

# TheNegotiator

Essential reading for residential agents

## Media Pack 2019

The UK's only industry-wide magazine for residential sales and letting agents.

Serving estate and letting agents for over 32 years



Distributed monthly to 18,000 estate and letting agents across the UK

Showcase your business within the best-known trade magazine for agents



# TheNegotiator THE MAGAZINE

The Negotiator magazine has been a rock in the turbulent world of residential agency for over 32 years. It stands as one of the strongest brands in UK agency. **It is the only trade magazine reaching the entire UK residential agency market.** The Negotiator is widely read and highly valued for its professional journalism. It delivers an engaged and trusting audience to those who advertise within its pages, reliably every month.

The **Negotiator** magazine is read by decision-makers. It is delivered by Royal Mail, every month, free, to 18,000 estate and letting agencies. The majority of these agents are members of The Property Ombudsman Scheme with which the publisher, Propertydrum Ltd, has an exclusive licence to provide a trade magazine to each of its members. It is read by many thousands more individuals, passed around in agencies across the United Kingdom – a truly national trade magazine for agents.

The **Negotiator** magazine covers all aspects of sales and letting agency business: software, new technology, regulation, legislation, and products and services which are essential to business success in this competitive sector – it's a guide to success and the ideal place for suppliers to promote, market and advertise.

The **Negotiator** magazine's success in delivering an engaged and appreciative audience to its advertisers, underlines the continuing importance of quality, independent print trade publications.

The **Negotiator** magazine's pages provide a stylish showcase for your advertising. It has a minimum of 68 pages per month, printed on high quality gloss paper. The magazine is collected and saved by its subscribers, forming a unique reference library for information and expert guidance. Advertising has longevity and exposure way beyond the month of publication.

The **Negotiator** magazine gives its advertisers options of quarter page, half page, full page and double page spread advertising sites, special promotional devices for high-impact campaigns or geographically-targeted inserts. We can tailor packages to suit marketing budgets of any size and scope.

Our award-winning design department offers creative services and will work with clients to produce high-quality and effective advertising copy and campaigns.

The **Negotiator** magazine is published by Propertydrum Ltd, publishers with long experience in the market and the highest standards of professionalism. The magazine incorporates PROPERTYdrum, which was published monthly as The Negotiator's sister magazine, until September 2015.



## PUBLISHING

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## EDITORIAL:

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# TheNegotiator **ADVERTISING RATES**

TYPE	SINGLE INSERTION	SERIES OF 3	SERIES OF 6	SERIES OF 12
Double Page Spread	£5800	£5500	£5200	£4900
Outside Back Cover	£5150	£4900	£4650	£4400
Inside Front Cover	£4275	£4050	£3825	£3600
Full Page	£3400	£3100	£2800	£2500
Half Page	£1800	£1650	£1500	£1350
Quarter Page	£950	£875	£800	£725
Inserts*	£1800	£1650	£1500	£1350

\*Insert price based on 10g A5 leaflet. Call for a quote for heavier inserts. All rates exclude VAT.

## MAGAZINE COPY DEADLINES 2018-19

Issue	Ad Copy	Publish	Issue	Ad Copy	Publish	Issue	Ad Copy	Publish
January 19	11-Dec-18	02-Jan-19	June	08-May	04-June	November	13-Oct	28-Oct
February	22-Jan	04-Feb	July	18-Jun	01-July	December	12-Nov	25-Nov
March	19-Feb	04-Mar	August	23-July	05-Aug	January 20	10-Dec	02-Jan-20
April	19-Mar	01-Apr	September	20-Aug	20-Sept	February	15-Jan-20	03-Feb-20
May	15-Apr	01-May	October	04-Sept	30-Sept	March	18-Feb-20	02-Feb-20

## MECHANICAL DATA

Double Page Spread	A4 x 2, 297mm x W. 420mm	Half Page Landscape	H. 130mm x W. 180mm
Trimmed Page Size	H. 297mm x W. 210mm	Quarter Page	H. 130mm x W. 85mm
Type Area Full Page	H. 267mm x W. 180mm	Supplier Directory	Supply text and high resolution logo

