

EssentialINSTALL

MAGAZINE



TECH TRENDS
MARKET ANALYSIS
PRODUCT REPORTS
BUSINESS EXPANSION



2016

MEDIA PACK

Introduction

TWO MARKETING LEADING BRANDS

Essential Install and *CE Pro Europe* form a unique partnership in delivering the very best in industry news, views, features and facts for the Custom Install sector. The mix of a high-quality monthly magazine (*Essential Install*) with a fast reacting and far reaching website and weekly newsletter (*CE Pro Europe*) means distributors, manufacturers and service providers have access to every conceivable way of reaching their clients from one publishing house.

MAGAZINE CIRCULATION – The industry leader

The printed version of *Essential Install* reaches over 5,398 ABC audited decision makers in the UK every month. The core readership of the magazine is installers of domestic and light commercial automation, entertainment and environmental control systems, the circulation also includes specifiers, architects, interior designers, distributors, retailers and manufacturers. All of whom are key purchasing decision makers.

Essential Install is also available in an electronic version. The electronic version of the magazine goes to 10,495 inboxes across UK and Europe. A fully interactive App for Apple and Android is also available.

CE Pro Europe – The newsletter & website

The *CE Pro Europe* weekly newsletter is also sent out to 10,267 inboxes across the UK and Europe. The *CE Pro Europe* website is built to the highest specifications currently available ensuring its content the best SEO scores when potential clients are searching the Internet for information on your company and products. *The CE Pro Europe* website can be translated into 60 languages at the click of a mouse. With between 5 and 10 news and product stories loaded up daily, *CE Pro Europe* is truly the 'daily newspaper' of the industry.

The Blue Book

The Blue Book will be the ONLY buyers guide and directory for the residential custom electronics industry, available online and in print and will be a requisite planning tool for successful custom installers / integrators involved in the smart building / home automation industry. The print version is distributed with the January issue of *Essential Install* magazine.

The Blue Book provides a comprehensive list of manufacturers, distributors, installers, integrators, suppliers, all divided into category listings to enable the user to quickly locate exactly what they require. There will also be a quick reference A-Z telephone list at the back of the directory to help the user find companies by name.



Essential Install Magazine Editorial Features

January

ISE Preview
Lighting & Lighting Control
Brackets, Racking & Furniture
Bonus circulation ISE

February

ISE Review
Digital Signage
Training
Clubs, Bars & Restaurants

March

Flatscreen TVs & Monitors
Domestic Automation Platforms
Cables & Connections
Commercial Vehicles
Standalone supplement
Future Tech Trends

April

Speakers
Projectors & Screens
Touch-Screens & Programming

May

Matrixes & Signal Management
Security
Hotel Automation

June

Essential Install Live! South Preview
AVRs
Lighting & Lighting Control
HVAC
Bonus circulation EI Live! South

July

Essential Install Live! South Review
Brackets, Racking & Furniture
Media Servers
Tools & Testing Equipment
Standalone supplement
Home Cinema Insight

August

Training
Office & Boardroom
Cinema Seating
Networking & Wireless Technology

September

Essential Install Live! North Preview
Touch-Screens & Programming
Speakers
Bonus circulation EI Live! North

October

Essential Install Live! North Review
Cables & Connections
Flatscreen TVs & Monitors
Home Automation Apps

November

HVAC
Matrixes & Signal Management
Multi-Room Music Systems
Standalone supplement
Managing Your Business

December

Projectors & Screens
Acoustic Treatment
Security



Industry Facts & Statistics (UK)

CUSTOM INSTALLERS

Over 80% of custom installers said they influenced clients' purchase decisions by suggesting a particular brand, while 78% suggested minimum specifications.

£910m to £975m - Size of the custom install sector

£25,200 - Average home cinema turnover per project in 2012

£48,000 - Average Install

55% of all projects take place in existing homes

45% in new-build properties

51% of custom installers report installing CCTV

64% of custom installers report fitting IP cameras

PREFERRED ACCESSORY

Overwhelmingly docking stations (including in-wall) were the preferred additional accessory to increase value of mobile device usage for control.

