MEDIA CENTRE 2027 RATE CARD

Prices are applicable to any 2027 booking made from 1st October 2026 and are effective for 2027 activity only.

Issued: September 2026

Wholesale

THE 2027 MEDIA CENTRE RATE CARD

WITH EVEN MORE ENGAGEMENT OPPORTUNITIES

Welcome to our new and improved Media Centre brochure and rate card for 2027, offering you:

- ✓ **New activation opportunities**
- ✓ **Increased package flexibility**

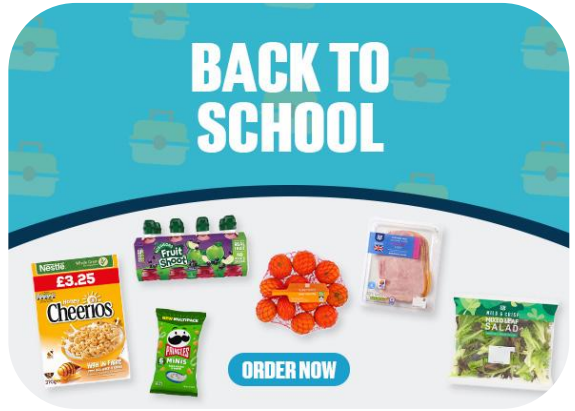
This year, as well as delivering our expert guidance on how best to engage with our retailers, we are introducing several new opportunities to add to our portfolio of activation channels.

After taking on board feedback from you, we will be offering more asset flexibility and some extra digital activation options.

Based on your specific objectives, our Media Centre team will work with you to deliver bigger, better and more impactful activity.

To make the most of your activation budget in 2027 and for more information on any of the options in our rate card, please speak to your Media Centre executive.







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WHY WORK WITH COOP WHOLESALE IN 2027?

1,200+
Customers

3,000 +
Retail Stores

4,000
Accounts

Diverse retailer mix

17 Million
consumer transactions a week

YoY
Partner Growth

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OUR 2027 MEDIA TOUCHPOINTS

B2B

Checkout magazine	Brand to hand retailer engagement
OCS	Online retailer engagement
Talking Shop	Online retailer engagement
WhatsApp	Digital retail team engagement
Seasonal Fixture	Online & print* retailer engagement
Product Samples	Brand to hand retailer engagement
Product Allocation	Brand to hand retailer engagement

* Within Checkout magazine

B2C

Nisa Locally HFSS	Consumer engagement - footfall
Social media HFSS	Digital consumer engagement - footfall
Consumer emails	Digital consumer engagement - footfall
In store radio	Consumer engagement - In store
POS HFSS	Consumer engagement - In store
Digital till screens	Consumer engagement - Point of purchase
DOOH screens HFSS	Consumer engagement - In store

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2027 MEDIA EVENTS PLAN H1

Period	In Store Selling Out Dates		Coop Wholesale Spotlight Event	Coop Wholesale Supporting Event	Media Only Event
P1	06/01/2027	26/01/2027	Big Brand Value	Health / No alcohol Veganuary	Burn's Night (Scotland)
P2	27/01/2027	23/02/2027	Big Brand Value Valentine's Day	Lunar New Year Ramadan Pancake Day	Half Term
P3	24/02/2027	30/03/2027	Easter	Ramadan Mothers Day Eid St. Patrick's Day	
P4	31/03/2027	27/04/2027	Spring Value		Grand National
P5	28/04/2027	25/05/2027	Summer Value	BBQ Bank Holiday	Eid
P6	26/05/2027	22/06/2027		Bank Holiday Father's Day	Thank You, Teacher (Scotland) Festival / Summer Drinks Wimbledon
P7	23/06/2027	20/07/2027	Summer Living	Women's World Cup	Thank You, Teacher (England & Wales) Summer Drinks
P8	21/07/2027	17/08/2027	Summer Living	Women's World Cup	Back To School (Scotland)
P9	18/08/2027	14/09/2027			Fresher's Week Back To School (England & Wales)
P10	15/09/2027	12/10/2027	Halloween Bonfire Night		Fresher's Week Diwali National Curry Week
P11	13/10/2027 -	09/11/2027		Early Christmas	Rugby World Cup
P12	10/11/2027	07/12/2027	Black Friday Cyber Monday		Winter Warmer Meals
P13	08/12/2027	04/01/2028	Christmas NYE & Hogmanay		Boxing Day Football

Co-op Wholesale

The above events form part of the seasonal events package selection criteria **– subject to change.**

Co-op Wholesale is not a partner of any event listed unless otherwise notified. It is the brand's responsibility to ensure they have the relevant associations with an event.

