



# AuctionNews

**Reach new customers**  
through targeted digital marketing

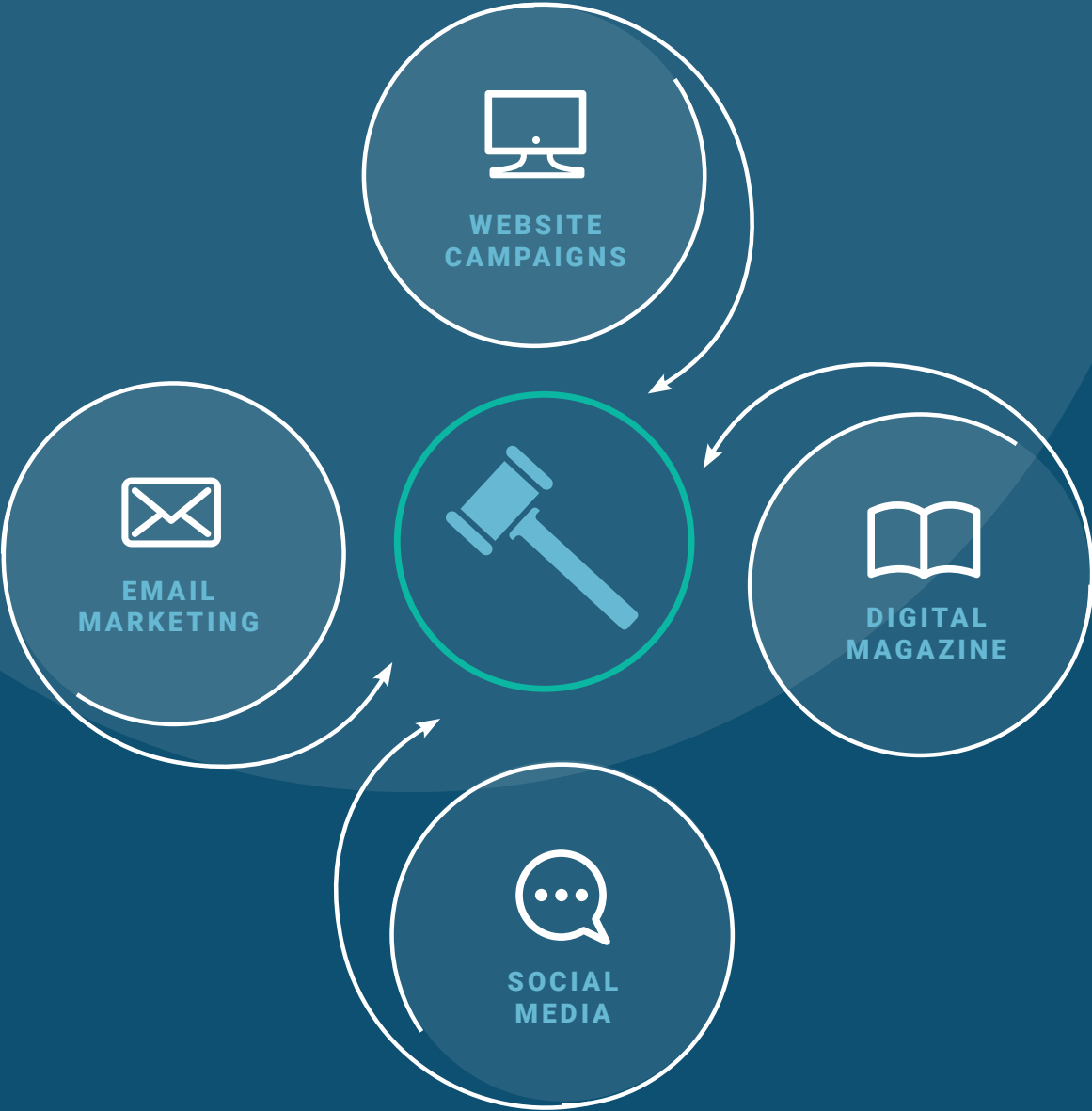


MEDIA PACK  
**2023**

INTRODUCTION

How we can help

Auction News helps auctioneers reach new customers, promoting your auctions to the right buyers, through our range of effective and highly targeted digital marketing services.



INTRODUCTION

About Auction News

Proudly a family-owned business with over sixty years of experience in all things auction. Our pride and passion enables us to provide a first-class, friendly service for all our auction bidders and auctioneers.

