

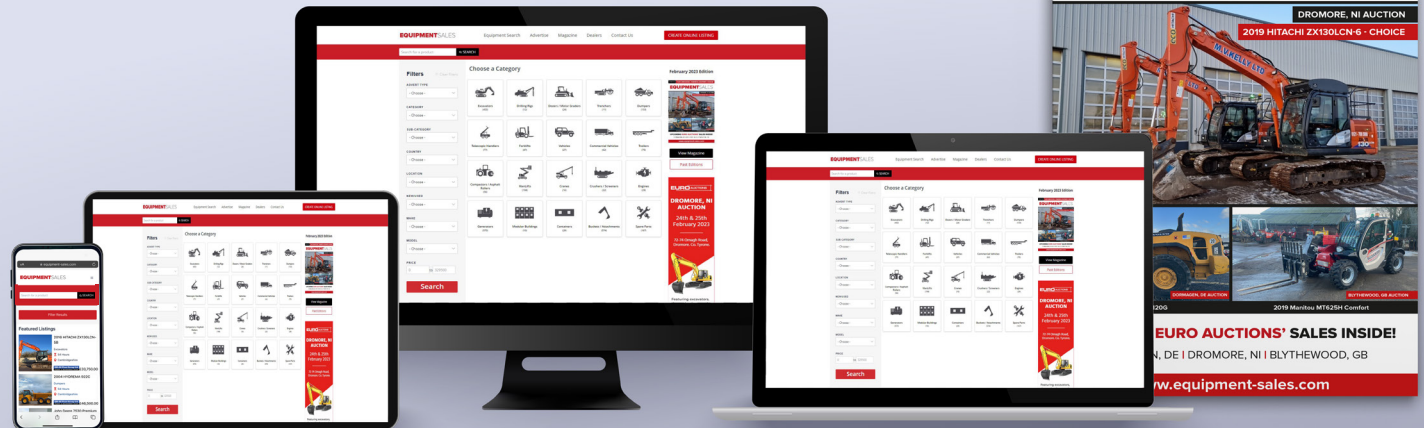
# EQUIPMENTSALES

## Advertising Solutions

Digital & Print

- ▼ Online Equipment Listings
- ▼ Monthly Magazine
- ▼ Display Advertising
- ▼ Targeted Emails
- ▼ Social Media

Enquire Today



## 2023 MEDIA KIT

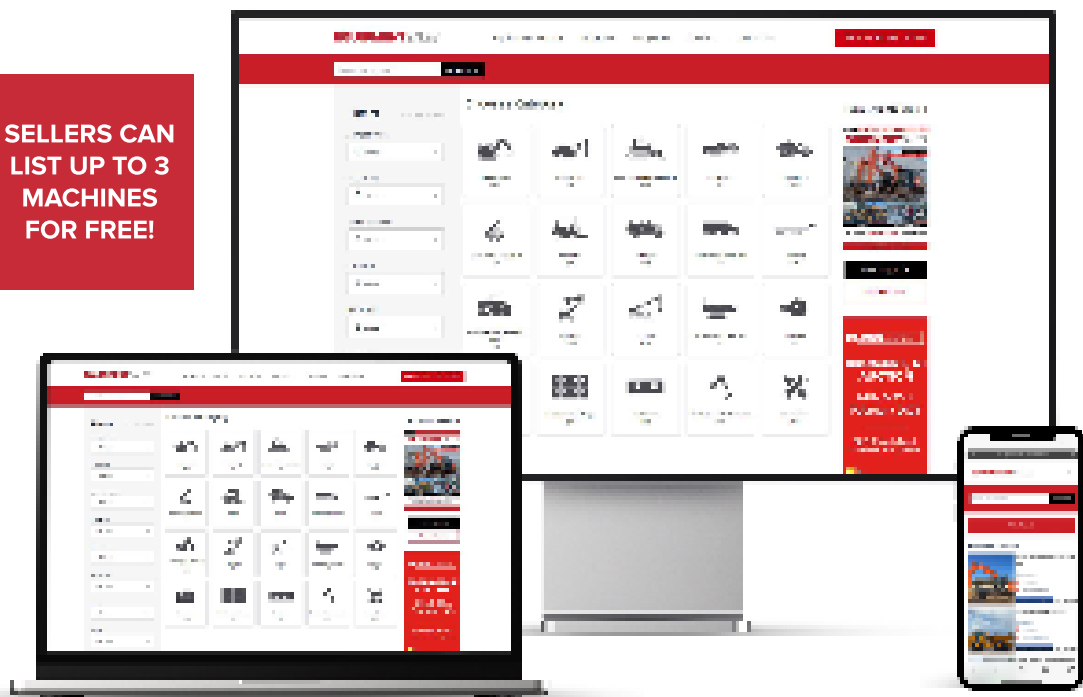
[www.equipment-sales.com](http://www.equipment-sales.com)