HOME CINEMA - analysis

- » On average, equipment accounted for 52% of the total turnover per home cinema/media room installation. Almost 40% of respondents report that turnover from equipment was between 60%-79%
- » 50% of home cinema and media room equipment expenditure is for screens and speakers
- » On average 80% of installations include new audio equipment
- » 90% of UK custom installers provide control systems for audio and home cinema/media rooms. Lighting is the third most widely offered control system at 88%, closely followed by whole-house/multi-system control

SECURITY - analysis

- » 68% of custom installers stated video surveillance systems as the predominant security system they install
- » Homeowner monitored security systems are second most popular at 41%
- » Almost a third of custom installers stated 90-100% of systems installed were IP based
- » Internet-connected cameras (64%) are the most popular technology employed with security systems
- » The most popular security categories are cameras that link to video monitors or home TVs (74%), lighting control connected to the security system (64%) and access control systems (63%)

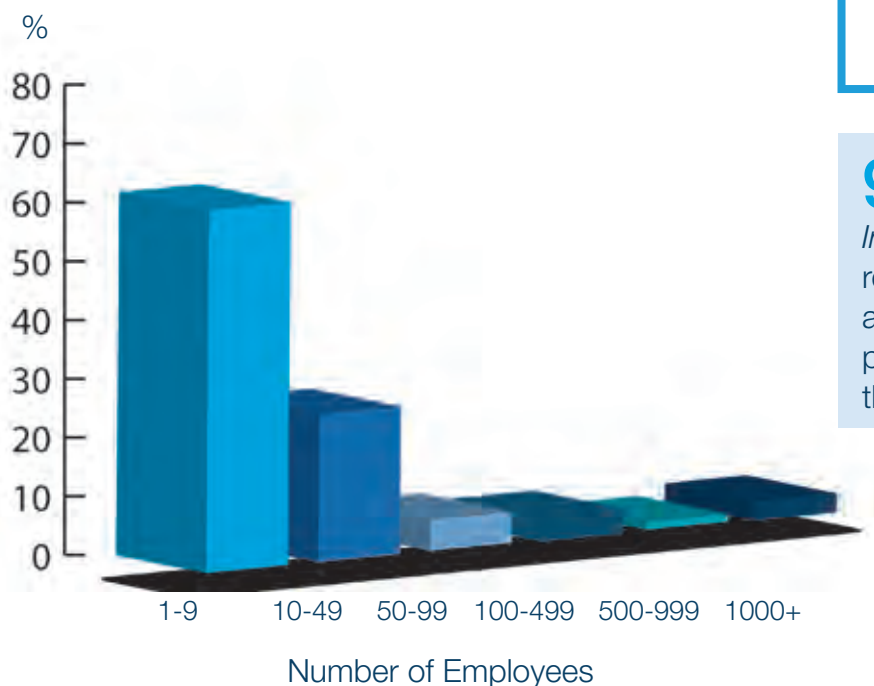
Source: CEDIA and Parks Associates Market Research Report into the UK custom installation industry

Essential **INSTALL** MAGAZINE

Business type:

Installer	40%
Retailer	13%
Consultant	10%
Distributor	10%
Manufacturer	8%
Specifier	7%
Sales Agent	6%
Developer	3%
Architect	2%
Interior Designer	1%

Number of Employees:



Average net circulation July 2014 to June 2015 **5,398**



92% of *Essential Install* readers are responsible for purchasing, authorising or specifying products or services within their company.

*Source: Publishers own magazine survey.

Essential Install Magazine Rates and Specification

Position	Rates	Mechanical Data
Premium: Inside Front Cover	£1,700	210mm W x 297mm H*
Premium: Back Cover	£1,700	210mm W x 297mm H*
Premium: Inside Back Cover	£1,450	210mm W x 297mm H*
Double Page Spread	£2,500	420mm W x 297mm H*
Full Page	£1,450	210mm W x 297mm H*
Half Page Horizontal	£750	190mm W x 130mm H
Half Page Vertical	£750	90mm W x 270mm H
Quarter Page	£400	92mm W x 130mm H
Quarter Page Strip Vertical	£500	60mm W x 270mm H
Quarter Page Strip Horizontal	£500	190mm W x 60mm H
Feature Sponsorship	£1,500	190mm W x 40mm H
Premium Front Cover Package Includes front cover, full page advertisement and a double page editorial spread (re-prints available: POA)	£4,000	190mm W x 210mm H
Inserts	POA	

*Artwork needs to include:

