

BUSINESS  
SUPPLIES  
SECTOR

media pack

Dealer Support Magazine  
USP Magazine

intelligent media solutions ltd.

# WE MEAN BUSINESS

The highly competitive and constantly changing nature of the UK business supplies sector means that our readers need fast, focused information that will enable them to quickly and effectively respond to the challenges their professional lives throws at them.

The MDs, owners and other senior decision makers in independent dealerships demand fast, reliable industry insight along with informative business management content to help them run their businesses more efficiently and profitably. *Dealer Support*, as the first – and for many years the only – publication dedicated to independent dealers, is ideally placed to meet their needs, which is what we've been doing since 1994.

Sales, purchasing and other management executives also need bang up-to-date information about all aspects of new and existing products and promotions. *USP Magazine* is the first of its kind in the sector, offering the sales and purchasing personnel of dealerships their own focused publication containing market insight on the latest consumer trends to help them with the ever changing sales environment.

So, whether it's in-depth reports about specific industry events, key insights on big issues affecting the independent sector, or ensuring they have the edge on the latest consumer trend or product frenzy, independent dealers will always turn to *Dealer Support* and *USP Magazine* for current, insightful information. **First, Fast** and **Focused** is exactly what we are – and it's why our readers rely on us.



**JANE HINTON,**  
HEAD OF PUBLIC  
RELATIONS, PANASONIC

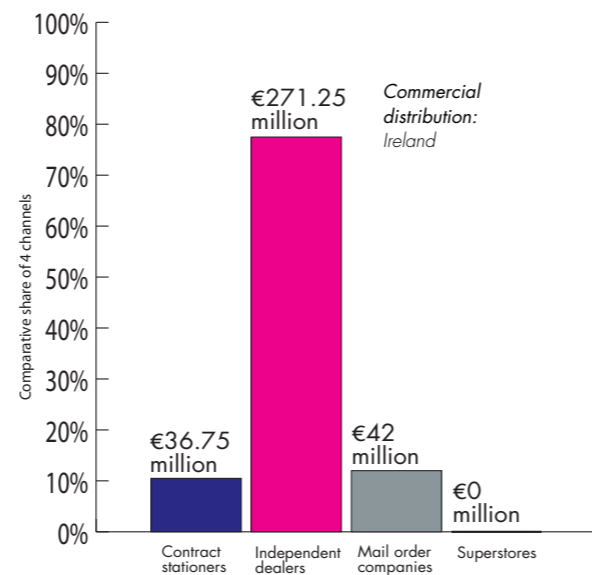
USP MAGAZINE WITH ITS DEDICATED SALES FOCUS AND DEALER SUPPORT'S STRATEGIC, MANAGEMENT-LEVEL CONTENT ARE REALLY EFFECTIVE. THE COMBINATION OF MAGAZINES CREATES THE COMPLETE SOLUTION – A POWERFUL MARKETING PLATFORM FOR ANY SUPPLIER. TARGETED, QUALITY CONTENT IS WHAT GETS PEOPLE'S ATTENTION IN TODAY'S FAST-PACED MARKET. USP AND DEALER SUPPORT OFFER JUST THAT!

# THE A CLOSER LOOK... MARKET

The business supplies sector has evolved dramatically over the last 20 years, most significantly in the independent dealer and reseller channel where companies have completely re-engineered their businesses and product and service offerings, and become increasingly disciplined in their choice of customer. As a result, the news is all good for the independent dealer channel – it is more diverse, more vibrant and more profitable than ever, and still controls by far the largest market share.

## IRISH MARKET

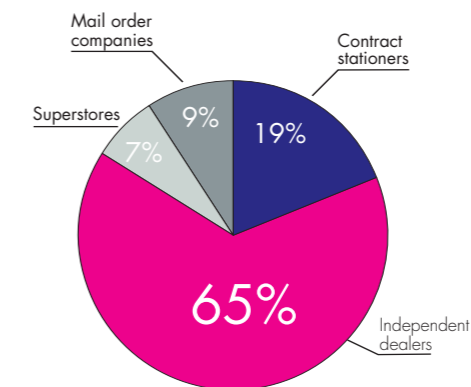
- Total value of the Irish market €529million (at user buying price)
- Number of dealers in Ireland is approximately 400
- The market continues to see steady growth



