

# Connecting World Class Retailers...

...with Innovative Suppliers

## Global Retail Brands



**Albert Heijn**  
Vertex Retailer of the Year



PLMA's World of Private Label  
Top 5 Packaging Design Trends

www.globalretailmag.com www.vertexawards.org

### 2020 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

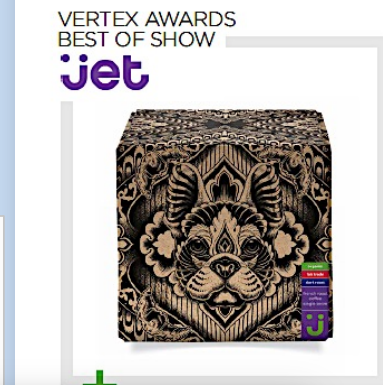
| Issue                        | Themes                                      | Bonus Distribution   | Ad Close      | Material |
|------------------------------|---|--|---------------|----------|
| 2020 Supplier Guide<br>March | Supplier Innovations<br>Key Market Analysis | <b>MADE Paris</b><br><b>Foodex Japan, Tokyo</b><br>Cosmoprof Bologna<br>Tuttofood, Milano<br>Wabel, Paris  | <b>15-Feb</b> | 22-Feb   |
| PLMA Amsterdam<br>May        | Vertex Awards<br>Store Brand Products       | <b>PLMA Amsterdam</b><br><b>NY Fancy Food</b><br>Wabel, Paris; Velocity Conference, Charlotte<br>DTI German Frozen Institute, Germany<br>SANA, Bologna | <b>22-Apr</b> | 29-Apr   |
| SIAL Paris<br>October        | European Retail<br>PLMA Chicago Preview     | <b>SIAL, Paris</b><br>PLMA Chicago<br>Wabel, Paris   | <b>12-Sep</b> | 19-Sep   |
| PLMA Chicago<br>November     | North American Retail<br>Italian Suppliers  | <b>PLMA Chicago</b><br><b>Marca Bologna (2021)</b><br>ISM, Cologne + Biofach, Nuremberg (2021)<br>Wabel, Paris   | <b>12-Oct</b> | 19-Oct   |

# 2019 Media Facts

## Global Retail Brands

### Vertex Awards

The Vertex Awards [www.vertexawards.org](http://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.



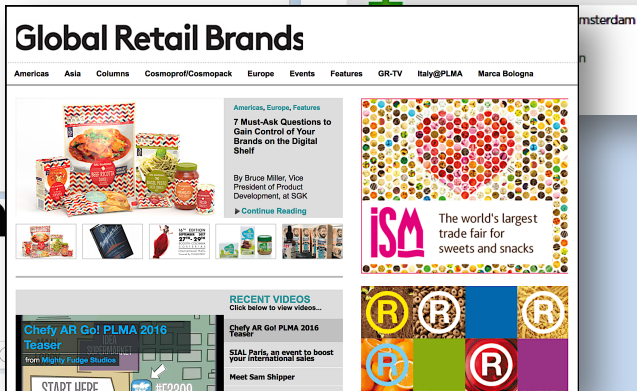
### www.globalretailmag.com

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

### Social Media

Global Retail Brands Editor and Publisher, Phillip Russo, has nearly 4,000 followers at [www.twitter.com/philliprussopov](https://www.twitter.com/philliprussopov)

## Global Retail Brands



### 2020 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](mailto:phillip@globalretailmag.com)

## Advertising Enquiries

### Americas, Africa, Asia, Australia, Middle East

#### Mr. Phillip Russo, Publisher

Global Retail Brands  
240 Central Park South / Suite 9G  
New York, NY 10019 USA

[phillip@globalretailmag.com](mailto:phillip@globalretailmag.com)

Tel. +1 917 743 6711

### Europe

**Mr. Jacco van Laar**, European Director  
[jacco@globalretailmag.com](mailto:jacco@globalretailmag.com)

### Italy

**Ms. Sabine Geissler**, [Greentaste.it](mailto:Greentaste.it)  
[s.geissler@greentaste.it](mailto:s.geissler@greentaste.it)

### **Ms. Luisa Colombo**

[luisa.colombo76@gmail.com](mailto:luisa.colombo76@gmail.com)