



TECH TRENDS
MARKET ANALYSIS
PRODUCT REPORTS
BUSINESS EXPANSION

EssentialINSTALL
MAGAZINE

CEPro EUROPE

2018
MEDIA PACK

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.

PUBLISHED PER YEAR

16

Essential Install Magazine is publishing monthly and delivers 12 issues throughout the year with 4 additional standalone supplements.

MAGAZINE CIRCULATION

5,212



The printed version of *Essential Install* reaches over **5,212** 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.

DIGITAL CIRCULATION

8,235

Essential Install is also available in an electronic version. The electronic version of the magazine goes to **8,235** inboxes across UK and Europe, with regular weekly newsletters being mailed out via *CE Pro Europe* which include the weeks top news and industry updates.



CE PRO EUROPE

30,000

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. With between **5** and **10** news and product stories loaded up daily we are already averaging a monthly traffic reach of **30,000** page views per month and constantly working to increase our reach, *CE Pro Europe* is truly the 'daily newspaper' of the industry.

READER INFLUENCE

92%

Of *Essential Install* & *CE Pro Europe* readers are responsible for purchasing, authorising or specifying products or services within their company.

THE BLUE BOOK

THE BLUE BOOK 2016
THE COMPLETE DIRECTORY FOR THE HOME
AUTOMATION INDUSTRY

THE BLUE BOOK

The Blue Book is the only buyers guide and directory for the residential custom electronics industry, available online and in print it is 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 is also a quick reference A-Z telephone list at the back of the directory to help the user find companies by name.

CUSTOM INSTALLERS

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

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

£910m to £975m

Size of the custom install sector

£22,100

Average home cinema turnover per project in 2017

£48,000

Average install cost

55%

of all projects take place in existing homes

45%

of all projects take place 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.

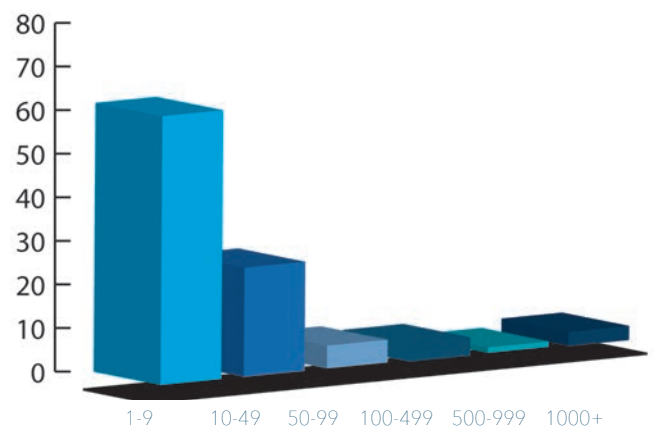
SECURITY ANALYSIS

- **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%**)

READER AUDIENCE

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



ESSENTIAL INSTALL MAGAZINE EDITORIAL FEATURES

January

- ISE Preview
- Brackets, Racking & Furniture
- Cables & Connections

February

- Flatscreen TVs & Monitors
- Training
- ISE Review
- [Supplement: Speakers](#)

March

- Projectors & Screens
- Security
- Clubs, Bars & Restaurants
- Domestic Automation Platforms

April

- El Live! Preview
- Lighting & Lighting Control
- Touchscreens & Programming

May

- El Live! Review
- Speakers
- HVAC
- AVRs
- [Supplement: Home Cinema](#)

June

- Matrixes & Signal Management
- Commercial Vehicles
- Media Servers
- Digital Signage

July

- Brackets, Racking & Furniture
- Training
- Voice Recognition

August

- CEDIA Preview
- Lighting & Lighting Control
- Projectors & Screens
- Home Automation Apps

September

- ED&I Preview
- Office & Boardroom
- Touchscreen & Programming
- Speakers
- [Supplement: Training](#)

October

- Cables & Connections
- Security
- Flatscreen TVs & Monitors
- Networking & Wireless Technology

November

- HVAC
- Matrixes & Signal Management
- Cinema Seating

December

- Virtual Reality
- Multi-Room Music Systems
- Acoustic Treatment
- [Supplement: 2018 Showcase](#)