## UK MARKET

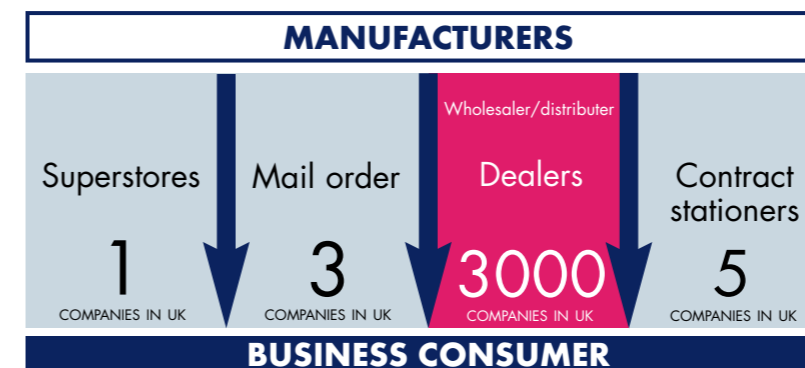
### MARKET SHARE

Commercial distribution: across the broad range commercial channels, independent dealers dominate. They are responsible for 65% of sales, making them by far the largest and most powerful sales tool for manufacturers to get product through to the business consumer.



### ROUTE TO MARKET

The independent channel may be the largest in terms of market share, but it is also the most fragmented with between 2500–3000 significant independent dealerships in the UK and in the region of 400 in Ireland. This is in stark contrast to the very few large, global organisations in the other three channels.



One-to-one relationships with key purchasing decision makers are essential for any manufacturer wanting to distribute their products via superstores, mail order companies or contract stationers, but one-to-one relationships with up to 3000 dealers in the independent channel is an impossible feat. With more than two-thirds of broad range commercial sales controlled by this channel, this hurdle is one that needs to be overcome. This is where our high-quality, focused publications come in.

Dealer Support and USP offer manufacturers the platform to communicate effectively to the highly fragmented dealer channel in a consistent, strategic and effective manner.

## BUSINESS GROWTH AREAS

Research very clearly shows that the UK market continues to see a move towards the convergence of product areas as dealers continue to increase their product offering. This has been particularly prevalent in the business machines area. Reasons for this include:

- Increased availability through distribution channels
- Dealers view business machines as a business opportunity
- Increased demand from customers
- Increased margin opportunities

Source: MPA International – for more information on MPA market insight visit: [www.mpainternational.com](http://www.mpainternational.com)

Figures taken from MPA's analysis – 2003

# FOCUSSED READING AUDIENCES FOR FOCUSSED



**ELLIOT JACOBS,**  
MANAGING DIRECTOR,  
UOE

I SIMPLY COULDN'T PUT DOWN YOUR LATEST ISSUE. ARTICLE AFTER ARTICLE OF WELL WRITTEN, INTERESTING NEWS (NOT PADDING TO MAKE THE MAGAZINE FATTER). TRULY FASCINATING STUFF!



At IMS, our mission is to help manufacturers and suppliers reach their business consumers using business-to-business marketing vehicles that are high-quality, focused and cutting edge but which are, most importantly, unique and effective.

**O**ur role is to facilitate good communication across what is acknowledged to be a fragmented business supplies dealer channel. It's by far the largest channel of distribution for office supplies but, because it is fragmented (lots of small businesses), it's also the most difficult one for manufacturers to get their products through to without strong marketing vehicles.

We recognise two key areas of influence when it comes to getting product to market: the senior principals within dealerships (those individuals, often the owners, who are running the business), and the customer-facing sales forces (who are 'at the coal face' speaking to the business consumer on a daily basis).

## OUR SOLUTION

...and what sets us apart from other publications in the sector is that we deliver TWO high-quality focused publications.

**Dealer Support** contains in-depth interviews and articles, along with information on good business management plus industry reports on current issues. It's written for the dealer principals and senior management teams, delivering helpful, knowledgeable editorial to its target audience.

**USP Magazine** contains product and promo information wrapped around valuable market insight. It is written for individuals concerned with sales and marketing within dealerships.