## TECHNICAL REQUIREMENTS

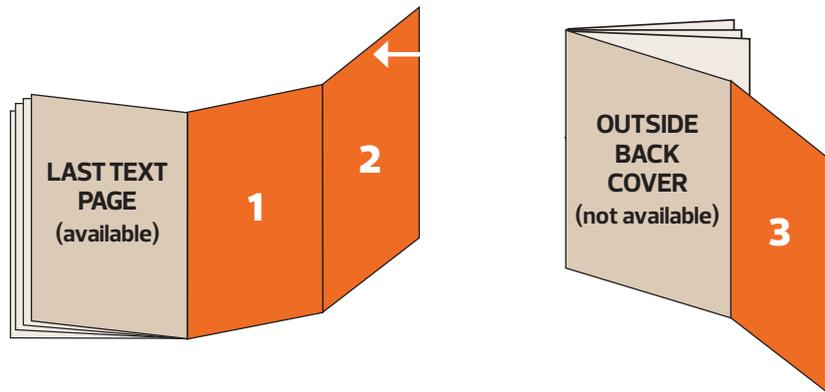
Art work must be supplied as Press Quality PDF (300dpi resolution). All adverts must show crop marks. Full page adverts should have a 3mm bleed allowance in addition to the advertisement size.

# TheNegotiator SPECIAL PROMOTIONS

If you are looking for a high-impact campaign to establish your brand and products in the estate and letting agency market, there is no more powerful way than to employ a Negotiator special promotion. It is an unmissable print device. A gatefold offers a great opportunity to tease the reader into reading your message, making it all the more memorable. Let your creative team loose on up to six pages of media space. Prices on application. Contact us to discuss your campaign ideas.

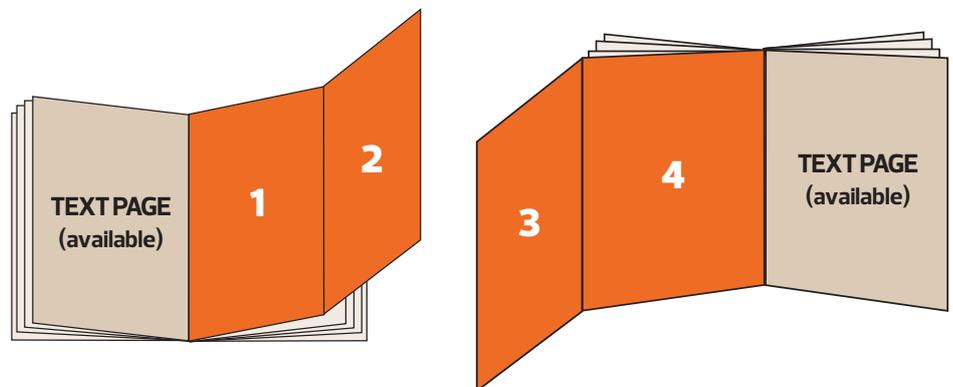
## INSIDE BACK COVER GATEFOLD

This special promotion offers between two and four pages for your campaign. A four page gatefold utilises the last text page of the magazine, creating a three page spread, with an additional reverse cover page.



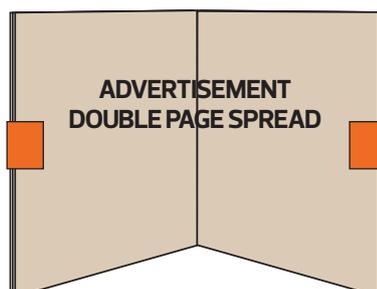
## INSERT GATEFOLD

This special promotion offers between four and six pages for your campaign. This insert sits in the centre of the magazine and can be printed on standard text stock or for greater stand-out, heavier stock, which means the magazine opens naturally on the promotion.



