



MEDIA PACK

MEET THE TEAM

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PRINT + DIGITAL MAGAZINE

Innovative Electrical Retailing magazine (IER) is available in both print and digital for maximum coverage. IER magazine fully interactive digital format is available on the Innovative Electrical Retailing website, www.ierdaily.co.uk.

Here you can bookmark pages and send, search, print and save information. In addition, our readers can contact advertisers directly via live URL and email links.



READERSHIP PROFILE

IER magazine is the leading title for the electrical industry, with an average net circulation of 6,083 (for the 12 monthly issues distributed between January 1 2020 and December 31 2020). Distributed to electrical retailers in the UK and Northern Ireland, as well as manufacturers, distributors and suppliers of electrical products, the magazine is the industry's key source for news, comment, interviews and products.

MORE THAN JUST A MAGAZINE...

IER magazine has been providing informed commentary and in-depth analysis of the electrical retailing industry, along with coverage of new products, business opportunities and emerging technologies, for over 30 years.

Alongside the magazine, the IER magazine portfolio boasts a weekly newsletter, website www.ierdaily.co.uk and the Innovative Electrical Retailing Awards.

The website: IER magazine has a revamped website www.ierdaily.co.uk which is updated daily and has strategic RSS feeds which pull in tons of extra relevant traffic. It is a fantastic source of information not only for products and news, but all the archived digital issues of IER magazine, our live twitter feed and IER magazine awards information. Adverts average impressions are over 10'000 per month!

The Newsletter: IER magazine is also now the only media platform to have a WEEKLY newsletter sent to over 2500 electrical retailers, essentially taking the website to our subscribers on a weekly basis. This means it is the most regular and current news in the market, and from an advertisers perspective you are getting repetitive weekly views/clicks on your advertising within the newsletter.

The Innovative Electrical Retailing Awards: Formerly known as The Independent Business Awards, this annual ceremony is acknowledged as the most prestigious awards event in the electrical industry. Each year, manufacturers and retailers are invited to submit nominations across a wide variety of categories. The Awards dinner rewards the very best in the industry.

ADVERTISING RATES

Display Advertising

4 page cover wrap	£8,750	Double page spread	£6,500
Front Cover Package	£4,995	Full page	£3,500
Inside front cover	£4,000	Half page	£1,950
Inside back cover	£3,500	Quarter page	£1,150
Outside back cover	£4,750	Product Showcase	£875

Web advertising

Agency discount	10%
Website button	£300 per month
Website banner	£600 per month
Website competition	£750 per month
Sponsored email alert	£750 per alert

Special Promotions

Other "special positions"	Price on application
Training zone advertorial	Price on application
Sponsorship of 'Beating the Competition' column	£500 per issue
Inserts	Price on application
Reprints	Price on application
Sponsorship of round table discussions	Price on application
Market research	Price on application
Recruitment advert	Price on application

Inserts / E-casting / Direct mail

We offer the service running both loose and bound inserts, e-casting and direct mail options to go with and alongside the magazine. Please contact the advertising department for a quotation

Please note:
Cancellation 28 days prior to publication

WEEKLY NEWSLETTER

Weekly Newsletter advertising (costs based per month I.E x 4 newsletters)

Featured article	£195+VAT
Button advertisement with a click through link	£500
Banner advertisement with a click through link	£750

Discounts available on multiple insertions please ask the sales team for a quote based on your requirements

SPECIFICATIONS (W x H in mm)

Display

Trim

Bleed

Front Cover	229 x 306	235 x 312
Double Page	458 x 306	464 x 312
Full Page	229 x 306	235 x 312

Display

Trim

Half Page (V)	94 x 265
Half Page (H)	195 x 135
Quarter Page (V)	94 x 135
Quarter Page (H)	195 x 66

FEATURES

Our editorial team will be working hard to bring you BIG interviews, in-depth company and people profiles, market and product information, key news analysis, opinion and much more. As well as our regular product feature programme we will also be delivering in depth information on upcoming industry events and initiatives.

EXCLUSIVE: we are offering Sales Training Introductions exclusively to one brand for each of our SDA and LDA focuses. In this market, it's more important than ever that shop floor sales people are equipped with as much technical knowledge and expertise as possible, giving the consumer the confidence they desire from buying from their local retailer, and the reason they don't wish to buy online. If you are interested please get in touch ASAP to avoid disappointment.

JANUARY

SDA's product update (with a focus on coffee machines & smoothie makers)

LDA's product update (with a focus on dishwashers)

Editorial focus: Laundry

APRIL

SDA's product update (with a focus on microwaves)

LDA's product update (with a focus on fridge freezers)

Editorial Focus: The connected home/smart devices

JULY

SDA's update (with a focus on coffee machines & kettles)

LDA's update (with a focus on built-in appliances)

Editorial focus: Audio

OCTOBER – Black Friday special

SDA's (with a focus on food processors & bread makers)

LDA's (with a focus on washing machines)

Editorial Focus: Television

DEADLINES:

January issue

Publishing date 15th Jan

Editorial copy deadline 15th Dec

Ad copy deadline 5th Jan

April issue

Publishing date 15th April

Editorial copy deadline 15th March

Ad copy deadline 5th April

July issue

Publishing date 15th July

Editorial copy deadline 15th June

Ad copy deadline 5th July

October issue

Publishing date 15th October

Editorial copy deadline 15th September

Ad copy deadline 5th October

OUR PUBLISHERS

Datateam Business Media Ltd is a modern and dynamic communications business with a product portfolio covering six business-to-business and healthcare sectors. Established in 1988, we have expanded over the years and now offer over 50 publications, websites, events and awards. Innovative Electrical Retailing sits alongside other industry leading publications within the DIY, Garden and Home sectors between them, bringing together a greater understanding and experience of the retail sector as a whole.

For more information on how you can benefit from being part of Innovative Electrical Retailing and reach the best possible audience, speak to one of the team today