

# EstateAgentToday

## ABOUT US

**EstateAgentToday.co.uk**  
was the first to launch and  
remains easily the best  
e-magazine aimed at all  
Estate Agents in the UK

EstateAgentToday.co.uk is an online magazine targeting estate agency professionals in all disciplines across the UK. Part of the Angels Media Group, it is the 1st in a series of highly successful business - focused "Today" magazines including Introducer Today and International Estate Agent Today. EstateAgentToday.co.uk was launched on 1st July 2008 as a ground breaking e-magazine aimed at all UK estate agents. It is expertly edited by industry legend Rosalind Renshaw.

>>>> We have become the number one daily reference guide for both new and established residential and commercial estate agency professionals.

>>>> We provide daily breaking news, in-depth features and regular columns to 100,000+ unique visitors per month. We also deliver our news directly to the inboxes of over 30,000+ agents at least three times a week giving us the flexibility to deliver relevant industry news as it happens.

>>>> Forums, voting polls and quick commenting facility also keep our agents interacting and engaged with our publication.

PERFECT TARGET AUDIENCE, UK WIDE, MEDIA PACK, NEWSLETTER, ARTICLES, BLOGS, EDITORIALS, BREAKING, NEWS, INTERNATIONAL ESTATE AGENT TODAY, 100,000+ WEBSITE VIEWS, PERFECT TARGET AUDIENCE, MARKETING THAT REALLY WORKS, UK WIDE FOLLOWING, 30,000+ SUBSCRIBERS, 4,000,000+ AD IMPRESSIONS

**MEDIA PACK**

**250,000+ PAGE IMPRESSIONS**

**30,000+ SUBSCRIBERS**

**4,000,000+ AD IMPRESSIONS**

\*figures per month

## DONT JUST TAKE OUR WORD FOR IT...

"The first thing I do in the morning is check my inbox for the latest industry news supplied by EAT. Not only do I find the content relevant, informative and up to date but the speed in which its delivered keeps me glued to the newsletter and site awaiting the next alerts. Estate Agent Today is easily the industries best way of staying up to date with news as well as the first place I look for all my suppliers"

Daniel Seaborn,  
Estate Agent, Curran & Pinner

CURRAN & PINNER

I have to write this as we are a major telecoms company operating throughout the UK supplying over 4200 estate agents. As with every company we are always looking for new business. I was referred to Nat Daniels at EAT & LAT as a man in the know. So a campaign was agreed on and has given good results. The email shot was then suggested and I thought OK let's try it. Well to my surprise I received 16 good leads within three hours of the email shot going out. Tremendous result. Thank you EAT/LAT, top class!

Nigel Barnett MD,  
Global 4 Communications Ltd



## SUBSCRIBER PROFILES

**62% DO LETTINGS**

**53% ARE SALES AGENTS**

**42% ARE OWNERS**

*We recommend this!*

## FULLY ACCOUNTABLE ADVERTISING THAT WORKS

### FEATURED CAMPAIGN

- ✓ BANNER ROTATION ON WEBSITE
- ✓ BANNER ROTATION ON NEWSLETTER
- ✓ DYNAMIC OPPORTUNITY
- ✓ SOLUS EMAIL BROADCAST
- ✓ TARGETED FOLLOW UP SEND
- ✓ FEATURED SUPPLIER DIRECTORY
- ✓ PDF BROCHURE DOWNLOAD FOR LEAD GENERATION

### CAMPAIGN RATES

**3 MONTH CAMPAIGN**  
£2000 PER MONTH

**6 MONTH CAMPAIGN**  
£1800 PER MONTH

**9 MONTH CAMPAIGN**  
£1500 PER MONTH

**12 MONTH CAMPAIGN**  
£1200 PER MONTH

\*PRICES NOT INCLUDING VAT

### INDIVIDUAL PRICES

**LEADERBOARD (728X90)**  
£2499 PER MONTH

**BANNER (468X60)**  
£1499 PER MONTH

**MPU (300X200)**  
£1999 PER MONTH

**SKYSCRAPER (120X600)**  
£1250 PER MONTH

**BUTTON (120X120)**  
£500 PER MONTH

**CORNER PEEL (307X319)**  
£999 PER MONTH

### CLASSIFIED PROMOTIONS

**HOMEPAGE TAKE OVER**  
£1999 PER DAY

**PROMOTION OF THE MONTH**  
£749 PER MONTH

**POPULAR LINKS**  
£99 PER MONTH

**DYNAMIC OPPORTUNITY**  
£400 PER ISSUE

**FEATURED SUPPLIER**  
£600 PER ANNUM

### WHAT OUR CUSTOMERS SAY...

*"We have set up traceable URL's on all our banners and can track 'click throughs' via Google Analytics so I do rate this as a '10' for electronic enquiries. This makes dealing with EAT a good experience."*