Bleed: 3mm all round

Type safezone: 14mm all round

Trim: as specified

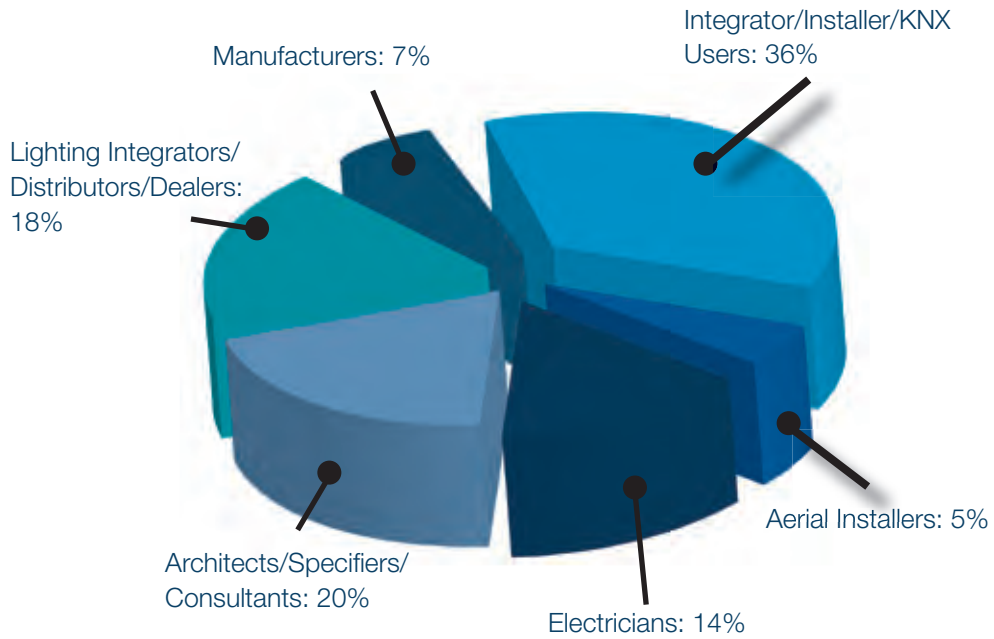
All artwork (including ads, images and logos) must be 300dpi resolution and CMYK colour, preferably saved as either PDF or JPEG file types when supplied.



