



AuctionNews

Reach new customers
through targeted digital marketing



MEDIA PACK
2024

Connecting bidders to auctions since 1958

INTRODUCTION

How we can help

Auction News helps auctioneers reach new customers, promoting your auctions to our database of highly receptive auction buyers through a range of cost-effective and highly targeted digital marketing services to ensure maximum exposure and engagement for your auctions.



INTRODUCTION

About Auction News

The UK's longest standing specialist auction marketing company and proudly, a family owned business with over 60 years experience in all things auction.

This experience, together with our pride and passion for the auction industry, enables us to provide a first-class, friendly service for all our valued 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

By consistently delivering results, fostering mutual trust and adapting to the evolving needs of our partners, we have become a trusted ally for auctioneers across all industrial and commercial sectors.

Our collaborative efforts extend beyond mere transactions, embodying a shared dedication to the success and growth of the auction industry as a whole.

INTRODUCTION

A Long Term Partnership

Auction News has successfully cultivated lasting relationships with numerous reputable and respected auctioneers across a diverse range of industry sectors. These long-term partnerships stand as a testament to our commitment to providing valuable advice and support to the auction community.

DEDICATED ACCOUNT MANAGEMENT

We build strong and lasting relationships with all our auctioneers, working closely in partnership to promote your auctions and achieve your wider business goals. All auctioneer customers are allocated a dedicated account manager to assist you all the way, and will only be a phone call or email away to help with any queries.

AUCTIONEER PROFILE PAGE

The perfect introduction to your business - all auctioneers listing their auctions with us receive a complimentary company profile page on our website.

Here we include your company bio and even write one for you if you'd like us to, ensuring your company USP's and core values are known to our members. Your profile page will include links to any current auctions listed on our site and live links to your website and social media channels, helping you to build your database of active bidders and social media followers.

REINFORCE YOUR BRAND

We ensure your brand shines throughout your entire campaign, with your company details and logo made prominent across all web pages and email campaigns.

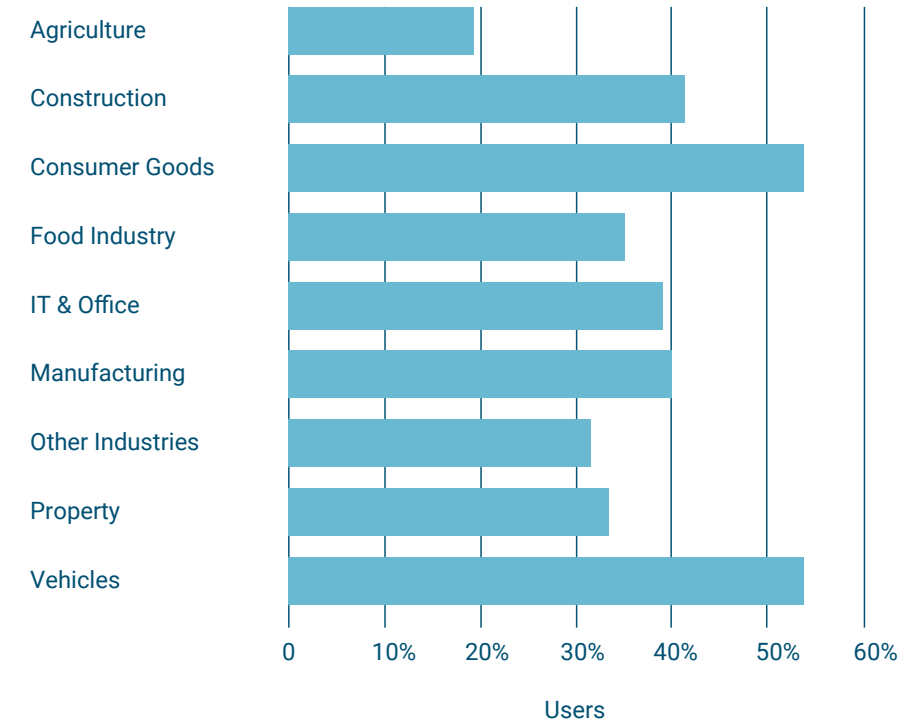
DETAILED REPORTING OF CAMPAIGNS

When your auction comes to an end, we can provide detailed reports of your campaign's performance showing the number of users who viewed your listing and how many clicked through to the auction bidding platform.

DEMOGRAPHICS

Our Member Demographics

Our members are interested in a broad range of auction categories as indicated in the graph below.



Our members receive a tailored service helping them get the best bidding experience, driving them to the lots they are interested in, using our personalised features

SET AUCTION & LOT ALERTS



READ OUR DIGITAL MAGAZINE



ADD KEYWORDS TO THEIR DASHBOARD



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 or, if you prefer you can upload it yourself by logging in to our new auctioneers dashboard.

