

# IER

# MEDIA PACK

[www.innovativeelectricalretailing.co.uk](http://www.innovativeelectricalretailing.co.uk)



## MORE THAN JUST A MAGAZINE...

### THE MAGAZINE

Innovative Electrical Retailing (IER) magazine established in 1988 serves the electrical industry. IER reaches 10,000 key buyers, and specifiers within Electrical industry, providing a platform for suppliers, manufacturers and distributors to engage with the Independent sector.

IER's editorial mission is to help retailers at the crucial selling out stage and provides retailers and their staff with valuable training articles. The magazine is a proven key source for news, comment and interviews.

### THE IER AWARDS

The Innovative Electrical Retailing Awards celebrated its 30th Anniversary in 2022 and is an event which is the longest serving of its kind in the industry.

The IER Awards recognises the achievements of primarily independents and also multiples honouring their professionalism and service excellence. The awards also recognise innovation and service excellence provided by Manufacturers, Suppliers and Distributors with an outstanding annual awards event not to be missed.

**IER MAGAZINE CAN OFFER OPPORTUNITIES** to provide Special Routes to Market: Webinars, Bespoke Supplements, Bespoke Sales Training Articles, Magazine Advertising, Digital Advertising, E-Cast & Newsletters - Prices on Application

**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**

# FEATURES LIST

## January

Home Entertainment – Voice Control and Smart Tech  
 Small Appliances – Floorcare  
 Major Appliances – Washing machines

## March

Home Entertainment – TV and Audio  
 Small Appliances – Coffee Machines  
 Major Appliances – Refrigeration

## May

Home Entertainment – Outdoor Living (Speakers, Streaming etc)  
 Small Appliances – Tabletop cooking (air fryers etc)  
 Major Appliances – Built-in Appliances  
 Moving into Kitchens

## July

Home Entertainment – Custom Installation  
 Small Appliances – Premium SDA  
 Major Appliances – Quiet Appliances

## September

Home Entertainment – Connected Audio  
 Small Appliances – Floorcare  
 Major Appliances – Eco Appliances

## November

Home Entertainment – Home Cinema & AV  
 Small Appliances – Christmas gifting feature  
 Major Appliances – Cooking  
 New Opportunities

# ADVERTISING RATES

## Display Advertising

4 page cover wrap	£5,995	Double page spread	£2,495
Front Cover Package	£2,995	Full page	£1,895
Inside front cover	£1,995	Half page	£995
Inside back cover	£2,500	Quarter page	£695
Outside back cover	£2,995		

## Digital/Online

MPU	£995 per 3 months
Banner	£1,195 per 3 months
Takeover	£1,995 per 3 months
POP Up	£995 per 3 months
Weekly Newsletter Banner	£2,495 per 3 months
Solus E-Shot	£995
Webinar	£3,000

Please note: Cancellation 28 days prior to publication

# 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

# 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.

# MEET THE TEAM

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## SPECIAL PROJECTS & IER AWARDS

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