



**MEDIA KIT
2025**

**EUROPE'S GROCERY
RETAIL MAGAZINE**

ESM

EUROPEAN SUPERMARKET MAGAZINE



IS THE DEDICATED PAN-EUROPEAN MAGAZINE FOR THE GROCERY RETAIL SECTOR

The publication covers all the key areas of interest to senior management working in the grocery retail sector, from private-label and A-brand innovation to new-product development, as well as the latest technological advancements in supply chain and packaging, and everything in between. Through our various media platforms, we deliver the latest news and insight from this dynamic industry, seven days a week, 365 days a year.

OUR READERS PURCHASE IN EXCESS OF
€880 BILLION WORTH OF PRODUCTS AND SERVICES
FOR THEIR STORES EACH YEAR.

"Providing a regular panorama of digital, sustainable and store innovations, ESM is one of the most valuable and indispensable sources of insights when it comes to the retail industry."

NICOLAS SAFIS
Group Innovation Director - Carrefour

If you want to get your product listed in store, or if you want to supply your products or services to Europe's retail chains, then ESM is the media platform for you.



ESM is circulated by name and title to **key executives with decision-making power for procurement** within the supermarket, c-store, wholesale and cash-and-carry sectors.

These individuals include company CEOs, COOs, CIOs and, importantly, category buyers, procurement directors, trading directors, category managers and supply chain directors.

The publication is also read by **senior executives working for the key FMCG companies** servicing the European grocery retail sector.

ESM is also **distributed at trade shows, conferences and award ceremonies across Europe** over the course of the year.



READERSHIP
33,464

REGION

READERSHIP

Northwestern Europe	34%
Central Europe	20%
Southern Europe	16%
Northern Europe	11%
Eastern Europe	9%
Southwestern Europe	9%
Rest of Europe/World	1%



90%

of retailers with purchasing confirmed that reading about new products in a trade magazine such as ESM influences their purchasing decisions.

(Independent survey commissioned by Checkout)

NOTE: Readership is calculated at the industry average of 4 readers per copy

areas we cover



European Supermarket Magazine is considered the **pre-eminent business-to-business title, covering the grocery retail industry across Europe**. Read by senior management and retail industry buyers, the magazine focuses on eight key areas of interest.



RETAIL AND FMCG

In an ever-changing retail landscape, it's important to keep up to date. ESM's extensive Retail and FMCG section (encompassing food and non-food) brings you the latest news, insight and market reports from the trade, as well as high-profile interviews with chief executives and industry leaders.



SUPPLY CHAIN

There's more to retail than the shop floor. ESM is your source for the latest news and trends in supply chain and logistics, as well as providing the latest updates on the commodities market.



PRIVATE LABEL

Private label accounts for close to two-fifths (39.4%, IRI 2018) of sales in the European retail grocery space, and it is a market that continues to grow. No other publication brings you as much news, insight and innovation on this dynamic sector as ESM.



TECHNOLOGY

From Amazon to Zalando, the retail sector is increasingly being driven by technology. For bricks-and-mortar retailers looking to embrace the digital age, or to keep up with the latest developments in consumer-facing technologies, ESM is your go-to source.



PACKAGING

It's often said that 80% of purchasing decisions are made in store, and thus, the role of packaging has never been as important to the grocery industry as it is now. In each issue, ESM brings you the latest news, insight and opinion from this dynamic sector.



ESG

Sustainability, environmental efficiency, and workplace relations are key in European retail and consumer goods operations. ESM's ESG section highlights the industry's efforts to transform its business practices.



DRINKS

With the alcoholic and non-alcoholic beverage sectors accounting for a significant proportion of retail sales, ESM covers the most important stories affecting the industry and features interviews with leading executives from some of Europe's biggest drinks brands.



FRESH

The trend towards healthy living has increased demand for quality fresh produce in various categories. Retailers must stay updated with the latest sector developments, as extensively covered in ESM's Fresh section.

why should my company be advertising in ESM?



COMPETITIVE EDGE

By promoting your company's values and skill sets in the magazine of choice for the retail industry's top procurement executives, you boost the probability of increasing market share and sales, compared to your competitors.



