

direct commerce

RELIABLY INFORMING THE ENTIRE DIRECT COMMERCE COMMUNITY

The publisher of the Direct Commerce magazine and website, and DC Weekly e-newsletter has supercharged the opportunities offered to specialist supplier organisations targeting new business.

Available to book now, marketers can target buyers and influencers within multichannel retailing businesses by aligning with “must-read” editorial content. Meaning that when a reader is poring over an article about systems selection and integration, savvy advertisers will have positioned their messages within this content to be certain of being seen by the most actively interested prospects for their offering.

In 2018 Direct Commerce will feature regular relevant sections containing must-read material – ranging from case studies to How To’s, viewpoints and new developments. Each of these sections offers specialist suppliers the chance to home in and underpin the content with lead generating advertising. Delivery exposure not only in print but within each digital magazine edition and within the high traffic searchable editorial resource offered at www.directcommercemagazine.com at no extra cost.

Greater efficiency and streamlining at our end means that we can deliver much more to support the business development needs of the supplier community at rates which are, frankly, the keenest on offer for reaching our precision targeted audience. No matter where a marketer’s “sweet-spots” lie, Direct Commerce reaches them, thoroughly and regularly, at rates which work for even the tightest of budgets.

Regular sections for our “client side” reader companies include: **Catalogue & Print; Digital; Multichannel; International; Operations & Fulfilment; Technology; Media Opportunities; and People on the Move.** With coverage of front end, back end, practical business management pieces, Direct Commerce aims to inspire and support all department heads across the full range of disciplines within reader businesses. The goal as always is to provide deeply relevant and useful information to support the growth and evolution of multichannel and direct retailers. This extends to special feature articles which provide deep expert insight, pieces which provide a steer on emerging developments, best practice guidelines, case studies and round-ups – together with all important aligned advertising messages from selected suppliers.

Each page is designed to take a striking 185mm W x 65mm H bottom banner – just like the one on this page - OR a series of:

- Two separate 86mm W x 65mm H Large Experts On Call Display Boxes
- One Large and Two Small (40mm W x 65mm H) Experts On Call Display Boxes
- 4 Small Experts On Call Display Boxes.

outsourcing services that are...
 address and more the multichannel...
 other words, marketers pay for...
 Of use to a business, the key...
 It's not just the technology that's innovative

Simple & stunningly effective – this multichannel medium will get your message into all of the right hands

New options deliver a Win, Win, Win... every time

We have moved our Expert Roster section so that every special interest section provides the opportunity to deliver these cost effective ad messages with the most relevant content. For example a multichannel technology solutions provider would choose to feature within the multichannel section; whereas an email service/ solutions provider would want to be in the digital section, and the catalogue printer in the catalogue & print section. Special positions will be offered on a first come first served basis...

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Joules reports a buoyant fir...

Coming in at 296.2 million, Joules has attributed growth to the ten new stores it opened during the period as well as strong demand from overseas markets. Joules is one of a number of British lifestyle brands which is developing a growing international following.

Retail revenue – from stores and an e-commerce activity – for the half year grew by 16.2 per cent to £659 million, with wholesale revenue up by 21 per cent. The business now boasts more than one million active customers.

CEO Colin Patten said “The books brand has performed...

Outdoor: Mountain Warehouse...
 Mountain Warehouse of P...

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SEARCH

Home News Analysis Technology People on the Move International Catalogue & Fulfilment Operations & Fulfilment

Latest News: Annual February 2018

Latest Direct Commerce

Home News Analysis Technology People on the Move International Catalogue & Fulfilment Operations & Fulfilment

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What does it cost?

Remember that **DCA members receive a ten percent discount from all rates below** for insertions invoiced & paid during their term of membership.

STRIPS

Strident Strip

Solus on page within chosen section: 185mm W x 65mm H

Single insertion £795

Series of 3 consecutive insertions £675 each

Series of 6 consecutive insertions £575 each

note: front page or back page position offered for minimum of 3 consecutive issues £965 each

Striking Strip

On page which may contain other smaller advertisements - within chosen section: 185mm W x 65mm H

Single insertion £695

Series of 3 consecutive insertions £590 each

Series of 6 consecutive insertions £500 each

EXPERTS ON CALL

Small display box

Within chosen section or run of paper: 40mm W x 65mm H

Single insertion £128

Series of 3 consecutive insertions £110 each

Series of 6 consecutive insertions £95 each

Large display box

Within chosen section or run of paper – 86mm W x 65mm H

Single insertion £345

Series of 3 consecutive insertions £295 each

Series of 6 consecutive insertions £245 each

BIGGER SPLASH

Full Page

Within chosen section or specific feature 210mm W x 297mm H (+3mm trim all round)

Single insertion £1650

Series of 3 consecutive insertions £1350 each

Series of 6 consecutive insertions £1145 each

Full Page ad plus facing page

Within chosen section or specific feature as sponsored advertorial or double page spread ad

Single insertion £2950

Series of 3 consecutive insertions £2495 each

Series of 6 consecutive insertions – rate on application

Happy to discuss & quote for other options including section sponsorship.