MANUFACTURING

CONSTRUCTION

AGRICULTURE

VEHICLES

Working with prestigious auctioneers all over the UK and Europe across the full range of industry sectors.

FOOD INDUSTRY

CONSUMER GOODS

PROPERTY

IT & OFFICE

INTRODUCTION

A Long Term Partnership

At Auction News we like to build strong relationships with all auctioneers, working closely to promote your auctions and your business.

AUCTIONEER PROFILE PAGE

The perfect introduction to your business - all auctioneers receive a company profile page on our website with live links to your website and social channels, helping build your Social Media audience and ensuring your business model and core values are known by our members.

GROW YOUR BRAND

We ensure your brand is present throughout your entire campaign, with your company details and logo made prominent across all pages.

DETAILED REPORTING OF ALL CAMPAIGNS

When your auction comes to an end, we provide detailed reports of your campaign's performance.

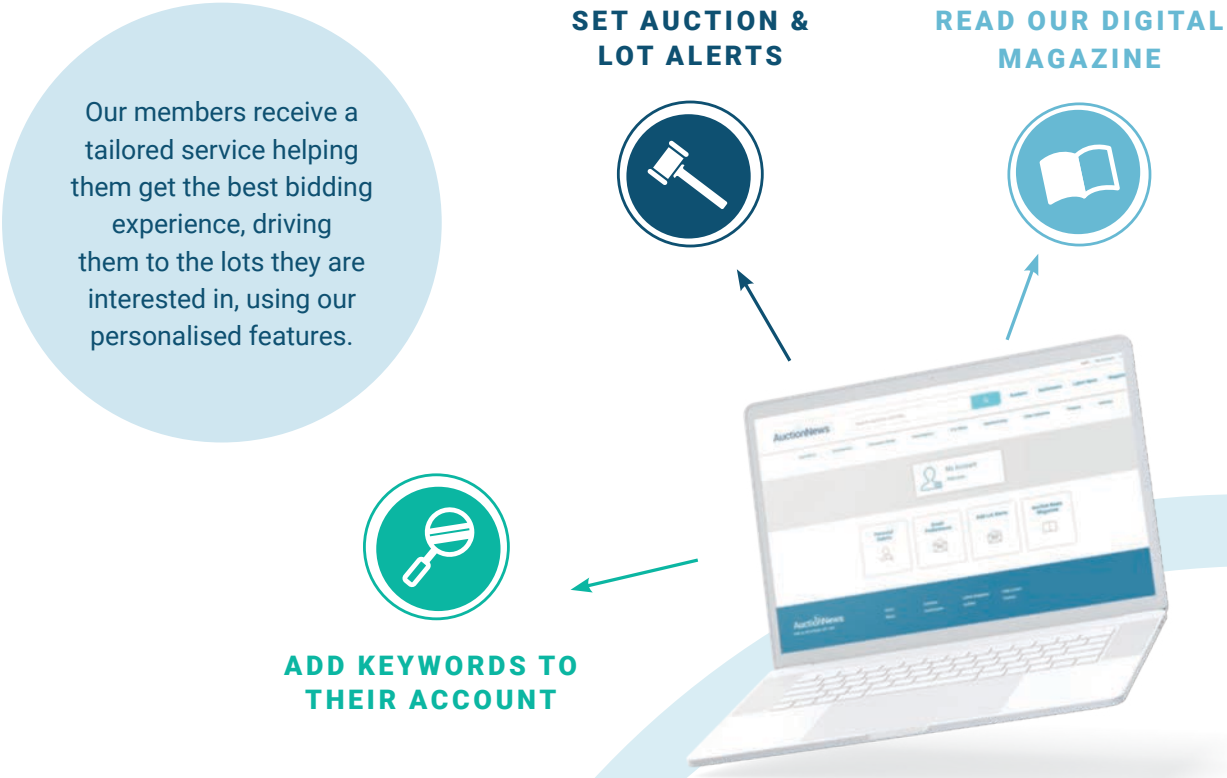
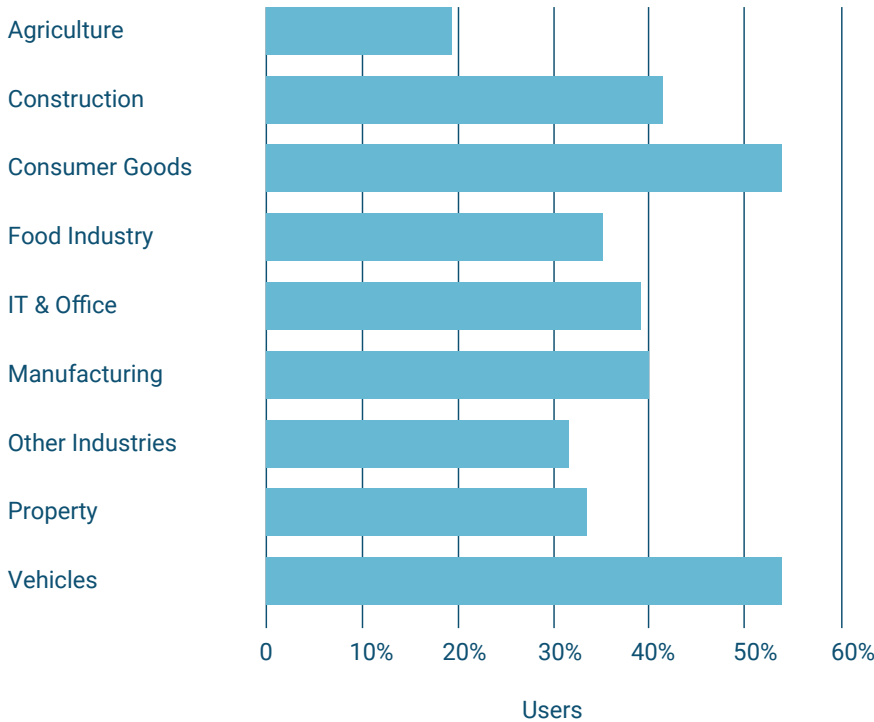
DEDICATED ACCOUNT MANAGEMENT

