

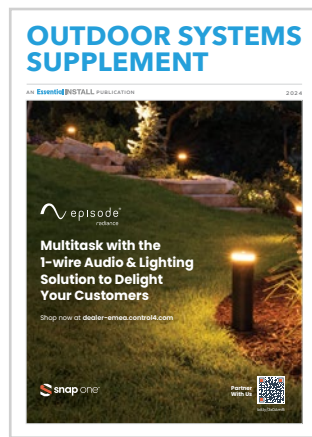
# Essential **INSTALL** MAGAZINE

# MEDIA PACK 2025



# 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

**5,000+**

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

**350,000** per year

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

**6,500+**

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 6,500 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

6 additional standalone supplements are produced throughout the year.

- **February**  
Lighting and Shading
- **March**  
Speakers
- **May**  
Outdoor AV and Automation
- **July**  
Smart Moves: Distributed to the ECN readership
- **September**  
Home Cinema & Media Rooms
- **November**  
Light Commercial



# DISTRIBUTION

## READER AUDIENCE

Installer/ Integrators

**56%**

Retailer

**5%**

Consultant

**12%**

Distributor

**10%**

Manufacturer

**5%**

Specifier

**7%**

Sales Agent

**3%**

Developer

**3%**

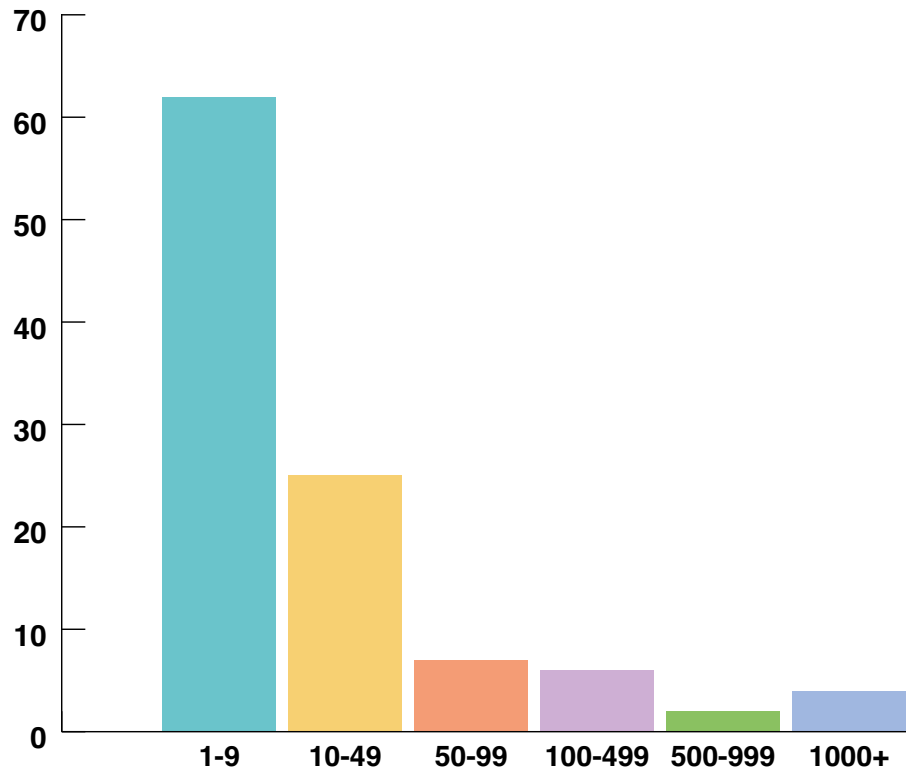
Architect

**2%**

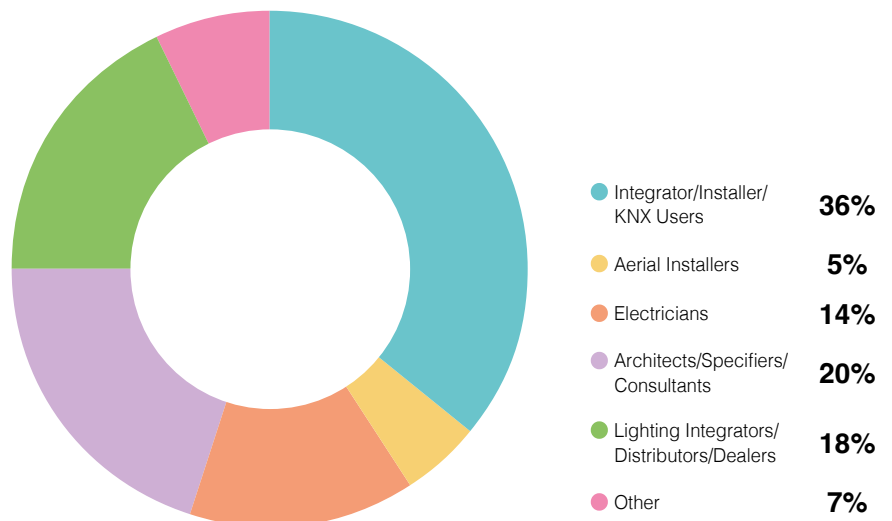
Interior Designer

**1%**

## NUMBER OF EMPLOYEES



## INDUSTRY SECTOR



# FEATURES

## JANUARY

- ISE Preview
- Security
- Flatscreen TVs and Monitors

## FEBRUARY

- Clubs, Bars and Restaurants
- Marine Systems
- Outdoor AV and Automation
- *Supplement: Lighting and Shading*

## MARCH

- Cables and Connections
- Cinema Seating
- Sustainability and Energy Efficiency
- *Supplement: Speakers*

