

# Media information 2011

Your weekly link to 20,000+ active direct commerce sector decision-makers

20,000+ opted-in UK subscribers; precision targeted; delivering outstanding ROI; weekly with the added bonus of permanent exposure at the high-traffic [www.cataloguescatalogues.com](http://www.cataloguescatalogues.com) research & reference site.

**CataloguesCatalogues** is the uniquely powerful e-newsletter that the entire distance selling and multi-channel community waits to receive and open every week. *CataloguesCatalogues* is often first with the news that matters to our readership, and with issues archived complete with their advertising at [www.cataloguescatalogues.com](http://www.cataloguescatalogues.com), we attract even more readers for your messages via Google and the other highly effective links we deploy. Our 20,000+ UK subscribers are board directors and senior managers at the catalogue, home shopping, online, and multi-channel retail businesses you want to reach and are the most active and responsive members of the B2C and B2B communities. Your message will also reach a further bonus 2600+ overseas subscribers from the sector, many of whom have current management responsibility for UK and European subsidiaries or are considering market entry. (We make no additional charge for this incremental coverage.)

Readers include hard-to-reach CEOs, MDs, and board directors together with influential and decision-making budget holders from the full range of disciplines. These include finance, corporate management, IT, marketing, fulfilment, strategic development, operations,

e-commerce, creative, international, digital production, buying, logistics, merchandising, HR, and general management and more... In short *CataloguesCatalogues* offers awesome and unrivalled coverage of the sector and fantastic qualified, high-quality response for discerning advertisers.

*CataloguesCatalogues* was established six years ago by the founders of other groundbreaking media such as the acclaimed *ECMOD* show and *Catalogue e-business* magazine. Our close relationship with the leading lights in the sector ensures that we are often first with the news, making every edition of *CataloguesCatalogues* eagerly awaited by its readers. Our unique, succinct sector news coverage is peppered with selected high-visibility sponsor and advertiser messages along with the latest job openings. In short it has become the most widely read and acted upon medium in the sector as well as one of the most economic routes to market. As such it is a valuable resource for all media planners and marketers developing strategic campaigns, building brand, product and service offering awareness, and announcing new launches, event promotions and tactical campaigns.

## Advertising Options & Rates



### Issue Sponsorship

We permit just one exclusive sponsor per issue. The package includes the top banner (animated or static), a middle banner, and the bottom “closing” banner of the newsletter – ensuring your message achieves optimum impact, recall, and click throughs. Rate: £795 per issue, with discounts for series.

### Classifieds

We carry up to four classified ads per issue – strictly no more. And with highly visible positioning to the upper right alongside the main news stories, classifieds enjoy excellent exposure and response. Our rate of £295 covers insertion in two consecutive issues, and our team will be happy to discuss rates for longer series.

### White Paper & Case Study Downloads

Organisations offering free downloads of white papers or case studies benefit from inclusion in the body copy of, and direct links from, the news section as “reader offers”. This subtle approach encourages optimum readership and click throughs. Our rate of £395 covers insertion in two consecutive issues; rates for extended series are available on request.

### Situations Vacant

When you are in the market to recruit skilled permanent and interim personnel you need to be sure that your requirement reaches the cream of experienced candidates. With *CataloguesCatalogues* you can most definitely achieve that, as many reader businesses will attest, at unbelievably low rates. Just £195 covers insertion in two consecutive issues.

Remember, all advertisers and sponsors receive lasting exposure beyond the broadcast life of their selected *CataloguesCatalogues* issues via the high traffic reference and research site [www.cataloguescatalogues.com](http://www.cataloguescatalogues.com)

### Deadlines & Mechanical Data

*CataloguesCatalogues* broadcasts at 8.00pm on the Wednesday prior to its Thursday landing. The deadline for ad bookings and copy/digital files is Tuesday 5.00pm. Production and broadcast is managed by our own inhouse team. For further details call on 01271 866112 or email [sales@ecmod.com](mailto:sales@ecmod.com).

#### Formats

All graphics must be web optimised – jpg or gif – animated or static  
For reader offers & situation vacant advertising – supply text in Microsoft Word & any logos as jpg or gif.

<b>Sponsorship</b>	Top banner	250 wide x 42 high pixels	animated or static after the top news stories footer
	+ Midway banner	455 wide x 235 high pixels	
	+ Bottom banner	700 wide x 100 high pixels	
<b>Classified Ads</b>		230 wide x 180 high pixels	upper right hand
<b>Reader Offers, White Paper &amp; Case Study downloads</b>		100 words of text with logo & link	within news stories
<b>Situations Vacant</b>		100 words of text with logo & link	beneath classified ads