We're only a phone call or email away to help with any queries you might have.

DEMOGRAPHICS

Our Member Demographics

Our members are interested in a broad range of auction categories as shown below.



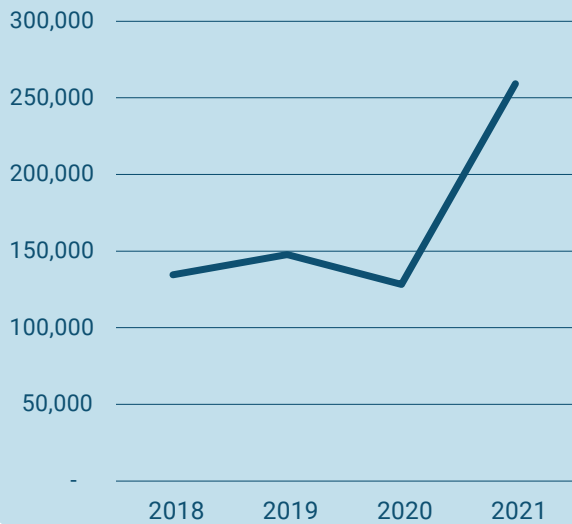
DEMOGRAPHICS

Website Audience

Our website attracts 25,000+ visitors every month and continues to grow in strength as shown in the infographics below.

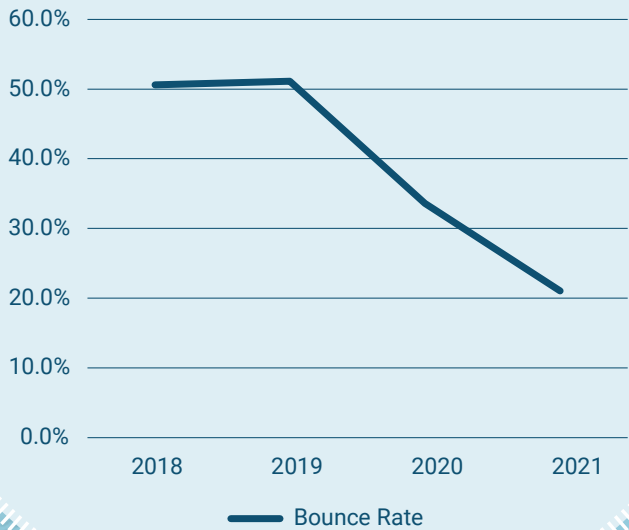
USERS

Our website users have increased by 200% over the last year.