Both print publications have corresponding websites for industry news ([dealersupport.co.uk](http://dealersupport.co.uk)) and new product information ([uspmagazine.com](http://uspmagazine.com)).

**Dealer Support** and **USP Magazine** are designed to provide a complete **marketing solution**. Along with our online products, we are able to cater through specific publications and websites for all your marketing objectives.

**As an advertiser, you know your marketing message is being seen by the right people.**

**IMS PRODUCES INDIVIDUAL PUBLICATIONS WITH ITS OWN TEAM OF EXPERTS, WRITING VERY FOCUSED EDITORIAL FOR THE PEOPLE SUPPLIERS WANT TO INFLUENCE**

**EDITORIAL:** We understand our readers intimately, and we deliver them valuable need-to-know editorial that specifically meets their needs, in a way that suits them.

**DESIGN & PRODUCTION:** All IMS products and services feature strong, easily recognisable designs that reflect and enhance the editorial quality.

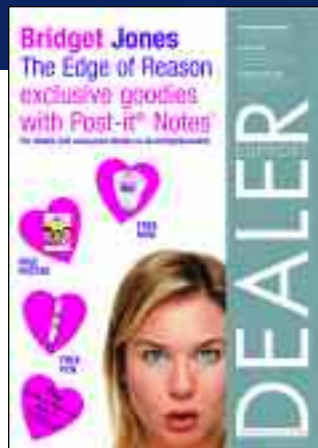
**SALES:** The IMS sales strategy is about selling solutions and relationship building. Our view is that true partnerships will always benefit both parties.

The media solutions department works closely with all its clients to understand their objectives then finds the best way to meet them. We are specialists in our fields, with more to offer than a simple space on a page. Our publications provide a strategic, effective and proven marketing channel to our clients. Which means our offering is truly a media solution.

# A WINNING TEAM...

## DEALER SUPPORT

A business management magazine written specifically for decision makers within the UK's independent dealerships. The magazine is designed to help them run their business more efficiently through business management and cutting edge industry information.



*Dealer Support* was the first publication dedicated to dealers when it was set up in the early '90s. Today, it is the only industry-specific magazine that leads with a business management agenda. **Dealer Support is the industry's market leader.** The magazine contains original information

that 'feeds your brain and boosts your business.' Its easy-to-read, in-depth style (and occasional humour) has kept our readers entertained and informed for more than a decade.

*Dealer Support's* business management focus means it relates to readers at every level of their role.

## USP MAGAZINE

A sales orientated publication distributed channel-wide. Dedicated to customer-facing individuals, *USP Magazine* helps sales people to be more efficient and effective in their roles. Its features contain valuable product and promo information, market insight and interviews.



*USP Magazine* is a must read. The only one of its kind in the business supplies sector, it is dedicated to the art of selling. It fills a gap in the market, and does a lot more besides! Filled with information that will interest

sales people at all levels, *USP Magazine* gives them editorial that aims at developing their skills, stimulating them and educating them to spot sales opportunities and stay ahead of their game.



**ARTHUR HINDMARCH,**  
MANAGING DIRECTOR,  
COMMERCIAL GROUP

I READ *DEALER SUPPORT* BECAUSE THE INTERVIEWS AND ARTICLES IT PUBLISHES OFFER INSIGHTS INTO THE LATEST TRENDS AND SYSTEMS IN OUR INDUSTRY. THE STATISTICS IT CONTAINS ENABLE US TO BENCHMARK OUR PERFORMANCE AGAINST INDUSTRY PEERS.



**WENDY VICKERY,**  
MARKETING MANAGER,  
PENTEL

IN TODAY'S FAST-MOVING MARKET, IT IS VITAL THAT YOU ARE ABLE TO COMMUNICATE WITH CUSTOMER-FACING INDIVIDUALS WITHIN THE RESELLER COMMUNITY, TO GET SALES MOVING – AND KEEP THEM MOVING. *USP* HAS BEEN DESIGNED TO DO JUST THAT!

