

## A wealth of opportunities



When you advertise in IEM your advert automatically appears in the online version of the magazine.

Each month tens of thousands of potential buyers visit [www.iemuk.com](http://www.iemuk.com) to source products and services.

Visitors can search by individual category or company to find the exact product or service they require.

IEM offers a wide range of online advertising opportunities including;

- Company profiles
- Category sponsorship
- Banners
- Buttons
- Bargain of the week
- Sponsored links

**To find out how your company can benefit using [www.iemuk.com](http://www.iemuk.com) then call our sales team today on 01204 399 000**

**IEM offers a vast range of advertising opportunities to promote your company. A tailor made campaign to suit all budgets can be designed from the following options:**

### **IEM Magazine**

IEM has one of the largest controlled business to business circulations in the UK. Our indexed sections make it easy for the readers to find the products and services they require. Whether a full page or a classified advert, our highly targeted readership gives your company the opportunity to reach a quarter of a Million potential customers.

### **www.iemuk.com**

iemuk.com allows you to promote your company to a highly targeted online audience. There are many options available including; Animated banners & buttons, mini sites, section sponsorship, company profiles, product listings and bargains of the week, all offering direct links through to your website.

### **Inserts**

Target your Brochures / Leaflets through IEM. By utilising our vast circulation you can actively reach the most relevant buyers in your market. We can distribute to the whole circulation at your pace or target specific areas of your choice using postcodes, regions, and company size or industry types. Using Standard Industrial Classification (SIC) codes we can deliver a very select audience to suit your business needs.

### **Direct Mail**

To find out about using direct mail via IEM's database please contact us for more information

**Whether in print, online or via inserts, IEM can help your business grow. To find out more contact our sales department on 01204 399 000**



in **print & online**

**LAUNCHED in 1975**, IEM is one of the largest controlled circulation business to business magazines in the UK reaching over 250,000 named decision makers every 15 weeks.

Our highly targeted readership gives each advertiser the opportunity to reach thousands of potential new customers every week.

Your advertisement will not only appear in the magazine but also on [www.iemuk.com](http://www.iemuk.com) where our online version is available to thousands of visitors to IEM's website each week.

Be seen at [www.iemuk.com](http://www.iemuk.com) where visitors can search for a wide range of products and services.

By adding your company profile or advertising via our high profile banners, buttons or section sponsorship, your business can reach out to a larger audience.



#### A CROSS SECTION OF READER BREAKDOWN

##### Manufacturing

Metal Manufacturing  
Mechanical Engineering  
Electrical Engineering  
Chemical Industry

##### Storage Handling and Distribution

Wholesale Distribution  
Retail Distribution  
Transportation Goods and Services  
Machinery, Timber, Agricultural and Household

##### Building and Construction

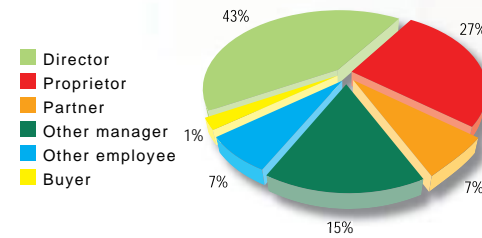
General Construction and Demolition  
Civil Engineering  
Building Completion Work

##### Other

Education and Local Government  
Business Services  
Medical  
Hiring and Renting

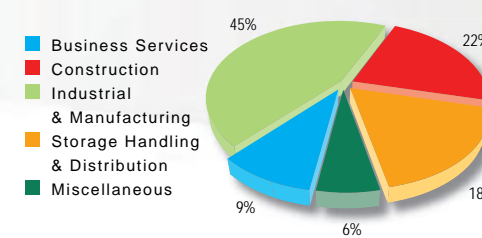
## READERSHIP PROFILES

### MANAGEMENT STATUS



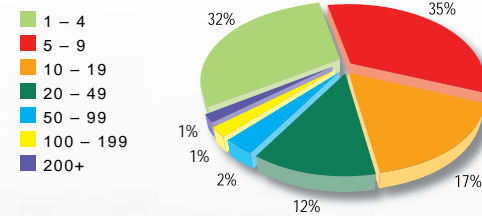
IEM readers have the management status to source & buy your products and services.

### INDUSTRY TYPE



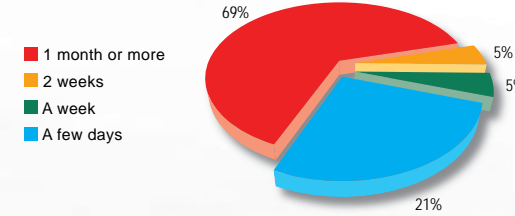
IEM covers a wide range of business types to ensure that your message reaches a cross section of potential buyers.

### COMPANY SIZE



IEM targets small to medium businesses with the direct authority to make a purchasing decision.

### FUTURE REFERENCE



Nearly 70% of readers will keep their copy of IEM for at least a month delivering response for you, for many weeks to come.

## WHAT CLIENTS HAVE TO SAY ABOUT IEM

“ *Paintmaster has advertised with IEM for a good number of years and can attribute a consistent number of enquiries to the magazine. IEM constantly meets our expectations and maximises our exposure within the targeted sectors.* ”  
— **Paintmaster** —

“ *Kitpac has received an excellent response throughout the years and this has generated an excellent client base for us. Over the years we have built a fantastic rapport with IEM and we look forward to continuing this successful relationship in the future.* ”  
— **Kit Pac Buildings** —

“ *Olympia Test and Crane has been with IEM since late 2007. IEM has contributed to the growth of Olympia's business and turnover in this period. IEM has ensured maximum coverage of our company through both the IEM magazine and the IEM website.* ”  
— **Olympia Test and Crane** —

“ *IEM has been a major part of Palletower's advertising strategy for over 20 years. IEM's circulation means we are able to offer our range of products to a diverse customer base. This successful relationship is one which continues to lead to many sales.* ”  
— **Palletower** —

## CIRCULATION

IEM reaches a **massive circulation of ¼ million** named decision makers within the industrial and commercial marketplace.

All these buyers are specifically targeted for their buying needs and with an average readership of 1.6 readers per issue, you can be confident that your company will be seen by a huge 400,000 buyers throughout each unique 15 week circulation period.

IEM Digital is also available online every week at [www.iemuk.com](http://www.iemuk.com). This fully interactive version of the magazine gives your business even more exposure to potential customers.

CIRCULATION BY REGION	%	By 1,000's
Scotland	5%	13
N Ireland	2%	5
North East	3%	8
North West	13%	33
Yorkshire	12%	29
East Midlands	9%	22
West Midlands	14%	35
Wales	4%	11
East of England	6%	16
London & S E	23%	58
South West	9%	20



1,000's of companies have used IEM to help grow their business  
To make sure you join them  
CALL US TODAY ON 01204 399000