




# PARTNERSHIP OPPORTUNITIES

*Knowledge that inspires success.*

The inside track to the independent retail market.

[INSIDERETAIL.COM](http://INSIDERETAIL.COM)

 [INSIDERETAILUK](https://www.facebook.com/INSIDERETAILUK)

 [@INSIDERETAILUK](https://twitter.com/INSIDERETAILUK)



# UNRIVALLED REACH & ACCESS TO INDEPENDENT RETAILERS

Through its market leading events established over many years, Ascential Events has built a unique database of over 135,000 'engaged' independent retailers with 61% achieving more than £250,000 in annual turnover.

Reaching retailers right across the UK, InsideRetail.com provides relevant and thought provoking content that aims to educate and improve retail strategy.

Leveraging our live shows and online content platform, Inside Retail offers our partners a direct route to reach and capitalise on the opportunities available in this diverse and interesting market.

## THE UK'S NO.1 GIFT & HOME TRADE EVENT

- Spring Fair was launched in 1950 and opened at the NEC by the Queen in 1976, while Autumn Fair was launched in 1990
- Spring Fair is the largest tradeshow in the UK

## THE UK'S PREMIER FASHION EVENT

- Launched: 1995
- Pure London is the most established and largest fashion tradeshow in the UK

## THE UK'S DEFINITIVE GARDEN EVENT

- Launched: 1974
- Glee is the largest garden tradeshow in the UK
- Focuses on big brand product launches and garden retail industry growth

## THE UK'S LEADING JEWELLERY & WATCH TRADE EVENT

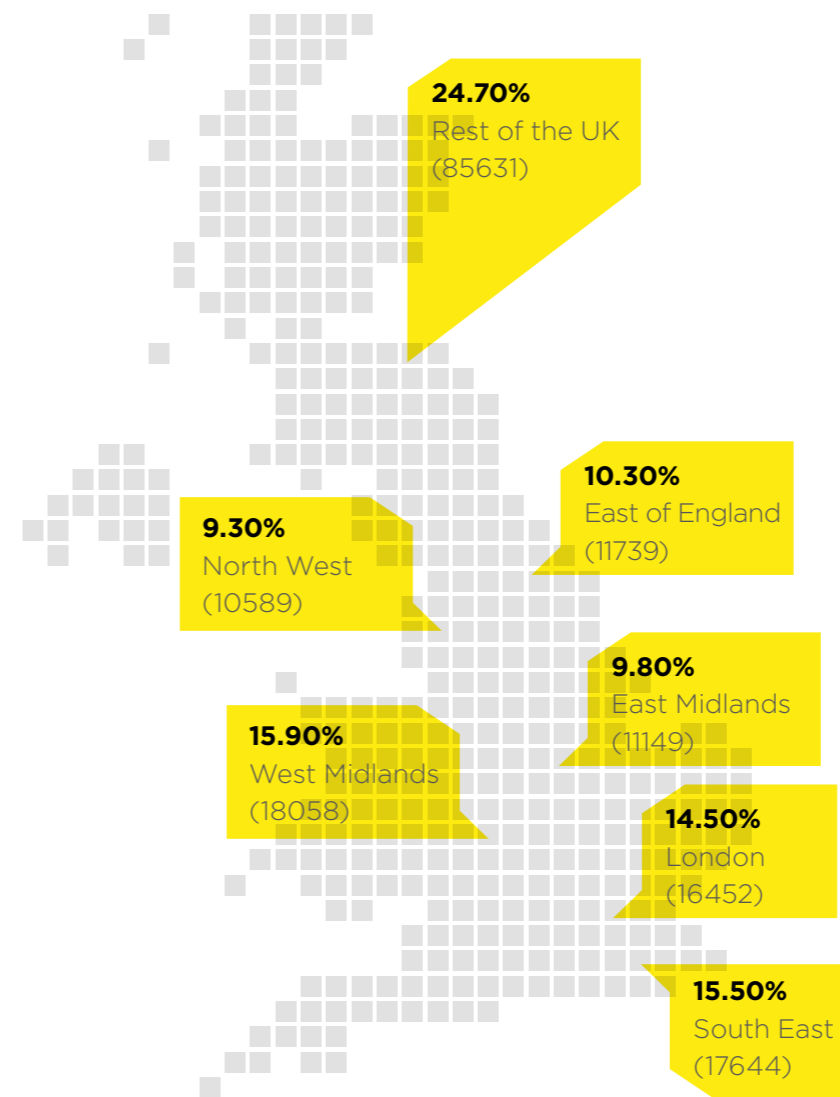
- Showcasing over 400 of the best British and international jewellery and watch brands, suppliers, and jewellery designers