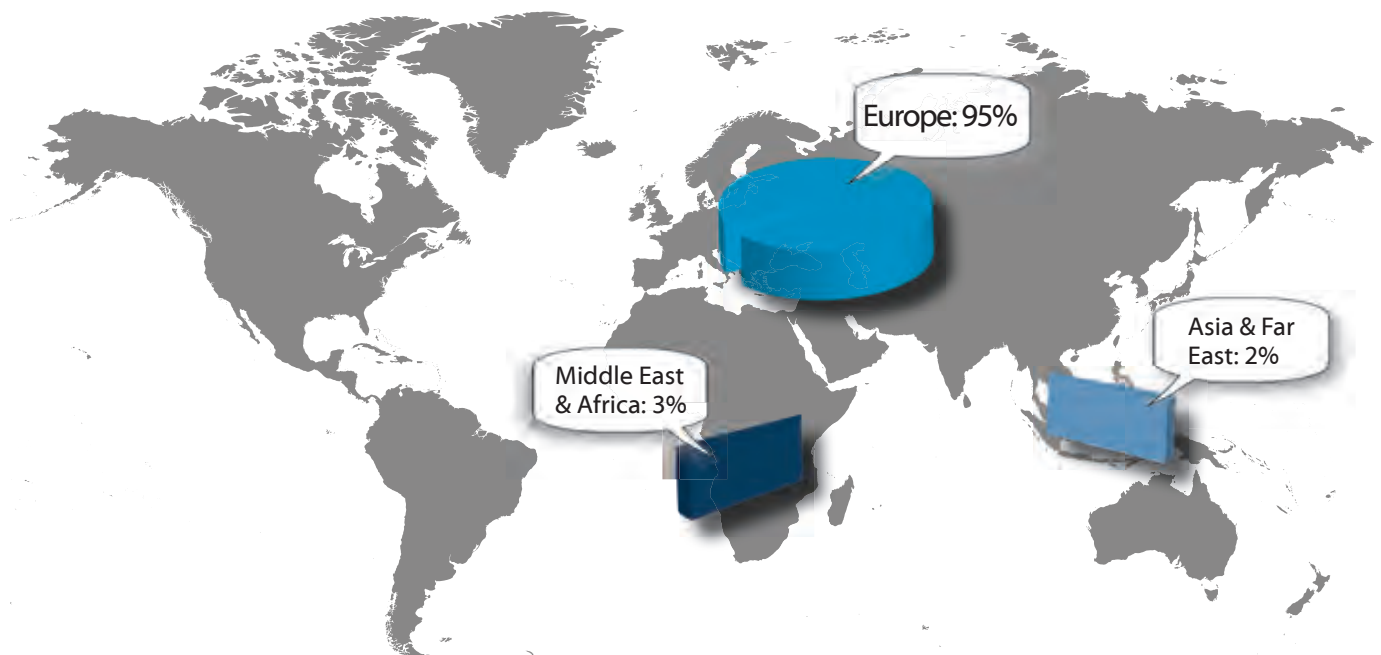
CEPro EUROPE

E-newsletter distribution: 10,267

Business type:



Geographical Breakdown:



CE Pro Europe Newsletter

LEADERBOARD
728pxW x 90pxH

RECTANGLE
300pxW x 250pxH

HALF RECTANGLE
300pxW x 125pxH

By advertising on the weekly *CE Pro Europe* newsletter you can target buyers and potential buyers to visit key areas of your website, capture data and valuable sales leads.

The weekly newsletter is ideal for creating brand and product awareness, and the weekly frequency provides the perfect timing for product or industry launches.

CE Pro Newsletter & Website advertising packages

Package One: £990.00+VAT

- » Rotation of ads on the website (All three ad sizes, leaderboard/banner, rectangle and half rectangle)
- » Rectangle ad on each weekly newsletter in the month (4 per month)
- » Guaranteed news story on the newsletter
- » Guaranteed news story on the website

CE Pro Europe Website



www.ce-pro.eu

CE Pro Newsletter & Website advertising packages continued

Package Two: £770.00+VAT

- » Rotation of ads on the website (All three ad sizes, leaderboard/banner, rectangle and half rectangle).
- » Rectangle ad on one newsletter in the month.
- » Guaranteed news story on one newsletter.
- » Guaranteed news story on the website.

Package three: £550.00+VAT

- » Rectangle ad only on rotation.
- » Two half rectangle ads two newsletters in the month.
- » Guaranteed news story on one newsletter.
- » Guaranteed news story on the website.

Premium sponsor box

- » Cost is £1320.00+VAT for the year (full 12 months)
- » They can be invoiced quarterly at £330.00

For single & adhoc bookings, call the team on +44 (0)1634 673163.

The website can be translated into 65 different languages

Essential **INSTALL** Live!

The UK's only dedicated custom install trade show

The UK's only custom install Trade Shows

Taking place in the north and south of the UK, *Essential Install Live!* is the only dedicated custom install trade show in the UK, providing a great opportunity for installers to connect with the leading manufacturers, distributors and service providers operating in the domestic and commercial AV worlds.

The speed at which new product introductions and technology advancements are changing the install market has never been greater, so installers need to make sure they are staying in touch with all the latest trends to give their company the right platform for success.

The *Essential Install Live!* exhibitions provide just that, with a comprehensive representation from all the best and brightest CI companies servicing the UK and European market.

Essential Install Live! South - 6th-7th July 2016

The venue - Sandown Park - is located just 25 minutes from central London. It is one of the UK's most loved and revered venues situated in the heart of Esher, Surrey. It is also one of the top event venues in the South East, hosting both corporate and private events, exhibitions, conferences, meetings, dinners and product launches.

Essential Install Live! North - 12th October 2016

The Venue - EventCity - is the second largest exhibition space outside of London, FREE PARKING, a dedicated team and local insights, EventCity is Manchester's biggest and most flexible event venue. The venue is minutes from the dynamic city of Manchester, is accessible by ALL transport routes, offers 3,000 FREE parking spaces and a 60 bay coach-park, has hotels and leisure facilities nearby and is next to one of the UK's biggest shopping centres, the Trafford Centre.



For a more detailed exhibition brochure, call the team on +44 (0)1634 673163

www.essentialinstalllive.com

The Complete Residential Package

Essential Install Magazine

EssentialINSTALL
MAGAZINE



CE Pro Europe Website & Newsletter

CEPro EUROPE

Essential Install App

The Blue Book

Smart Building Awards





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ESSENTIAL INSTALL APP
ON ALL APPLE AND ANDROID
DEVICES **NOW!**

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