HIGH RETURNS

Due to the scale of purchases that our readers make for their stores, sales generated as a result from exposure in ESM can run into the millions, especially considering that relationships with retail chains can last for many years.



UNINTERRUPTED BRANDING

With regular rotation of category buyers within various retail chains, advertisers in ESM can benefit from the fact that regardless of what category they were in before, buyers will be familiar with their products and services.



EXCLUSIVE ENVIRONMENT

The broad nature of the clients that work with ESM means that, unlike many specialist publications, advertisers are rarely situated alongside their competitors, which has the effect of making their campaigns as impactful as possible.



SCALE

Historically, most companies would not have had the budgets to advertise across all of Europe. Now, with ESM, they can target over 33 European countries in a timely and cost-efficient manner.



NO WASTAGE

When you look at the circulation of many national grocery publications, a significant percentage is distributed to store managers and also, in certain cases, through news-stand sales. Our clients appreciate the fact that ESM is very targeted in its distribution, and, as such, they know that there is almost no wastage when it comes to their marketing spend.



PERSONALISED SERVICE

At ESM, we make a point of delivering the very best service available to our clients. For that reason, we offer each client a dedicated account handler, whose function is to manage every aspect of his/her company's campaign in a way that delivers the best results. We want each new client to feel that we are a powerful extension to his/her public-relations department.



TARGETED PLATFORM

ESM enables your company to communicate with senior buyers and purchasing directors who have responsibility for purchasing the products that are sold in their stores. ESM also reaches the senior executives and main board directors with responsibility for the planning and strategy that helps their businesses succeed.



TAILORED MARKETING

ESM enables companies to strategically schedule their marketing and promotions, not limited to industry events, but around product launches or milestones.

features list 2025

For more information on advertising on our website, newsletter or app, please contact your account manager or email sales@esmmagazine.com.

ESM **ISSUE 1** | JANUARY / FEBRUARY

Editorial deadline: Wednesday 15 January

Advertising deadline: Friday 17 January

- The Road Ahead – Retail & FMCG In 2025
- European Private Label Awards
 - Finalists Announcement
- Tackling Retail Shrinkage

ESM **ISSUE 2** | MARCH / APRIL

Editorial deadline: Wednesday 26 February

Advertising deadline: Friday 28 February

- European Private Label Awards
 - Winners Announcement
- Retail Technology
- Europe's Fastest Growing Categories, in association with IRI
- Seafood
- Italian Report
- Pet Food

ESM **ISSUE 3** | MAY / JUNE

Editorial deadline: Wednesday 9 April

Advertising deadline: Friday 11 April

- The Private Label Issue, incl. PLMA 'World Of Private Label' Preview
- The World Of Fresh Produce
- Dairy Products
- Meat & Poultry

Extra distribution at the PLMA show

ESM **ISSUE 4** | JULY / AUGUST

Editorial deadline: Wednesday 11 June

Advertising deadline: Friday 13 June

- Europe's Finest 2025: New Store Showcase
- Tea, Coffee & Hot Drinks
- Olives & Olive Oil
- Bread & Pastry Products

ESM **ISSUE 5** | SEPTEMBER / OCTOBER

Editorial deadline: Friday 22 August

Advertising deadline: Monday 25 August

- The World Of Food & Drink Report, incl. Anuga 2025 Preview
- Brand Footprint Report, in association with Kantar
- EPOS & Point of Sale Technologies
- Baby Food & Baby Products
- Supply Chain: Warehouse Automation

Extra distribution at the Anuga show

ESM **ISSUE 6** | NOVEMBER / DECEMBER

Editorial deadline: Wednesday 5 November

Advertising deadline: Friday 7 November

- Sustainability 2026 Report
- Refrigeration

The publisher reserves the right to alter or change the features list

"No other publication gives a more comprehensive overview of what's going on in European retail. I follow several publications closely and make an effort to stay well informed, and ESM is a key part of that."