MEDIA ARTWORK DEADLINES

Period	In-Store Selling Out Dates		Booking Deadline	Artwork Deadline
	From	To		
P17 2026	10/12/2026	02/01/2026	03/10/2025	13/10/2026
P1 2027	06/01/2027	26/01/2027	22/10/2026	02/11/2026
P2 2027	27/01/2027	23/02/2027	12/11/2026	23/11/2026
P3 2027	24/02/2027	30/03/2027	10/12/2026	21/12/2026
P4 2027	31/03/2027	27/04/2027	14/01/2027	25/01/2027
P5 2027	28/04/2027	25/05/2027	11/02/2027	22/02/2027
P6 2027	26/05/2027	22/06/2027	11/03/2027	22/03/2027
P7 2027	23/06/2027	20/07/2027	09/04/2027	20/04/2027
P8 2027	21/07/2027	17/08/2027	07/05/2027	18/05/2027
P9 2027	18/08/2027	14/09/2027	03/06/2027	14/06/2027
P10 2027	15/09/2027	12/10/2027	01/07/2027	12/07/2027
P11 2027	13/10/2027 -	09/11/2027	29/07/2027	09/08/2027
P12 2027	10/11/2027 -	07/12/2027	26/08/2027	06/09/2027
P13 2027	08/12/2027	04/01/2028	23/09/2027	04/10/2027

OUR MEDIA PACKAGES

SEASONAL EVENTS PACKAGES

Our tiered seasonal events packages ensure every supplier can engage with, and capitalise on, the biggest retail moments of the year.

For 2027, the Tier 1 package has been enhanced to deliver greater consumer visibility through expanded POS coverage.

With a strong blend of print and digital touchpoints, these packages are built for campaigns that need both B2B influence and B2C reach, reinforcing any above-the-line activity you already have in market.



B2B Asset	Tier 1	Tier 2	Tier 3	Artwork
Double page Checkout advert	✓			✓
Full page Checkout advert		✓	✓	✓
Inclusion in OCS events page	✓	✓		
2 x Sku product allocation*	✓			
Seasonal fixture plan	✓			

B2C Asset	Tier 1	Tier 2	Tier 3	Artwork
Bespoke in-store poster	✓			
Digital till screens	✓	✓		
Inclusion in event feature in consumer email	✓			
In-store radio advert (event specific)	✓	✓	✓	✓
Cost per period	**£33,500**	**£13,500**	**£4,500**	

*Allocations are subject to Co-op Wholesale approval and must meet our allocation criteria.

*We can only accept bookings for these packages if the product being promoted is relevant to the event running.

Please note: if artwork deadlines are missed you will still be charged as per your media booking T&Cs

Co-op Wholesale

NPD PACKAGES

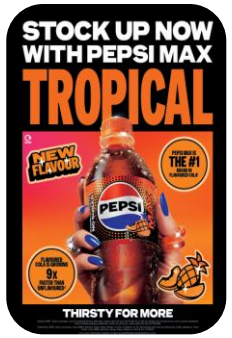
Launching a new product and want retailers to notice it, list it, and back it?

Our tiered activation packages put your brand directly in front of key retail decision-makers while simultaneously reaching engaged shoppers in-store.

With coordinated B2B and B2C touchpoints, you get early retailer traction and strong consumer pull-through from day one.







NB: It is necessary to book B2B channel activity if you'd like to book B2C assets. B2C assets will be activated after B2B. The timings of activity may be phased across different periods, depending on the product and dates of activity booked

B2B Asset	Tier 1	Tier 2	Tier 3	Artwork
2 x Sku product allocation	✓			
1 x Sku product allocation		✓		
Half page Checkout advert			✓	✓
Full page Checkout advert	✓	✓		✓
Inclusion in OCS NPD listings page	✓	✓	✓	
Product image feature on NPD tile	✓			
B2B email inclusion	✓			
Inclusion in weekly retail sales pack*	✓	✓	✓	✓

B2C Asset	Tier 1	Tier 2	Tier 3	Artwork
Product image feature on NPD tile on Digital Till screens	✓	✓		
Inclusion in consumer periodical email	✓			
Medium shelf talker	✓	✓	✓	✓
Cost per period	**£26,500**	**£20,500**	**£8,000**	

* Formerly Weekly Retail Bulletin

Please note: if artwork deadlines are missed you will still be charged as per your media booking T&Cs

Co-op Wholesale

SUPPLIER CAMPAIGN PACKAGES

Our supplier campaign packages are designed to amplify your above-the-line activity by putting your brand in front of both our retailers and our shoppers.

