

ert

MEDIA PACK 2027

Connecting brands with the UK
electrical retail industry



PRINT • DIGITAL • ONLINE • EMAIL • SOCIAL

ERT overview

For almost 140 years, ERT has been the trusted voice within the electrical retail sector, connecting manufacturers, suppliers and service providers with independent electrical retailers and key industry decision-makers.

Through print, digital, online, email and social media, ERT provides brands with multiple opportunities to communicate with the market, from building awareness and launching new products to sharing expertise and driving engagement.

Our editorial combines the latest industry news, retailer insight, market analysis, interviews, product developments and specialist features, giving readers relevant content while providing commercial partners with a highly targeted environment in which to be seen.

MORE THAN A MAGAZINE

A multi-channel platform for the electrical retail industry

ERT gives advertisers the opportunity to extend campaigns beyond the printed page and reach the industry across multiple touchpoints.



**PRINT • DIGITAL EDITION • ERT ONLINE • WEEKLY E-NEWSLETTER • SOCIAL MEDIA
BESPOKE E-CASTS • SPONSORED CONTENT • VIDEO**

Who reads ERT:

- Retail Owners
- Store Managers
- Buying Groups
- Sales Teams
- Installers
- Category Buyers
- Manufacturers
- Distributors
- Marketing Managers

WHY ADVERTISE WITH ERT?

Reach the right audience. Build visibility. Stay front of mind.

Advertising with ERT puts your brand directly in front of the people influencing, specifying, stocking and selling electrical products.

That's right, the same people who welcome customers into their stores, find out what they're looking for, talk them through the different options and help them make that final purchasing decision.

But ERT's readership goes much wider than the shop floor. The magazine is also read by manufacturers, suppliers, buying groups and senior decision makers from across the electrical retail industry - the people shaping what comes next for the sector.

Across print, digital, email, online and social, ERT gives you different ways to reach the industry.



ERT Audience at a glance



Print & Digital Readership
6,887 readers per issue



Monthly Website Visitors
14,860 unique visitors



Weekly Newsletter
3,891 engaged subscribers

ERT FEATURES LIST

JANUARY

Front Row at Home: Home Entertainment

Opportunities: With another busy year of sport ahead, there will be plenty of reasons for consumers to upgrade their home entertainment set-up. From the latest big-screen TVs to soundbars and home cinema, we look at the products retailers should have on their radar and where the opportunities lie in 2027.

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.

The Home Security Opportunity: From video doorbells and smart cameras to alarms and connected security systems, home security offers retailers an opportunity that goes beyond simply selling the product. We look at the latest developments in the category and how retailers can add value, and generate extra revenue, by offering installation and set-up services too.

MARCH

Home Entertainment & Home Appliances: Back to Uni: Compact Living, Big Opportunities:

As students prepare to head off to university or back to school, demand rises for affordable, space-saving, and practical tech and appliances that make student life easier. For electrical retailers, this is a golden opportunity to showcase entry-level products alongside higher-margin "student essentials."

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: AI & Connected Appliances: AI is finding its way into more and more household appliances, but what does it actually do? We look at how brands are using AI across their latest products, the features that could genuinely make a difference to consumers and what retailers need to know when selling them.

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.

Robot Lawn Mowers: A Growing Opportunity: Robot lawn mowers are becoming smarter, easier to install and more accessible to consumers. With the gardening season getting underway, we look at the latest models hitting the market, the technology driving the category forward and why robot mowers could offer electrical retailers a growing sales opportunity

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.

Home Appliances: Dishwashers: Today's dishwashers are doing more than simply cleaning the plates, with brands focusing on energy efficiency, water consumption, flexible loading and smarter features. We look at the latest developments in the category, what customers are looking for when it comes to upgrading and how retailers can turn those demands into sales.

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.

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?

SPECIAL FEATURE:

ERT: State of the Sector Report: Returning for its second year, ERT's annual industry survey once again gives independent electrical retailers the chance to have their say on the state of the market. We'll reveal what's really happening on the shop floor and how retailers are feeling about the year ahead.

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: Colour Trends in Appliances: From bold brights to matte finishes, appliance aesthetics matter more than ever, what's in style and how can retailers merchandise effectively?

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?

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 2027: 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 2027 Awards Winners Section: The winners of this year's Awards show off their achievements and elevate their brands.

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Advertising Opportunities

DISPLAY

Double Page Spread Advertorial	£2,100
Double Page Spread Advertisement	£1,700
Full Page Advertorial	£1,300
Full Page Advert	£950
½ Page Advert	£650
Quarter Page	£450

PER INSERTION

SPECIAL DISPLAY POSITIONS

Front Cover Package – includes DPS cover story	£2,500
Inside Front Cover DPS	£1,950
Inside Front Cover Advert	£1,400
Inside Back Cover	£1,300
Outside Back Cover	£1,200
Content page ¼ page strip	£550

PER INSERTION

DIGITAL EDITION OPPORTUNITIES

(3-, 6, 9 and 12-month Options Available)

(Can be static, GIF or Video)

Digital Edition Takeover Banner	12 months x £6,500
Pop Up MPU banner front cover and Content page	12 months x £4,000
Front Cover Tickertape single page strip	£750 per issue
Tickertape Double Page Strip	£1,050 per Issue
Page '0' next to front cover	£950 per issue

VIDEO INTERVIEWS WITH EDITOR

(All video content to be kept for your own marketing purposes, will be used across website, newsletters and social channels, plus inclusion in print)

Trade Shows	£1,595
Showrooms	price available on request
Zoom Interview	£995

WEBSITE ADVERTISING

Carousel Banner	£1,200 x 3 months
Leaderboard Banner	£995 x 3 months
Pop Up Banner	£750 x 3 months
Skyscraper	£750 x 3 months
Website Takeover (Side panels, billboard fixed)	£1,400 x 3 months
Newsletter Banner or MPU	£800 x 4 Issues

E-CASTS

Email to over 2,835 opt in database	
Per e-shot	£500

ADVERT SIZES

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	

Digital/online – what can we offer?

WEBSITE

Complementing the magazines are www.ertonline.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 Awards, Twitter (or 'X') also feeds into ERT website, 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 has 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'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. 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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