



ert

MEDIA PACK 2021



THE MAGAZINE

- Leading business title for the electrical retail industry for 130 years.
- Targeted at both senior decision makers (senior managers, business owners) and shopfloor staff in electrical retailers.
- ERTOnline.co.uk well established as leading online resource for sector.

ERT was established an astonishing 130 years ago and has an unquestionable heritage and reputation as the leading magazine for electrical retailers.

Each issue is packed with industry news, market analysis and in-depth features on the issues they, and the rest of this fascinating sector, face. Our market-leading business-to-business publication is aimed at not only the key decision makers in the business, but also the shopfloor staff who deal directly with the consumer.

Through ERT's unique and impartial reports on the state of the industry, the team is dedicated to improving standards, as well as highlighting and promoting excellence through our 'Take a Town' mystery shopping features and the ongoing 'Turning Point' campaign (see below left).

We also feature interviews with the biggest names in electricals both in the UK and abroad - we even won a prestigious publishing industry award for our front covers.

Since 1890, ERT has been the must read for the industry - an accomplishment that very few magazines in any sector can boast.

This is a position that the entire team is proud to uphold and keen to build on in the future.

ERT TURNING POINT

ERT Turning Point is an ongoing campaign aiming to revitalise the traditional independent electrical retailer and encourage growth and adaptation of new retail ideas.

Independent retailers need to adapt their businesses to survive and work more closely with their suppliers to develop new approaches to this rapidly changing marketplace.

With the rise of the smart home, products are getting more complicated to install and use, which means we need specialist independent retailers more than ever.



ERT IN NUMBERS



Monthly Users
3,208



Circulation
6,000



Views
8,978



Weekly E-Newsletter
3,571



Twitter
2,796

FOR EDITORIAL ENQUIRIES

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FOR ADVERTISEMENT ENQUIRIES

Publication & Event Manager - Alice Kemp
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FEBRUARY

Home Entertainment (Voice Control): Voice Control is the biggest trend in smart tech – how can retailers make the most of demonstrating the benefits.

Home Appliances (Floorcare): Robot and cordless cleaners – these are the biggest trends in the floorcare market. We take a look at how indies can clean up on sales.

Focus: Stock Management: What systems and services are available to ensure retailers operate efficiently behind the scenes.

MARCH

Home Entertainment and Home Appliances: With the retro revival continuing to make waves, we take a look at this growing market.

Home Appliances (Refrigeration): In today's increasingly smarter market, refrigerators are about more than just cooling. We look at the latest trends for consumers' kitchens.

Focus: Local Marketing: Community is key, and the marketing methods available today provide the generation of direct and indirect sales, as well as boosting the awareness of your brand. Retailers and experts share their marketing tips that truly make a difference.

APRIL

Home Entertainment (TV and Audio): Major sporting events have always been a key time for TV and audio product sales. Retailers can get ahead of the game with our tech trend rundown and ensure football's coming home with the customer this summer.

Focus: The Power of Online: Setting up and running a leading retailer website can take a lot of work – we ask the experts for their time-saving tips and how to better explore online opportunities.

MAY

Home Entertainment (Outdoor Living): With the holiday season hotting-up, portable power and music on the move are essential requirements – we look at the latest trends.

Home Appliances (Built-in): A look at the latest in built-in appliances and how to sell them.

Focus: Experiential Retail: Experiential retail has become increasingly important to independent businesses, but how do you create an interesting and interactive experience for consumers?

JUNE

Special Issue: Smart Home and Custom Installation: The smart home market is booming, but what smart tech is actually practical to consumers and what areas could be key to retailer's margins? In addition, there is a massive opportunity to make further profit by meeting the customer's installation needs

Focus: Supply Chain and Logistics Solutions: Whether it's delivery to or from the retailer's store, distribution is a crucial part of the business. We look at how to ensure a smooth process and what services can help.

JULY/AUGUST

Home Appliances (Premium SDA): Premium SDA is a lucrative market for margins, but how can retailers reap the benefits?

Focus: Training: Businesses that have a passion for training and staff development will excel during challenging times – how can independent retailers make the most of the opportunities available?

SEPTEMBER

Home Entertainment (Connected Audio): It's full stream ahead for the audio market. How can retailers make music to their ears and capitalise on the sector?

Home Appliances (Eco Appliances): 'It's not easy being green'... but actually it is, with huge numbers of environmentally-friendly appliances for the home. We look at the latest trends.

Focus: Digital Marketing: We ask some industry experts for their advice on how retailers can better understand and utilise digital marketing techniques to their benefit.

OCTOBER

Review: IFA 2021: Home entertainment and home appliances trends from across the leading technology show.

Focus: Black Friday & Christmas: How can retailers prepare for the all-important peak season?

NOVEMBER

ERT Awards 2021: We profile all of the winners of the industry's most prestigious awards event.

Home Entertainment and Home Appliances (All I Want for Christmas): We look at what products and tech will be big-sellers over the Christmas season.

