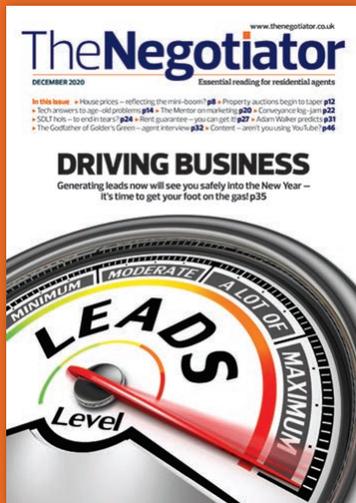


TheNegotiator

Essential reading for residential agents

The leading brand in residential property media

The Negotiator brand has been a rock in the turbulent world of residential agency for 35 years. It serves the estate and letting agency industry in print, online and through its prestigious events.



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, online at our website and through its email database.

The Negotiator can put your business in front of an audience at all these touchpoints, reinforcing your message and familiarity with your brand, while associating your products and services with a trusted and valued source of business information, written for and directed at decision-makers.

“ Our readers are your potential clients. ”

A busy agent is time-poor and has a short attention span. One media channel is simply not sufficient to have impact – you need to hit them from every angle– and with a sustained effort, to build brand recognition and product familiarity.

The Negotiator offers that opportunity, to get your brand and message home, through our multi-targeted approach. Only The Negotiator has all the channels to build that recognition and trust. We can build campaign packages to suit your budget, to do just this.

TheNegotiator Our audience



Magazine 30,000*

*The digital edition is sent to a database of 30,000 agents and property professionals. The printed issue is distributed to 1000 paid agent subscribers.

Email 32,000

Solus emailshots average open rate in Dec 20-Jan 2021: 15.37%.



Google Ad Network

180,000*

Facebook

99,000*

*Visitors to The Negotiator websites, gathered over previous 180 days

An unrivalled reach

Events 1414*

*Attendees at The Negotiator Awards, Conference & Expo 2019

TheNegotiator
Awards 2021

TheNegotiator
Conference & Expo 21

Social media

Twitter 23,300 followers



Online

216,207 users,
490,381 page impressions*

* Google Analytics for period 01/02/21 – 28/02/21



TheNegotiator Online ratecard

The Negotiator newsletter

Cost per week (6 sends, solus site)

- Leaderboard **£800**
- Mid-page banner **£500**
- Button **£200**

Today's news direct to you, from The Neg. View in Browser

TheNegotiator

The essential site for residential agents

Leaderboard (580x72)

Guest blog: Is there still a need for estate agents to be on the High Street?

A former senior high street estate agent now working for a tech platform, argues that leaving the high street increases, not lessens, customer interaction.

[READ MORE](#)

Supplier news

Working together has never been easier with mio

With increasing consumer demand for high quality customer service in the home-moving process, effective collaboration amongst property professionals has never been more important.

[Read more](#)

Button 140x140

Button 140x140

Be nicer this time! Mary Portas to give keynote speech at ARLA conference

TV star and high street champion returns to talk about estate agency nine years after her show trashed the industry's customer service effort.

[READ MORE](#)

Mid-page banner (580x72)

Emailshot to 30,000 database

- Single **£950**
- Book 3 **£810**
- Book 6 **£710**

Website

www.thenegotiator.co.uk

Cost per month, *shared with up to 4 other ads

- Leaderboard* **£1500**
- MPU1* **£1000**
- MPU2* **£500**
- News takeover **£1500**
- Feature takeover **£500**

The essential site for residential agents. Welcome, Greg Leonard - Logout

TheNegotiator

Leader board 728x90

NEWS * FEATURES * RESOURCES * THE MAGAZINE * SUPPLIERS * COMMUNITY * AWARDS * CONFERENCE

PURPLE BRICKS

Online is now 7.5% of the sales market, new report claims, with Purplebricks at 4.98%

The report commissioned by The Guild of Property Professionals also shows that at 5% of sales in 2019, Countrywide is just ahead of Purplebricks.

REGULATION & LAW **MARKETING**

Agents warned over dangers of relying on 'gut feel' to spot AML criminals [READ MORE](#)

Estate agents hear about new pricing deal with Rightmove and Zoopla, but where was OTM? [READ MORE](#)

The UK's premier awards for estate and letting agents.

Moving people? You can trust Pickfords

Adam Widing, National Sales Manager Pickfords

[READ MORE](#)

SUBSCRIBE

TheNegotiator

THE SPEAKER

Have your own personal printed glossy copy of The Negotiator delivered to your door, every month

[ORDER NOW!](#)

MPU1 300x250

MPU2 300x100

FOLLOW US @THENEG

Tweets by @theneg

The Negotiator [@theneg](#)

This 61 year old has coined the #1FFO online eight years after leaving your Move to Sun digital marketing platform @a1ffo.co.uk@a1ffo.com @Gardensongie @MumCash @thenegotiator.co.uk/about/venue...

BREAKING: Former 'Your Move'...