# SPRING FAIR, AUTUMN FAIR, J&W, GLEE & PURE SHOW VISITORS

**87%**  
UK VISITORS  
(115345)

**13%**  
INTERNATIONAL VISITORS  
(17903)

## UK REGIONS BREAKDOWN %



## TYPE OF RETAILERS %

- Independent 77.40%
- Multiple retailer 5.00%
- Online only/ Mail order 17.80%



## PURCHASING POWER %

- Sole responsibility 48.10%
- Joint responsibility 38.20%
- Advisory influence 13.70%
- Other 7.80%



## SENIORITY %

- Owner / Company or Organisation Leader 66.80%
- Senior Management Team 20.80%
- Other 12.50%



## TURNOVER %

- £0-£249,000 39.10%
- £250,000-£1m 21.50%
- £1-£5m 18.50%
- £5-25m 10.70%
- £25-£100m 10.10%

## KEY RETAIL SECTORS



Gift & Home



Beauty



Fashion



Gardening / Outdoor

# RICH CONTENT THAT INFORMS & INSPIRES

Every year we talk to hundreds of independent retailers and, in 2016, our dedicated research team spoke directly to 380 owner/managers. As a result, we have a unique, in-depth understanding of the pressures and challenges they face, and the support they look for.

Inside Retail brings together the insight of successful independent retailers, and inspirational tips from industry experts, in practical guides covering all aspects of starting and building a retail business – from set-up, bricks 'n' mortar and online, to growing sales and engaging with customers using social media.

The IR content plan is devised in partnership with independent retailers, who we constantly check-in with to confirm we're giving them the information they're most interested in. We speak on the phone or in person to approximately 60 retailers every month, so we know exactly what they need, and we are happy to pass that information on to our partners.

The Retail Content Schedule is a constantly updated documents setting out the Editor's plan for the year. As a partner of Independent Retail we will help you make sure your content meets the retailer's needs, and talk you through how to best position your knowledge and service within the Content Schedule. It's no good asking retailers to invest in a big-ticket tech installation in November, for instance, they don't have the head-space!

**JAN** **How to assess the success of your Christmas**  
Preparing for a strong 2017: Steps to take in January that set you up for a good year!

**FEB** **Preparing for Valentines: VM, stock, PR, local events, Social**  
Getting ready for Mothers day: Orders, trends, consumer preferences, VM, Social

**MARCH** **Mother's Day: Creating a personal experience that capitalises on your new footfall**  
Social Media: how to spot trends

**APRIL** **Localisation: How to become part of your local community this Easter**  
Wellness in Retail: Looking after yourself and your work/life balance

**MAY** **Getting your interior displays ready for summer**  
Gifting in Summer: What do consumers buy and how can you appeal to those who are shopping?

**JUN** **Summer Holiday buys**  
This summers trends and the products that fit them eg. Al-fresco dining

**JUL** **Finding time for yourself**  
Juggling child-care and retail

**AUG** **Weathering a quiet month**  
Back to School - can you get involved?

**SEPT** **Springclean your website for a fast start on Christmas**

**OCT** **How to hire your first member of temporary staff**  
Preparing your stock/warehouse for Christmas

**NOV** **What to do if your courier lets you down**  
Using social media to boost footfall

**DEC** **Driving footfall: Tricks to increase awareness**  
Capturing data:



July and August are quiet months for retail and a time when the coffers should be in good shape, with a good spring season behind them and the big buying fairs yet to come.

During this time we'll talk about getting the shop ship-shape for the most important season of the year and it's a good time to talk about big projects, like team-building, logistics and web investments, and customer and sales tracking.

We'll also be covering how to manage the work/life balance now that the kids are off school (lots of the most successful independent retailers are mothers of young children), and how to drive footfall during quiet times.