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

Premium Auction
placed above the fold on our home page to gain maximum exposure

Sale of the week
Displayed at the top of our home page, this auction is the first our visitors will see when they visit the site

Auctioneer Banner
Promote your business on our home page with live links direct to your website



Featured Auction
Make your auction listing stand out from the crowd

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.



Category e-alert
A list of upcoming auctions, segmented by category and sent weekly



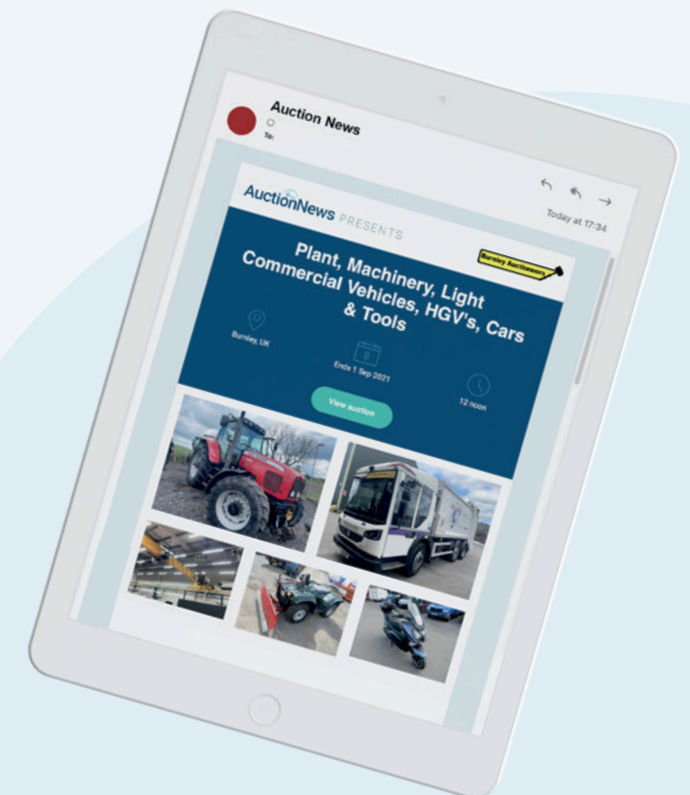
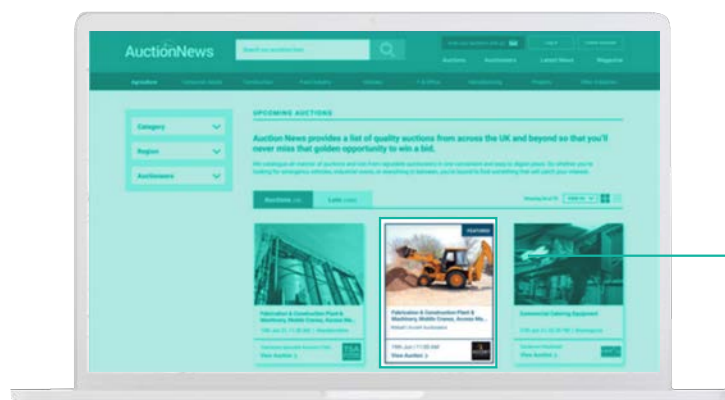
Digimag
Our weekly digital magazine is sent on email every Thursday



Lot alerts
Sent as soon as an auction is uploaded matching their keywords



Dedicated e-alert
Listing just one auction and sent at any day or time to suit you



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.



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.



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.

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 half page through to a double page spread and come with up to eight website auction listings. All adverts link direct to the auction catalogue online and premium positions such as front page and page 3 are available on a first come, first serve basis.



Front cover



Double page spread



Full page



Half page portrait



Half page landscape

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



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
Digital Magazine - Calendar	£250
Digital Magazine - Page 4	£250
Home Page Website - Auctioneer Banner	£250

Website	Price
Auction of the week	£250
Featured Auction	£75

Emails	Price
Digimag e-alert entry	£100
Top of Category e-alert	£100

**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		✓

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



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 .



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
- ✓ Highly Responsive Database of Active Bidders
- ✓ Maximize your Auction Exposure and Engagement
- ✓ Promote your Brand across all Digital Platforms
- ✓ Proactive Account Management
- ✓ No Contracts Required

WHAT OUR CUSTOMERS SAY



"We have been a regular customer of Auctions News for the last 10 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 the magazine 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 AUCTIONEERS



OUR AUCTIONEERS



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

To find out more simply email us at
sales@auctionnews.com


AuctionNews

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