

ert&IER

MEDIA PACK 2025



A combined package to maximise your opportunities

Both ERT and IER magazines are invaluable sources of information for the independent electrical retailer market. Each publication and associated website has a reach of several thousand key buyers and specifiers, providing a platform for manufacturers, suppliers and distributors to engage. The reader databases of each publication have some key differences which means advertisers can ensure they will be seen by key decision makers. Brands will benefit from maximum exposure by appearing in both publications simultaneously throughout the year in print and digital formats. Both publications serve their own readership independently, with combined commercial content to offer even greater coverage for the brands targeting the independent electrical retailers across the UK.



ERT overview

For over 130 years, ERT has been the leading magazine for electrical retailers, renowned for its legacy and trusted reputation. Published 10 times per year, each issue delivers essential industry news, comprehensive market analysis, exclusive interviews with market-leading brands, product highlights, in-depth features, and more. ERT serves as a valuable resource for both key decision-makers and shopfloor staff, equipping them with insights and tools to engage effectively with consumers.



Digital Edition
12,103



Circulation
8,034



Weekly E-Newsletter
4,591



IER overview

IER's editorial mission is to help retailers at the crucial selling out stage and is particularly famed for its invaluable training articles for the last 35 years. Strategically published 4 times a year seasonally when readership engagement and market activity is at its highest, it has proven to be the key source for news, comment, interviews, product training articles and leading retail manufacturer e-learning training technology.



Digital Edition
10,002



Circulation
7,861



E-Newsletter
3,735

ERT FEATURES LIST CELEBRATING OUR 135TH YEAR!

JANUARY

Home Entertainment: Home Cinema & AV:

With screen and sound tech developing rapidly, we look at the latest blockbuster benefits for retail businesses.

Home Appliances: Built-in: A sleek and uncluttered kitchen look is very popular right now, so built-in appliances are the go-to solution. We look at the latest trends.

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

FEBRUARY

Home Entertainment: Voice Control &

Connected Audio: How can retailers make music to their ears and capitalise on the latest audio trends?

Eco Appliances: Consumers want to be more eco-friendly with products in their homes, so it's crucial for retailers to present all the best options to help people do their bit towards a 'greener' future.

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

NEW EXCLUSIVE SECTION - Who's Who in the Industry: This is where brand leaders come together to showcase their achievements and elevate themselves as the best of the best in a specific field/category.

MARCH

Home Entertainment: TVs and Accessories: This year's major sporting events will kick-off soon, so it's a key time for TV sales!

Home Appliances: Floorcare: Cordless cleaners and robo-vacs are some of the biggest trends at the moment, but how can indies demonstrate the benefits to clean up on sales?

Special Feature: Connected Appliances: Smart kitchen gadgets are all the rage now, so we look at some of the latest market trends.

Focus: Local Marketing: Community is key. It's an essential support network for any business to generate direct and indirect sales, and boost your brand. Retailers and experts share their marketing tips to help you make a difference in your local area.

APRIL

Home Entertainment & Home Appliances:

Outdoor Living: Warmer weather is on the way so consumers will be dining al fresco and looking for portable power and music on the move – we look at the latest trends.

Home Appliances: Air Treatment – Cooling: It's the perfect time to start stocking fans and other cooling products. What tech is going to make consumers hot under the collar this year?

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 & Home Appliances:

Retro Revival: Design is everything for most consumers. Experts share the latest tastes and trends in both the living room and the kitchen.

Home Appliances: Counter-top Cooking: Sales of cooking gadgets, like air fryers and grilling machines, are soaring; these little worktop wonders make excellent add-on purchases for your customers.

Focus: Supply Chain and Logistics Solutions: Distribution is a crucial part of the business. We look at how to ensure a smooth process and what services can help.

JUNE

Home Appliances: Premium SDA: They may be small but they can provide mighty margins! There is a very lucrative high-end market in SDA.

Special Feature: Smart Tech Trends & Custom Installation: Whether it's lighting, home security or AV, we look at some of the latest market trends and the installation opportunities.

Focus: Experiential Retail: A hugely important topic for independent retailers these days, but how do you create an interesting and interactive experience to entice consumers in-store?

JULY/AUGUST

Home Entertainment: Audio: Listen up! Whether it's wireless headphones or high-end hi-fi systems. Retailers need to keep their ear to the ground to find out what's coming out next in the audio market!

