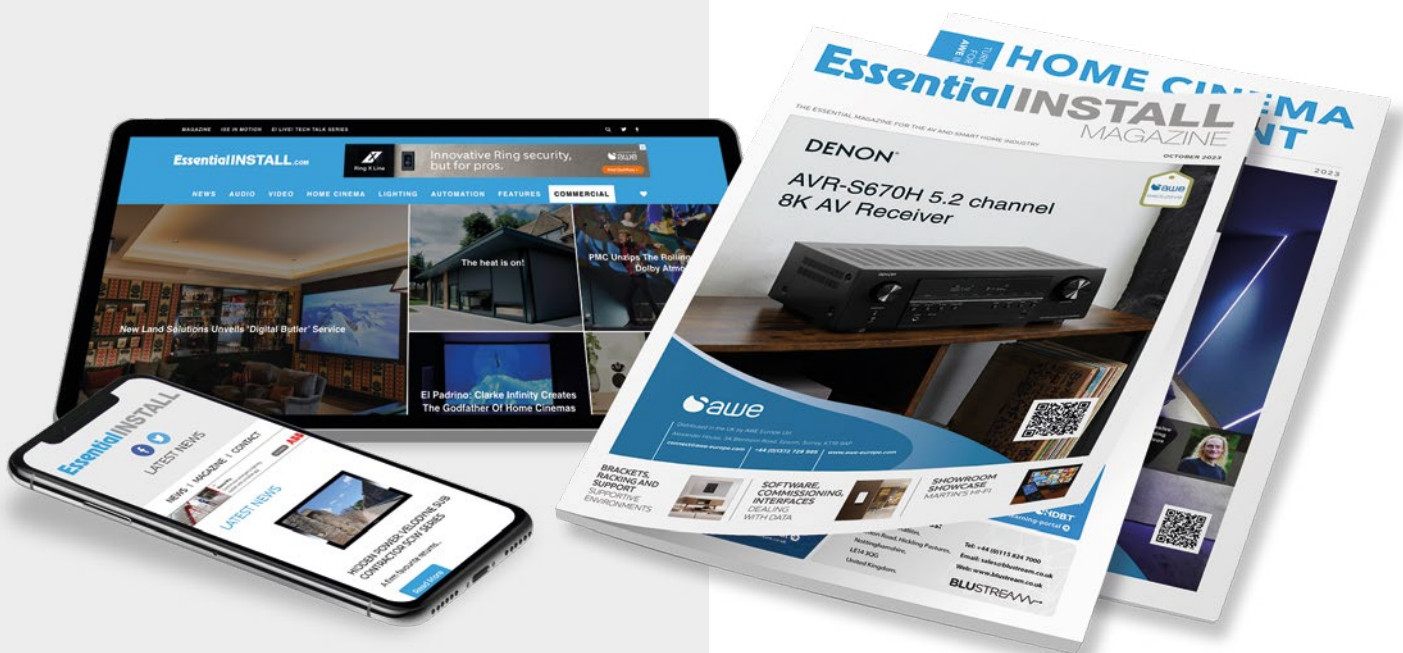


EssentialINSTALL

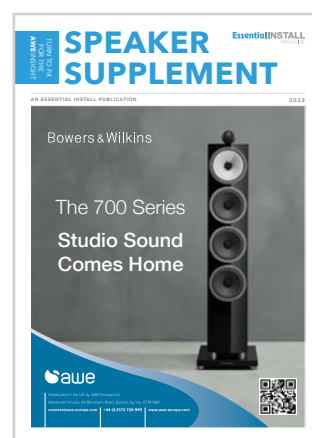
MAGAZINE

MEDIA PACK 2024



YOUR INDUSTRY MAGAZINE

By collaborating with both a high-quality monthly magazine (Essential Install) and a fast-reacting website and weekly newsletter (Essentialinstall.com), Essential Install magazine and website offer a unique partnership that delivers top-notch industry news, views, features, and facts for the AV & Home Automation sector. As a result, distributors, manufacturers, and service providers can utilize a variety of methods to reach their clients all from one publishing house.



