



THE

www.independentelectricalretailer.co.uk

Independent Electrical Retailer

2010 Media Information



Introduction

For over 29 years, *IER* has been providing the industry with an informed commentary and in-depth analysis of the market and product developments, the latest business opportunities and emerging technologies. Together with the monthly magazine, the *IER* product portfolio includes: *The Business Book*, *The Sales Training Guide* and the annual Independent Business Awards.

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

The Sales Training Guide is an easy-to-read reference guide, designed to help retailers sell more goods and services. It comprehensively covers product developments (including features and benefits) in consumer electronics, major domestic appliances and small appliances. It also features expert advice on safety testing and marks, on financial guarantees and insights into energy labelling.

The Independent Business Awards, run annually by *IER*, are acknowledged as the most prestigious awards event in the electrical industry. Each year in January we invite manufacturers and retailers to submit their nominations for 15 award categories.

For further information about *IER* products and to find out how you can benefit from the *IER* editorial, publishing and advertising expertise, please contact the *IER* team:



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Features list 2010

JANUARY 2010

- Reviews from the top
Overview of 2008 in all three product categories – as seen by the decision makers of the leading electrical companies in the UK.
 - Training for retailers – product and sales skills training
 - Digital Switchover – an update
- Contributors' deadline: 20 November 09**

FEBRUARY 2010

- HD developments including Free HDTV – a product and market update
 - Green DA appliances – the latest eco-technology developments.
 - CES 2010 report
- Contributors' deadline: 14 December 09**

MARCH 2010

- Dishwashers – a product and market update
 - Green CE products
 - Connected products, inc internet TV, Wi-Fi devices
- Contributors' deadline 22 January 2010**

APRIL 2010

- DAB – a market/product update
- Contributors' deadline 19 February 2010**

IER Business Book 2010

The *IER Business Book* is a compilation of market trends, based on GfK statistical information. It interprets trends in sales volume and value across all the leading electrical goods categories, including analysis of the latest market developments, retail opportunities and forecasts.

Contributors' deadline 12 March 2010

MAY 2010

- Digital cameras
- Home laundry – a product and market update.
- Air treatment – a product and market update

Special supplement: Independent Marketing Awards 2010 – nominations

Contributors' deadline 19 March 2010

JUNE 2010

- Floorcare
 - Cooling appliances: wine cabinets and drink chillers
 - Home recording: PVRs and Blu-ray recorders
- Contributors' deadline 22 April 2010**

JULY 2010

- Personal audio – products and accessories
 - Induction – a product update
- Contributors' deadline 22 May 2010**

AUGUST 2010

- I-TV interactive television, inc. internet TV, i-Player on TV sets
- Steaming food and other methods of healthy cooking (DA and SKA)
- Winter warmers: portable heating

Special Supplement: Independent Marketing Awards 2010

Contributors' deadline 18 June 2010

SEPTEMBER 2010

- Winter warmers: focal point fires
 - 3D television
 - Batteries – a product and market update
- Contributors' deadline 23 July 2010**

OCTOBER 2010

- Retail finance
 - Compact and travel appliances (DA and SKA)
 - Report from IFA
 - CIH Show review
- Contributors' deadline 23 August 2010**

The IER Sales Training Guide 2010

The STG is a one-stop reference guide for sales staff covering product developments in the main industry sectors together with market and style trends in all related areas. STG is designed to help independent electrical retailers sell more goods and services

NOVEMBER 2010

- Modern kitchen – the latest developments in technology and design
- Coffee makers – a product/market update

Christmas supplement – seasonal opportunities in CE and SKAs, including personal grooming and floorcare

Contributors' deadline 22 September 2010

DECEMBER 2010

- Irons and steam generators – a market/product update
- Accessories: spares and consumables, inc AV furniture

Contributors' deadline 22 October 2010

JANUARY 2011

- Reviews from the top. Overview of 2010 in all three product categories – as seen by the decision makers of the leading companies in the UK. Their opinions on the prospects for 2011.
 - Memory card devices, inc audio players, cameras and camcorders
- Contributors' deadline: 19 November 2010**

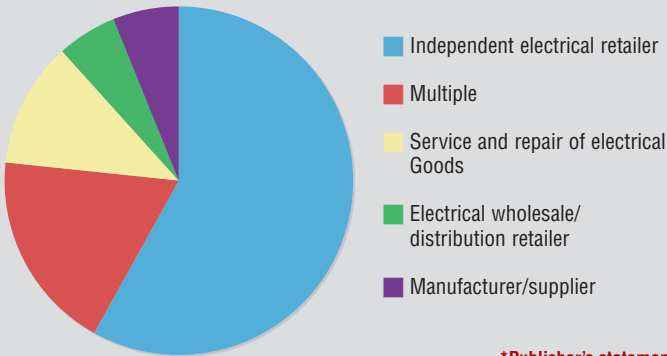
Circulation

The *Independent Electrical Retailer (IER)* is the leading monthly title for the electrical industry with an audited circulation of 6,895 (Jan-Dec 2008). Distributed to independent electrical retailers in the UK and Northern Ireland in addition to other electrical companies, the magazine is a source of industry news and a communication tool for the senior personnel of the manufacturers, distributors and suppliers in the UK.

