

# Your choice for total effectiveness

**Does GC Magazine work for advertisers? Does the target audience read and respect it?  
Is Get Connected the most effective trade communication you can buy?**

Here is what some of its advertisers, sponsors and readers say about the magazine:

## Get Connected works for advertisers and sponsors

"The majority of new account enquiries last week came from Get Connected magazine."

– CE Distributor

"Get Connected works great for us. After 16 years in the industry you'd have thought we'd have known all the independents out there, but we're getting 4 to 5 calls a week from potential new customers."

– White goods distributor

"We would like to congratulate Get Connected on... a magazine which is not only highly relevant but also a valuable asset for both retailers and vendors. We look forward to working with you in the future."

– Stephen Beresford, Senior Marketing Manager, Toshiba Consumer Products Division

"Over the past year, we've worked closely with the team at Get Connected on a number of projects and would like to thank them

for their enthusiasm and support. We wish them continued success and look forward to working with them again in the near future."

– Sophie Alexander, Marketing Manager for Freeview

"It's great. Congratulations and I look forward to a successful future for the magazine."

– Chris Thompson, Morphy Richards

"I felt compelled to write a quick letter of Congratulations about the quality of your magazine "Get Connected", as with each successive issue I am finding it a more and more compulsive read. I only hope that the majority of retailers reading these articles take the constructive advice that is given by the various contributors. An excellent read....keep up the good work!"

– John B. Reddington, sales & marketing director, Alphason Designs

"The magazine looks great. A real improvement on other publications aimed at this industry."

– Manufacturer

"...in all my years in the industry I cannot recall seeing a better produced, better laid out, better written and more informative feature than your Tefal sponsored "The Knowledge" DPS. It really was a pleasure to read and I'm sure it will have a huge effect on sales."

– Sponsor & advertiser

"This is lovely and so beautifully put together ["The Knowledge"]. I feel I should frame them when you do such a good job. Well done and thanks as always for all your support."

– Sponsor & advertiser

"Just one word to describe your June issue – STUNNING! GC just keeps on getting better."

– Sponsor & advertiser

## Get Connected works for your target readership

"I've just received my latest edition of your magazine and, as with the previous ones, it's hard to put down! The in-depth articles are really well written and informative."

"I've read the mag from cover to cover, as have all of my staff. Twice over! It's a real breath of fresh air. We look forward to reading the next edition."

"I've just opened my edition of Get Connected and have been hard pressed to put it down! The whole publication is first rate and very informative – unlike others that start to resemble a manufacturer's product brochure!"

"Please, not another electrical trade magazine!" was my first reaction when 'Get Connected' hit the shop floor. I am deluged with weekly/monthly doormat litter from

publishers. As I carried your mag to my paper recycling bag I started to flick through it, changed my mind and read it instead. I was impressed by your refreshing ethos and lineup of contributors. I reached for my pen to complete the registration form. I think your competitors may have a tough time ahead!

"We have received our copy of Get Connected magazine this morning and there are some very relevant articles that directly relate to our business."

"Just received Get Connected and thanks for a fantastic article about our business. It was so nice meeting you and you took on board everything we talked about. A report that really captured the spirit of what we wanted to say – I hope it will inspire other retailers.

This has boosted the morale of both us [husband & wife team] and our staff"

"Just a quick note to say how much I enjoy your magazine. It is so nice to have a magazine that stays up to date and focuses on the dealers in the industry, giving ordinary dealers a voice and a forum to air their views.... Thank you for such an enjoyable read, we all look forward to it coming through every month."

"Please keep the same quality articles coming through – and quickly – I'm on page 46 already."

"True to your word you have published a very useful article on the subject I was interested in. Thank you very much. It has helped a lot in enabling us to come to some decisions."