MICHAEL LØVE,
CEO, Netto International





— EUROPEAN — **PRIVATE LABEL** AWARDS 2024

ESM: EUROPEAN SUPERMARKET MAGAZINE is not only Europe's leading grocery retail magazine, it is also responsible for running Europe's European Private Label Awards. These awards showcase the finest and most impactful innovative store brands on sale in Europe's supermarkets.

With private label market share now at an all-time high across Europe, and innovative store brands now penetrating even the most diverse of supermarket categories, the European Private Label Awards have been developed as a 'badge of honour' for both retailers and suppliers investing in this growing market.



www.privatelabelawards.com



"We are delighted with the initiative by ESM to launch these awards as we believe they are a valuable addition to the European supermarket world."

WOUTER LEFEVERE

Head Of International Buying,
SPAR International*



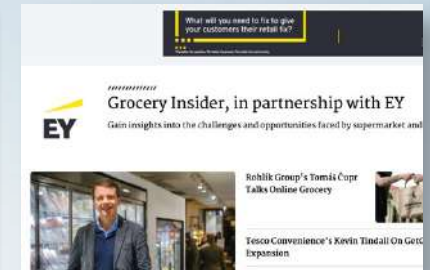
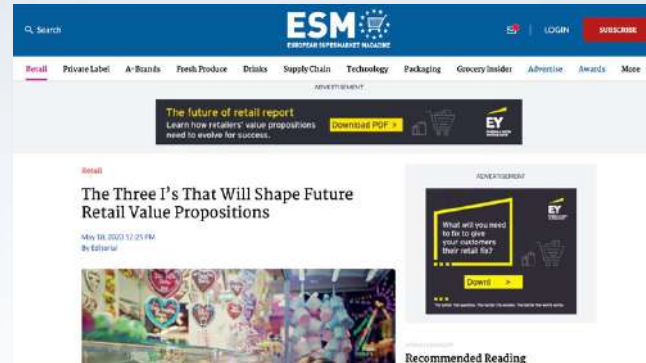
*Position at time of giving testimonial

digital

Our digital solutions are tailored to increase brand visibility, drive traffic, and build trust and credibility through alignment with a platform that's trusted by Europe's top retailers.

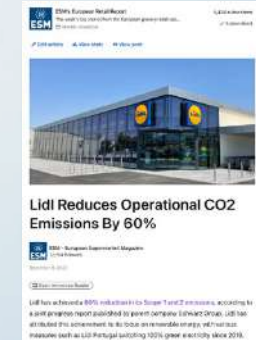
website

Strengthen your brand's presence by aligning with your audiences' trusted news source for European grocery retail and FMCG news and analysis.



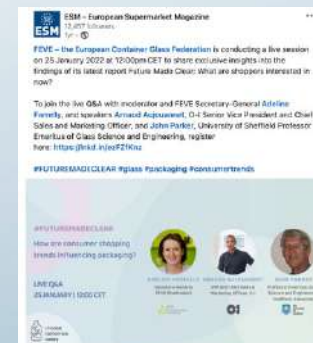
newsletter

ESM delivers the **most important stories from European grocery retail** direct to the inboxes of industry executives every Thursday (Retail Digest) and Friday (European Retail Report).



social media

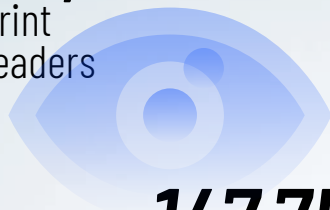
Our audience of industry executives is deeply engaged across our LinkedIn and Twitter pages, using them to **stay updated on industry trends, network with peers, and share insights on current news.**



our metrics

33,520

print
readers



147.7K

monthly
pageviews

€880Billion

the value of products and services
that our readers purchase for their
stores each year



92%

senior job function*



3:09

average session
in minutes



8,700

total newsletter
subscribers



12,800

LinkedIn followers



12,500

X (Twitter) followers

GEOGRAPHIC BREAKDOWN

Americas:

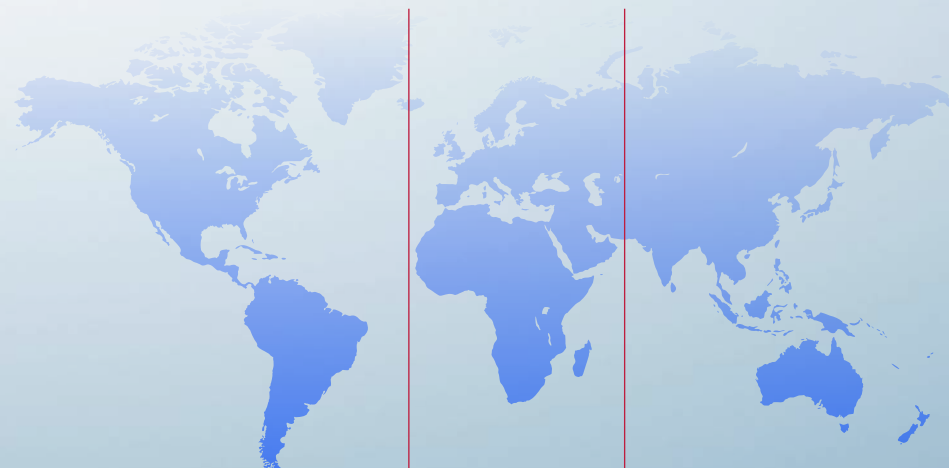
21%

EMEA:

66%

Asia:

13%



*Online and offline combined

print

Double Page
€11,500



Inside Front Cover
€9,700
Inside Back Cover
€8,500
Outside Back Cover
€11,300



Full Page
€7,500

Advertorial rate card: +15%
Guaranteed positioning: +10%

**CLICK FOR FULL ADVERT
SPECS AND GUIDELINES**

Half Page
Horizontal
€5,800



Half Page
Vertical
€5,800



Third of a Page
€4,300



Quarter Page
€3,700



Sponsored Page
€3,300



Sidebox Editorial
€2,300



CONTACT YOUR PERSONAL ACCOUNT MANAGER TODAY

in **CLAUDIO BETTINELLI**

T: +39 348 272 2719
E: c.bettinelli@sogeco.media

SOGECO MEDIA SRL - Lainate (Milano) - ITALY

print + digital campaign packages

Excludes print display.

Additional discounts apply if you opt for print display advertising.

**MOST
POPULAR**



Sponsored news insertion in ESM magazine

Sponsored news insertion on ESM website and news app

Sponsored news insertion shared across social-media platforms

Sponsor Hub Page on the ESM website

Billboard AND MPU display advert on ESM website (1 month)

Billboard OR Riverblock display advert in ESM newsletter (2 editions)

Sponsored news insertion in ESM newsletter (1 edition)

Featured advertorial in ESM newsletter (1 edition)

ENTRY	SUPERIOR	PREMIUM	PREMIUM+
•	•	•	•
•	•	•	•
•	•	•	•
•	•	•	•
	•	•	•
		•	•
			•
			•

OUR CAMPAIGNS

FLASH CAMPAIGN
1 Month

BLITZ CAMPAIGN
2 Months

TOP-OF-MIND CAMPAIGN
3 Months

INDUSTRY LEADER CAMPAIGN
4 Months

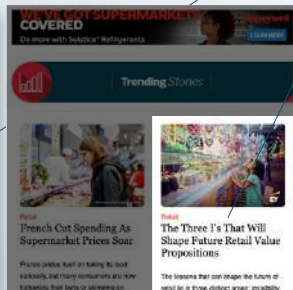
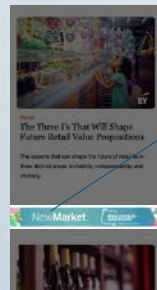
-5%

-10%

-15%

€3,950	€6,950	€7,900	€9,900
€7,505	€13,205	€15,010	€18,810
€10,665	€18,765	€21,330	€26,730
€13,430	€23,630	€26,860	€33,660

digital campaign packages



Sponsored news insertion on ESM website and news app

Sponsored news insertion shared across social-media platforms

Sponsor Hub Page on ESM website

Billboard AND MPU display advert on ESM website (1 month)