# DEALER SUPPORT



**ANDREW TURNBULL,**  
DIRECTOR, W HART & SON LTD

INCISIVE, TOPICAL AND AT THE HEART OF TODAY'S MARKET PLACE – IT KEEPS ME UP TO SPEED ON WHAT HAS HAPPENED AND WHAT IS GOING TO HAPPEN – I WOULD NOT BE WITHOUT *DEALER SUPPORT*.



Our driving force at *Dealer Support* is to present information that will aid dealer principals in their day-to-day roles. It provides specific industry information, but also deals with general business management issues. The content is always valuable, keep-able, need-to-know information for its readers.

We lead with dealer interviews, ensuring that we keep tabs on who's doing what – and why – in the sector. We look at businesses and share the reasons as to why they are successful, providing an inspirational and

aspirational read. We're also very democratic, making sure we look at 'acorns' as well as 'oak trees', and do the leg-work to visit dealers up and down the country. But don't just take our word for it... ask a dealer, and they'll tell you *Dealer Support* is a must-read every month, and is often passed around a dealership with different articles highlighted to be read by members of staff. It therefore gives suppliers the chance to market themselves against well-read information, and is an excellent platform for profile building, corporate messages and branding.

# WHAT'S IN THE MAG...?

The magazine is split into sections to reflect the reader profile.

- **People**  
We lead the pack when it comes to dealer interviews, with each issue containing a lead dealer interview that goes into detail about how a dealership is run. Then there are other interviews reviewing how a dealer is facing a particular strategic issue within their business, be it growing sales via diversifying or outsourcing when you have the turnover to sustain the investment. There are also additional interviews with people who offer different points of view and opinions that affect the channel.
- **Industry**  
This section contains investigative news reports on current issues affecting dealer businesses. Often suggested by news that first appears on the website, these offer greater insight and observations about how a particular piece of news may affect the industry in the short- and long-term.
- **Management**  
*Dealer Support* is a management magazine for dealers and resellers operating in the business supplies sector. We include advice and information on best practice for running your own business, from how to survive a VAT inspection to what the law has to say about office parties.
- **Etc**  
All the rest we can't cram in elsewhere, such as e-reports and the annual Independent Dealer Success League as well as a Final Word contribution from an industry big-wig or mover and shaker.



<b>Frequency</b>	Monthly
<b>Circulation</b>	Approx 5000* <small>*Contact us for the most up-to-date circulation figures, or a copy of our ABC certificate</small>
<b>Readership</b>	MDs, owners and other senior principals of independent dealerships. The only publication in the industry that has a focused target audience controlled by our ABC terms
<b>Editorial content</b>	<i>Dealer Support</i> covers current issues and aspects of running a small business in the office supplies and IT sector
<b>Established</b>	October 1993
<b>Our USP</b>	The first B2B journal to focus exclusively on the dealer channel

# WHAT'S IN THE MAG...?

Contains need to know product and promo information wrapped around market insight.



- **Lead Features**  
Broad, thematic topics highlighting the sales opportunities in mature (long-standing) as well as new market sectors, from furniture to telephony.
- **Market Reports**  
Market sector overviews and insight from industry experts.
- **Trade Secrets**  
Informative articles about all aspects of sales training to make sales people even better than they currently are!
- **Movers & Shakers**  
Who's moving onwards and upwards!
- **Office Culture**  
A light hearted feature that looks at changing work habits and interesting office foibles.
- **How To...**  
Useful tips from industry insiders.
- **Sales Person Of The Year Award (SPOT YA)**  
This initiative is to support the sales role specifically within the business supplies sector giving sales people across the industry a collective pat on the back for their hard work.

**U**SP Magazine is about sales first and foremost, distributed channel-wide to independent dealers and their sales teams as well as teams within contract stationers, mail order companies and IT resellers. Its aim is to inform sales/telesales and customer service people, containing valuable product and promo information. It reports current trends, products and promotions enabling the industry's sales forces to stay abreast of what is important in the industry.

It is distributed channel-wide to over 7,900 business supplies and IT resellers sales-people every month.

USP's content offers suppliers the perfect platform against which to promote specific product information. The style of the magazine incorporates advertorial, allowing advertisers to arm the sales audience with all the necessary information with which to sell the product. After all, they are the strongest and most direct link to the business consumer!