CIRCULATION / READERSHIP

5,882

With a circulation of over 5,000 influential decision makers in the UK each month, and with 10,000 readership (*based on 2 readers per copy), Essential Install's printed version caters primarily to installers / integrators of residential and light commercial automation, entertainment, and environmental control systems. The magazine's audience also includes specifiers, architects, interior designers, distributors, retailers, and manufacturers - all of whom hold considerable power in purchasing decisions.

* Source: Publishers own survey

AVERAGE PAGE VIEWS

40,000+

Essentialinstall.com boasts cutting-edge technology in its website design, guaranteeing optimum SEO scores when potential clients search for information about your company and products online. We update our website daily with 5 to 10 news and product stories, resulting in an impressive monthly traffic reach of over 40,000 page views. Our team constantly strives to expand our reach, making Essentialinstall.com the premier source of industry news, like a daily newspaper for our readers.

INDUSTRY REACH AND INFLUENCE

DIGITAL CIRCULATION

7,080

The electronic version of Essential Install is a readily available option for those seeking digital access to the magazine. It reaches a sizable audience of approximately 7,080 individuals throughout the UK and Europe via their inboxes. Additionally, recipients receive weekly newsletters highlighting the latest industry news and updates.

READER INFLUENCE

92%*

Readers of Essential Install and visitors to Essentialinstall.com hold significant responsibility in their respective companies, as they are responsible for procuring, authorising, or specifying products and services.

* Source: Publishers own survey

STANDALONE SUPPLEMENTS

5 additional standalone supplements are produced throughout the year.

- **March**
Speakers
- **May**
Outdoor Systems
- **July**
Home Cinema
- **October**
Training (Digital Supplement)
- **December**
Case Study Review