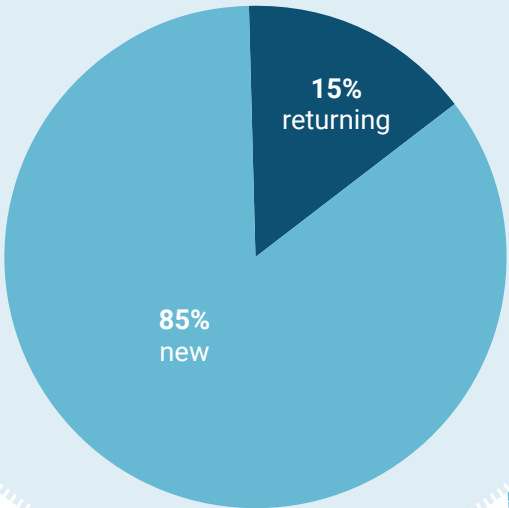
BOUNCE RATE

Continual improvements to our website has seen our bounce rate decrease to a promising 21%.



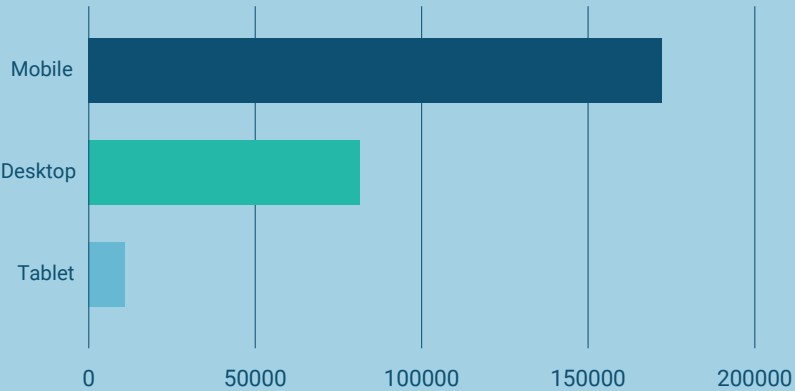
NEW VS RETURNING USERS

Our continual investment in SEO maximises our online presence and brings a consistent flow of new users to the Auction News website.



PERFORMANCE BY DEVICE

User journey is regularly reviewed across all devices to ensure auctions and lots are easy to find.





## TYPES OF ADVERTISING

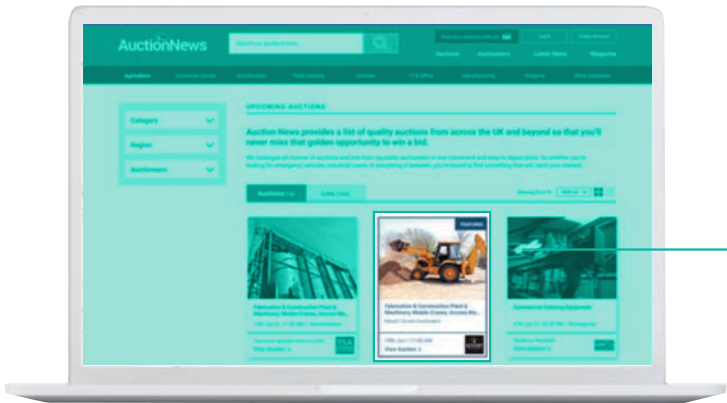
### Website

Our users can browse auctions by keyword or filter by location, category or their favourite auctioneer.

### Auction Listings

All auctions can be listed with detailed lot descriptions and images. We can upload your auction for you, alternatively you can upload it yourself by logging in to our auction software.

We have a number of exclusive online positions to attract extra bidders to your auctions.