# USP MAGAZINE



**IAN HARPER,**  
MD, HARPER OFFICE

USP MAGAZINE IS THE ONLY ONE IN OUR INDUSTRY TO FOCUS EXCLUSIVELY ON THE ART OF SELLING ALONG WITH CURRENT SALES OPPORTUNITIES. I ENCOURAGE MY SALES TEAM TO KEEP UP WITH INDUSTRY EVENTS, NEWS, NEW PRODUCTS AND PROMOTIONS AND USP IS THE BEST WAY TO DO IT. IT'S A FANTASTIC RESOURCE.

Monthly **Frequency**

Approx 7,900\* **Circulation**

\*Contact us for the most up-to-date circulation figures, or a copy of our ABC certificate

Sales, marketing and purchasing managers and executives **Readership**

USP Magazine includes sales combined with new promo information. **Editorial content**

The editorial includes sales information, interviews, and market insight.

It is written for sales people across the whole business supplies and IT sectors.

July 2003 **Established**

The first, and currently the only, dedicated sales magazine for the office supplies sector **Our USP**

# ONLINE

## uspmagazine.com



**uspmagazine.com** is packed with resources and information to help sales people in the business supplies sector, from marketing support in the form of *USP Magazine* articles to product training resources from manufacturers. We have all the latest product news along with all the latest promotions, and a great search facility tool for the industry!

- **News**

All the latest news about manufacturers, new products, movers and shakers; everything the industry sales people need to know in an instant!

- **Ask Frank!**

(directory and search facility)  
Frank is our little search friend. He flits through the thousands of entries on our business supplies database sourcing information. All readers have to do is enter a search term and Frank will deliver back a list of matches within seconds. Whether you're looking for a manufacturer or one of their products, Frank can help!

- **Marketing Resources**

Here we give online readers a hand with information and marketing support. We have put together a number of pages that offer information that will help drive sales (see below for more information).

- **Sales Training**

Informative articles about all aspects of sales training to make sales staff even better than they currently are!

- **Manufacturer Support**

Access marketing support from manufacturers, whether it be sales literature or product training – it's all here!

YOUR  
OPPORTUNITY  
TO GET INVOLVED

## dealersupport.co.uk



**www.dealersupport.co.uk** brings relevant industry insights, news and events on a daily basis, for free. News is filtered so that it's dealer-relevant, and there's additional extras that provide a little humour. Our forum provides a blast-valve – an arena for dealers to share concerns or experience leading to best-practice procedures. Then there's our caption competition – surprisingly popular, if sometimes a little worrying....

- **News**

Daily news items are filtered so that they are dealer-relevant, with news, promos, movers and shakers mixed with the occasional bit of fun.

- **Forum**

An arena for dealers and others involved in the industry to share concerns or experience leading to best-practice procedures. Mostly it's serious stuff, then sometimes there's a little humour too.

- **Competition**

For a bit of light-hearted entertainment, dealers and other industry people who are good sports are featured, usually in quite compromising situations. It is very popular, though we do sometimes wonder about our readers!

- **Issues**

A look at our upcoming and recently published *Dealer Support* magazines and articles, all of which are dedicated to improving the changes of dealer success across the country.

- **Events**

Full listings and contact details for industry-related undertakings so dealers can be informed of exhibitions, roadshows, seminars and other proceedings that can add value and insight to dealer businesses.

- **Banners**

Whatever you're trying to promote, be it products, websites, brands or services, our advertising banners are the way to do it. Versatile in look and function, the sites can help with any of your internet marketing ideas.

- **Email marketing**

Using modern media to get your message across in a format that works for you and our readers. This service will get your promotion, competition, service messages, or product launches direct to the UK's dealers.

# MAKE YOUR MARKETING MESSAGE WORK HARDER...

## Flap cover

Prime position – but extra value and space for your money – eye-catching front cover – double the space – double the value!



## Throw outs

**Throw out inside front cover = 3 pages**

The inside front cover folds out from the magazine – on opening the front cover you see an eye catching single page that then folds out into a double page spread – you get three pages of coverage to use for adverts, advertorials or a combination of the two! It's very high impact – a great way to make a splash!

