European Supermarket Magazine

Description: ESM – The European Supermarket Magazine is Europe's dedicated magazine for the European supermarket sector. The publication is a required read for senior management working in the European grocery sector, or for those individuals supplying the industry.

With an experienced team of award winning journalists, ESM - The European Supermarket Magazine investigates the highly competitive European grocery market, as well as the growing prominence of private label. We focus on content that is of particular interest to buyers within the retail sector, such as product development, private label ranges and consumer purchasing trends.

ESM - The European Supermarket Magazine also covers other areas of interest to both buyers and other senior management working in the retail and manufacturing sectors, such as supply chain and logistics management, technology (such as EPoS), packaging and design and environmental best practice. This is on top of interviews with senior executives from across the industry and regular updates on new store developments.

If you are a manufacturer supplying the European grocery sector then ESM – The European Supermarket Magazine is the perfect retail media publication to help you promote and sell your products to the supermarket, convenience, cash & carry and wholesale markets. Advertising in ESM – The European Supermarket Magazine allows you to market your products or service to Europe's supermarket buyers and senior procurement mangers across the entire of the European grocery retail sector.

In the view of ESM there is no more effective or cost efficient media vehicle that can help companies when it comes to selling to supermarkets or related businesses. Advertising to supermarkets has now become a lot cheaper and easier. Marketers selling either branded and private label products, or companies in the areas of supply chain management and logistics, retail technology and packaging & design now have a highly powerful marketing media resource at their disposal.

Reviews:

"My colleagues and I at DIA find ESM an interesting and informative magazine which keeps us up to date with what's going on in the European grocery trade."
- Ricardo Currás, CEO, DIA, Spain

"ESM is incredibly helpful - it has a great news section that is always up with key events and provides detailed and informative articles on important issues. ESM is an essential read for keeping up with European news."
- David McCarthy, Head of Food Retail, Evolution Securities Ltd

"It's great to see the emergence of a magazine like ESM, so that those in the retail business can find out what is going on right across the European retail sector"
- Liesbeth Dekker-Weijzen Head of Sourcing, Fresh, Non-Food and Wine, Ahold Europe

"Since its launch, ESM has become a great source of information and insight. It is now a valuable source of knowledge for Euromonitor International's European analyst team."
- Jon Wright, Head of Retail Research, Euromonitor International

"I enjoy reading ESM, I find it interesting and stimulating and we get to see what a lot of our competitors are doing. The buying team find it informative, especially on the subject of private label."
- Michele Ratti, CEO, Bennet

"ESM is a valuable source of all the latest news and stories in the field of own-brands. I'm already looking forward to receiving the next edition."
- Thomas Rudelt, head of corporate own-brand management, Metro Cash & Carry International

"Just received my copy of the latest issue. I love it! Excellent information, and light years ahead of the competition. Congratulations."
We at Shore Capital find ESM Magazine to be a highly useful, accessible and informative resource on developments in the European consumer goods and retail scene. Indeed, we find its geographic scope to be especially helpful and convenient for us with good insights and well presented and connected views.
- Dr Clive Black, Head of Research, Shore Capital Stockbrokers

"ESM magazine is informative, provokes thought and delivers opportunity. Retailers and Suppliers across the board need to avail themselves of what is happening in the industry, how others are thinking and what initiatives are in place or are being considered to help them serve their own customers better and more profitably."
- Jim McCarthy, CEO, Poundland Ltd

"ESM is a landmark publication for large retailers. It is rich in information and its articles are comprehensive and informative. It's a magazine to keep on the desk, so we can be updated on what is happening in the market and what our competitors are doing."
- Francesco Pugliese, Director General Conad Italy

"We are delighted by the response to our advertisement in European Supermarket Magazine. It has surpassed our expectations. We are receiving two to three calls a day inquiring about our private label products from across Europe, which demonstrates you have your distribution spot on."
- Rosaleen O'Hara, Export Manager, Jacob Fruitfield Food Group

"ESM is an excellent read. It is also a very valuable tool for manufacturers looking to grow their business in the European grocery retail sector."
- James Thorpe,

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- the Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
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