For campaigns that sit outside our Events Calendar, these packages repurpose your existing creative assets to deliver targeted reach across our retail network and engaged shopper base.





B2B Asset	Tier 1	Tier 2	Artwork
Inclusion in OCS 'featured this week' page	✓	✓	
Product image feature on OCS tile 'featured this week'	✓		
Full page Checkout advert	✓	✓	✓

B2C Asset	Tier 1	Tier 2	Artwork
Consumer website product/ price tile	✓		
Digital till screen	✓	✓	✓
Wobbler	✓		✓

Cost per period	£16,000	£8,500

Please note: if artwork deadlines are missed you will still be charged as per your media booking T&Cs

Wholesale

ALLOCATIONS

ALLOCATIONS IN 2027

We have revamped our allocation offering for 2027 with a more structured and flexible range of opportunities.

For more information on which package will work best for your campaign objectives, and for qualifying criteria, please speak to your Media Centre executive who will talk you through the options.





Co-op Wholesale retains the right to decline a product for allocation if it does not meet the required criteria.

The total number of allocations offered, per period, is capped and will be sold on a first come, first served basis.

Type	B2B Assets Included	B2C Assets Included	Cost	Retailer Volume*	Available Per Period
NPD Tier 1	Allocation x2 Skus Checkout page OCS listing B2B email Weekly retail pack Promo leaflet	Shelf Talker Consumer email Digital till screen	**£26,500**	**900**	**3**
NPD Tier 2	Allocation x1 Sku Checkout page OCS listing Weekly retail pack	Shelf talker Digital till screen	**£20,500**	**900**	**3**
Seasonal Tier 1	Allocation x2 Skus Checkout DPS OCS Events listing Seasonal Fixture Plan	Consumer email Digital till screen In store radio	**£33,500**	**900**	**1**
Promotional	Allocation x1 Sku Promo leaflet	Shelf Talker	**£17,500**	**400**	**10**
Product Trial	Supplier funded allocation x1 Sku	**N/A**	**£5,000**	**400**	**3**

* Retailers volume are subject to change

Wholesale

AD HOC & BOLT ONS

DIGITAL OPPORTUNITIES

OCS

Our online retailer ordering platform, OCS, offers you the opportunity to showcase your product to our retailers at the point of decision making.

We have a range of available inventory across the site including on our homepage and events page, as well as product search and order submission.







Digital assets (B2B)	Cost per period	Artwork
OCS homepage banner *	£6,000	✓
OCS homepage tile *	£4,000	✓
OCS order submission page tile	£5,500	✓
OCS product search listing	£5,500	

* Inventory volumes are capped each period

Metrics	Volume Per month
Average user sessions	45,400
Average engaged user sessions*	27,043

* Interaction for longer than 10 seconds

*Data correct as of September 2026

Please note: if artwork deadlines are missed you will still be charged as per your media booking T&Cs

Wholesale

DIGITAL OPPORTUNITES

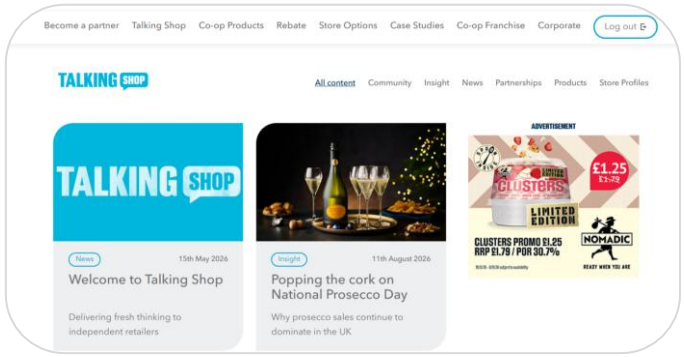
TALKING SHOP

Talking Shop delivers insights that drives real store improvement.

Launched in April 2026, the site provides our retailers with the latest news, insights and practical advice to help them run and grow their business.

Accessible via mobile and desktop devices, content is updated regularly and sits behind a secure log-in.

As well as standard ad placements – leaderboards and banners – we can host supplier and bespoke advertorial content packages, perfect for educating our retailers about your brand.



Digital assets (B2B)	Cost per period	Artwork
Talking Shop homepage banner	£6,000	✓
Talking Shop homepage tile	£4,000	✓
Talking Shop advertorial – supplier designed content inc. 2 ads	£6,500	✓
Talking Shop advertorial – Co-op Wholesale designed content inc. 2 ads	£7,000	✓

Metrics	Volume Per month
Average engagement	1 min 18 seconds

*Data correct as of September 2026

Please note: if artwork deadlines are missed you will still be charged as per your media booking T&Cs

Wholesale

DIGITAL OPPORTUNITES

SOCIAL MEDIA

Put your brand at the heart of shoppers' everyday moments.