## APRIL

- AI, Its implications and Impact
- Human Centric and Assisted Living
- Projectors and Screens

## MAY

- HVAC
- Brackets, Racking and Furniture
- *Supplement: Outdoor AV and Automation*

## JUNE

- Speakers
- Training

## JULY

- Office, Boardroom and Home Working
- Lighting & Shading
- High Performance Gaming and Simulators
- *Supplement: Smart Moves:*  
*Distributed to the ECN readership*

## AUGUST

- **El Live! Preview Part 1**
- Flatscreen TV's & Monitors
- Tools and Testing Equipment

## SEPTEMBER

- **El Live! Preview Part 2**
- Security
- Programming and Commissioning
- *Supplement: Home Cinema & Media Rooms*

## OCTOBER

- Brackets, Racking and Furniture
- Cables and Connections
- Training

## NOVEMBER

- Matrixes & Signal Management
- Speakers
- The Future of Install
- *Supplement: Light Commercial*

## DECEMBER

- HVAC
- Acoustic Treatment
- Automation Platforms



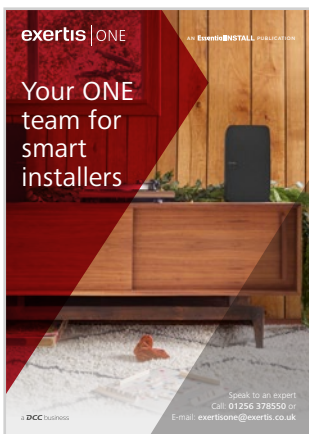
Essential Install also includes the following regular features in every single issue: Industry News, Latest Products, Training, Interview, Smart Thinking and more.



# 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

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

<b>Premium: Front Cover Package:</b>	£4,000
<b>Front Cover Square Full Page</b>	
<b>Feature Sponsorship:</b>	£1,500
<b>Feature Cover</b>	
<b>Feature Strips</b>	
Inserts	POA

Artwork must include:  
Bleed: 3mm all round

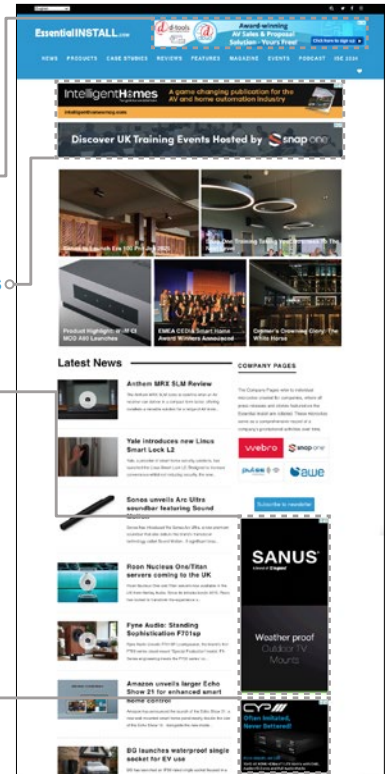
Type Safezone: 14mm all round

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.

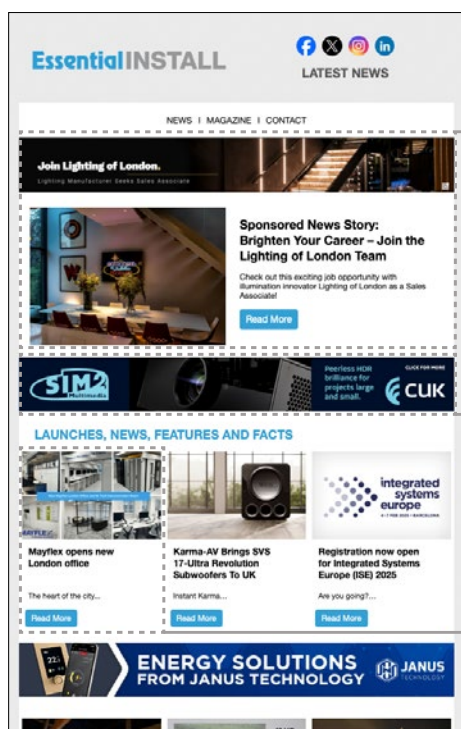


**Top leaderboard banner**  
(728px W x 90px H)  
**£600 per month**

**2 Sub-leaderboard banners**  
(980px W x 120px H)  
**£3,000 per quarter each**

**Skyscraper**  
(300px W x 600px H)  
**£550 per month**

**MPU**  
(300px W x 250px H)  
**£500 per month**



**Newsletter sponsorship**  
Top banner (728px W x 90px H) and lead story (up to 500 words, image and web link)  
**£600 per week**

**Newsletter banner**  
(728px W x 90px H)  
**£400 per week**

**Newsletter story entry**  
(up to 500 words, image and web link)  
**£350 per week**

## PACKAGE DEALS

### Package One £990 +VAT

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

### Package Two £770 +VAT

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

### Package Three £550 +VAT

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

### Company microsite £1,320 +VAT per year

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

## EVENTS



**17-18 SEPTEMBER 2025**  
FARNBOROUGH EXHIBITION CENTRE

The premier event for the AV and home automation industry, *Ei Live!* showcases an array of products and services 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 reputation for advocating new technologies.

[eiliveshow.com](http://eiliveshow.com)



Our objective is to offer an inclusive, and representative awards initiative delivering a respected brand and industry endorsement for years to come. A panel of independent judges evaluate the awards.

[smartbuildingawards.com](http://smartbuildingawards.com)



Essential Install's tie up with the best and most focused video creation team in the sector provides an opportunity to create the multi-media content you have been looking for in tandem with a team who understands the sector.

[ssumedia.com](http://ssumedia.com)

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

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