ESSENTIAL INSTALL MAGAZINE

RATES & SPECIFICATION

Position	Rates	Mechanical Data (width by height)	
<i>Premium: Front Cover Package:</i> Front Cover Square Full Page	£4,000	190mm x 210mm 210mm x 297mm	
Premium: Inside Front Cover	£1,700	210mm x 297mm	Artwork must include: Bleed: 3mm all round Type Safezone: 14mm all round All artwork including advertising, images and logos must be 300dpi resolution and CMYK colour. Preferably saved as either PDF or JPEG file types when supplied.
Premium: Inside Back Cover	£1,450	210mm x 297mm	
Premium: Outside Back Cover	£1,700	210mm x 297mm	
Double Page Spread	£2,500	420mm x 297mm	
Full Page	£1,450	210mm x 297mm	
Half Page Horizontal	£750	190mm x 130mm	
Half Page Vertical	£750	90mm x 270mm	
Quarter Page	£400	90mm x 130mm	
Quarter Page Horizontal	£500	190mm x 60mm	
Quarter Page Vertical	£500	60mm x 270mm	
<i>Feature Sponsorship:</i> Feature Cover Feature Strips	£1,500	210mm x 250mm 190mm x 40mm	
Inserts	POA		



WEBSITE & NEWSLETTER PACKAGES

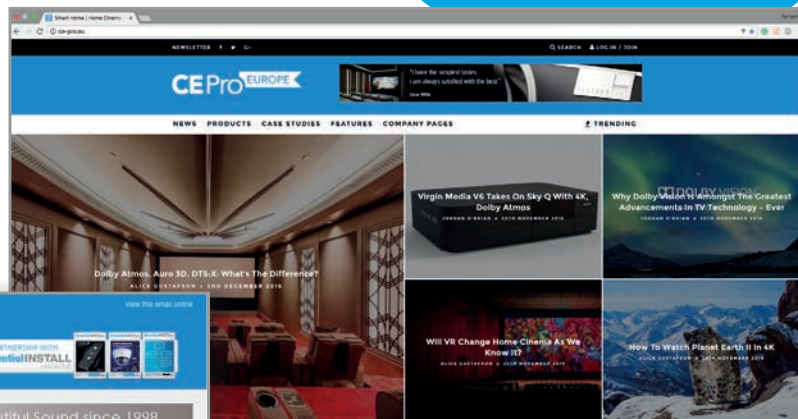
By advertising on the weekly *CE Pro Europe* newsletters and websites you can target buyers and potential buyers to visit key areas of your website, capture data and valuable sales leads.

Both are ideal for creating brand and product awareness, and the weekly frequency of newsletters provide the perfect timing for product or industry launches.

