



## 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.



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## THE MAGAZINE

- Leading business title for electrical retailing industry for over 128 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 129 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 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.

ERTOnline.co.uk is a significant part of our offering, with the latest news, analysis, products and interviews. In fact, our weekly email newsletter now goes to nearly 4,500 registered recipients.

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.

## CIRCULATION

ERT is mailed free to registered readers who meet our terms and conditions.

## ADVERTISEMENT DEADLINES

ISSUE	COPY DEADLINE	MAILING DATE
<b>FEBRUARY 2019</b>	17-Jan-19	01-Feb-19
<b>MARCH 2019</b>	14-Feb-19	01-Mar-19
<b>APRIL 2019</b>	20-Mar-19	04-Apr-19
<b>MAY 2019</b>	19-Apr-19	04-May-19
<b>JUNE 2019</b>	15-May-19	31-May-19
<b>JULY 2019</b>	19-Jun-19	04-Jul-19
<b>SEPTEMBER 2019</b>	20-Aug-19	05-Sep-19
<b>OCTOBER 2019</b>	18-Sep-19	03-Oct -19
<b>NOVEMBER 2019</b>	17-Oct -19	01-Nov-19
<b>DECEMBER 2019</b>	20-Nov-19	05-Dec -19

# ERT 2019 FORWARD FEATURES

## FEBRUARY

**Focus: CES Review:** A full round-up from the Las Vegas tech show.

**Home Appliances & Home Entertainment:** Getting started with... **The smart home:** The smart home represents a huge opportunity for independent retailers, but how do you break into the market and make the most of it?

## MARCH

**Focus: Local Marketing:** Local heroes, local advertising and working with the local community. How can independent retailers make the most of local marketing?

**Home Appliances: Floorcare:** Robot vacuum cleaners and stickless cleaners – these are the biggest trends in the floorcare market. How can indies suck up these sales?

**Home Appliances & Home Entertainment: Retro design** is all the rage, but what products should you be selling and what's fuelling the retro revival?

## APRIL

**Home Appliances & Home Entertainment: Voice control** is the biggest trend in smart tech – how can retailers make the most of it?

## MAY

**Focus:** Getting started with... **Experiential Retail:** Experiential retail is a hot topic, but how do you create interesting and interactive retail experiences for consumers?

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

**Home Entertainment: TV:** 4K versus 8K – we look at the latest UHD TV technologies.

## JUNE

**Focus: Training:** What training services and schemes are out there, and how can independent retailers make the most of them?

**Home Appliances: Premium SDA:** Premium SDA is a growing market, but how can retailers reap the benefits?

**Home Entertainment: Staying Out for the Summer:** With the holiday season hotting-up, portable power and music on the move are essential requirements – we look at the latest trends.

## JULY/AUGUST

**Special Issue: The smart home** is a massive opportunity for retailers to make a profit and capitalise on the next wave of technology. We look at how to make the most of this exciting market.

## SEPTEMBER

**Focus: Digital Marketing:** Many independent retailers struggle to get to grips with the basics of digital marketing. We ask some industry experts for their advice on how to get started.

**Home Appliances: Eco Appliances:** Everything's gone green – manufacturers are promoting their environmentally-friendly appliances. We look at the latest trends.

**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?

## OCTOBER

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

**IFA Review:** We report on all the latest tech trends from the Berlin trade show.

**Home Appliances: Cook Like a Pro:** How can consumers recreate professional cooking results at home? We ask the experts.

**Home Entertainment: Home Cinema & AV:** What's the big picture for home cinema and AV – we look at the latest action.

## NOVEMBER

**Focus: All I Want For Christmas...** We look at what products and tech will be big-sellers over the Christmas season. It will include editorial highly relevant to ALL suppliers across the home-appliances and home entertainment sectors.

**ERT Awards 2019:** We profile all of the winners of the industry's most prestigious awards event.

## DECEMBER/JANUARY

**Future Tech: 2020 Vision:** We ask those in the know to give us their top tips on what will be the big tech trends for the year ahead.

*Features are subject to change at the Editor's discretion.*



### DISPLAY

Double Page Spread	
Full Colour Page	
1/2 page	
1/4 page	
1/4 page Display Zone	
1/8 page Display Zone	

### SPECIAL DISPLAY POSITIONS

Sponsored Roundtable	
Double Page Spread Advertorial	
Advertorial Page	
Product Launch Page	
Front Cover	
Inside Front Cover DPS	
Inside Front Cover	
Inside Back Cover	
Guaranteed Position for full colour page	
Outside Back Cover	
1/2 page Advertorial	
1/2 page DPS strip advert	
1/4 page DPS strip advert	
1/4 page strip advert	
Front Cover Strip	

### RECRUITMENT

Full Colour Page	
1/2 page	
1/4 page	
Other (per col cm)	

### INSERTS - FULL CIRCULATION

Price on enquiry

### PER INSERTION

£4,950
£2,970
£1,782
£1,069
£1,855
£513

### PER INSERTION

£7,425
£5,940
£3,564
£3,267
£3,861
£5,693
£3,416
£3,267
£3,267
£3,416
£2,138
£3,267
£1,960
£1,283
£2,138

### PER INSERTION

£2,800
£1,400
£700
£25

### 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





## THE ERT AWARDS

### OVERVIEW

- Retail and manufacturing awards - now in their 11th 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 2019.
- Exclusive lunchtime event, attended by senior management from retailers, suppliers and manufacturers.
- Supported by industry association Retra.
- Major sponsors have included global brands such as Beko, Panasonic, Hoover, Roberts and Miele.

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 2019 to November 2019.

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 ERTonline.co.uk/awards. 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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