Billboard OR Riverblock display advert in ESM newsletter (2 editions)

Sponsored news insertion in ESM newsletter (1 edition)

Featured advertorial in ESM newsletter (1 edition)

**MOST
POPULAR**

ENTRY	SUPERIOR	PREMIUM	PREMIUM+
•	•	•	•
•	•	•	•
•	•	•	•
	•	•	•
		•	•
			•
			•

OUR CAMPAIGNS

FLASH CAMPAIGN
1 Month

€1,850 €5,750 €7,450 €9,450

BLITZ CAMPAIGN
2 Months

-5% €3,515 €10,925 €14,155 €17,955

TOP-OF-MIND CAMPAIGN
3 Months

-10% €4,995 €15,525 €20,115 €25,515

INDUSTRY LEADER CAMPAIGN
4 Months

-15% €6,290 €19,550 €25,330 €32,130

If running in consecutive months we suggest supplying an additional set of ad creative (for each month) to keep the campaign fresh and to counteract ad fatigue.

digital campaign packages

FLASH CAMPAIGN

>42,000 IMPRESSIONS

BENEFIT: Perfect for brands looking for a short, intense burst of visibility. Ideal for special promotions, trade shows, webinars, whitepapers or events.

BLITZ CAMPAIGN

>84,000 IMPRESSIONS

BENEFIT: Tailored for brands seeking sustained visibility over a longer period. Perfect for extended promotions, trade shows, webinars, or events.

CREATIVE RECOMMENDATION: If running in consecutive months we suggest supplying two sets of ad creatives to keep the campaign fresh and to counteract ad fatigue.

TOP-OF-MIND CAMPAIGN

>126,000 IMPRESSIONS

BENEFIT: Whether spread out or clustered, your brand remains top-of-mind, capitalising on the strategic advantage of non-consecutive advertising bursts.

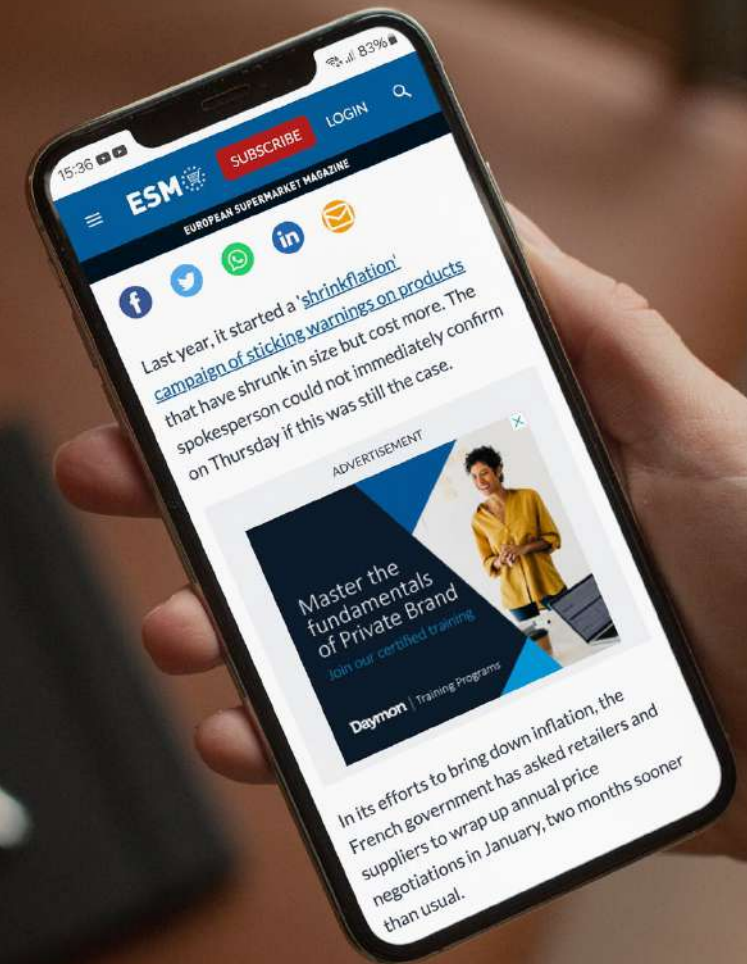
CREATIVE RECOMMENDATION: We suggest supplying three sets of ad creatives to keep the campaign fresh and to counteract ad fatigue.