**Throw out in core of magazine = 4 pages**

Follows the same principle as the roll out front cover but is placed in the core of the magazine and rolls out to the right. Starts with a double page spread (DPS) in the magazine followed by a double-sided page folding out from the magazine. Very effective when used as a reply mechanism or promotional offer – we can even perforate the throw out to create a voucher that can be sent back to you, provide added information or work as a gimmick to be retained by the reader.



## Other things to consider

### • TIP ON/SAMPLING

With more innovative products here's a chance to affix samples to your advert within the magazine, allow your reader to actually see, feel and touch the product. Alternatively attach a marketing gimmick (post it notes, mouse mats, wobblers etc.) branded with a promo or company details.

### • SPONSORSHIP/BRAND PROMOTION

Something a bit different, a bespoke sponsorship position aligns you with the magazine and the good will that goes with that. For example, regularly sponsoring a feature or article within the magazine, or, alternatively supporting an entire section.

### • READER REPLY CARD

Designed to drive response for promotions and incentives. Works brilliantly in association with a half page advertorial promoting the offer. This could be used to drive enquiries or referrals or simply as an information request facility.

### • INSERTS, DIRECT MAILERS & CONTRACT PUBLISHING – contact us for more info.

## Vendor profile

The only inclusion we carry that's designed to fit with the style and feel of the magazine. It looks like a *Dealer Support* feature, but is paid for, so it is your agenda. It can be written and designed by us and is, in our opinion, an imperative part of any marketing plan. Used as a platform, it is an opportunity to communicate strategic messages about your organisation, as well as the details of a new campaign or promotion. A great way to make our readers sit up and take notice.



## Banner adverts

Horizontal or vertical, double or single page, running across the bottom or along the outside edge of the page. Banners can run in multiples of 3, 5, 8 or just on their own, on consecutive pages or scattered throughout the magazine – a great alternative to standard page advertising for increased brand recognition.





# STAND OUT

Part of our strategic approach means turning many 'typical' business-to-business publishing concepts on their head, our philosophy at IMS is that B2B publishing should be as polished and cutting-edge as its consumer counterparts. To ensure your marketing messages stay fresh, with high impactful, we constantly strive to find new and creative ideas.

**JUDE FANNER,**  
MARKETING MANAGER, MREAL

DEALER SUPPORT AND USP MAGAZINES STAND OUT FROM THE CROWD BECAUSE THEY ACTIVELY PROMOTE BESPOKE MARKETING IDEAS AND HAVE MANY INCLUSIONS IN THEIR MAGAZINES THAT REALLY BREAK THE MOULD OF TRADITIONAL TRADE PUBLISHING.



# FROM THE CROWD

◀ Here are just some of the ways you can make your marketing message work harder with our publications...

# Dealer Support Magazine USP Magazine



**BEN RICHARDS,**  
CHIEF EXECUTIVE,  
WHITEGROVE GROUP

DEALER SUPPORT IS THE MOST BENEFICIAL TRADE JOURNAL TO WHITEGROVE, AND THE EASIEST TO READ. IT IS A MAGAZINE THAT CAN BE READ BY A LOT OF PEOPLE IN THE BUSINESS AND RELATES SPECIFICALLY TO THE UK BUSINESS SUPPLIES MARKET.



**PHIL LAWSON,**  
MARKETING DIRECTOR,  
OYEZSTRAKER GROUP,  
STATPLUS, AND OFFICE PLANET

WE HAD A NUMBER OF CALLS FROM INTERESTED DEALERS FOLLOWING THE ARTICLE THAT FEATURED OFFICE PLANET, AND ARE STILL GETTING CALLS SEVERAL MONTHS AFTER PUBLICATION. IT IS CLEARLY A MAGAZINE THAT DEALERS READ AND KEEP, RATHER THAN BIN.

## intelligent media solutions ltd.

Suite 144 • Business Design Centre • 52 Upper Street • London N1 0QH  
Tel: 020 7288 6833 • Fax: 020 7288 6834

[www.dealersupport.co.uk](http://www.dealersupport.co.uk)  
[www.uspmagazine.com](http://www.uspmagazine.com)  
[www.edexec.co.uk](http://www.edexec.co.uk)

email: [info@intelligentmedia.co.uk](mailto:info@intelligentmedia.co.uk)