



www.insightdiy.co.uk

Intelligence and Insight for the DIY Industry



Media Pack 2020



Intelligence and Insight for the DIY Industry

Introduction

Insight DIY aims to deliver the very latest, breaking news stories, market intelligence, data, insight and commentary on the UK Home Improvement and Gardening Industry.

TARGET MARKETS...

RETAILERS – From Managing Directors, to head office staff through to store managers, we focus on delivering the latest breaking news, market intelligence, insight and commentary to retailers operating within the UK Home Improvement market.

SUPPLIER BRANDS - As well as keeping suppliers up to speed with the latest customer developments, the Insight DIY website provides an ideal platform on which to communicate new products, initiatives and brand developments.

RETAILER SERVICES - if your company is engaged in supplying services to the retail sector, from design agencies to suppliers of point of sale and epos systems, Insight DIY is the perfect route to reach your target customers.





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Online Advertising Opportunities

BANNER ADVERTISING

The homepage advertising banner is available on both a shared and an exclusive basis. The banner is repeated across every single page of the Insight DIY website, including the 10,000 library pages of news, articles and videos dating back to 2011.

NEWS, ARTICLES AND VIDEOS

Opportunity for relevant branded content to be featured across the news, articles and video sections of the Insight DIY website. We are happy to feature interesting, engaging and B2B focused content.

WHAT'S NEW

This section sits within the Insight DIY Knowledge Centre and has been designed to feature specific, new content from supplier brands. This can include press releases, images, links to suppliers website etc.

BEST OF BRITISH

Great Britain is full of brilliant manufacturers and suppliers who have the capabilities to supply quality, home improvement products and services at competitive prices. We've created this new Best of British section to showcase these businesses to the key retailers in the UK Home Improvement Industry.





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InsightDIY Web Stats

We are now the most read and followed media and news website for the UK Home Improvement Industry and have increased our traffic over 250% in the last two years

	Jan-Dec '15	Jan-Dec '16	Jan-Dec '17	Jan-Dec '18	Jan-Dec '19
Website Sessions	90,065	203,200	330,777	567,166	474,112
Website Users	61,938	124,294	179,786	334,016	325,989
Total Page Views	167,118	369,368	596,743	948,197	745,191

Source: Google Analytics – 1st January 2015 to 31st December 2019

Insightdiy

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Social Media

All our content is featured heavily across each of our social media channels, including LinkedIn, Facebook and Twitter.

With over 40,000 followers across our various social media channels, this is a fast and effective way to get your message across to your target market.





4,000
Newsletter
subscribers

Newsletter

The Insight DIY newsletter is issued on a weekly basis, to a targeted circulation list of over 4,000 key decision makers within the UK Home Improvement Industry.

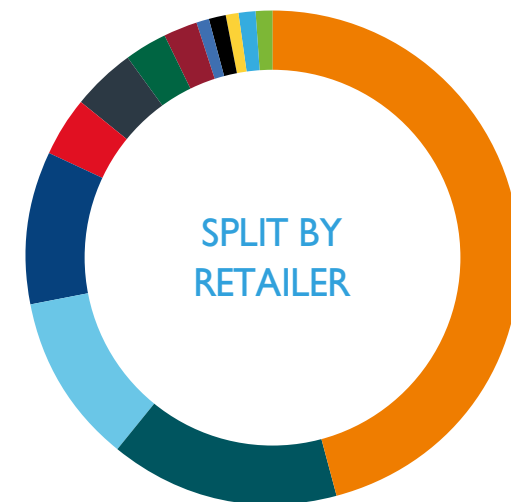
The newsletter is regularly opened by over 50% of all readers and on average, we receive 5,000 openings per week.

NEWSLETTER READERS...

- **DIY Multiples 68%** - store and head office staff at B&Q, Homebase and Wickes.
- **PLC's 16%** - staff at head offices of Kingfisher, Travis Perkins, Wolseley Group, Wesfarmers and Grafton Group.
- **Trade Outlets 8%** - staff at head offices of Screwfix, Toolstation, Selco, Jewson and Howdens.
- **Specialists 5%** - staff at Topps Tiles, Bathstore and Ironmongery Direct.
- **High Street 3%** - staff at Wilko, Robert Dyas and key Independents.



- B&Q 46%
- Homebase 15%
- Kingfisher 11%
- Wickes 10%
- Screwfix 4%
- Topps Tiles 4%
- Travis Perkins 3%
- Wilko 2%
- Toolstation 1%
- Howdens 1%
- Selco 1%
- Bathstore 1%
- Robert Dyas 1%



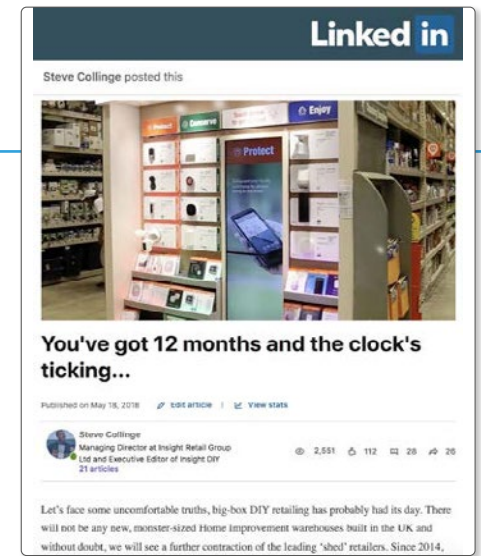
Sponsored Content

An increasing number of publishers are moving to 'Sponsored Content' models and here at Insight DIY we're no different. In 2019, working with some of the UK's largest Home Improvement retailers and brands, we created more sponsored content than ever before.

