peers three times a week.

Forecourt Trader's newsletters are a highly effective way to ensure your message has the widest possible reach within the industry.

Whatever your message, our high impact newsletter offering will help get your brand in front of the right people

- Leaderboard
- Text ads
- Medium rectangles



Promoted content



Sponsored content

Take a different approach to traditional advertising by focusing on aligning your brand editorially to the forecourt market. Sponsored content allows you to assert yourself as an expert in a chosen topic to help highlight your role as a thought-leader in the industry.

Sponsored content allows you to:

- Sit your brand alongside highly respected editorial
- Choose a category which most aligns with your brand
- Become an expert in your chosen field
- Raise brand awareness to your bakery peers

For more information please [contact Tim Shepley](#)



New

Promotional features

Forecourt Trader's promotional features offer you the ability to extend your content marketing reach via a trusted editorial platform with a highly qualified petrol retailing business audience.

Sponsorship includes an exclusive opportunity to raise brand awareness, show thought leadership to an engaged audience within the forecourt industry and will take up permanent residency on forecourtrader.co.uk

Whether you want to provide the content yourself or take the lead from our editorial team, our promotional features allow you to publish an insightful article on our site that highlights your brand as an expert in your field.

[More information](#)



What do we offer?

Educate the bakery sector with your expertise and have quality content created by industry experts on your own exclusive page.

Your Promotional Feature will be fully supported across our site and newsletters with dedicated ad promotions. Your feature will permanently exist on our site which means more opportunities for traffic to be sent to your site.

PROMOTIONAL FEATURES



2 weeks exposure on our newsletters



Homepage listing



Navigation and side box listing



Promotional Features page listing



Reporting

Webinars



New

Editorial webinar

Highlight the leading role your brand plays in your chosen area of expertise by partnering with Forecourt Trader's exclusive editorial webinars.

Take part as a panel speaker alongside a leading Forecourt Trader journalist and other experts. Generate valuable sales leads from a highly engaged audience.

- Be the leading voice in an industry wide issue/topic/trend
- Raise profile a key member of your company
- Start relationships with forecourt peers
- Receive high quality business leads

For more information please [contact Tim Shepley](#)



What do we offer?

With a combination of our expertise and online advertising skills, we can help maximise your webinar's success rate. Our typical offer includes:

- A choice of one single: 100% pre-recorded webinar, a recorded main presentation with live Q&A or a 100% live webinar
- Full technical support from a dedicated member of our Online Events team
- Webinar listings on our website and in our newsletters
- Recorded version of your webinar is hosted forever within our resources section on our website

For more information please [contact Tim Shepley](#)

WEBINAR FEATURES



60 minutes of broadcast time



Customizable registration form



Standard registration confirmation email
+ 2 reminder emails



Hold up to 5 polls



Host a Q&A panel



Utilise the available reporting platform

Supporting promotions

Your webinar will benefit from a dedicated promotional hotspots including:

- 3 promotional emails to our dedicated marketing list
- Homepage and side box listing (up for 4 weeks prior and 12 weeks after live date)
- Display adverts
- Editorial articles
- Newsletter box
- Newsletter listing (for up to 12 weeks)
- Website listing within our events section (4 month availability)

For more information please [contact Tim Shepley](#)



Contact

Tim Shepley

Commercial Manager

Tim.Shepley@wrbm.com

+44 1293 610337

Nina Threadgold

Sales Executive

Nina.Threadgold@wrbm.com

+44 1293 610306