INDUSTRY LEADER CAMPAIGN

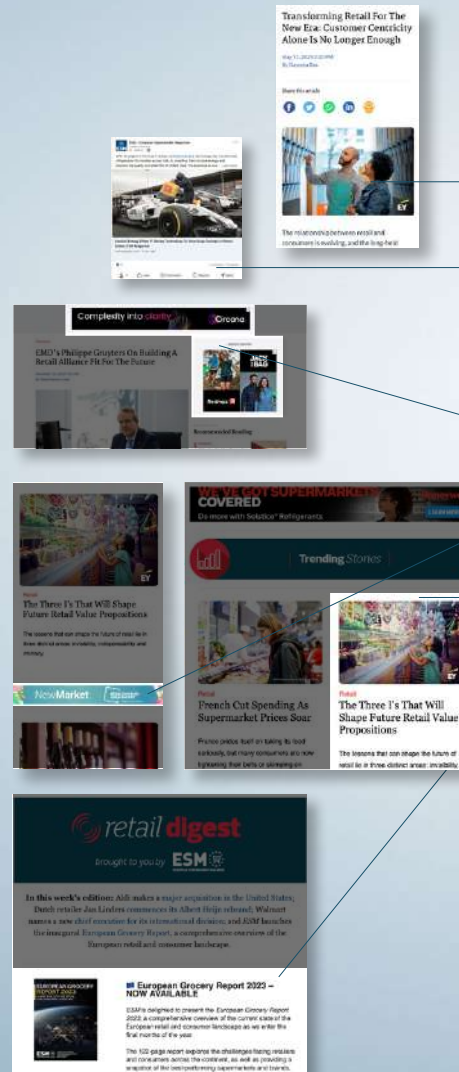
>168,000 IMPRESSIONS

BENEFIT: Spanning four months of your choice, it ensures consistent brand presence while adapting to your marketing milestones.

CREATIVE RECOMMENDATION: We suggest supplying four sets of ad creatives to keep the campaign fresh and to counteract ad fatigue.



digital campaign packages



Sponsored news insertion on ESM website and news app

Sponsored news insertion shared across social-media platforms

Sponsor Hub Page on the ESM website

Billboard AND MPU display advert on ESM website (1 month)

Billboard OR Riverblock display advert in ESM newsletter (2 editions)

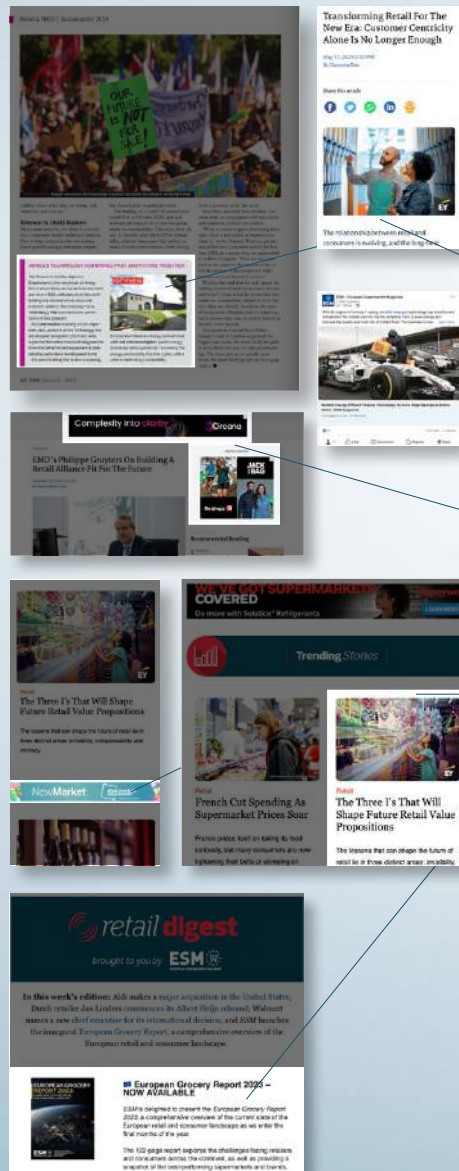
Sponsored news insertion in ESM newsletter (1 edition)