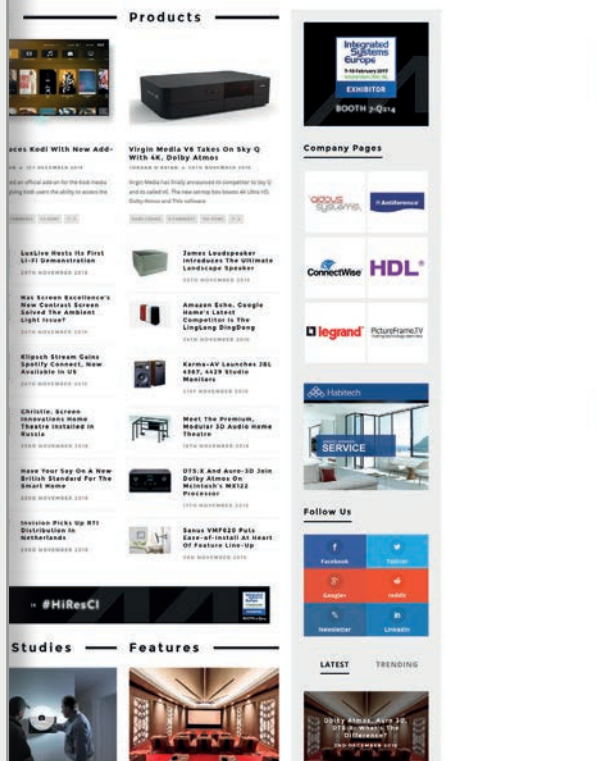
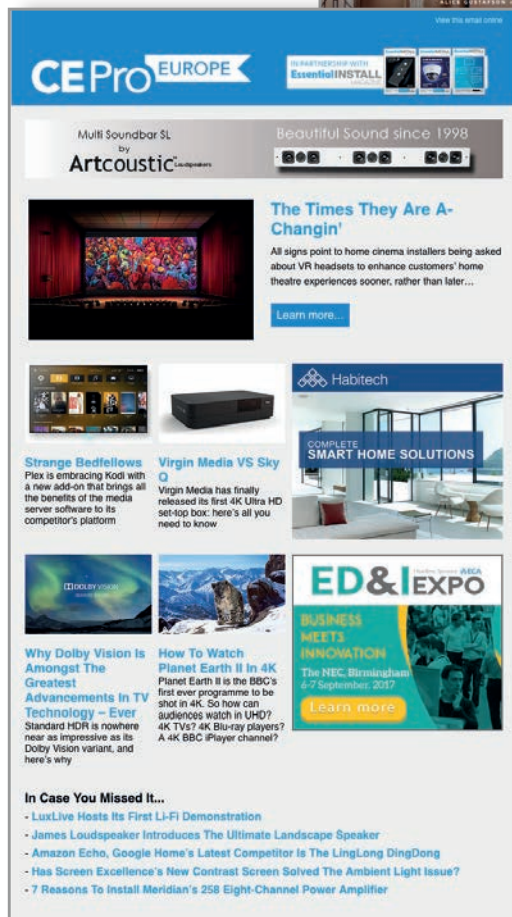
CE Pro Europe now also incorporates the commercial side of the business with the all new 'commercial' tab.

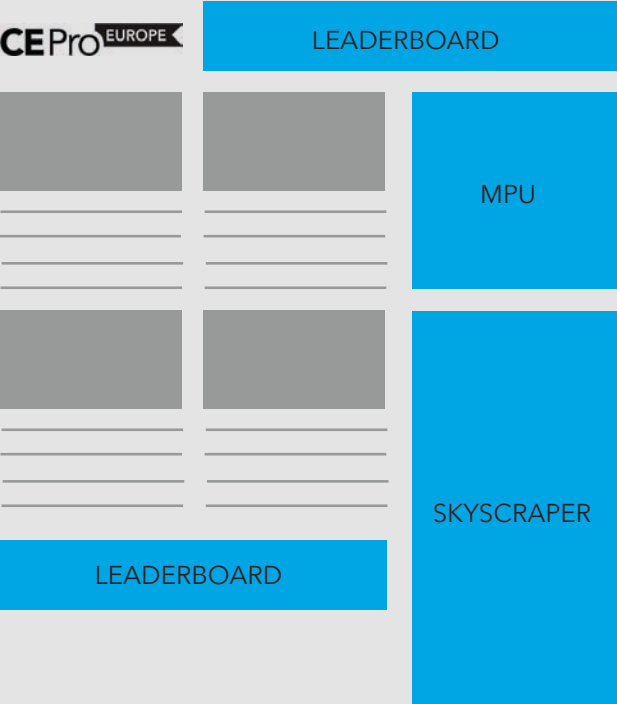


WEBSITE



NEWSLETTER





LEADERBOARD: 728px x 90px
SKYSCRAPER: 300px x 600px
MPU: 300px x 250px

Package One

£990.00 +VAT

- Rotation of ads on the website (All three ad sizes, leaderboard, MPU and skyscraper)
- MPU ad on each weekly newsletter in the month (4 per month)
- Guaranteed news on the newsletter
- Guaranteed news on the website

Package Two

£770.00 +VAT

- Rotation of ads on the website (All three ad sizes, leaderboard, MPU and skyscraper)
- MPU ad on one newsletter in the month
- Guaranteed news on one newsletter
- Guaranteed news on the website