Home Appliances (Cook Like a Pro and Cooking Events): How can consumers recreate professional cooking results at home? And how can retailers host specialist events in-store for customers to try before they buy? We take a look.

DECEMBER/JANUARY

Home Entertainment (Home Cinema & AV): What's the big picture for home cinema and AV? We look at the latest action and how retailers can benefit.

Focus: Fast-forward: We ask experts across the industry what they think the big tech trends will be for the year ahead.

Focus: Shop Fitting: First impressions count, and while an attractive and inviting store is one thing, a good design and fitting makes all the difference. What services are available and how can retailers stand out amongst their competitors?

FOR EDITORIAL ENQUIRIES

Editor - Jack Cheeseman

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RATE CARD



DISPLAY

Double Page Spread	£4,950
Full Colour Page	£2,970
1/2 page	£1,782
1/4 page	£1,069
1/4 page Display Zone	£1,855
1/8 page Display Zone	£513

PER INSERTION

SPECIAL DISPLAY POSITIONS

Sponsored Roundtable	£7,425
Double Page Spread Advertorial	£5,940
Advertorial Page	£3,564
Product Launch Page	£3,267
Front Cover	£3,861
Inside Front Cover DPS	£5,693
Inside Front Cover	£3,416
Inside Back Cover	£3,267
Guaranteed Position for full colour page	£3,267
Outside Back Cover	£3,416
1/2 page Advertorial	£2,138
1/2 page DPS strip advert	£3,267
1/4 page DPS strip advert	£1,960
1/4 page strip advert	£1,283
Front Cover Strip	£2,138

PER INSERTION

RECRUITMENT

Full Colour Page	£2,800
1/2 page	£1,400
1/4 page	£700
Other (per col cm)	£25

PER INSERTION

INSERTS - FULL CIRCULATION

Price on enquiry

ERT ONLINE (BASED ON TENANCY RATE PER MONTH)

Homepage	
Leaderboard	£844

NEWS OR JOB PAGE

Leaderboard	£1,125
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RUN OF SITE

Leaderboard	£675
Recruitment (per col cm)	£25

NEWSLETTER (TENANCY RATE PER MONTH X 4 NEWSLETTERS)

Leaderboard	£1,625
Job of the week	£250 (per week)

E-SHOTS

Third party e-shot	£500 per 1000
ERT sponsored e-shot	£250 per 1000

FOR ADVERTISEMENT ENQUIRIES

Publication & Event Manager - Alice Kemp
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THE ERT AWARDS

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OVERVIEW

- Retail and manufacturing awards - now in their 14th year. Held in the Autumn in Central London.
- Take advantage of SEVEN months of promotional material across ERT's print, online and social media from May to November 2021.
- Exclusive lunchtime event, attended by senior management from retailers, suppliers and manufacturers.
- Supported by industry associations.
- Major sponsors have included global brands such as Haier Group, Humax, Jura, Retra, Sirius Buying Group and Calculus.

Regarded as the electrical retailing industry's event of the year, the ERT Awards brings retailers and manufacturers together from across the UK to celebrate excellence and outstanding achievement in the electrical retailing sector.

The ERT Awards is truly an event for the entire electrical industry and is divided into two sections - the Retailer Awards and the Manufacturer Awards. In the Retailer Awards section, independent and multiple electrical retailers are asked to nominate themselves in specific categories, while in the Manufacturer section, retailers themselves vote for their favourite brands and reps.

Such is the success of our Awards formula that sponsorship of each category is hotly contested and the ERT Awards continues to be supported by the leading brands in the electrical industry. For those who are interested in becoming part of the success story in the future, tailored sponsorship packages are available allowing you to put your brand behind ERT's mission to recognise and reward excellence in our marketplace.

SPONSORSHIP

PRE-EVENT PROMOTION

Your logo will appear on ALL marketing materials promoting the awards, lasting from May 2021 to November 2021.

Marketing materials include:

- ERT Awards print display ads in every issue of ERT.
- Adverts and promotional content on ERTonline.co.uk.
- Regular dedicated event emails to the full ERT database.
- Your logo will appear prominently on the dedicated event website ertawards.co.uk. This site will detail all the entry and judging process, finalists' announcement and booking details.

AT THE EVENT

- Your logo will appear on all venue signage and event production - including the stage backdrop and screens.
- You will be allocated four seats at the event in a premium position.
- You will receive 10% sponsors discount on any additional seats purchased for the event. This is exclusive to sponsors as we do NOT discount any other seats.
- A representative from your company will be introduced and invited on stage by the hosts to announce the winner of your category and pose for the official photo with them.
- Your company name will be engraved on the winner's trophy.

POST-EVENT PROMOTION

- A strip advert from your company will appear on the full-page editorial dedicated to the winner of your category in the next print issue of ERT, which gives a full report from the event.
- Your logo will appear on a dedicated post-event email that links through to the winners and photo gallery.

FOR EVENT ENQUIRIES

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