Featured advertorial in ESM newsletter (1 edition)

**MOST
POPULAR**

	ENTRY	SUPERIOR	PREMIUM	PREMIUM+
Sponsored news insertion on ESM website and news app	•	•	•	•
Sponsored news insertion shared across social-media platforms	•	•	•	•
Sponsor Hub Page on the ESM website	•	•	•	•
Billboard AND MPU display advert on ESM website (1 month)		•	•	•
Billboard OR Riverblock display advert in ESM newsletter (2 editions)			•	•
Sponsored news insertion in ESM newsletter (1 edition)				•
Featured advertorial in ESM newsletter (1 edition)				•
PRICING	€1,850	€5,750	€7,450	€9,450

print + digital campaign packages



Sponsored news insertion in ESM magazine

Sponsored news insertion on ESM website and news app

Sponsored news insertion shared across social-media platforms

Sponsor Hub Page on the ESM website

Billboard AND MPU display advert on ESM website (1 month)

Billboard OR Riverblock display advert in ESM newsletter (2 editions)

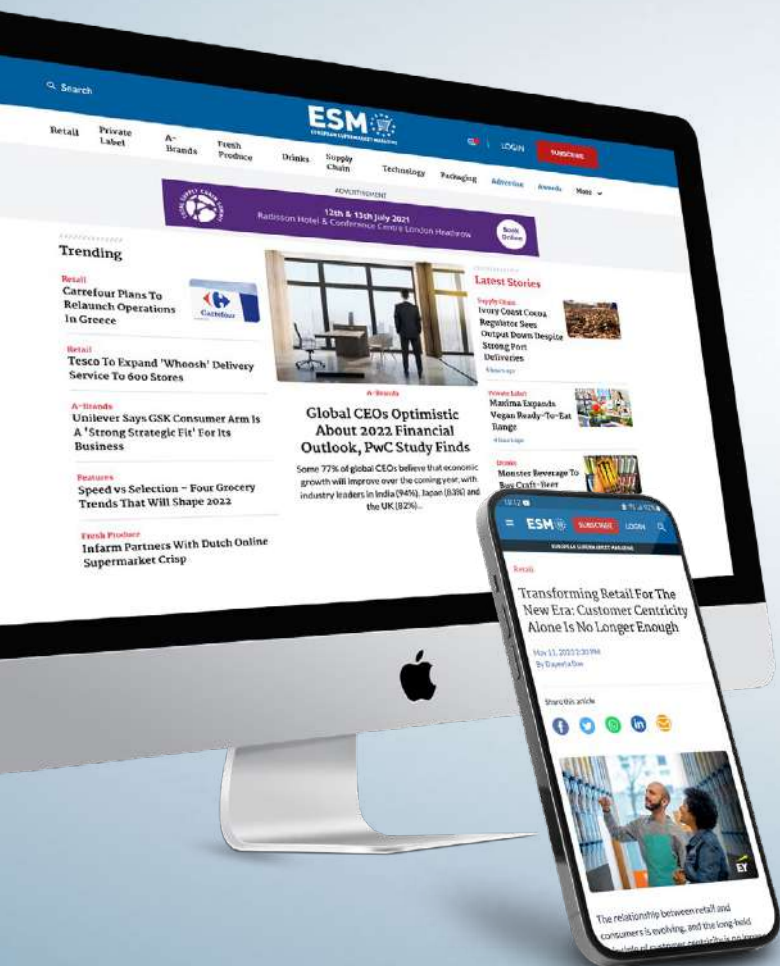
Sponsored news insertion in ESM newsletter (1 edition)