Package Three

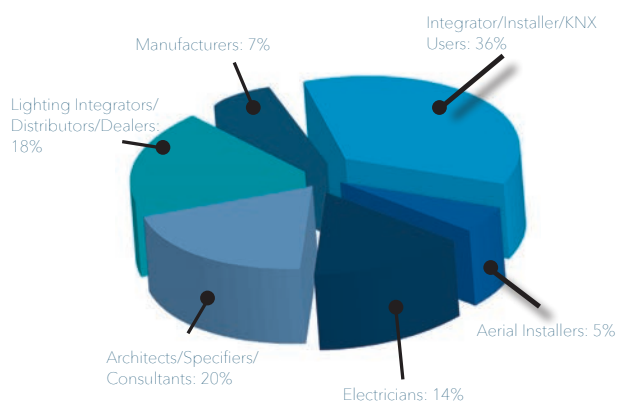
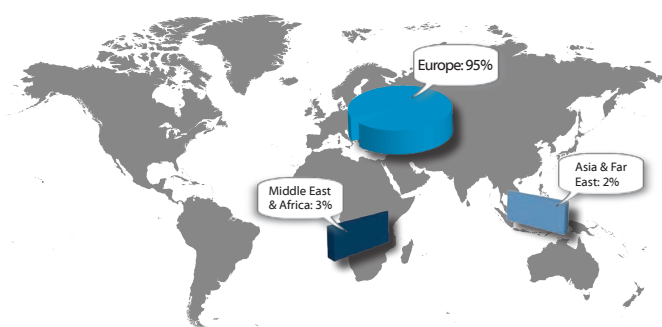
£550.00 +VAT

- MPU ad only on rotation
- Two MPU ads two newsletters in the month
- Guaranteed news on one newsletter
- Guaranteed news on the website

Premium Sponsor Box

£1320.00 +VAT

- A dedicated company page that will act as a hub for your company news and updates published vis *CE Pro Europe*.



further opportunities available on request

Taking place at Sandown Park, Surrey, *Ei 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 *Ei Live!* exhibition provide just that, with a comprehensive representation from all the best and brightest CI companies servicing the UK and European market.



EXHIBITING AT EI LIVE!

The *Ei Live!* trade show is unquestionably the main event for the UK custom install / smart building, industry and if you intend to do business in the sector it's where you should be seen.

Three out of every four visitors are the decision makers, buyers, directors, senior manager, partners or owners of the businesses you need to reach and have either total purchasing responsibility, joint purchasing responsibility or purchasing influence.

So, *Ei Live!* Provides you as an exhibitor with an audience of decision makers who have purposely left their businesses to call on your stand! Making it the undeniable number one face-to-face sales opportunity for industry suppliers.

In the run-up to the show, *EI Live!* Show advertising just can't be missed, *Essential Install* magazine, the leading home automation monthly in the UK, *CE Pro Europe* newsletters and website, industry leading electrical magazines, as well as interior design and architectural publications, are all used to drive awareness.



SMART BUILDING AWARDS

We are delighted to welcome back the Smart Building Awards for 2018 following a highly successful 2017.

We have some interesting category additions this year so make sure you check out the categories page to see all the categories in detail with their entry criteria and find out how to enter.

This year, each entry will receive coverage across print (*Essential Install* magazine) and digital platforms (*CE Pro Europe* newsletter and website) as well as dedicated Smart Building Awards newsletter e-shots in the run-up to and after the awards presentation. The winners will receive their trophy at a drinks reception and networking evening between the two show days at EI Live! The winners of course will also receive even more coverage underlining the excellence achieved in their chosen field.

The reach offered by this beefed up cross-platform marketing campaign will deliver all who enter an industry-wide showcase for the very best each company can offer whether they are a manufacturer, distributor, training provider or installer.

The aim is to deliver the most representative, inclusive and up to date awards initiative in the AV/install world and create a recognised brand and seal of industry approval for years to come. The awards are judged by an independent panel of judges.



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COMPLETE PACKAGE

The complete residential package for the custom install trade sector:



EssentialINSTALL
MAGAZINE

CEPro EUROPE



OTHER TITLES

Essential Install Magazine is published by All Things Media Ltd, also publishers of:

Commercial
INTEGRATOR EUROPE