Our customer-facing Facebook and Instagram channels are designed to inspire, engage and drive awareness through seasonal campaigns and relevant retail content.

Whether you're launching a new product, supporting a national promotion or amplifying an above-the-line campaign, we can help to extend the reach of your activity by showcasing your brand and assets across our channels.

Speak to a member of the Media Centre team for more details.



Digital assets (B2C)		Cost per period	Artwork
WhatsApp post	Shared to 41 RDMs	£1,000	✓
Social media post	Event specific carousel / drop box posting	£2,500	✓
Social media post	Ad hoc	£2,500	✓
Social media prize draw	Includes link to consumer site	£3,000	✓

* Inventory volumes are capped each period

Metrics	Followers	Ave. Engagement Rate	Industry Ave. Engagement Rate
Facebook	56,713	4.45%	1.3%
Instagram	5,294	2.78%	3.5%

*Data correct as of September 2026

Please note: if artwork deadlines are missed you will still be charged as per your media booking T&Cs

Wholesale

DIGITAL OPPORTUNITES

EMAIL & INSTORE

B2B Emails

Sent directly to 1,639 of our retailers, our B2B emails offer a unique opportunity to promote your brand via targeted communications.

Till Screens

Linked to Nisa EPOS across 321 stores, the screens at the till points are an effective way to raise awareness of your promotions, in store.

Till screen ads must be linked to one of our events, NPD or your own above-the-line campaign.





Assets		Cost per period	Artwork
B2B Email	Inclusion of brief content, advert and / or link to OCS	£4,000	✓
Till screen	Advert on in store, till point digital screen	£3,500	✓

* Asset volumes are capped each period

Metrics	Volume
Till screen	321 stores

*Data correct as of September 2026

Metrics	Volume	Average Open Rate
B2B Email	1,639 retailers	51%

*Data correct as of September 2026

Please note: if artwork deadlines are missed you will still be charged as per your media booking T&Cs

Wholesale

PRINT OPPORTUNITIES

TARGETING OUR RETAILERS

Checkout provides our retailers with our product listings and available offers across a printed and digital version.

The magazine houses dedicated category sections for Ambient, Licenced, Chill & Frozen products and showcases all the promotional periods deals.

1,139 copies of Checkout are printed for every 4-week promotional period.

*Data correct as of September 2026







Assets (B2B)	Cost per period	Artwork
Checkout front cover	£7,500	✓
Checkout back cover	£4,500	✓
Checkout bellyband	£3,500	✓
Checkout double page	£6,500	✓
Checkout full page	£3,500	✓
Checkout half page	£2,500	✓

Please note: if artwork deadlines are missed you will still be charged as per your media booking T&Cs

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IN STORE OPPORTUNITIES

TARGETING OUR CONSUMERS

Make your promotions stand out in-store via our POS.

Available within select packages as well as standalone assets, our varied POS options will help your brands standout to our shoppers.

Radio.

Currently enabled across 489 stores, our in-store radio is a fantastic way to reach our shoppers. We offer 3 different sound styles to align with our varying store demographics.

*Data correct as of September 2026





Assets (B2C)		Cost per period	Artwork
Window poster	Product & price specific to attract passing shoppers into store	£2,500	✓
Medium shelf talkers	Highlighting down-aisle promotions	£1,000	✓
Wobblers	To make key deals standout on shelf	£2,500	✓
Aisle fin	Available to be placed in most fixture areas (excluding fresh, frozen or at the till)	£4,000	✓
Radio	30” spot adverts	£1,500	✓

* Inventory volumes are capped each period

Please note: if artwork deadlines are missed you will still be charged as per your media booking T&Cs

Wholesale

IN STORE DIGITAL SCREENS - BOLT ON

A NEW B2C OPPORTUNITY FOR 2027

High specifications digital 6-sheet screens are now available across several of our refreshed Nisa stores.

If you have a product that needs B2C as well as B2B support, these screens are perfect for getting your product in front of shoppers at the exact moment they're deciding what to buy.

With static and motion capabilities, your ad will appear in a 1:9 SOV across the day.

Speak to a member of the Media Centre team for more details on this fantastic new opportunity .