Eco Appliances: Consumers want to be more eco-friendly with products in their homes. It's crucial for retailers to present all the best options to help people do their bit towards a 'greener' future.

Special Feature: Kitchens: It's a growing area for many appliance retailers, but what are the benefits and potential pitfalls of selling fully-fitted kitchens? How can you get into this lucrative market as an extension of your existing business?

Focus: Spares & Repairs: There's more emphasis now more than ever to repair electrical products to save them from landfill. How can the industry better serve the consumer with easy access to spare parts and repair options?

NEW EXCLUSIVE SECTION: Who's Who in the Industry: This is where brand leaders come together to showcase their achievements and elevate themselves as the best of the best in a specific field/category.

SEPTEMBER

Home Entertainment & Home Appliances: All

I Want for Christmas: We look at what gifts and gadgets consumers will be shopping for over the Christmas season!

Home Appliances: Air Treatment – Heating: Consumers will be on the lookout for appliances to help them keep warm this Winter. Retailers with a selection of options will be the go-to place.

Special Feature: Smart Tech Trends: Whether it's lighting, home security or wearables, we look at some of the latest market 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 2025: Home entertainment and home appliances trends from across the leading technology show.

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: Black Friday & Christmas: It'll be here before you know it! How can retailers prepare for the all-important peak season?

NOVEMBER

Home Appliances: Cook Like a Pro and Cooking Events: How can consumers recreate professional cooking results at home?

Home Entertainment: Audio: Listen up! Whether it's wireless headphones or high-end hi-fi systems. Retailers need to keep their ear to the ground to find out what's coming out next in the audio market!

Special Feature: Smart Tech Trends: Whether it's lighting, home security or wearables, we look at some of the latest market trends.

Focus: Shop Fitting: An inviting store is one thing, but a good design and fitting makes all the difference. What services are available in the electrical retail market?

ERT 2025 Awards Winners Section: The winners of this year's Awards show off their achievements and elevate their brands.

IER FEATURES LIST

SPRING (FEB/MARCH)

Home Entertainment – Innovations for 2025

The latest Vision & Sound Technology / CES Report

Major Appliances – Home Laundry - ECO Features

Are consumers looking for Energy or Cost saving appliances?

Small Appliances – SDA Developments

Trends and developments in the world of small domestic appliances.

NEW PEOPLE MAKE THE DIFFERENCE

An opportunity to celebrate a leading individual/ team that make a huge difference to your brand and the industry. Providing insight, expertise, innovation or celebrating a key achievement and or anniversary and more.

SUMMER (MAY/JUNE)

Entertainment & Cooking – Outdoor Living

As we transition into summer, we look at how retailers can capitalise on trends for the new season. Including the latest in BBQs and Pizza Ovens. Sound & Vision

Major Appliances – Refrigeration

From new designs to innovative features, are consumers looking at cost or efficiency?

Small Appliances – Coffee Machines

Style, functionality, cost-efficiency – an insight into the must-have's for coffee connoisseurs.

AUTUMN (SEPT/OCT)

Home Entertainment – Custom Installation

Given the support, retailers are eager for new opportunities

Major Appliances – Eco Appliances

How can retailers meet the demands of the eco-conscious consumer?

Small Appliances – Floorcare

Covering everything from a cordless vacuum to a robot vacuum cleaner, how can retailers get the best out of their product offering?

IER 2024 Awards - Winners Section: Dedicated 9 pages. These limited pages will face photos of the 2025 Winners - great opportunity to Congratulate whilst promoting your brand or marketing campaign.

WINTER (NOV/DEC)

Home Entertainment – Sound & Vision

Further advances of Vision innovation and Sound enhancement

Major Appliances – Energy Savers & Energy Creators

As the winter months arrive energy saving becomes a greater priority. Eco products, Heat Pumps forge ahead as essential products for retailers to offer.

Small Appliances – Last Minute Christmas Essentials

The busiest trading period for the retail sector is here! What can retailers do to maximise sales?

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An opportunity to celebrate a leading individual/ team that make a huge difference to your brand and the industry. Providing insight, expertise, innovation or celebrating a key achievement and or anniversary and more.

