

Your customers are **clicking** with us

Join the leading digital platform for marketing your products



diyretailer.co.uk is the leading news site for garden centre and DIY retailers and the perfect medium to promote your company.

Feature your company on the live industry news source for garden centre and DIY retailers and reach thousands of retail buyers and executives every day.

Our digital package includes:

- Feature on our home page for one week, then be permanently and easily searchable through our search bar and search engines.
- Your product or company feature will also appear on Twitter and other networking sites generating interest and awareness throughout the online community.
- You will also feature in our monthly digital newsletter which is emailed to more than 8,000 retail professionals, as well as being downloadable from the site.

All for as little as **£130!**

diyretailer.co.uk

Britain's favourite site for garden centre and diy professionals



SITE STATS:

45,446

HITS PER MONTH!

4,619

VISITS PER MONTH!

4,309

UNIQUE VISITORS PER MONTH!

10,850

PAGE VIEWS PER MONTH!

90.60%

UK VISITS!

£130

TO FEATURE YOUR PRODUCT!

Site stats for May 2010, Source: Google Analytics



Your online product profile package includes:

- Your product profile will feature on the home page for one week. All products are rotated daily to ensure your product receives maximum exposure on the page. Your product will be seen on the homepage and every other page throughout the website.
- Your product profile may include unlimited wording, photography and can even include video, multimedia, web and email links.
- Your product feature will be archived on our site permanently where it can be easily found through key words in our search bar. We also optimise your story with meta tags so it can be easily found through search engines like Google.
- You'll gain additional exposure in our 'Most Popular' section if your product is one of the five most-read pages on our site each day.
- Your story will be 'Tweeted' on our popular Twitter page so individuals on the Twitter network will be updated about your product news too.
- In addition to featuring on the news site, your product profile will be published in our monthly eNewsletter. With at least a full page article, which is emailed to more than 8,000 buyers and executives; your product will make a fantastic impact.
- Your story can be recommended and emailed by users of the site using our 'email this story function', ensuring you maximum exposure through viral marketing.
- By clicking on icons at the foot of your product profile, our site users can easily post your story on their social networking sites like Facebook, Digg, StumbleUpon, Readit, Technorati and more - sharing your news with the world!

RATE CARD

Product Profile

Feature your product on the site's home page for one week, stay archived and easily searchable on the site permanently (optimised for external search engines like Google), feature on Twitter and other mainstream viral sites. Includes up to a double page spread on eNewsletter emailed to tens of thousands of key decision makers every month. Package cost: **£130**

Premium Banner

The banner benefits from being the most prominent position at the top of the homepage and is visible on every page of the website. Place your ad on the site for one week for just **£95.00**

Skyscraper Position

The skyscraper is on the right side of the homepage and every other page of the website. Feature here for one week for just **£75.00**

Call James Watts now on
01733 551849 to get your products the
exposure they deserve in the market

architectnews.co.uk

Britain's favourite site for architecture news and products

**"No other marketing medium is as
cost effective or reaches so many..."**