

ABOUT US

International Estate Agent Today. or iEAT as it is fondly known in the industry, is a web site aimed at delivering daily news and supplier / product information to information hungry estate agents.

International Estate Agent Today (iEAT) is fronted by its Editor-in-Chief Marc Da-Silva, an industry stalwart with decades of property industry and reporting experience. As an experienced property journalist, I have spoken at numerous property industry events - consumer and trade - and provided expert media comments for television, radio, print and online media. I am also a regular judge for the What House? Awards and I was recently nominated for International Property Journalist of the Year 2011 (LSL Property Press Awards).

Marc has travelled to, researched, and written about a wide range of property markets, including Dubai, Spain, Portugal, Montenegro, Thailand, Italy, Croatia, Canada, Oman, Qatar, Lithuania, USA, Belize, Barbados, St Lucia, Martinique and France.

International Estate Agent Today (iEAT) was launched in July 2011, offering you the latest news, views and lifestyle tips mixing business with pleasure and offering the estate agent market the just the right cocktail making www.internationaleat.co.uk the website of choice.

12,500+
SUBSCRIBERS
13,000+
PAGE IMPRESSIONS
7,000+
UNIQUE VISITORS

*figures per month

DONT JUST TAKE OUR WORD FOR IT...

"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



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

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

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 OPPORTUNITIES

£400 PER ISSUE

FEATURED SUPPLIER

£600 PER ANNUM

EMAIL BROADCAST

FULL DATABASE SEND

£799 PER BROADCAST

TARGETTED FOLLOW UP SEND

£299 PER BROADCAST

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 Tues/Thurs 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 perspective of one of your clients. This will appear in the Newsletter, website 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.