



## Advertising on [www.directcommercemagazine.com](http://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.

## DC Weekly newsletter

Broadcast weekly to an opted in audience of circa 19,000+ subscribers drawn from the multichannel and direct retail sector together with pureplay online retailers, international retail groups with UK interests, sector investors, suppliers and key opinion formers. 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.

Banner ads – These are available on a first come, first served basis – we only run 3 ads from external clients per issue to ensure you achieve maximum visibility. We offer the following options:

£195 1 week ad run | £245 2 week ad run

**Sponsorship of the newsletter** – leverage our readership to attract interest in, for example, your latest white paper, account gains, new product or service launches (no other external ads run in sponsored issues of the newsletter). For the rate of £595 we offer:

Solo sponsor top banner & a closing banner and your “advertorial message” of up to 100 words with links to your website.

## Solo email 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. The following options are available:

£1450 for a single send | £1250 per send if 2 or more are booked

## Links in news stories/articles

We are happy to publish your content with links, for a small fee. Your links will stay active until you ask us to remove them. We offer the following options:

£65 links in 5 published news stories/articles | £165 unlimited number of links for 1 year

## Advertising in Direct Commerce Magazine

Our goal is always 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 like you. Regular sections in the magazine 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.

All our print advertisers receive a complimentary copy of the magazine & full access to the website; free digital exposure via each online issue of the magazine as well as 3 listings in the Expert Roster section of [www.directcommercemagazine.com](http://www.directcommercemagazine.com) (for duration of advertising run only).

### Ad types & rates

**Advertorial** – full page ad plus facing page or double page spread

Single insertion £1650 | Series of 3 insertions £1350 each | Series of 6 insertions POA

**Full Page** - within chosen section or specific feature 210mm W x 297mm H (+3mm trim all round)

Single insertion £1550 | Series of 3 insertions £1250 each | Series of 6 insertions £950 each

**Strident Strip banner** - solus on page within chosen section: 185mm W x 65mm H

Single insertion £795 | Series of 3 insertions £675 each | Series of 6 insertions £575 each

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

**Striking Strip banner** - on page with other smaller ads, within chosen section: 185mm W x 65mm H

Single insertion £695 | Series of 3 insertions £590 each | Series of 6 insertions £500 each

**Large display box** - within chosen section or run of paper – 86mm W x 65mm H

Single insertion £345 | Series of 3 insertions £295 each | Series of 6 insertions £245 each

**Small display box** - within chosen section or run of paper: 40mm W x 65mm H

Single insertion £128 | Series of 3 insertions £110 each | Series of 6 insertions £95 each

All rates quoted are subject to VAT at the prevailing rate

We are happy to discuss & quote for other options including section sponsorship. Loose & bound-in inserts; belly bands, spread markers – all available – tell us what you have in mind for a great quote!

Contact us to book your ad | T: 01271 866112 | E: [info@directcommerce.biz](mailto:info@directcommerce.biz)

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[www.directcommercemagazine.com](http://www.directcommercemagazine.com)