



Press Release

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## Time-pressed retailers vote Retail Express their favourite title

*Retail Express* is the UK's **best-read trade press title** by independent convenience retailers, according to a new independent study by JWT Cheethambell.<sup>[1]</sup>

Over 250 independent retailers took part in the survey, which found the free retail newspaper was their number one choice of trade communication. The survey also revealed that trade publications are the preferred source of information for their business, with 62 per cent of retailers citing it as the most useful form of communication - more than double the number who found sales reps most useful.

This news came as *Retail Express* received its first ever ABC report, which makes it the **highest ABC-audited circulation** in the convenience retail sector. With a total average net circulation of 50,301 per issue for the period 1 January-30 June 2009, the audit shows that *Retail Express* goes to over 7,000 more retailers than *Convenience Store* and over 10,000 more than *Independent Retail News*.<sup>[2]</sup>

"*Retail Express* is number one at helping leaders in FMCG sales and marketing communicate their brand messages to the express trade press user," said Paul Williams, Publisher of *Retail Express*.

Chris Gamm, *Retail Express* Editor, said: "We know from industry research that approximately ninety percent of trade press users spend less than 30 minutes on average reading each title."<sup>[3]</sup>

"*Retail Express* gives these express trade press users all the product information and industry news they need to be successful in an easy-to-action format."

**Ends**

**Notes:**

- *Retail Express* is read by owners and managers of convenience stores, newsagents, independent grocers and petrol forecourts and is distributed to every store that sells news.
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<sup>[1]</sup> Research undertaken July 2009, commissioned by Clarion Communications

<sup>[2]</sup> Sources: Retail Express ABC Total average net circulation per issue for the period 1 January 2009–30 June 2009 (50,301); Convenience Store ABC Total average net circulation for the period 01 July 2008-30 June 2009 (42,519); Independent Retail News ABC Total average net circulation for the period 01 July 2008-30 June 2009 (39,709).

<sup>[3]</sup> Him! Cash and Carry Research May 2008