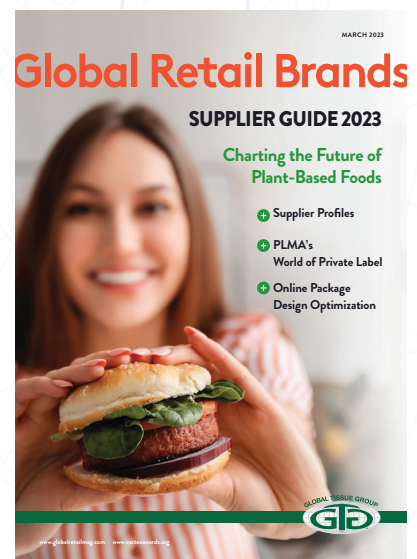


# 2024 Global Retail Brands Media Planner

WHERE RETAILERS  
AND SUPPLIERS MEET

[www.globalretailmag.com](http://www.globalretailmag.com)



# 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.

La Doria

## 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.



Paramount Coffee

## Agrilogistica



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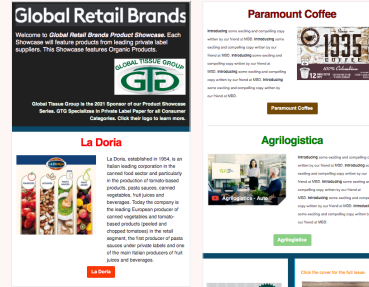
# 4 Ways to Connect

# 1 LOW PRICE

## TRADITIONAL ISSUE ADVERTISING



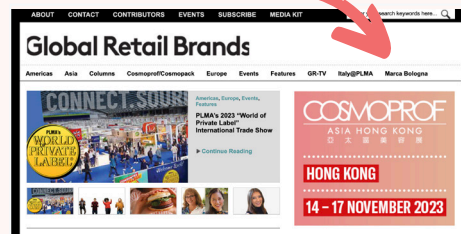
## SUPPLIERS INNOVATION MINUTE



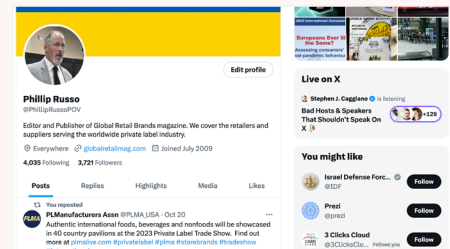
5 SUPPLIERS



## WEB BANNERS



## SOCIAL MEDIA INFLUENCE



# Global Retail Brands

WHERE RETAILERS AND SUPPLIERS MEET

# 2024

## Global Retail Brands

### No Shortage of Good News for Private Label

According to the PLMA, “For the first half of 2023, store brands continued to post record sales and share as they have for the past 18 months. The success of store brands at the checkout includes outdistancing national brands in two key metrics. Store brand dollar sales across all U.S. retail outlets increased 8.2%, vs. a gain of 5.1% for national brands, according to Circana data from the six-month period ending June 18, compared to the same six-month period in 2022.

That extends store brands’ powerful two-year run. Measured against the first six months of 2021, dollar sales during the same period this year improved by 16%, or about \$17 billion ( \$91 billion in ‘21 vs. \$108 billion in ‘23).

In Europe, PLMA reports, “NielsenIQ surveyed 17 markets for PLMA’s 2023 International Private Label Yearbook update and noticed an increase for retail brands in 16 out of the 17 countries, the only exception is Switzerland where the private label share is slightly declining. European markets remain some of the biggest Private Label markets globally, 11 markets sustained their market share position above 30%, and 6 markets are now above 40% of Private Label share.

Few industries have the steady growth that ours has enjoyed.

#### A Powerful Tool for Your Toolbox

With this level of growth, it’s no wonder that competition is fierce. Growing and/or protecting share of market is not for the faint of heart and you need every tool you can get your hands on. That’s where Global Retail Brands comes in.

#### We Share Your Strength with Retailers

Our job is to create a compelling story about your company’s capabilities and then, most importantly, get it noticed by retailers. Don’t hesitate to ask how we can make help while respecting your time and budget.

Have a great year and kind regards,

Phillip Russo

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## SCHEDULE

### MARCH

Issue: **2024 Supplier Guide**

Distribution: **All 2024 Fairs**

Feature: **Supplier Profiles**

Edit Due: **10 February 2024**

Ad Close: **17 February**



### 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: **SIAL Paris**

Feature: **Retail Brand Design**

Edit Due: **8 September**

Ad Close: **15 September**



**VERTEX AWARDS**

### 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.

# 2024 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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