DISTRIBUTION

READER AUDIENCE

Installer/ Integrators

56%

Retailer

5%

Consultant

12%

Distributor

10%

Manufacturer

5%

Specifier

7%

Sales Agent

3%

Developer

3%

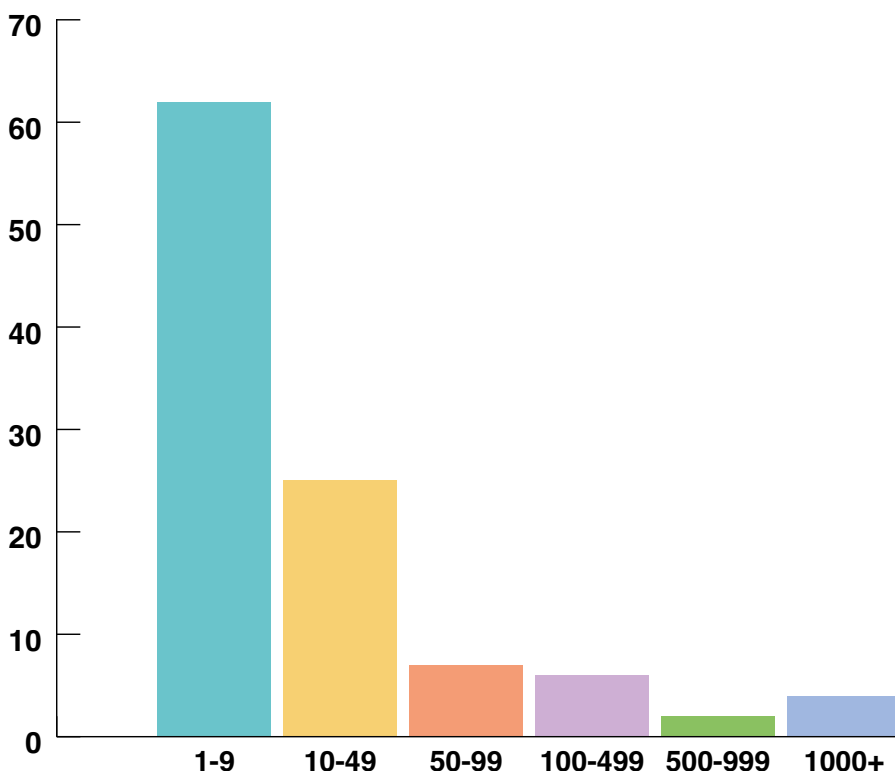
Architect

2%

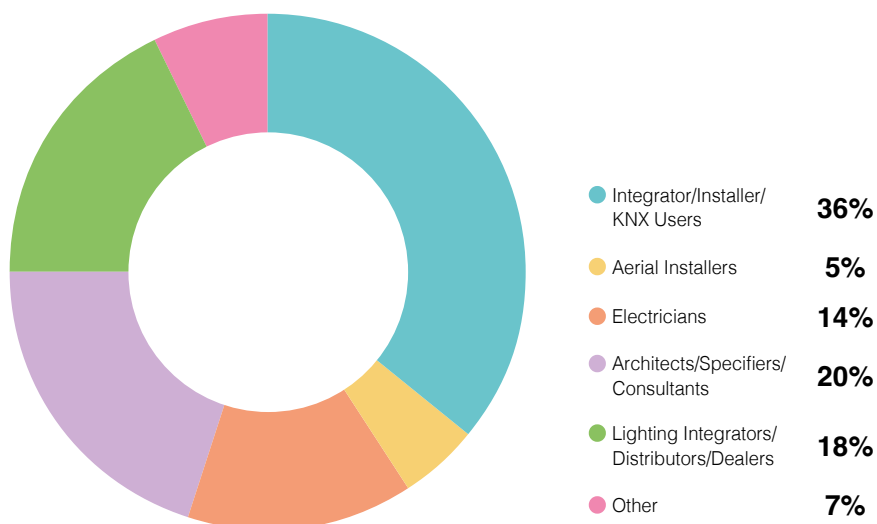
Interior Designer

1%

NUMBER OF EMPLOYEES



INDUSTRY SECTOR



FEATURES

JANUARY

- ISE Preview
- Cinema Seating
- Flatscreen TVs & Monitors

FEBRUARY

- Artificial Intelligence, Applications and Implications
- Marine Systems
- Outdoor AV and Automation

MARCH

- Cables & Connections
- Security
- Training
- *Supplement: Speakers*

APRIL

- Office, Boardroom & Home Working
- Human Centric & Assisted Living Systems
- Projectors & Screens

MAY

- Clubs, Bars & Restaurants
- Light & Lighting Control
- *Supplement: Outdoor Systems*

JUNE

- Speakers
- Brackets, Racking & Furniture
- Commercial Vehicles

JULY

- HVAC
- Music Only Systems
- High Performance Gaming & Simulators
- *Supplement: Home Cinema*

AUGUST

- **EI Live! Preview Part 1**
- Flatscreen TVs & Monitors
- Tools and Equipment

SEPTEMBER

- **EI Live! Preview Part 2**
- Cables & Connections
- Programming & Commissioning
- Security

OCTOBER

- Brackets, Racking & Furniture
- Light & Lighting Control
- Projectors & Screens
- *Digital Supplement: Training*

NOVEMBER

- Matrixes & Signal Distribution
- Speakers
- The Future of Install

DECEMBER

- HVAC
- Acoustic Treatment
- Automation Platforms
- *Supplement: Case Study Review*

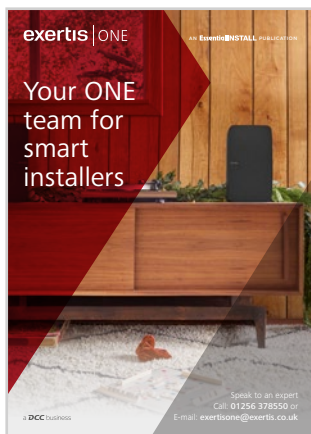


Essential Install also includes the following regular features in every single issue:
Industry News, Latest Products, Training, Interview, Smart Thinking and more.

CUSTOMER MAGAZINE

In addition to our regular monthly magazines, we have the capability to produce corporate magazines for external clients. Our team of expert journalists and designers have the necessary skills and expertise in these fields, making us the ideal choice for such undertakings. Furthermore, magazines of this nature are well-suited for commemorating significant milestones and occasions.

Should you wish us to create a magazine on your behalf, please contact us.