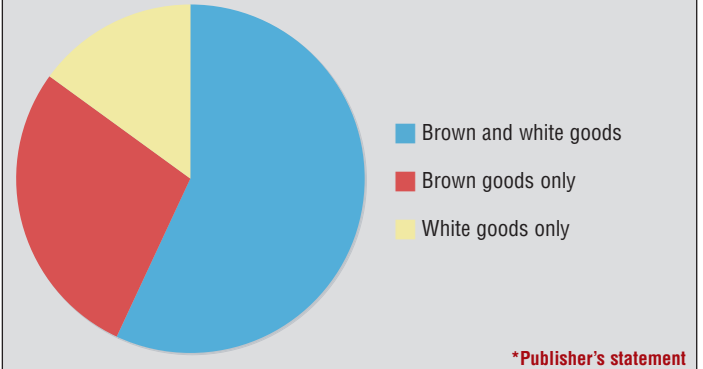
IER circulation

- Circulation of 6,895 (Jan-Dec 2008)
- The only magazine guaranteed to reach all the independents*
- High percentage controlled circulation and with a strong requested readership

Breakdown of IER circulation*



Breakdown of products sold by IER readership*



IER is unique . . .

IER Magazine is the only magazine serving the whole of the independent market*, whilst at the same time representing and serving the following key sectors:

- Retail network • Senior personnel in multiple sector • Manufacturers • Suppliers • Distributors • Service providers.
- *IER* has been established for over 29 years. This means it has been able to build a strong relationship with its 6,900 readers, with a strong individually requested subscription – a clear demonstration that readers have been able to rely on its in-depth market analysis and features when making key business decisions.

IER..... not just a magazine

Independent Business Awards 2010



Independent Business Awards, which are in their 19th year and have the longest heritage of any awards in our industry. They recognise the achievements of the independent electrical retailers and honour their professionalism and service excellence. The Independent Business Awards 2010 will take place on 24 June 2010

Sales Training Plus

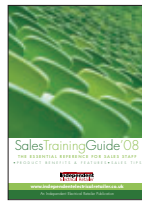


"Sales Training Plus" - offer manufacturers a platform to showcase their products and provide retailers with selling, tips and knowledge relating to the sponsors' unique technologies. The retailer who has sufficient product training will maximise opportunities at the crucial point of sale. Price on application
For further details contact: Linda Dorling, Tel: 01252 682634; Mob: 07885 142398; email: ledorling@ntlworld.



Business Book

The essential guide for electrical retailing produced in association with GfK. The Business Book is published annually by the *IER* magazine, to help independent electrical retailers stay informed about what's going on in the market place, and thereby to help keep them in business.



Sales Training Guide

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

The *Independent Electrical Retailer* magazine is also produced in a fully interactive digital format of which is available on the *IER* magazine website. Readers/subscribers will benefit from the digital issues by being able to bookmark pages, send, search, print, save any information of importance and contact the advertisers directly via live URL and email links.

Advertising Opportunities in the Digital Issues of IER

Live URL & Email Links • Digital Bellybands • Flash advertisements • Page/Issue Sponsorship • Flash Rollover • Tabs/Inserts • Video/Audio Streaming

Display advertising rates

4 page cover wrap	£8,750
Double page spread	£6,500
Inside front cover	£4,000
Inside back cover	£4,000
Outside back cover	£4,750
Full page	£3,200
Half page	£1,750
Quarter page	£1,000
Business Builder	£250

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

Web advertising

Sponsored email alert (banner and message)	£750 per alert
Website button	£300 per month
Website banner	£600 per month
Website competition	£750 per month
Agency discount	10%

★ Please note:
Cancellation 28 days prior to publication

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

Mechanical data

Please note all dimensions are height x width in mm

	Type	Trim	Bleed
Double page spread	267 x 388	297 x 420	303 x 426
Full page	267 x 184	297 x 210	303 x 216
Half page (landscape)	122 x 82		
Half page (portrait)	267 x 90		
Quarter page (landscape)	65 x 184		
Quarter page (portrait)	252 x 59		
Eighth page (portrait)	32.5 x 267		
Eighth page (landscape)	32.5 x 184		

Technical specification

PREFERRED FILES:

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 (PDF version 1.4 is not acceptable currently)
- 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 (300dpi recommended) CMYK format
- All fonts must be embedded
- Files should not contain TrueType or MultipleMaster fonts, because they can perform unpredictably at press
- 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

or 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
Do not embed files within files

★ 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. ★

Typefaces

Use only Postscript type 1 or 3 (NOT TrueType). Where possible fonts should be converted to outlines or embedded in the file

Submitting material

Preferred method By Post on CD with colour proof to
Datateam Business Media Ltd. 15a London Road, Maidstone, Kent ME16 8LY
By E-Mail - phone 01622 687031 for account handler's email address
or by FTP - phone 01622 687031 for details

File naming procedure Publication Name + Month of Publication + Advertiser Name