We understand the process of buying and selling plant, construction, agricultural & commercial equipment – it's in our DNA. Equipment Sales gives sellers the opportunity to advertise directly through our various mediums to verified active buyers & sellers across Europe & beyond.



# ONLINE EQUIPMENT LISTINGS

**SELLERS CAN  
LIST UP TO 3  
MACHINES  
FOR FREE!**



## SELLING PLANT, CONSTRUCTION, AGRICULTURAL, OR COMMERCIAL EQUIPMENT?

Our online listings feature a wide range of new and used machinery and equipment from top manufacturers such as Caterpillar, John Deere, Komatsu, Bobcat, and many more.

At Equipment Sales we are proud to be part of the Euro Auctions Group, the market leader in Europe, holding more sales and selling more lots per sale than any other auction house. This is what enables us to have a global reach and be able to connect buyers and sellers from all over the world.

## SOLUTIONS

### ▼ EQUIPMENT LISTINGS

Get your machinery and equipment published on the Equipment Sales website, where local and international buyers will contact you directly to buy your equipment.

### ▼ FEATURED LISTINGS

Have your stock featured at the top of the search results. You can select up to 4x items per month to be featured.

### ▼ PREMIUM DEALER LISTINGS

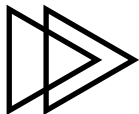
If you choose Premium Dealer Listings, your company will be added to our dedicated dealer page and your equipment will be featured on our homepage and at the top of the search results.

## Rates:

Online Listings + 4 featured Machines:  
**£375 p/m**

Premium Dealer Listing:  
**£65 p/m**





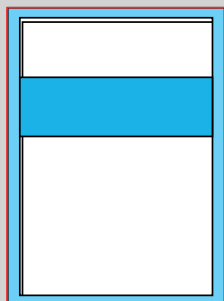
# MONTHLY PUBLICATION

## ADVERTISING RATES

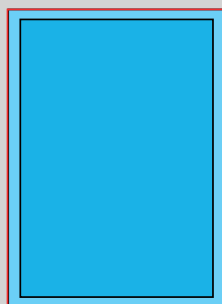


1,000'S OF PHYSICAL HARD COPIES OF THE PUBLICATION ARE DISTRIBUTED ACROSS 40 COUNTRIES TO OUR ACTIVE BUYER BASE, EMAILED TO WRECIPIENTS AND DISTRIBUTED AT LIVE AUCTIONS AND TRADE SHOWS.

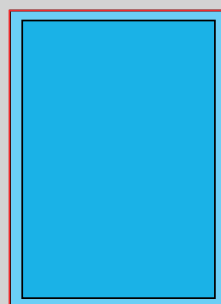
AD SIZE	PRICE
FRONT COVER	£2500
BACK COVER	£745-£815
DOUBLE PAGE SPREAD	£750-£875
FULL PAGE	£495-£625
1/2 PAGE	£305-£435
1/4 PAGE	£230-£315



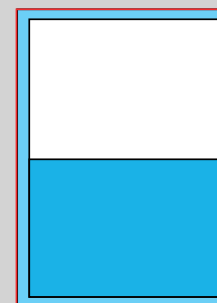
FRONT COVER  
223mm Wide x 61mm High  
Full Colour PDF



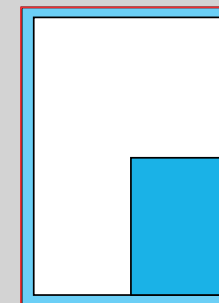
BACK COVER  
210mm Wide x 297mm High  
Full Colour PDF