## BELLY BAND AND DPS

The most high profile and prestigious special promotion. A four colour 60mm wide band is spot glued into your Double Page Spread advertisement. Your creative appears right around the band. The band needs to be removed to read the magazine, so your belly band message and DPS advert are unmissable.



# TheNegotiator FEATURES LIST

## FEBRUARY 2019

**Editorial deadline 09.01.2019**

### **Outsourcing**

Telephony, answering services, inventories, viewings, photography.

### **Floor plans and 3D tours**

Presenting properties in graphic detail using floor plans, walkthroughs and 3D photography.

### **Tenancy deposit schemes**

An outline of the various schemes on offer and a look at some new insurance-backed alternatives.

## MARCH 2019

**Editorial deadline 06.02.2019**

### **Company cars**

In the wake of the diesel scandal, what should an agent be looking for in a fleet?

### **Tenant referencing**

Credit checks and tenant referencing, with associated products for landlords/tenants.

### **Furniture rentals**

A look at how homestaging and furniture and furnishing rental companies can help agents sell and rent.

## APRIL 2019

**Editorial deadline 06.03.2019**

**Auctions** Quarterly review.

### **Landlord and tenant insurance**

Insurance products your landlords and their tenants must have to protect the business.

### **Local property data and reports**

How local property information can help agents target landlords, sellers and buyers.

### **Software – apps and plug-ins**

A look at the plethora of new proptech solutions which can help every aspect of an agent's business.

## MAY 2019

**Editorial deadline 01.04.2019**

### **Software platforms**

Sales, lettings and your website – agency software total solution software platforms.

### **Professional indemnity insurance**

Legal and income protection for keymen and owners.

### **Utilities management**

Offloading the hassle of handling energy supply, broadband.

## JUNE 2019

**Editorial deadline 08.05.2019**

### **Websites**

A review of the current state of technology and the tests an agent's website must pass.

### **Proptech Directory**

A directory of cutting edge property technology companies.

### **Franchising your business**

Does your business model really work? Do you think it could work for others too?

## JULY 2019

**Editorial deadline 05.06.2019**

**Auctions** Quarterly review.

### **Finance for property**

Buy-to-let and auction finance products from key lenders.

### **Buying a business**

Some groundrules from the experts when you're looking to expand by acquisition.

### **Shopfitting**

A total refit or just a makeover, there are companies who can transform your office.

## AUGUST 2019

**Editorial deadline 10.07.2018**

### **Selling a business**

Time to retire or move out of agency? Expert advice on preparing your business.

### **Company cars**

With the new year plate release next month, we look at leasing and renting.

### **Tenancy deposit schemes**

Protecting tenant deposits – the main schemes and some insurance options.

## SEPTEMBER 2019

**Editorial deadline 07.08.2019**

### **Selling a business**

Some groundrules from the experts to make sure you get full value.

### **Photography**

A look at equipment, techniques and services such as aerial photography and photo retouching.

### **Videos, 3D and walkthroughs**

Special visual marketing services including virtual reality.

## OCTOBER 2019

**Editorial deadline 04.09.2019**

**Auctions** Quarterly review.

### **Trade associations**

Reasons to belong, such as Qualifications, staff development, CPD – and a voice.

### **Taking on a franchise**

How agents can turn their businesses into big-name brands by becoming franchisees.

### **Recruitment**

Where to look and how to look for the right kind of staff to work in agency.

## NOVEMBER 2019

**Editorial deadline 02.10.2019**

### **Sales progression and conveyancing**

How to keep the chain together and the sales moving.

### **Review sites**

Your public profile couldn't be more important in the new digital age.

### **Training staff**

What training processes and courses should you be putting your staff through?

## DECEMBER 2019

**Editorial deadline 30.10.2019**

### **Telephony**

A good system and answering service is at the heart of your sales operation.

### **Problem tenants**

Legal remedies to help keep an agent's book of clients in good order.

### **Software – new apps and plug-ins**

A round-up of the new proptech solutions that 2019 has brought.

## JANUARY 2020

**Editorial deadline 27.11.2019**

**Auctions** Quarterly review.

### **Property auctions**

All agents should offer auction to clients – this is how you do it.