Asset		Cost	Artwork
Digital screen 6 sheet format	Bolt on to Tier 1 packages	£50 per store per period	✓

Price based on all screens being taken
Asset to run in 1 in 9 (4 commercial)

- ✓ **75% of adults** notice in-store OOH screens while shopping
- ✓ **42% of consumers** state that in-store advertising directly changes their buying choices at the point of sale
- ✓ Can **increase brand awareness** by up **to 31%.**

Please note: if artwork deadlines are missed you will still be charged as per your media booking T&Cs

Wholesale

Source: Vistar Media / Talon / Bauer Media

ACTIVATION SUMMARY

Package / Asset	Tier	Assets	Cost
Seasonal Events	1	Checkout DPS, OCS Events Page, 2x Sku Allocation, Seasonal Fixtures Plan, In-Store Poster, Digital Till Screen, Consumer Email, In-Store Radio	£33,500
Seasonal Events	2	Checkout Page, OCS Events Page, Digital Till Screen, In-Store Radio	£13,500
Seasonal Events	3	Checkout Page, In-Store Radio	£4,500
NPD	1	2x Sku Allocation, Checkout Full Page, OCS NPD Listing, Product Image on NPD Tile, B2B Email, Weekly Retail Sales Pack, Product on Digital Till Screen, Consumer periodical inclusion, Shelf Talker	£26,500
NPD	2	1xSku Allocation Checkout Full Page, OCS NPD Listing, Weekly Retail Sales Pack, Product on Digital Till Screen, Shelf Talker	£20,500
NPD	3	Checkout Half Page, OCS NPD Listing Page, Weekly Retail Sales Pack, Shelf Talker	£8,000
Supplier Campaign	1	Checkout Page, OCS Featured This Week, Product Image on OCS Featured This Week Tile, Consumer Website Product / Price Tile, Digital Till Screen, Wobbler	£16,000
Supplier Campaign	2	Checkout Page, OCS Featured This Week, Digital Till Screen	£8,500
Retailer Incentive	1	Checkout Belly Band + Page, OCS Banner, Weekly Retail Sales Pack, B2B Email	£16,000
Retailer Incentive	2	Checkout Half Page, OCS Tile, Weekly Retail Sales Pack, B2B Email	£9,500
Retailer Incentive	3	OCS Tile, B2B Email	£6,000
Promotional Allocation	/	Allocation x1 Sku, Promo Leaflet	£17,500
Product Trail Allocation	/	Supplier funded allocation x1 Sku	£5,000
OCS	/	Homepage banner	£6,000
OCS	/	Homepage tile	£4,000
OCS	/	Order submission page tile	£5,500
OCS	/	Product search listing	£5,500
Talking Shop	/	Banner	£6,000
Talking Shop	/	Tile	£4,000
Talking Shop	/	Advertorial – supplier designed content	£6,500
Talking Shop	/	Advertorial – Co-op Wholesale designed content	£7,000

ACTIVATION SUMMARY

Package / Asset	Tier	Assets	Cost
WhatsApp	/	Post to RDMs	£1,000
Social Media	/	Event specific post	£2,500
Social Media	/	Ad hoc post	£2,500
Social Media	/	Prize draw inc. consumer site link	£3,000
B2B Email	/		£4,000
Till Screen	/	In store digital till screen advert	£3,500
Checkout	/	Front cover	£7,500
Checkout	/	Back cover	£4,500
Checkout	/	Bellyband	£3,500
Checkout	/	Double page	£6,500
Checkout	/	Full page	£3,500
Checkout	/	Half page	£2,500
POS	/	Window poster	£2,500
POS	/	Medium shelf talker	£1,000
POS	/	Wobblers	£2,500
POS	/	Aisle fin	£4,000
Radio	/	30” spot advert	£1,500
DOOH	/	Digital 6 sheet, in-store screen (£50 per screen, per store)	£50

AND THERE IS MORE TO COME

As well as the activations included in this rate card, we will be introducing additional opportunities throughout the year.

A refreshed rate card will be issued each quarter to reflect these updates and ensure all provided data remains current. We are also open to discussions around bespoke activations where suppliers have specific objectives or tailored requirements.

To discuss any of the opportunities outlined in this rate card, or to learn more about our wider plans for 2027, please contact your Media Centre representative.

Media Centre Manager:	beth.hardie@coopwholesale.co.uk
Media Executive (Fresh, Frozen, Licensed):	della.holmes@coopwholesale.co.uk
Media Executive (Grocery, Soft Drinks, Non-Food:	emily.cubitt@coopwholesale.co.uk

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THANK YOU

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Disclaimer: Whilst every effort has been made to ensure that accuracy of the information in this document, and were correct at the time of publication, details may be subject to change throughout the year.