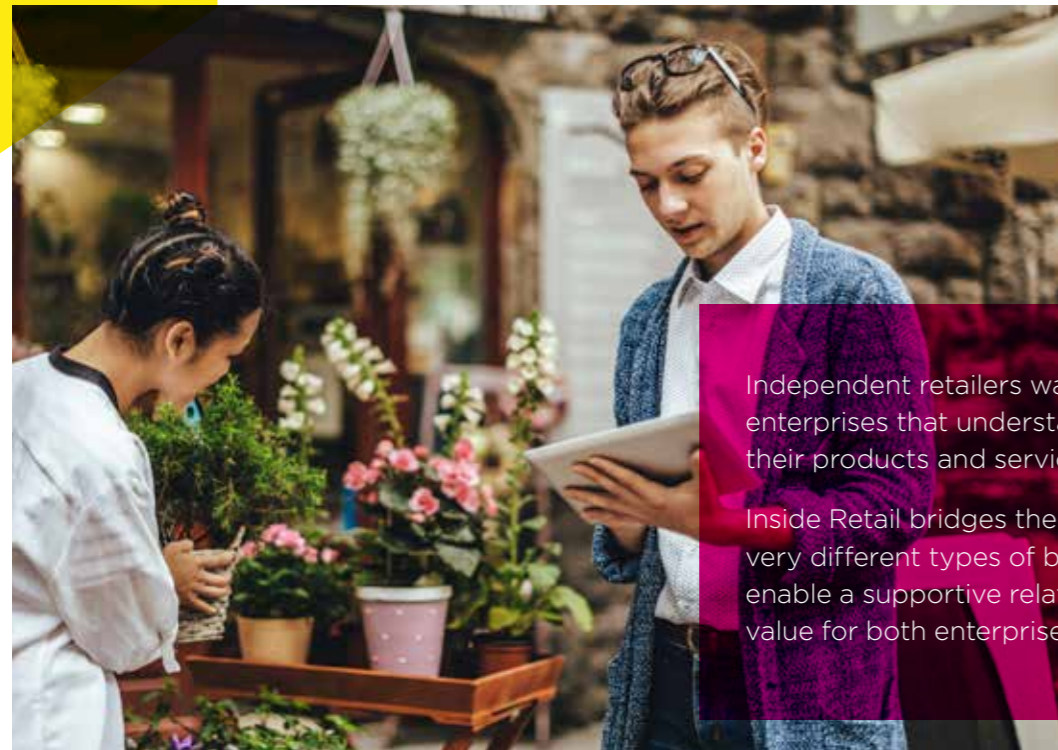
In October retailers are laying the ground work for a successful Christmas, with temporary staff, logistics contracts, additional space, events and advertising all becoming a priority.

At this time we'll be talking about how to hire team members, how to do the perfect Christmas shop window, and how to make sure your new customers become loyal customers.

This is make or break for new retailers and peer-to-peer advice is especially valuable at this time.

# INSIDE RETAIL: YOUR PARTNER IN THE INDEPENDENT RETAIL MARKET

We are part of the markets in which we operate and offer unrivalled insight into how enterprises can tailor their brand messaging and product offerings



Independent retailers want support from enterprises that understand their needs and tailor their products and services to their marketplace.

Inside Retail bridges the gap between these two very different types of business and our aim is to enable a supportive relationship that delivers real value for both enterprises and independents.

## MARKET INSIGHT

Inside Retail offers you the opportunity to rapidly reach and build engagement with independent UK retailers. Clients are using Inside Retail to commission research to assist in tailoring their products, services and messaging. Working together, we can help you gain the market insight that will move your brand forward in this dynamic marketplace.

## LEAD GENERATION

The campaign we build with you will be promoted to our database, both via targeted emails to relevant prospects and social promotion across our various channels. Qualified leads will be sent to you for follow-up, alongside leads generated by retailers directly engaging with online content.

## CONSULTANCY

Every partnership starts with our building a clear understanding of your brand, products and services and ambitions in the independent retail market. We then work closely with you to build a tailored, measurable programme of activity that will grow your brand presence and engagement with independent retailers and lead to new sales opportunities.

## MASTERCLASSES

Educate and inform independent retailers about your offering and how you can help them to be more successful through Masterclass sessions. They can be hosted at our trade show events, ensuring strong attendance, or independently at specially chosen UK locations.



## ONLINE INTERVIEWS

Online interviews are a hugely popular vehicle for retailers to learn secrets and tips on how they can better manage and grow their business. You have the opportunity to present customer success stories and key messages that will motivate independent retailers to start engaging with your brand.

## THOUGHT-LEADERSHIP REPORTS

Through Inside Retail Reports, small and medium-sized business owners will be provided with editorial based thought leadership. The reports offer strategic insight, stories of success and innovation and well as interviews and case studies.



## ONSITE SPEAKING OPPORTUNITIES

Our retail tradeshows offer excellent opportunities to meet and engage with independent retailers. Each of our shows contain seminar theatres that focus on retail solutions and they offer you a powerful thought leadership platform to build your brand and generate new business leads.



## CONTACT

To build lead generation and brand campaigns that reach independent retailers in the UK, and capitalise upon the authority of Ascential Events and our market leading retail brands, contact us today.



[INSIDERETAIL.COM](http://INSIDERETAIL.COM)

## KNOWLEDGE THAT INSPIRES SUCCESS

The inside track to the independent retail market.

---

### CONTACT

Paul Barton  
Strategic Account Manager  
Inside Retail

**DDI:** +44 (0) 2030 332 492

**M:** +44 (0) 7590 494 728

 **INSIDERETAILUK**  **@INSIDERETAILUK**