

Your choice for editorial

THE WORD

News and views from around the electrical industry. More substance, less fluff

THE PRODUCT GALLERY

A powerful showcase for new products, with strong product images, product features and benefits and contact details. For retailers, a summary of what's new. For manufacturers, an opportunity to bring new products to retailers' attention in a stylish, well-designed context

HIGH-INTEREST FEATURES

Relevant, balanced, readable features on the most important products and services, with outstanding quality of writing, design and print. A setting that reflects the highest standards of product design and professionalism in our multi-billion pound industry



REGULAR COLUMNS

George Cole Gets Connected

The talented and respected consumer electronics journalist who writes incisively for retailers on the products, developments and companies in the rapidly changing world of Consumer Electronics

A Dealer's Diary

An independent electrical retailer's regular dispatches from the "front line" of retail. Compelling reading for everyone in the industry

Top Cat

The "unknown" manufacturer who raises contentious industry topics, and may challenge the assumptions and practices of retailers, industry bodies, service providers and manufacturers

Growth from Knowledge

Experts from the industry's leading supplier of statistical analysis, GfK Marketing Services, write about the facts behind the figures

Streetwise

Reports on manufacturers' marketing initiatives – advertising, PR, promotions, POS, support packages – developed to help retailers at "street level"

From the Bench

A service engineer offers advice on opportunities in the service sector, information on servicing specific products and the best tools and materials for the job

Backchat

Eavesdroppings from around the industry – gossip, humour, complaints and praise – and a 2-minute interview with a well-known industry figure

OPPORTUNITIES FOR SPONSORSHIP

The Knowledge

"The Knowledge" is a DPS training "module" offering branding and product images exclusive to the sponsor, plus the facility to work with GC's editorial and design team to produce effective, powerful and individual messages. It is one of the most read and used features of GC



Doing the Business

Experiences from the "real world" of retailing, featuring selected retailers who are successfully "doing the business" with specific suppliers' products or services

Sponsors have the opportunity to select specific dealers for interview, and to work with GC editorial to create compelling case studies from the real world of retailing

Ask yer Man

A supplier's representative has the opportunity to highlight products or services by answering retailers' frequently asked questions



Category Management

An opportunity to focus retailers' minds on this vital aspect of the business with advice on today's market drivers, the power of brands, understanding consumer behaviour and making the most of the top profit earners with display and positioning techniques and best use of POS material



Brands of Distinction

A company's opportunity to explain how it supports dealers with POS, training, promotions, warranties, consumer advertising and brand investment