The hunt for a new leader at M... @thenegotiator.co.uk

Posession Friend. [View on Facebook](#)

Sponsored content

Full webpage including hyperlinks, video, images and 2 links from the Newsletter. **£1500** (Archived online; updates £150)

Remarketing

One month campaign Facebook and Google Ad Network

- Facebook **£1500**
- Google **£1500**

TheNegotiator Print ratecard

Magazine advertising pages

■ Double page spread	£5100
■ Full page	£3000
■ Half page	£1650
■ Quarter page	£900
■ Advertorial page (also appears online)	£4000

Special positions

■ Inside Front Cover	£3900
■ Outside Back Cover	£4500
■ Inside Back Cover	£3450
■ First Right.	£3450

Series discounts

Book a series of 3:	-20%
Book a series of 6:	-30%
Book a series of 12:	-40%



TheNegotiator Tech specs

PRINTED MAGAZINE MECHANICAL DATA

Double page spread (DPS)	W. 420mm x H. 297mm	Half page landscape	W. 180mm x H. 130mm
Trimmed single page	W. 210mm x H. 297mm	Quarter page	W. 85mm x H. 180mm
Type area single page	W. 180mm x H. 267mm	(keep all content within the type area for readability).	

PRINTED MAGAZINE ADVERTISEMENT SPECS

Artwork 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.

ONLINE ADVERTISEMENT SPECS

For HTML emailshots, please request our technical guide. Display ad artwork, should be supplied as jpegs (300dpi resolution) at the advert size specified, except for Newsletter buttons, which should be supplied at 600 x 600px.
Animated gifs are acceptable for the website and Newsletter. Max file size 75kb.

TheNegotiator Magazine 2021 Editorial features

February

- Anti-Money Laundering compliance
- Tenant deposit schemes and deposit alternatives
- Training and apprenticeships

March

- Tenant referencing and credit scoring
- Portals and portal challengers
- Franchises

April

- Auctions – quarterly review
- Conveyancing & sales progression
- Sourcing and using local data
- Refresh your website

May

- Full management software platforms
- Utilities management
- Lead generation and valuation tools

June

- Software apps and plugins
- Floorplans and virtual viewings
- Revenue generators

July

- Auctions – quarterly review
- PropTech directory
- Finance for property (bridging and auction finance)
- Buying a business

August

- Shopfitting
- Tenant deposit schemes & CMP
- Shopfitting – refurb your branch/hub

September

- Photography
- Videos
- New auction methods and services

October

- Auctions quarterly
- Becoming a franchise
- Digital marketing
- Conveyancing and sales progression

November

- Traditional marketing
- Agent review sites
- Telephony and answering services

December

- Training and staff qualifications
- Managing problem tenants
- Revenue generators

January 2022

- Auctions – quarterly review
- Portals
- New auction services
- Online lead generators

SCHEDULE

ISSUE	EDITORIAL	ADVERT COPY	INSERTS	PUBLICATION	ISSUE	EDITORIAL	ADVERT COPY	INSERTS	PUBLICATION
February	11/01/2021	20/01/2021	29/01/2021	01/02/2021	August	05/07/2021	14/07/2020	21/07/2021	26/07/2021
March	08/02/2021	17/02/2020	24/02/2020	01/03/2021	September	09/08/2021	18/08/2021	25/08/2021	31/08/2021
April	08/03/2021	17/03/2021	24/03/2021	29/03/2021	October	06/09/2021	15/09/2021	22/09/2021	27/09/2021
May	31/03/2021	14/04/2021	21/04/2021	26/04/2021	November	04/10/2021	13/10/2021	20/10/2021	25/10/2021
June	10/05/2021	19/05/2021	27/05/2021	01/06/2021	December	01/11/2021	10/11/2021	17/11/2021	22/11/2021
July	07/06/2021	16/06/2021	23/07/2021	28/07/2021	January 22	29/11/2021	08/12/2021	15/12/2021	20/12/2020

TheNegotiator What our advertisers say...

These are testimonials from some of our advertisers – they are from all areas of the sector. The Negotiator works for all of these diverse businesses. We'd love to work with you too.

■ SmartSearch has worked closely with TheNegotiator for the past few years and have been a key part of the SmartSearch success in penetrating the property market. It's been a pleasure doing business with them and they always go above and beyond what is expected.

James Dobson, *SmartSearch*

■ MyBid4it recently ran an online campaign with TheNegotiator. The campaign was to raise our brand awareness and increase visitors to our own website, I was truly amazed at the results as advertising on TheNegotiator's website helped increase traffic to my own website by over 400% that month. Great exposure for any business and we look forward to continuing to work with Richard and the team in future.

Charlie Lancaster, *Managing Director, MyBid4it*

■ TheNegotiator has a proven audience that ensures our Spectre advertising reaches who we need it to. We've seen genuine responses to our campaigns across print and email which is testament to the support offered by the team at TheNegotiator. They ensure our packages are carefully tailored to create the highest possible return on investment.

Sian English, *Marketing Manager, Agent Software Ltd*

■ 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, *Tenancy Deposit Scheme*

■ 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*

■ 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 is a recognised authority in the property industry providing the perfect opportunity to get in front of decision makers in this space. Alongside great support and the many advertising options available, TheNegotiator team has taken the time to understand our goals and regularly approaches us with new opportunities to gain even more exposure. We are really pleased with our results so far and TheNegotiator remains a key media partner for our brands.

Rebecca Robinson, *Marketing Manager, TwentyEA and View My Chain.*

MEET THE TEAM



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