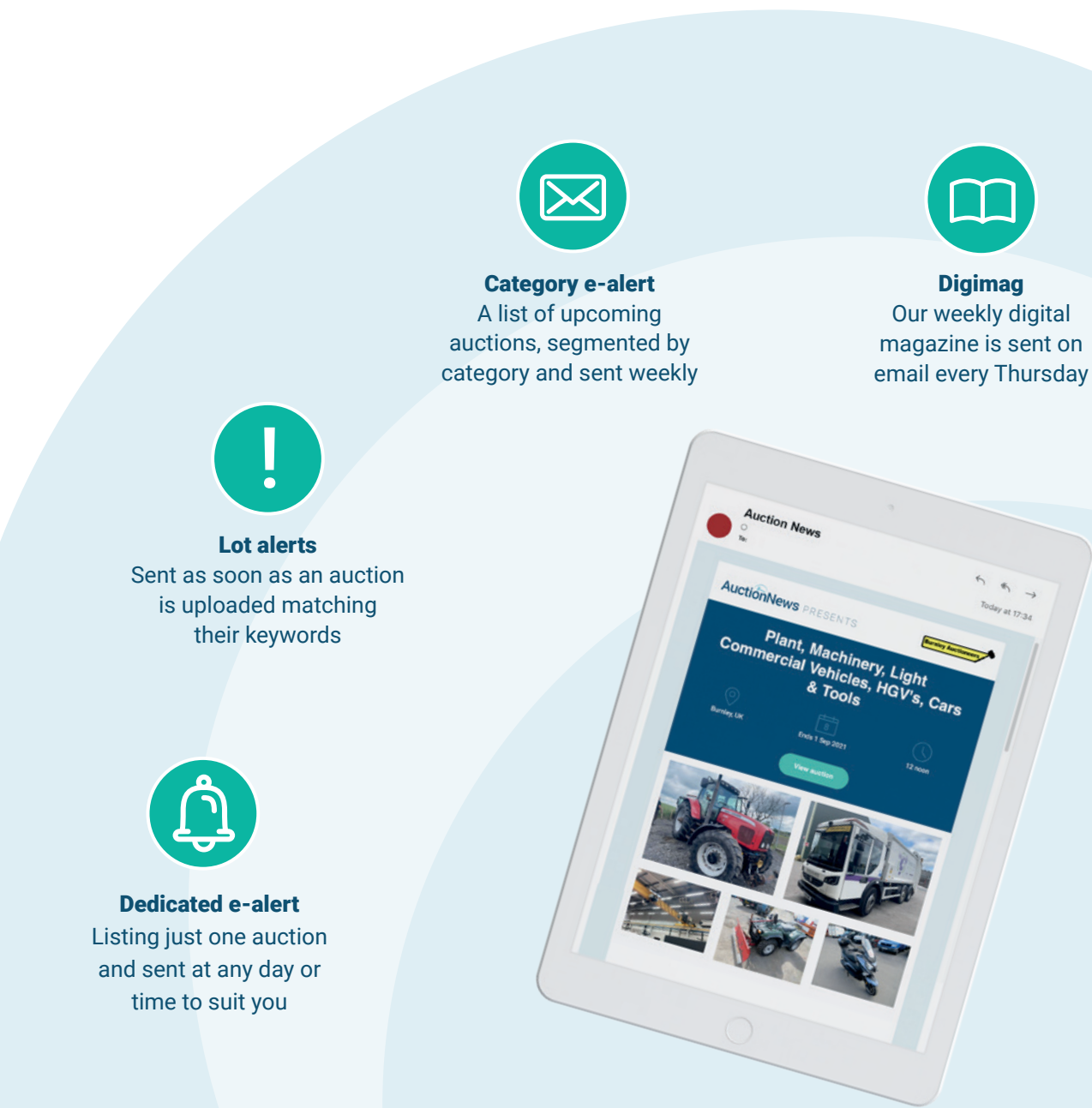


## TYPES OF ADVERTISING

### Email Marketing

We create personalised email marketing to keep our members informed about your upcoming auctions. Emails are sent based on their categories of interest, location and keywords.

- ✓ We receive above average open rates ranging from 20% to 25%.
- ✓ The day and time we send our emails is always considered to optimise open rates.
- ✓ Our member list is cleaned regularly to ensure it is GDPR compliant.
- ✓ We always segment our emails to ensure they are only received by people who are interested in those auctions.
- ✓ Detailed reporting of your email campaign is provided at the end of the auction.



TYPES OF ADVERTISING WE OFFER

Social Media

Auction News uses various Social Channels to widen the reach of your auctions. We have a firm strategy in place to increase followers, attract new customers, drive new users to our website and increase engagement with your upcoming sales.



News



Sharing your company news, as well as your auctions, is a key part to making your marketing campaigns a success and will help drive interest to your business.