### **Traditional marketing**

Reach clients via signboards, flyers, local press and property magazines

### **Valuation tools**

How a valuation tool on an agent's website can turn traffic in to leads.

## **Proptech monthly:**

Each month The Negotiator will round up the latest in property technology and have a special focus on one clever new solution.

# WHAT ADVERTISERS SAY ABOUT **TheNegotiator**

These are testimonials from some of our advertisers. They are from all areas of the sector – software, IT, shopfitting, business transfer, deposit protection. The Negotiator works for all of these diverse businesses. We'd love to work with you too.

▶ Making sure our key marketing messages reach our target audience and gain maximum exposure is crucial to our marketing strategy, which is why we chose to advertise with **TheNegotiator**. We have used **TheNegotiator** for several years now and most recently for our latest product launch, Vebra alto. We have received a phenomenal response to our campaigns in the publication, which in turn has led to conversions and has helped enhance our market leader status. **TheNegotiator** team are committed to sourcing the ideal promotion for our campaigns.  
**Mark Goddard**, ZPG, (Property Software Group)

▶ Intelligent Mobile has an excellent relationship with **TheNegotiator**. It provides great exposure for any business looking to target the residential property market via the magazine as well as exhibitions, awards. We highly recommend.  
**Jamie Lovie**, Marketing Manager, Intelligent Mobile Limited

▶ Always responsive and really do focus on customer service by keeping in touch and letting us know of any advertising opportunities. **TheNegotiator** definitely helps us to maintain brand awareness to our target market.  
**Gary Whittaker**, Director, Rentman

▶ **TheNegotiator** provides TDS with valuable marketing and advertising opportunities. Not only is the publication well read in the industry, but the team offer great support in helping us make sure we get the most out of advertising with them.  
**Chris Kendall**, Communications Officer, Tenancy Deposit Scheme

▶ We made a decision recently to increase the volume of our business and decided that **TheNegotiator** magazine was an ideal source in enabling us to achieve our goals. We are now a few months into our campaign and so far the response to our advertisement in **TheNegotiator** has been excellent. Through our advertising with them we are looking to achieve an increase of at least 25%.  
**Mike Bunning**, Managing Director, The Haversley Group

▶ **TheNegotiator** has been supportive and responsive throughout our dealings. We have been delighted with the results of our advertising campaign to date.  
**Rajeev Nayyar**, Director, Fixflo

▶ We've always found **TheNegotiator** has a good mix of advertising options that have helped us to promote TouchRight Software to the property sector. It's simple to get things going, and the team is really easy to work with.  
**Terry Lightfoot**, Director, TouchRight Software

▶ At Rentguard Referencing, we have always found the team at **TheNegotiator** and PROPERTYdrum to be extremely accommodating, professional and responsive to our needs as an advertiser.  
**Kirstie Ayres**, Marketing Director, Rentguard Insurance

▶ With such great presence in the lettings and property management industry, **TheNegotiator** was the natural choice for us. As media partners they were a joy to work with.  
**Adam Blaxter**, Head of Marketing and Communications, Technology Blueprint Ltd

▶ Ravensworth greatly benefits from advertising exposure in **TheNegotiator**. With the magazine reaching the hands of such a significant proportion of the property market, it is the perfect publication with which to achieve maximum brand awareness.  
**Suzie Pattison**, Managing Director, Ravensworth

▶ **TheNegotiator** provides us with a direct route to our target market. Their established reputation for communicating relevant editorial and topical articles not only attracts decision makers, but also engages with their audience. It is great for our business and we thoroughly enjoy working with their dedicated and professional team members.  
**Laura Harris**, Marketing Manager, TechnicWeb

## MEET THE TEAM



**Grant Leonard**  
Publisher



**Sheila Manchester**  
Editorial Director



**Nigel Lewis**  
Head of Content



**Richard Rowe**  
Account Manager



**Ben Rayment**  
Account Manager



**Karen Bates**  
Creative Director