Series rates also apply to multiple ads appearing in a single issue either on consecutive pages or in chosen sections.

Loose & bound-in inserts; belly bands, spread markers – all available – tell us what you have in mind for a great quote!

Circulation

5000 copies of each issue printed and mailed to subscribers, budget holders at DCA member companies and to named decisionmakers at retail side businesses via carefully targeted segments of our extensive inhouse database. This is boosted by bonus distribution at key sector events throughout the year.



Direct Commerce is published six times a year

Jan/Feb	July/Aug
Mar/April	Sep/Oct
May/June	Nov/Dec

Ad copy date 10th of the month prior to Publication – ie: for Jan/ Feb copy date is 10 December

Providing artwork files :

.jpg: 300dpi, CMYK
.pdf: CMYK press ready PDF, all images 300dpi CMYK

Email to dean@devondesigner.co.uk

Sales office:

Membership Services Ltd
 59-60 Thames St
 Windsor
 Berkshire
 SL4 1TX
 UK

Contact:

victoria@directcommerce.biz

To book your ad, call our sales team on 01271 866112
www.directcommcemagazine.com

Digital Options

DC Weekly

Broadcast weekly to an opted in audience of 20,000+ subscribers drawn from the multichannel and direct retail sector together with pureplay online retailers, international retail groups with UK interests, sector investors, and key opinion formers – plus an additional c2,000 opted in contacts from niche supplier businesses. Carrying a blend of the latest news including appointments, jobs and business opportunities it is broadcast 48 times a year and is a highly efficient way to get advertisers' messages out to a considerable and highly targeted audience.

Options & Rates

Top value display box 230 x 180 px

Appears on the top right hand side (above the fold) – a maximum of 4 ads are sold per issue to ensure high visibility and click thru.

Just £245 for 2 consecutive issues.

Any 6 issues booked & invoiced at the same time £95 per issue. Longer series can be accommodated, call for details.

High Impact Issue Domination

Solo sponsor top banner & a closing banner and your “advertorial message” of up to 100 words with links to your website. Leverage our readership to attract interest in, for example, your latest white paper, or account gains or new product or service launches.

The cost is just £795 per issue – falling to £695 per issue when you book and secure any three dates within a three month period.

Top banner 250 x 42 px, bottom banner 700 x 100 px.

Solo Broadcast - your message, your way to our audience

Reach our full opted in audience with your offer. No distractions from other sponsors or advertisers – your message will be delivered on your preferred landing date (subject to availability). We can suppress certain segments from the broadcast file if, for example, you want to target just those selling to consumers or B2B, or want us to suppress suppliers from the list of recipients.

The rate is £1,750 per broadcast, book three or more at the same time and the rate falls to £1,450 per broadcast.

We limit the number of campaigns broadcast to our file to prevent recipient fatigue. Please be aware that schedules fill up quickly and all dates are offered on a first come first served basis.

Digital Advertising on www.directcommercemagazine.com

Every advertisement that appears in our print magazine is also served up to readers accessing the digital editions of the magazine from our website home page. This comes at no extra cost at all. We also accept ads on our website in a range of targeted sections so that, for example, a reader looking at creative content will see ads from, for example, copywriters, digital and print designers; whereas the IT director looking for articles on integrating customer feedback solutions or case studies from certain systems suppliers will be served up relevant advertising. We also maintain Expert Roster online – this is a directory of specialist suppliers. Entries in this section start at just **£65 per month** per category and include logo, 70 words of text plus contact details. Please contact us so that we can tailor a package to suit your needs.



Providing artwork files :

Please supply your Solo Broadcast artwork as an html file. Please inform your designer that our software cannot use style sheets within the html file - please use style tags. Please ensure all images are hosted on your website or web space.

Sales office:

Membership Services Ltd
59-60 Thames St
Windsor
Berkshire
SL4 1TX
UK

Contact:

victoria@directcommerce.biz