



IER

www.innovativeelectricalretailing.co.uk

MEDIA INFORMATION

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.



DIGITAL ISSUE

Innovative Electrical Retailing's fully interactive digital format is available on the Innovative Electrical Retailing website, 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 ABC audited 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.

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 2018

- Reviews from the top
- IER Awards 2018
– nominations and support
- UHD television

FEBRUARY 2018

- Floorcare
- Refrigeration
- CES 2018
- Sales Training - Refrigeration

MARCH 2018

- Laundry – washers, dryers, irons and steam generators
- SDA update
- Sales Training – Laundry

APRIL 2018

- Dishwashers
- Television
- Sales Training – Television
- Digital imaging

MAY 2018

- Cooking
- Sales Training – Cooking
- Personal Care
- Sales Training – Personal Care

JUNE/JULY 2018

- Built-in appliances
- Cooker hoods
- Connected appliances
- Refrigeration/summer chilling

AUGUST 2018

- Multiroom audio
- Floorcare
- Headphones

SEPTEMBER 2018

- Digital radio
- Healthy cooking
- Turntables

OCTOBER 2018

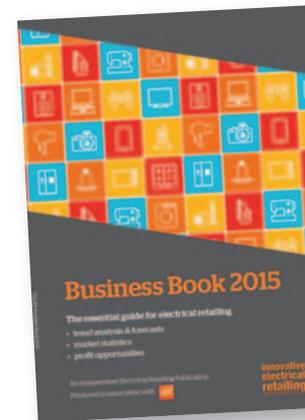
- Retail finance and warranties
- IFA report
- Smart Audio
- SDA update
- Sales Training - SDA

NOVEMBER 2018

- Accessories, spares and consumables, incl. AV furniture, brackets
- Colour in the kitchen
- Sales Training - Accessories

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. The Innovative Electrical Retailing Awards 2017 will take place on March 30, 2017.

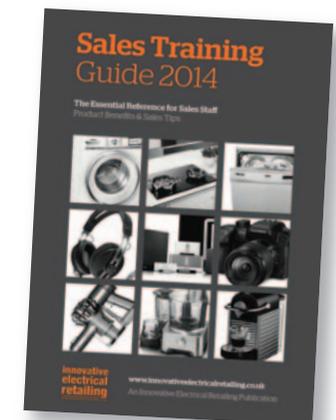


IER Business Book

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.



ADVERTISING RATES

Display Advertising		Web advertising	
4 page cover wrap	£8,750	Agency discount	10%
Double page spread	£6,500	Website button	£300 per month
Inside front cover	£4,000	Website banner	£600 per month
Inside back cover	£3,500	Website competition	£750 per month
Outside back cover	£4,750	Sponsored email alert (banner and message)	£750 per alert
Full page	£3,500		
Half page	£1,950		
Quarter page	£1,150		
Product Showcase	£875		

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

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

SPECIFICATIONS (W x H in mm)

Display	Trim	Bleed
Double page spread	297 x 420	303 x 426
Full page	297 x 210	303 x 216
Half page (horizontal)	139 x 210	145 x 216
Half page (vertical)	297 x 96	303 x 102
Quarter page strip (horizontal)	65 x 191	
Quarter page strip (vertical)	272 x 44	
Quarter Page (standard)	124 x 86	

Please note: Cancellation 28 days prior to publication

DISPLAY ADVERTISEMENT COPY

Adobe Acrobat PDF Version 1.3

- Adobe Acrobat Distiller 5.x is the required software for creating pass4press version 2 compliant PDF files.
- (PDF files created with other software, such as Agfa Apogee, must conform to the pass4press specifications and include page geometry information).
- Files must be PDF version 1.3 or later.
- All files to be supplied as composite CMYK (if a spot colour is required please contact the publisher).
- Where necessary a bleed area of 3mm must be contained within the file.
- Files must contain crop marks.
- All images contained within the PDF must be high resolution (300 dpi recommended) CMYK format.
- All fonts must be embedded.
- Any trapping requirements should be applied by the file creator.
- No trapping will be applied by the printer.
- Combined colour ink density must not exceed 300%.
- Files must be submitted as single pages.

QuarkXPress, Adobe Illustrator, Adobe Photoshop Images

- All images in the file must be high resolution (300 dpi).
- Colour images must be saved in CMYK mode as TIFF or EPS format.
- Do not use RGB images.
- Try not to use JPEG images. Convert them to EPS or TIFF format.
- If you have to send JPEG images you must inform us.
- Any images with clipping paths must be saved as EPS format, otherwise the cutout will not work.
- Because of issues with PDFs produced directly in InDesign and Adobe Illustrator, the PDF must be flattened in the program it was produced in to avoid layer and transparency problems, or we suggest these formats are made and supplied as Tiff or EPS files. Otherwise we do not accept any responsibility for errors occurring in the final print run.

Product News Copy

- All digital photos must be supplied at 300 dpi and at least 100mm width or depth.
- **Yes Please:** .jpg / .tif / .eps
- **No thanks:** Word documents, Powerpoint, GIFs, PDFs

MEET THE TEAM

Editor

Gregor Muir
gmuir@datateam.co.uk

Special Projects and Events

Linda Dorling
01256 321337
lindaedorling@gmail.com

Classified Sales

John Wilson
01622 699127
jwilson@datateam.co.uk

Divisional Manager

Mike Gammon
01622 699142
mgammon@datateam.co.uk

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 than 130 years, DIY Week has been the diy, hardware and garden centre industry's main news source. DIY Week has the well-deserved reputation for being essential for anyone who needs to keep abreast of what's happening across the entire market, from small independent hardware retailers to major diy multiples, and also online retailers. Every fortnight, DIY Week provides a mix of news, features, opinion and background information of unrivalled authority, plus interviews with leading retailers -a formula that continues to make DIY Week, the essential news source for retailers and suppliers.



Housewares magazine, is the original business-to-business magazine for housewares retailers and their suppliers. For over 30 years it has been profiling leading housewares retailers and showcasing the latest in product innovation. Alongside detailed reviews of key market sectors, informed comment by senior industry people, exclusive market trend information from retailers themselves, and much more Housewares offers the best route to multiple Housewares retailers, grocers, department stores and leading independents.



Garden Centre Update is the monthly magazine for garden centres and nurseries. Since its launch in 1993, Garden Centre Update has become firmly established within this dynamic and diverse sector, and is at the forefront in coverage of the latest products and services. It reaches buyers from independent and multiple garden centres and nurseries throughout the UK, enabling them to source up-to-the-minute new product information and the latest industry news.



The Innovative Electrical Retailing Awards is the longest running and most prestigious awards event in the industry. It rewards the best and brightest of the trade, encouraging innovation in retailing and in product development. All nominated finalists can enjoy a glamorous gala dinner and entertainment at the evening event in March, with the winners taking home the prized trophies.

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