Salvador Castillia,  
Senior Marketing Executive,  
GMG Property Services



*"It has been cost effective and has been at the core of the growth of my business. The quality of enquiries I've received has been outstanding so far keep up the good work guys!"*

Simon Duce,  
Managing Director,  
ARPM.co.uk



*"We used the EAT job vacancies section to find new candidates for a Franchise Business Manager... We have been absolutely inundated with applications and so had to take the advert down before time! It really was that good."*

Andrew Grant,  
Operations Director,  
Countrywide Franchising Limited



### CONTACT US

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Don't forget!

## KEYWORDS TO AVOID IN HTML

THESE WORDS WILL BE FILTERED BY MOST EMAIL CLIENTS AND THEREFORE WILL APPEAR IN A CUSTOMER'S SPAM FILTER.

IF IT GOES INTO A CUSTOMER'S SPAM FILTER CHANCES ARE, **THEY WON'T READ IT.**

advertisement  
money back  
cards accepted  
removal instructions  
extra income  
"!@", "!!@", "\$\$" and "\$"  
free  
000  
Dear friend  
for free?, for free!  
Guarantee  
satisfaction  
absolute  
more info  
visit  
SPECIAL PROMOTION  
one-time mail  
order today  
order now!  
money-back guaranteemp3  
generic  
congratulations  
opportunity  
cheap  
horoscope  
must be 21  
XXX

100% satisfied  
friend@, public@, success@,  
sales@, success@, mail@,  
@public,  
profits@,  
@savvy, hello@, @mlm.  
success  
mlm  
/////////  
check or money order  
Diet  
Weight  
Cash  
promo  
debt  
obligation  
Income  
credit  
mortgage  
win, won  
degree

## BANNERS

**Banner sizes required for Website or Newsletter (in pixels)**

Leaderboard 728x90  
Banner 468x60  
MPU 300x250  
Button 120x120  
Skyscraper 120x600  
Strip Ad (Newsletter Only) 728x70  
Channel Sponsor banner 234x60  
Corner Peel 307x319

**Banner File Formats (file sizes no more than 100kb)**

**Website** - GIF, Animated GIF, JPEG or SWF files must be used. For SWF Files please ensure the link is embedded.

**Newsletter** - Static GIF, JPEG files. If animated GIF is used please ensure the first layer of the animation has all the information required as some Email Providers will restrict banner rotation to the first slide such as 'outlook 2007'.

## EMAIL BROADCASTS

**Must be in HTML or XHTML Format.**  
Mixture of Text and Images.  
Width between 500px and 600px.  
Include as many trackable links as possible.

Client to host the images on their server.

Predominate information in the top fold the page.

Client to check HTML views correctly in all Email Providers i.e. outlook hotmail, g-mail etc.  
**Please send Subject Line.**  
**Please send a txt version.**

**Guidelines to keep to:**

Simple layouts and Tables work best: no complex colspan or spacer gif driven spacing

Try to Avoid Uppercase Letters in both **Subject Line** and **Message Body**

Punctuations in Subject Lines

Don't use consecutive exclamation marks or question marks in Subject Line or Message Body

Avoid Spaces in image source names,  
Use Bitmap Images, optimised for displaying on the web

Use basic colours like <<blue>> or <<red>>

## ADVERTISING SPECIFICATION

### DYNAMIC OPPORTUNITY

An advertorial piece about your product/service of about 250 words (not limited). Can be a general overview or specific to a promotion/offer you are currently running. This will appear in the newsletter in either Mon/Wed/Fri edition and linked to your own page on your website.

### PRODUCT REVIEW

A piece about your product and services, this could be an overview of your offerings or written as from the prospective of one of your clients. This will appear in the Newsletter, web-site and relevant channels.

### POPULAR LINKS

A catchy but relevant phrase of no more than 2-3 words to gain the focus of the reader to which they can click through to your chosen web page.

### TARGETED EMAIL SEND

A follow up targeted email to those that open and click a full email broadcast.