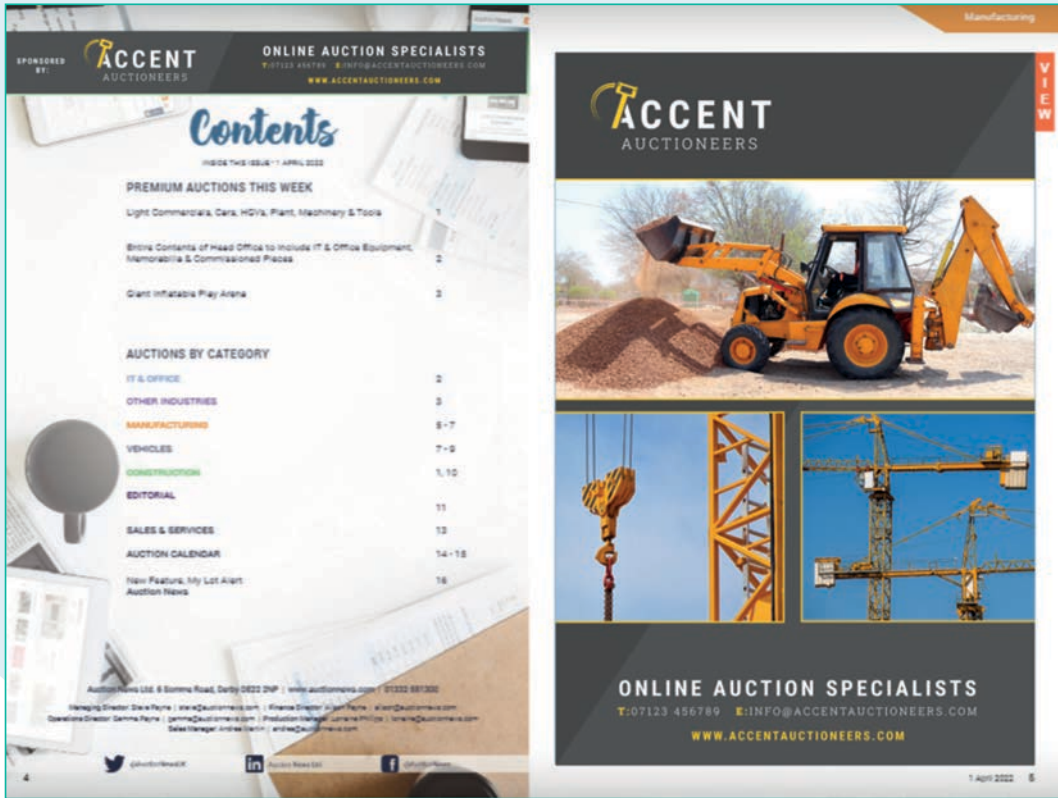
We can publish your press releases across our Digital Magazine, Online News Area and Social Media Channels to keep our customers, and yours, up to date.

TYPES OF ADVERTISING WE OFFER

Digimag

Our very own Auction News Digital Magazine remains one of our most powerful marketing channels and can considerably improve your sale results.

Published online every Thursday, our magazine is available to read by anyone who visits our website. Also circulated on email to our member database the same day, attracting a very positive 25% open rate.



Auctions are segmented into categories to ensure they can be easily found, with a comprehensive auction calendar of upcoming sales at the back of the publication.

Adverts range in size from a quarter page through to a double page spread and comes with up to eight website auction listings. All adverts link direct to the auction catalogue online and premium positions are available on a first come, first serve basis.



Front cover



Double page spread



Full page



Half page portrait



Half page landscape



Quarter page

PRICING AND PACKAGES

Website and Email Packages

Packages	Price	Auction Listing	Email		Website			Magazine	
			Dedicated E-alert	Category E-alert	Auction of the Week	Featured Auction	Social Media Push	Calendar Entry	Magazine Advert Included
Platinum Digital	£800	1	✓	✓	✓	✓	✓	✓	Full
Gold Digital	£625	1	✓			✓	✓	✓	Full
Silver Digital	£425	1		✓		✓	✓	✓	Half
Bronze Digital	£250	1		✓		✓		✓	Quarter

Email Marketing

Email Type	Price	Auction Listing	Email		Magazine
			Dedicated E-alert	Category E-alert	Calendar Entry
Dedicated e-alert*	£500	1	✓		✓
Category e-alert entry	£150	1		✓	✓
4+ Category e-alert entry (price per auction)	£100	4+		✓	✓
8+ Category e-alert entry (price per auction)	£80	8+		✓	✓

\* £20 per additional auction

Additional Options

Sponsorship Positions**	Price	Website	Price	Digimag E-Alert	Price
Digital Magazine - Calendar	£250	Auction of the week	£250	Auctioneer of the week	£100
Digital Magazine - Page 4	£250	Featured Auction	£75		
Home Page Website - Auctioneer Banner	£250				

\*\*Sponsorship runs for one calendar month and includes 8 web listings of your upcoming auctions during that period.

