



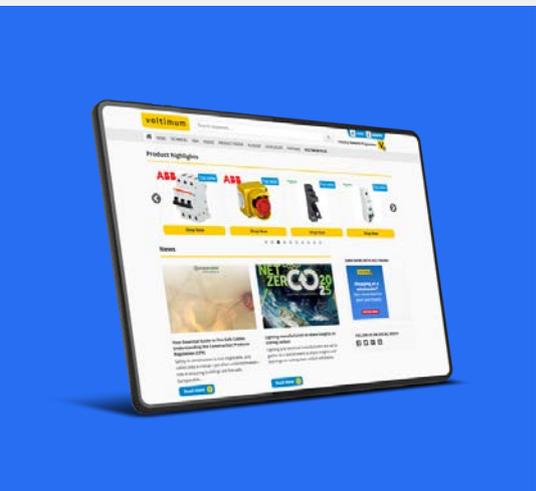
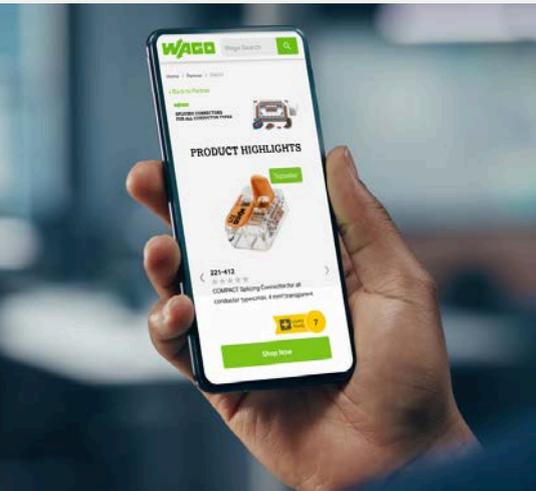
Media Kit

20
25

We empower
the electrical
industry



We are at the heart of one of the **greatest industries on this planet**, where electrical products and solutions can change people's lives and make the world a safer, more comfortable and more sustainable place.



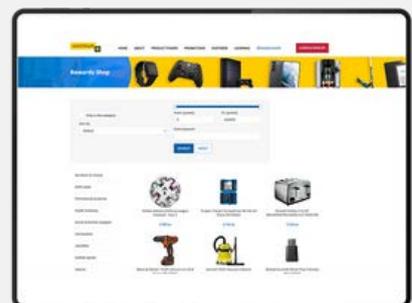
Voltimum is THE digital sales enabler and marketing partner for the UK's electrical contracting industry.

For over 20 years, Voltimum has been delivering industry-leading editorial content, technical resources, educational webinars, innovative marketing solutions, and data driven solutions – all supported with first-class analytics reporting.

Voltimum has the largest email database of electricians, specifiers, distributors and manufacturers in the UK, with over 82k subscribers, as well as a monthly website audience of 45k. Voltimum is able to offer our manufacturer partners bespoke solutions which truly deliver measurable results. Whether it's awareness, education, sales leads, or driving sales – Voltimum delivers.



On top of all of this we have VOLTIMUM PLUS – the only multi-brand and multi-distributor loyalty programme which allows our partners to deliver sales campaigns targeting real customers using real sales data.



Audience breakdown

Voltimum.co.uk



45k Active Users
per month

Newsletter



82k Database



Electrician/
contractor



Specifier/
engineer



Distributor



Panel builder



Manufacturer

Training



11k People trained through our
live webinar platform

Product finder



22k

Users

£1.5m

Transferred sales

Voltimum Plus



3k

Active members

6

Distributors

10

Manufacturers

£17m

Sales

Social media



196k

Total social media audience



Your digital journey starts here



WEBSITE

Top banner

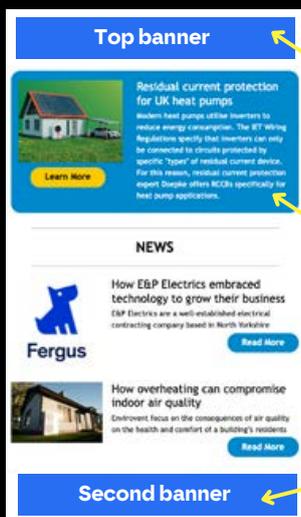
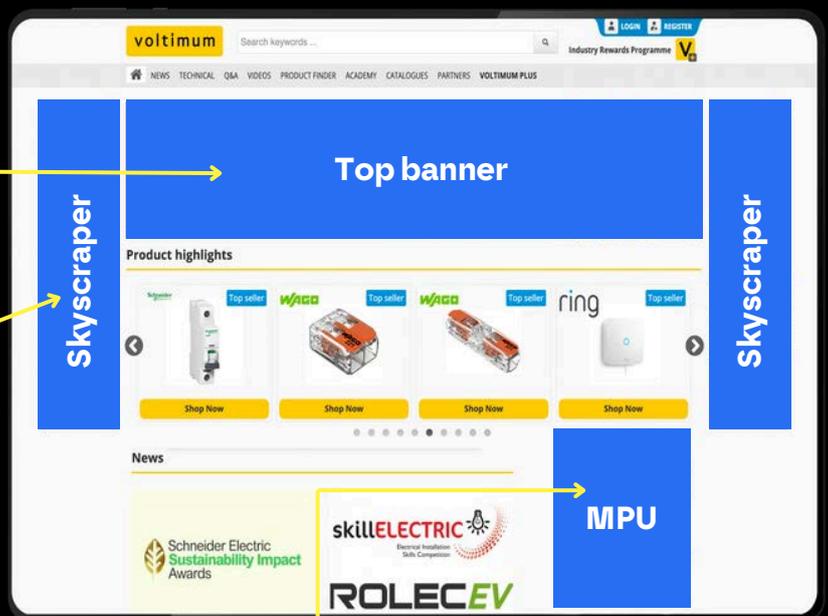
728px (w) x 90px (h)
£1000
(per 30 days)

Skyscraper

300px (w) x 600px (h)
£750
(per 30 days)

MPU

300px (w) x 250px (h)
£750
(per 30 days)



NEWSLETTER

Top banner

600x150px (desktop)
300x250px (mobile)
£950

Featured content

Title: 90 characters
Body: 200 characters
£950

Second banner

600x150px (desktop)
300x250px (mobile)
£500

FEATURE LIST

January EV Charging
February Power & Renewables
March Tools & Test Equipment
April HVAC
May Fire, safety and security
June Circuit protection and switchgear
July Solar power
August Electrical enclosures
September Sustainability
October Lighting
November Smart buildings
December Wholesalers & Distributors

Voltimum marketing services



Market leading solutions based on delivering maximum ROI based on your KPIs. Contact us to discuss your needs and ensure you get the right solution to deliver your needs.

	Voltimum solutions	Price
Email campaigns	Data-driven eShot Send a targeted email message based on audience category and behaviour for maximum response rates	From £3000 Cost based on audience being targeted
	Full eShot Send an email message to the entire Voltimum database	£8000
	Data-driven re-send Re-send the eShot to all recipients who did not open initially to maximise impact and response	20% off initial send
Lead Generation	Data-Driven Leads Generate sales leads for your sales teams or support your own email database	From £5000
	Webinar with contract generation Educate your potential customers with technical information and generate leads by targeting an audience with the right profile and a proven interest in your company and topic	£4000
Special solutions	Unboxing video/ product test Voltimum works with a number of influencers to create and promote videos to showcase your products	£5000
	Online study/ market research Market-leading research capabilities to give your business the right insights to guide your strategy	From £5000