CONTACTS

Stacey Boyce

ERT & IER Publication Manager

Tel: 01622 699167

Email: sboyce@datateam.co.uk

Will McGill

ERT Managing Editor

Tel: 01622 699185

Email: wMcGill@datateam.co.uk

Linda Dorling

Editorial Projects & IER Awards

Tel: 07885 142398

Email: lindadorling@gmail.com

Stuart Hopwood

IER Managing Editor

Mobile: 07710 451135

Email: stuart@linguafrancainternational.com

Charlotte Steadman

ERT Event Manager

Tel: 01622 699142

Email: csteadman@ertonline.co.uk

ADVERT SIZES

IER (Width x Height)

TRIM SIZE

BLEED SIZE

Full Page	229mm x 306mm	235mm x 312mm
Double Page	458mm x 306mm	464mm x 312mm
Half Page (H)	195mm x 135mm	
Half Page (V)	94mm x 265mm	
Quarter Page (H)	195mm x 66mm	
Quarter Page (V)	94mm x 135mm	

ERT (Width x Height)

TRIM SIZE

BLEED SIZE

Full Page	230mm x 280mm	236mm x 286mm
Double Page	460mm x 280mm	466mm x 286mm
Half Page (H)	200mm x 124mm	
Half Page (V)	98mm x 254mm	
Quarter Page	98mm x 124mm	
Quarter Strip	200mm x 60mm	

Adverts will appear in both publications unless otherwise stated:

Package costs based on inclusion in both ERT & IER

DISPLAY

PER INSERTION

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
QR Code Directory	10 x issues - £400

SPECIAL DISPLAY POSITIONS

PER INSERTION

Sponsored Roundtable	£7,425
Double Page Spread Advertorial	£5,940
Advertorial Page	£3,564
Product Launch Page	£3,267
Front Cover Package – Choice of publication and includes Full Page Advert inside both ERT & IER	£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
Content Page 1/4 page advert	3 x issues - £1,995

DIGITAL EDITION OPPORTUNITIES

(3,6- & 12-Month Options available)

(Can be static, GIF or Video)

Digital Edition Take Over Banners	12 x months - £8,995
Pop Up Banner on Front Cover & Content Page	12 x months - £6,995
Front Cover Tickertape single page strip	£995 per issue
Tickertape 1/8 single page strip	£695 per issue
Tickertape 1/8 Double page strip	£1,295 per issue
Page "0" Next to Front Cover	£1,995 per issue

VIDEO INTERVIEWS WITH MANAGING EDITOR

Video Interviews with Managing Editor

(All video content you keep for your own marketing purposes)

(All goes out via websites, e-newsletters and social media channels)

Trade Shows	£1,495
Showrooms & Experience Centres	Price on request
Zoom Interview	£995

WEBSITE ADVERTISING

Carousel Banner	£1,500 - 3 x months
Leaderboard Banner	£1,000 - 3 x months
Pop Up MPU Banner	£750 - 3 x months
Button Banner	£500 - 3 x months
Tower banner	£750 - 3 x months
Website Takeover	ERT & IER - £4,500 3 x months

NEWSLETTER

4x ERT & 2x IER Banners (includes all URL links) £1,000 per month

E-SHOTS

Email out to whole database of buyers and influencers £1,500 (included in both ERT & IER)

Webinars & Video Interviews – Price on Application

Digital/online – what can we offer?

WEBSITE

Complementing the magazines are www.ertonline.co.uk and www.ierdaily.co.uk which are updated daily with news, reviews and product updates, plus there's an archive of every single digital issue and webinar for quick and easy reference. Details on our ERT & IER Awards, Twitter (or 'X') also feeds into both websites, making them fully interactive platforms that are an essential part of the editorial & advertorial mix

WEBINARS

Work with us on a sponsored webinar and we can guarantee your sales leads! ERT and IER both have established and very well received webinar channels.

Talk personally to your target audience to offer expert advice and knowledge. You can create poll questions for your audience to ascertain their needs, answer their questions live and even continue the discussion on social media afterwards. We will capture all of this information, along with the contact details of every viewer, which we will share with you.

SOCIAL MEDIA

ERT and IER's 'X' and LinkedIn pages have a huge combined following and growing. We can offer a wealth of social media opportunities as part of a campaign, which could see your marketing messages reach a huge online audience of industry colleagues!

E-NEWSLETTERS + SOLUS EMAILS

Our newsletters have a reach of thousands. IER's newsletter is sent out monthly, but ERT's is weekly, featuring the latest news and product updates direct to our subscribers' inboxes. Alternatively, if you wish for your advertising message to be solus for bigger impact, then we can offer that too.

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for the digital issue



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latest news from the industry**

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