Featured advertorial in ESM newsletter (1 edition)

**MOST
POPULAR**

	ENTRY	SUPERIOR	PREMIUM	PREMIUM+
Sponsored news insertion in ESM magazine	•	•	•	•
Sponsored news insertion on ESM website and news app	•	•	•	•
Sponsored news insertion shared across social-media platforms	•	•	•	•
Sponsor Hub Page on the ESM website	•	•	•	•
Billboard AND MPU display advert on ESM website (1 month)		•	•	•
Billboard OR Riverblock display advert in ESM newsletter (2 editions)			•	•
Sponsored news insertion in ESM newsletter (1 edition)				•
Featured advertorial in ESM newsletter (1 edition)				•
PRICING	€3,950	€6,950	€7,900	€9,900

digital single item pricing



WEBSITE	PRICE
Sponsored news insertion on ESM website and news app	€1,850
Billboard + MPU display advert campaign on ESM website (per month)	€5,000
Lead Generation	Quote Upon Request
Category sponsorship (per month)	€1,900
NEWSLETTER	
Billboard / Riverblock display advert in ESM newsletter (per edition)	€895
Category sponsorship (per month)*	€1,900
SOCIAL MEDIA	
Targeted Sponsored Campaign	Quote Upon Request

CLICK FOR FULL ADVERT
SPECS AND GUIDELINES

*Minimum 12 months

industry comments & endorsements

"As a global retailer with multiple local brands in Europe, we very much appreciate ESM's scope, reach and quality, making sure we miss nothing of what's happening in our markets and the rest of the region."



WOUTER KOLK
CEO Ahold Delhaize Europe
& Indonesia

"Today a retail manager has many different solutions to have information about the European retail business community, but ESM is my favourite source."



DOMENICO BRISIGOTTI,
CEO, COOP Italian Foods

"ESM is [...] a source of inspiration for our trade teams and sourcing intelligence department."



BERT SWARTSENBURG
Managing Director, AMS Sourcing B.V.

"ESM is a valuable source of information for all those in the retail industry, in Europe and elsewhere in the world, with on-trend features and continuously updated industry news."



TOBIAS WASMUHT
Managing Director, SPAR International

"ESM is an important source for the latest news regarding the expanding retail market in Europe. The articles are intriguing to read and provide a thorough overview of the market's latest trends and tendencies".



RICHO BOSS
CEO, MENY (Denmark)

"ESM is the top publication reporting on the European retail and supermarket sector, and is our go-to source for developments across the European retail sphere, particularly when it comes to checking the latest initiatives from retailers and manufacturers to grow business sustainably while encouraging better behaviours."



AYLA ZIZ
Chief Customer Officer, Danone

"Providing a regular panorama of digital, sustainable and store innovations, ESM is one of the most valuable and indispensable sources of insights when it comes to the retail industry."



NICOLAS SAFIS
Group Innovation Director, Carrefour

"ESM is a valuable source for news related to the private label sector and allows us to keep up to date with the latest innovations from store brands and other food retail developments across Europe."



ROCHÉ ARTS
Procurement Manager, Jumbo Supermarkten

"I have been reading ESM for many years – it has always given me either quick, broad, accurate and interesting informations over the European retail sector."



NICOLAS BONNETOT
Vice President,
Fresh Food, Auchan France

"ESM is an indispensable source of news and analysis on the food retail sector. I particularly appreciate that the publication goes beyond core European markets to provide substantive coverage of emerging geographies including eastern Europe and Central Asia."



ROMAN SAYFULIN
CEO, Makro (Uzbekistan)

"ESM is a valuable source of information for the whole European retail landscape. I appreciate the high level of professionalism of the editors' team. Thank you for giving us the 'big picture', based on which we can be up to date, more and more innovative, and competitive."



SVETOSLAV GAVRILOV
CEO, Fantastico Group (Bulgaria)

ESM is a great source for keeping up-to-date with the industry and trends internationally. A must-read for anyone interested in the European retail and FMCG market."



ANTTI OKSA
Senior Vice President, Sales & Concepts,
S Group (Finland)



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