PRICING AND PACKAGES

Digital Magazine Packages

Digital Magazine	Price	Auction Listing	Email		Website			Magazine
			Dedicated E-alert	Category E-alert	Featured Auction	Auction of the Week	Social Media Push	Calendar Entry
Front Cover	£475	2	+ £300	✓	✓	+ £250	✓	✓
Premium Position	£450	2	+ £300	✓	✓	+ £250	✓	✓
Double Page Spread	£500	4	+ £300	✓	✓	+ £250	✓	✓
Full Page	£375	2	+ £300	✓		+ £250	✓	✓
Half Page Landscape	£300	1	+ £300	✓		+ £250		✓
Half Page Portrait	£300	1	+ £300	✓		+ £250		✓
Quarter Page	£200	1	+ £300	✓		+ £250		✓

Advert Dimensions

Advert	Width	Height
Front Cover	190mm	230mm
Premium Position	190mm	270mm
Double Page Spread	400mm	270mm
Full Page	190mm	270mm
Half Page Landscape	190mm	133mm
Half Page Portrait	93mm	270mm
Quarter Page	93mm	133mm



Magazine Deadlines - Booking deadline 5pm Tuesday | Copy deadline 10am Wednesday | Straight Repeat Discounts 15%



ABOUT US

The Auction News Team

We pride ourselves on being a successful, family run business with six decades of industry experience in which we have embraced the digital revolution.



We’ve been promoting auctions for years and no one does it better than we do. We ensure your auctions are effectively advertised and marketed, exposing your auctions to the right buyers through highly targeted campaigns.

We have a dedicated and experienced in-house team who are on hand to support you in the promotion of your auctions to over 35,000 members across the digital landscape through website, email and social media platforms.

Why choose Auction News

- ✓ Auction Industry Marketing Specialists
- ✓ No Contracts Required
- ✓ Proactive Account Management

WHAT OUR CUSTOMERS SAY



“We have been a regular customer of Auctions News for the last 6 years and during that time have been very pleased with the results we have had when placing our adverts.

The service level that we as clients are given is second to none and any matters that we need help with or are unclear about are resolved quickly and efficiently. The added bonus is that you can talk to an actual person who talks you through any queries and makes recommendations for broadening your advertising areas.”

I would have no hesitation in recommending Auction News to anyone who wants a first class service, reasonable costs and competent and friendly staff.

Janet Fagan, Landwood Group



“We have been using Auction News for in excess of 25 years, which only goes to show our satisfaction. I have always found every member of staff to be extremely helpful and easy to work with. As a business, Auction News have been vital to us for advertising our sales in the industry, and by market research we have conducted as a business, the results have always shown that this company hold a strong position in the market.

Their databases are accurate and adverts well placed to get maximum coverage and results.

We will continue to use Auction News into the future of on-line advertising to help boost our sales exposure and results.

Thank you to all the team”

Shane Wisdom, G. J. Wisdom & Co.



“We have been using Auction News for many years to advertise our business asset sales both in print and online. The publication is our most frequently used when we need to promote our sales and has gone from strength to strength with the digital improvements on offer.

The company and employees are extremely professional and always on hand to take calls or emails and assist when needed. There is an efficient system in place from initial contact to final proof with a quick turnaround time.

Since 2020 we have seen businesses moving to digital offerings and our target audience seem to appreciate the benefit of being able to access digital content wherever they are. The Auction News digital publication and website are particularly key for our marketing campaigns, being easy for our target audience to navigate and providing essential information.

We appreciate the feedback we receive from Auction News with respect to performance of advertising campaigns together with recommendations and special offers.

We look forward to our continued relationship with the Auction News team.”

Natalie Young, MGR Appraisals



“As an asset management and valuation company; we are often looking to promote auctions for a variety of the assets that we are seeking to sell on behalf of our customers, the nature of which can vary. However, we know we can rely on Auction News to work with us to promote the sales and achieve results. What’s more, the team are approachable, knowledgeable and great to work with.”

Tim Howard, Hickman-Shearer





**Our team are here and ready  
to promote your auctions!**

**To find out more simply email us at  
[sales@auctionnews.com](mailto:sales@auctionnews.com)**

**AuctionNews**

**[www.auctionnews.com](http://www.auctionnews.com)    +44 (0)1332 551300**



**6 Somme Road | Allestree | Derby | DE22 2NP**

**Reg. Co. No. 4331781**