Sponsored content is quite simply a piece of brand journalism that is published on the insight DIY website. It looks like one of our many news story and will have been written by one of our leading journalists, but the feature will have been paid for by a branded advertiser.

In each case it tells a story and is written and produced to be as engaging as possible, encouraging our target audience to spend a long time with the content. Like traditional advertising, the most successful sponsored content provides real value to readers either through education or thought leadership.

The key to the success of this new form of brand promotion is transparency and we ensure that any sponsored content is always clearly marked as 'sponsored' or 'promoted'.



SPONSORED CONTENT OPTION 1 - (£500 plus vat) - To have a long-form (700-1000 words) piece of content written by one of our journalists, including the news feature, inclusion in the weekly Insight DIY newsletter and publishing across the Insight DIY social media platforms (10,000+ followers).

SPONSORED CONTENT OPTION 2 - (£1,000 plus vat) - To have a long-form (700-1000 words) piece of content written personally by our Managing Director Steve Collinge, including the news feature, inclusion in the weekly Insight DIY newsletter and publishing across all of the Insight DIY social media platforms and Steve Collinge's LinkedIn and Twitter accounts (30,000+ followers).



We can tailor packages to meet the objectives of your individual brands. Dependent upon what you're looking to achieve, this can include:-

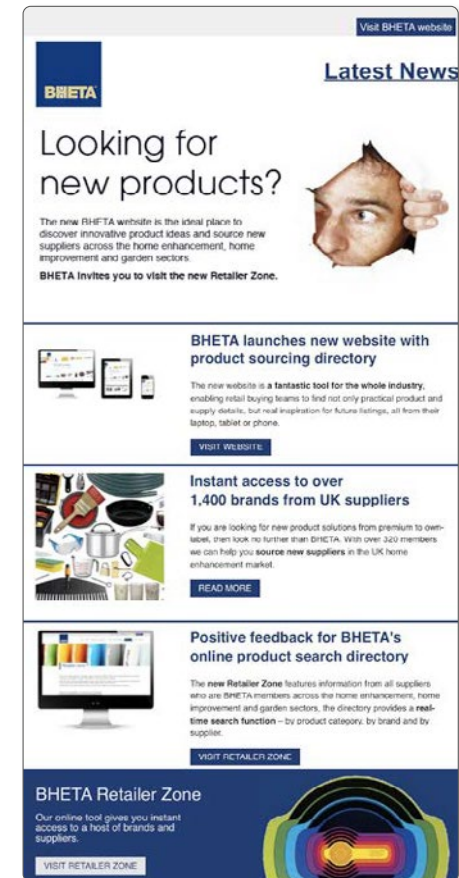
News, Articles and Videos - inclusion of content across each of the three high profile sections of the website, including press releases, images, infographics and videos.

Best of British - inclusion within our new Best of British section.

Dedicated Newsletter - option to issue a dedicated newsletter to our mailing list.

Social Media - inclusion of content across each of our social media channels.

For more information on these packages, [please click here](#).





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Rate Card

As well as our brand support packages, Insight DIY also offers standard advertising and promotional options including:-

Advertising Banner - Non-exclusive basis - £250 plus vat per calendar month.

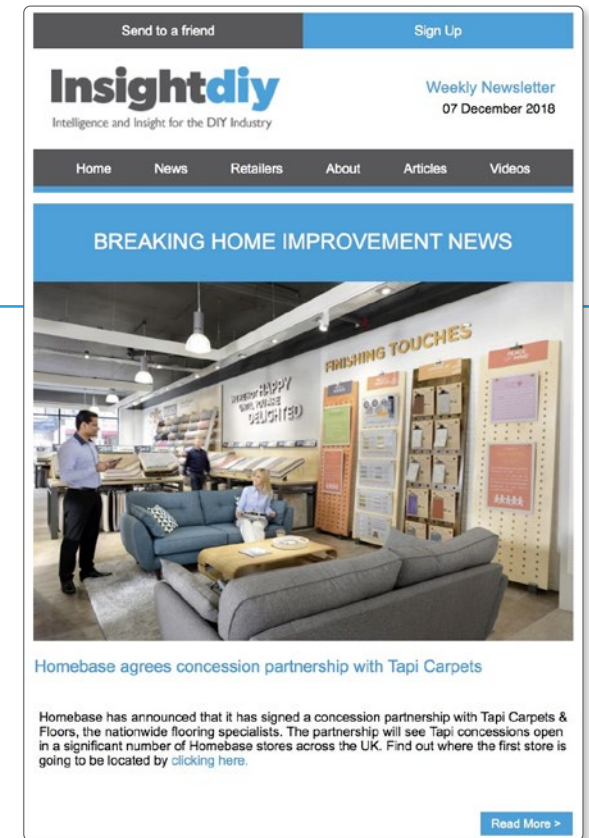
Advertising Banner - Exclusive basis - £500 plus vat per month.

Article/Video/What's New? - £250 plus vat per inclusion.

Weekly Newsletter - £250 plus vat per inclusion.

Exclusive Newsletter Campaign - £1,000 plus vat per newsletter.

Social Media Coverage - included within each of the above options.



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