Launched in 1975, iem is one of the largest controlled circulation business to business magazines in the UK reaching over 120,000 named decision makers every 6 months.

Our highly targeted readership gives each advertiser the opportunity to reach thousands of potential new customers every week.

Your advertisement can appear in the print magazine but also your products and services can be searchable on www.iemuk.com. Our digital version is both available online and targeted weekly to our huge audience thousands of visitors to iem’s website each week.

Be seen at www.iemuk.com where visitors can search for a wide range of products & services.

By adding your company profile of advertising via our high profile banners, buttons or section sponsorship, your business can reach out to a larger audience.
A tailor-made campaign to suit all your budgets.

IEM Print.

We have one of the largest controlled business to business circulations in the UK. Our indexed sections make it easy for the readers to find the products and services they require. Whether a full page or a sixteenth of a page advert, our highly targeted readership gives your company the opportunity to reach 120,000 potential customers.

More info can be found here.

IEM Digital.

One of the main advantages of Digital publishing is the unlimited audience you can reach.

Our weekly digital magazine will be prominent on our website 24/7, as well as being emailed out every Monday morning to 131,000 opted-in recipients.

Your digital advert can be designed with animation and links to drive the user directly to your website or to a particular product, making the digital buying experience simple and effective.

See our weekly email here.
See the latest magazine here.
Browse past magazines here.

Multimedia.

Enhance your brand with video.

Video sells!
• 80% of users remember online video ads (Source: Online Publishers Association)
• 64% more likely to buy after a product video (Source: comScore)
• 65% contact the seller after viewing a video (Source: Forbes)
• 50% of mobile traffic is video! (Source: Bytemobile Mobile Analytics Report)

Find out more about video here.

Direct Mail & Email Marketing.

To find out about using direct mail via iem’s database contact us for more information. Whether print, online, inserts or Email Marketing, IEM can help your business grow.

Email us here.

IEM Online.

Promote your company to a highly targeted online audience. Our website has been specifically developed to list your products and services in a format that’s user friendly to both you as an advertiser and our site users, ensuring the users revisit time and time again to source their needs.

In addition we offer many premium options to drive our quality traffic through to your own websites including; full site sponsors goal posts, leaderboards, sidekick and banderols to section/industry specific animated banners & buttons. Examples can be viewed at www.iemuk.com.
Readership Profiles.

Management Status.
- Director: 43%
- Proprietor: 27%
- Partner: 7%
- Other Manager: 15%
- Other employee: 7%
- Buyer: 1%

Company Size.
- 1-4: 38%
- 5-9: 33%
- 10-19: 20%
- 20-49: 6%
- 50-99: 2%
- 100-199: 1%

iem readers have the management status to source & buy your products and services.

iem targets small to medium businesses with the direct authority to make a purchasing decision.
Readership Profiles.

Industry Type.

iem covers a wide range of business types to ensure that your message reaches a cross section of potential buyers

- Manufacturing & Industrial Equipment: 30%
- Building & Construction: 20%
- Storage, Handling & Distribution: 27%
- Farming & Agriculture: 17%
- Misc: 6%

Future Reference.

Nearly 70% of readers will keep their copy of iem for at least a month delivering response for you, for many weeks to come

- 1 Month or more: 69%
- 2 Weeks: 5%
- A Week: 5%
- A few days: 21%
A cross section of reader breakdown.

**Manufacturing/Industrial Equipment**
- Metal Manufacturing
- Mechanical Engineering
- Electrical Engineering
- Chemical Industry

**Building and Construction**
- General Construction and Demolition
- Civil Engineering
- Building Completion Work

**Storage Handling & Distribution**
- Wholesale Distribution
- Retail Distribution
- Transportation Goods and Services
- Machinery, Timber, Agricultural & Household

**Farming & Agricultural Equip.**
- Agriculture
- Forestry & Logging
- Hunting
- Fishing & Fish Farming

**Other /**
- Education and Local Government
- Business Services
- Medical
IEM reaches a massive circulation of 120,000 named decision makers within the industrial and commercial marketplace.

All these buyers are specifically targeted for their buying needs.

With an average readership of 1.6 readers per issue, you can be confident that your company will be seen by a huge 192,000 buyers throughout each unique 6 month circulation period.

iem digital is also available online every week at www.iemuk.com. It is also emailed out to our vast data set every Monday Morning. This fully interactive version of the magazine gives your business even more exposure to potential customers.