PRINT

| | |
|------------------------------------|--------|
| Premium: Inside Front Cover | £1,700 |
| Premium: Inside Back Cover | £1,450 |
| Premium: Outside Back Cover | £1,700 |
| Double Page Spread | £2,500 |
| Full Page | £1,450 |
| Advertorial | £1,700 |
| Half Page Horizontal | £750 |
| Half Page Vertical | £750 |
| Quarter Page | £400 |
| Quarter Page Horizontal | £500 |
| Quarter Page Vertical | £500 |

| | |
|--------------------------------------|--------|
| Premium: Front Cover Package: | £4,000 |
| Front Cover Square Full Page | |
| Feature Sponsorship: | £1,500 |
| Feature Cover | |
| Feature Strips | |
| Inserts | POA |

Artwork must include:

Bleed: 3mm all round

Type Safezone: 14mm all round

All artwork including advertising, images and logos must be 300dpi resolution and CMYK colour. Preferably saved as either PDF or JPEG file types when supplied.

DIGITAL

WEBSITE & NEWSLETTER

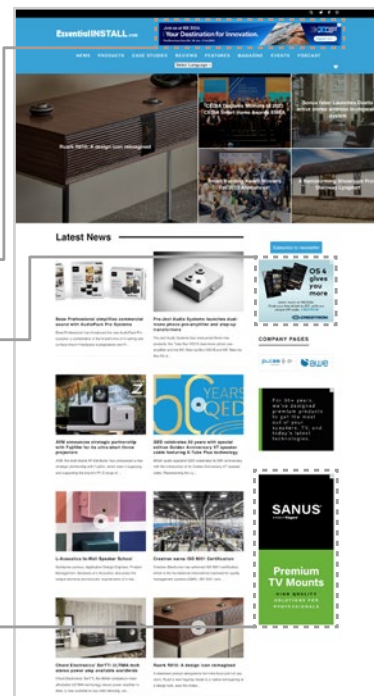
Advertising on Essentialinstall.com's weekly newsletters and websites offers an effective way to reach potential buyers and encourage them to visit important areas of your website, thus generating valuable sales leads and data. These platforms are ideal for increasing brand and product awareness, and the newsletters' weekly frequency is perfectly timed for product and industry launches.



Top leaderboard banner
(728px W x 90px H)

MPU
(300px W x 250px H)

Skyscraper
(300px W x 600px H)



COSTS



NEWSLETTER AND WEBSITE MARKETING PACKAGES

Package One £990.00 +VAT (per month)

- Rotation of ads on the website (All three ad sizes, leaderboard, MPU and skyscraper)
- MPU ad on each weekly newsletter in the month (4 per month)
- Guaranteed news on the newsletter
- Guaranteed news on the website

Package Two £770.00 +VAT (per month)

- Rotation of ads on the website (All three ad sizes, leaderboard, MPU and skyscraper)
- MPU ad on one newsletter in the month
- Guaranteed news on one newsletter
- Guaranteed news on the website

Package Three £550.00 +VAT (per month)

- MPU ad only on rotation
- Two MPU ads two newsletters in the month
- Guaranteed news on one newsletter
- Guaranteed news on the website

Company microsite £1,320.00 +VAT (per year)

- A dedicated company page that will act as a hub for your company news and updates published via Essentialinstall.com

EVENTS



18–19 SEPTEMBER 2024
FARNBOROUGH EXHIBITION CENTRE

Undoubtedly, the premier event for the residential AV and home automation industry, *Ei Live!* exhibition showcases an array of smart products from the AV and home automation world. The exhibition is known for its ability to attract discerning customers, primarily decision-makers with substantial purchasing power. Visitors are enticed by the variety of exhibitors, exclusive to this event, and our distinguished reputation for advocating new technologies and advancements in the industry.

eiliveshow.com



Our objective is to offer a highly inclusive, representative, and up-to-date awards initiative in the AV/install industry while preserving the respected brand and industry endorsement for many years to come. A panel of independent judges will evaluate the awards.

smartbuildingawards.com

FOR ALL ENQUIRES CALL US ON 01634 673163 OR CONTACT A MEMBER OF THE TEAM.

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