



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.

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

All rates quoted are subject to VAT at the prevailing rate

Contact us to book your ad | T: 01271 866112 | E: info@directcommerce.biz