

Your best choice for advertising

When there is pressure to get the best value for your trade budgets, and choices have to be made, there is nothing like a cool, professional appraisal of the facts. The fact is, choosing Get Connected is **demonstrably the best** move.

Circulation

With an average circulation of **6,228** and a readership **multiplier of 3.88**, Get Connected reaches more than **24,000 readers** and the most decision-makers in the channels all suppliers need to influence to achieve market objectives. Get Connected delivers the volume and the quality.

Coverage of the Independent retail sector is **second to none**; but Get Connected also reaches the Multiples, Online electrical retailers, Kitchen Specialists & Designers, Departmental Stores, Supermarkets & Mass Merchandisers, Manufacturers & Suppliers, Distributors and Buying Groups, Builders' Merchants & Specifiers.

GC is the only trade monthly that has recognised the shifts in retail, kept up with the times and continued to develop its circulation database and its editorial to reflect the realities of the 21st century electrical goods market.

Readership

Great circulation is one thing, but does your target audience actually **pick up and read** the publication?

GC surveys show that Get Connected has the **highest readership ratings** for readability, commercial relevance and overall interest. It's the one that readers actually look forward to receiving every month, and more than 80% of readers recognise Get Connected as the best and most informative trade magazine they receive.

Best circulation; **best** design; **best** paper and print quality; **best** writing; **best** range of features & regular columns; **best** readership survey scores.

It adds up to **best value** for your trade advertising budget.

The facts speak for themselves. **Get Connected is the natural first choice to reach and influence your target audience.**

For advertising and sponsorship opportunities please contact:
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Circulation Breakdown by Category

Compiled by Get Connected

Based on a total circulation of 6,228

GC has a readership multiplier of 3.88, meaning that you will reach an audience upwards of 24,000 readers

