

WHERE  
RETAILERS  
AND  
SUPPLIERS  
MEET

# 2023 MEDIA PLANNER

www.globalretailmag.com

MAY/JUNE 2022

## Global Retail Brands

**RETURN TO AMSTERDAM**

- + Retailers of the G7
- + Will Europeans Ever Shop The Same Again?
- + 5-Step Digital Marketing Audit

**PLMA'S WORLD OF PRIVATE LABEL®**

GLOBAL TISSUE GROUP SPONSOR 



SPECIAL ISSUE | SEPTEMBER 2022

## Global Retail Brands

**WILL EUROPEANS EVER SHOP THE SAME?**

- + Private label purchase is greater now; signs of expansion to come
- + Pandemic-influenced changes in shopping behavior are enduring
- + Online grocery ordering & delivery will continue to grow
- + Product attributes are more important than ever to consumers

**PLMA'S 2022 INTERNATIONAL CONSUMER STUDY:**  
Assessing consumers' post-pandemic behavior





MARCH 2022

## Global Retail Brands

**2022 SUPPLIERS GUIDE**

- + 8 Rules for the Simple Life
- + Q & A with PLMA
- + Private Label In An Era of Uncertainty

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OCTOBER 2022

## Global Retail Brands

**VERTEX AWARD WINNERS**

**BEST OF SHOW**  
AmiGA, from Ukrainian Retailer EVA

- + SIAL Paris
- + Augmented Packaging
- + PLMA Chicago Preview

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# SUPPLIER INNOVATION MINUTE

A Twice Monthly Email Showcasing Suppliers



Welcome to *Global Retail Brands Product Showcase*. Each Showcase will feature products from leading private label suppliers. This Showcase features Organic Products.



Global Tissue Group is the 2021 Sponsor of our Product Showcase Series. GTG Specializes in Private Label Paper for all Consumer Categories. Click their logo to learn more.

## La Doria

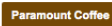


La Doria, established in 1954, is an Italian leading corporation in the canned food sector and particularly in the production of tomato-based products, pasta sauces, canned vegetables, fruit juices and beverages. Today the company is the leading European producer of canned vegetables and tomato-based products (peeled and chopped tomatoes) in the retail segment, the first producer of pasta sauces under private labels and one of the main Italian producers of fruit juices and beverages.



## Paramount Coffee

Introducing some exciting and compelling copy written by our friend at MBD. Introducing some exciting and compelling copy written by our friend at MBD. Introducing some exciting and compelling copy written by our friend at MBD. Introducing some exciting and compelling copy written by our friend at MBD. Introducing some exciting and compelling copy written by our friend at MBD. Introducing some exciting and compelling copy written by our friend at MBD.



## Agrilogistica



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# 4 WAYS TO CONNECT 1 LOW PRICE

## TRADITIONAL ISSUE ADVERTISING



## SUPPLIERS INNOVATION MINUTE

5

SUPPLIERS



## WEB BANNERS

PLMA's "World of Private Label" International Show  
ONLINE • 1-4 December 2020

Global Retail Brands

America's Favorite  
American Love Affair with International Products. Food Especially, is Flourishing  
By Joe Azarian, Consumer  
Continue Reading

COLOGNE, GERMANY  
31.01.-03.02.2021

## SOCIAL MEDIA INFLUENCE

Phillip Russo  
Editor and Publisher of Global Retail Brands magazine. We cover the retailers and suppliers serving the worldwide private label industry.  
3,842 Following 3,728 Followers

You might like  
Dan Berthonne  
Culman Association  
Adam Blair

What's happening  
PL Manufacturers Asia (PLMA, USA) - This is a private label oriented Private Label Show, July 15-16. Back-to-back digital category trade shows connect European buyers & manufacturers suppliers/distributors. Secure business communication tools, live video conferencing, chat, Facebook sharing & more. Visit [POWER.com](http://POWER.com)

# Global Retail Brands WHERE RETAILERS AND SUPPLIERS MEET

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# 2023

## Global Retail Brands

# INDUSTRY GROWTH CONTINUES

In spite of the decline in Covid cases and the loosening of travel restrictions, 2022 was not without new and unique challenges.

The cruel and unnecessary war in Ukraine has further complicated supply chain issues, caused a world hunger crisis and increased prices on all goods worldwide. The surge in inflation is particularly nefarious because the pain is felt most by the poorest.

While we face a world in chaos, we see a surge in private label. Part of the reason is due to families looking for lower cost alternatives. But a more significant part is the increased quality, branding and innovation that store brands offer. Let's face it. Retailers and suppliers just respond faster and better.

So unless our government leaders overcorrect our economies into a recession, 2023 should be another great year for our industry and we wish you all the greatest success.

Have a great year and kind regards,  
Phillip Russo

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# SCHEDULE

## MARCH

Issue: **2023 Supplier Guide**

Distribution: **All 2023 Fairs**

Feature: **Supplier Profiles**

Edit Due: **10 February 2023**

Ad Close: **17 February**



**TEN YEAR  
ANNIVERSARY  
ISSUE**

## MAY

Issue: **PLMA Amsterdam**

Distribution: **PLMA Amsterdam**

Feature: **International Retail**

Edit Due: **3 April**

Ad Close: **10 April**



## OCTOBER

Issue: **Vertex International Design Awards**

Distribution: **ANUGA Cologne**

Feature: **Retail Brand Design**

Edit Due: **8 September**



## NOVEMBER

Issue: **PLMA Chicago**

Distribution: **PLMA, Marca Bologna, Biofach**

Feature: **Specialty Products**

Edit Due: **6 October**

Ad Close: **13 October**



## Global Retail Brands

# MEDIA PROFILE

**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. Each issue and Innovation Minute is delivered to 5,000 in North America, South America, Europe, Asia, Africa, Oceania and the Middle East. Print editions are distributed 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.

# 2023 RATES

### PRINT EDITION 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:

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.

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