

Connecting World Class Retailers...

...with Innovative Suppliers



2019 Media Facts

Global Retail Brands advances best practices in the private label industry. Its mission is to promote excellence and innovation from retailers, suppliers, trade events, news, business trends, design/packaging and supply-chain logistics.

Thought-Leading Content

Private brand “thought-leaders” lend their global expertise through contributed columns, articles and features. This unique content is intended to provoke, question and push the envelope. It’s about what happens next.

Total Market Coverage

Circulation to Senior Executives and Brand Managers at the **Top 250 Global Retailers** means *Global Retail Brands* is the only private label publication with true global market reach. We deliver 5,000 copies of each issue to North America, South America, Europe, Asia, Africa, Oceania and the Middle East. And we distribute at all Private Label Trade Fairs, such as: **Anuga, SIAL, PLMA Amsterdam and Chicago, Wabel, MADE, Foodex Japan, Marca Bologna, Velocity** and more.

Impressive Results

GRB stands out from the crowd, so company image does as well. The unique, distinctive design and format means your message does not get lost in a clutter of predictability.

Editorial Calendar

Issue	Themes	Bonus Distribution	Ad Close	Material
2018 Supplier Guide March	Supplier Innovations Key Market Analysis	MADE Paris Foodex Japan, Tokyo Cosmoprof Bologna Tuttofood, Milano Wabel, Paris	15-Jan	22-Jan
PLMA Amsterdam May	Vertex Awards Store Brand Products	PLMA Amsterdam NY Fancy Food Wabel, Paris DTI German Frozen Institute, Germany SANA, Bologna	22-Apr	29-Apr
ANUGA Cologne October	European Retail PLMA Chicago Preview	ANUGA, Cologne PLMA Chicago Wabel, Paris	12-Sep	19-Sep
PLMA Chicago November	North American Retail Italian Suppliers	PLMA Chicago Marca Bologna (2020) Wabel, Paris ISM, Cologne + Biofach, Nuremberg (2020)	12-Oct	19-Oct

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Vertex Awards

The Vertex Awards www.vertexawards.org are the only global competition devoted exclusively to the art of Private Brand package design. Co-produced with **My Private Brand**, they recognize and reward Creativity, Marketability, and Innovation.

Global Retail Brands

VERTEX AWARDS
BEST OF SHOW
jet



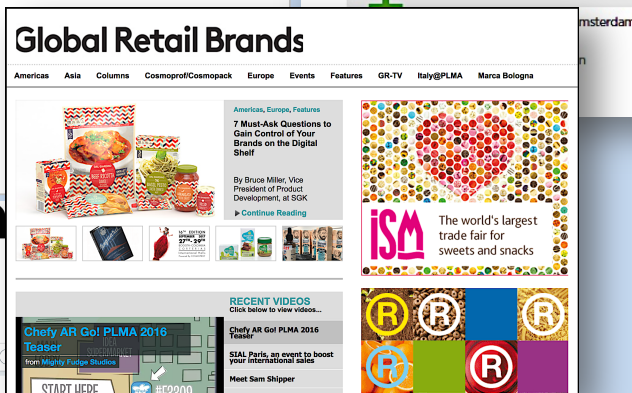
www.globalretailmag.com

Our website is updated daily with unique web-only stories and content derived from the print magazine. Access digital editions, videos and social media. Over 1,000 users per month spend over a minute per session viewing multiple pages.

Social Media

Global Retail Brands Editor and Publisher, Phillip Russo, has over 3,600 followers at www.twitter.com/philliprussopov

Global Retail Brands



2019 Rates

Print rates start at \$2,950 net per full-page, four-color, bleed advertisement. Each print ad is included in the digital edition at no additional cost. Two-issue rate is \$2,500 net per page. A full-year program is offered at \$8,950 net.

Banner ads are available for \$2,500 per month, with discounts offered for frequency and when combined with print programs.

Material Specifications

Print: Trim Size is A4, 210 by 297 millimeters (8.3 x 11.7 inches) Add 3.175mm all around for bleed (0.125 inches) Keep live matter 6.35mm away from Trim area (0.25 inches) Hi-Res PDF, Optimized for Print, Transparencies Flattened, CMYK.

Web Banner: 350 Pixels Wide by 292 Pixels Deep. Banners can be static or animated and should be submitted in JPEG or GIF Format. Send all material to: phillip@globalretailmag.com

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