



# MEDIA PACK

## MEET THE TEAM

### Editor

Jonathan Swift  
jswift@datateam.co.uk

### Publication Manager

Carly Bowman  
01622 699160  
cbowman@datateam.co.uk

### Sales manager

Katie Jackson  
01622 699121  
kjackson@datateam.co.uk

## DIGITAL ISSUE

Innovative Electrical Retailing's fully interactive digital format is available on the Innovative Electrical Retailing website, [www.innovativeelectricalretailing.co.uk](http://www.innovativeelectricalretailing.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

Innovative Electrical Retailing (IER) 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 2012 and December 31 2012). 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 and interviews.

## THE MAGAZINE

Innovative Electrical Retailing (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 portfolio includes: The Business Book, The Sales Training Guide and the Innovative Electrical Retailing Awards.

**The Business Book:** Based on market data from global market research company GfK, The Business Book is a one-stop source of the latest market trends and statistics in three sectors: consumer electronics, major domestic appliances and small domestic appliances.

**The Sales Training Guide:** This easy-to-read reference guide is designed to help retailers sell more goods and services. It comprises comprehensive coverage of product developments (such as features and benefits) in consumer electronics, major domestic appliances and small appliances. It also features expert advice on: safety testing and marks, financial guarantees, and insights into energy labelling.

**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.

## 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

# 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

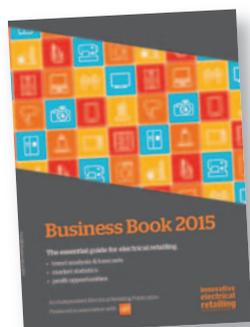
**Inserts / E-casting / Direct mail**

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

## NOT JUST A MAGAZINE

**The Innovative Electrical Retailing Awards** formerly The Independent Business Awards) will celebrate its 25th anniversary in 2017. The event, which possesses the longest heritage of any awards in our industry, recognises the achievements of independent and multiple electrical retailers and honours their professionalism and service excellence.

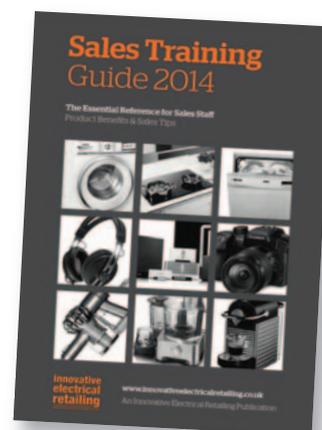


### IER Business Book

Produced in association with global market research company GfK, this annual publication is an essential guide that aims to keep electrical retailers fully up to date and informed on the latest developments in the market.

### IER Sales Training Guide

The IER Sales Training Guide is a handy reference source of product knowledge for electrical retailers who wish to trade smartly.



## 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.

### DECEMBER/JANUARY 2020

- Service & Repair
- IER Awards – Nomination Support
- UHD TV
- SDA – Spring Show Preview

### FEBRUARY/MARCH 2020

- Floorcare
- Refrigeration
- CES 2019
- Laundry
- kbb Birmingham Preview

### APRIL 2020

- Air Treatments
- Dishwashers
- Television
- kbb Birmingham Review

### MAY/JUNE 2020

- Service & Repair
- Cooking
- Cooker Hoods
- Refrigeration – Summer Cooling

### JULY/AUGUST 2020

- Connected Appliances
- Built In Appliances
- Floorcare
- Multi Room Audio

### SEPTEMBER 2020

- Digital Radio
- Healthy Cooking
- SDA Update
- Retail Finance & Warranties

### OCTOBER/NOVEMBER 2020

- IFA Report
- Laundry
- Smart Audio
- Turntables
- Accessories, spares and consumables

## 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**