FULL PAGE  
190mm Wide x 272mm High  
Full Colour PDF



1/2 PAGE  
190mm Wide x 133mm High  
Full Colour PDF



1/4 PAGE  
93mm Wide x 133mm High  
Full Colour PDF



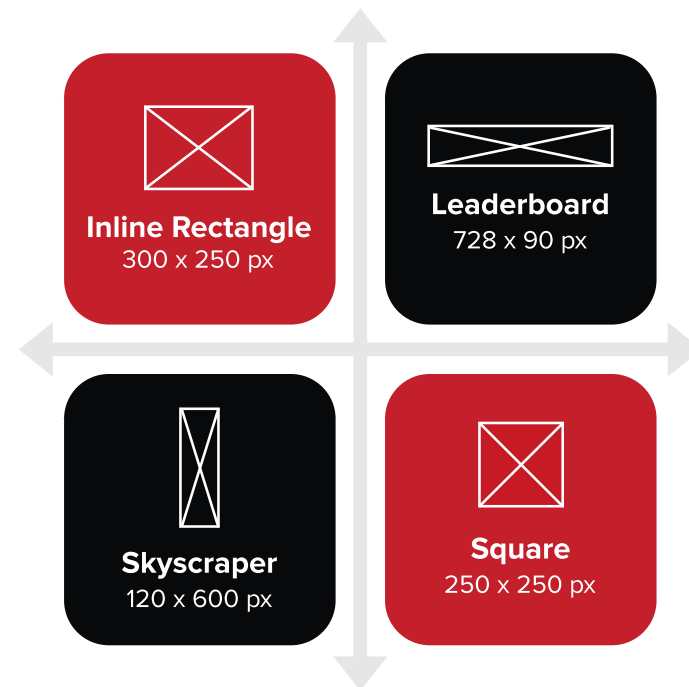
# DISPLAY ADVERTISING

## RUN A DISPLAY CAMPAIGN AND DRIVE BUYERS DIRECTLY TO YOUR WEBSITE!

Banners can be static or animated. Please submit in either JPEG, GIF or HTML5 formats. All banners will run for one week unless otherwise specified. Please see sizes below:

The screenshot shows the EQUIPMENTSALES website. On the left is a grid of category links with icons and counts: Dozers / Motor Graders (24), Trenchers (11), Dumpers (138), Vehicles (29), Commercial Vehicles (66), Trailers (76), Cranes (16), Crushers / Screeners (23), Engines (31), Containers (29), Buckets / Attachments (614), and Spare Parts (173). On the right is a featured auction banner for EURO AUCTIONS titled 'DROMORE, NI AUCTION' for the 24th & 25th February 2023, featuring excavators, dozers, loaders, trucks, and more. The banner includes the address '72-74 Omagh Road, Dromore, Co. Tyrone.' and a 'View Stock' button.

BANNERS CAN BE DISPLAYED ON OUR HOMEPAGE, EQUIPMENT SEARCH PAGE AND INDIVIDUAL CATEGORY PAGES.



### COSTS:

INLINE RECTANGLE	LEADERBOARD	SKYSCRAPER	SQUARE
£125 Per Week	£250 Per Week	£250 Per Week	£250 Per Week

# TARGETED EMAILS

Get your featured machines sent directly to interested and active buyers. We know who is bidding on and who is buying the machines you are selling!

We will design your email, send you a proof and then send it out to engaged buyers.

We can segment our mailing as a cost effective measure for you.



## REACH

Our email list contains interested and active buyers from over **100** countries. This can be segmented by location or equipment category. For example:

- ✓ Excavator Buyers in the UK & Ireland
- ✓ Tractor Buyers in Germany
- ✓ Truck Buyers throughout Europe
- ✓ Parts Buyers in the UK & Ireland

**£250 PER  
TARGETED EMAIL**

## eNewsletter Banners

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**LEADERBOARD BANNER**

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£250 Per Week

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**MIDDLE BANNER**

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£250 Per Week

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**RIGHT POSITION**

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£250 Per Week

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**FOOTER BANNER**

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£250 Per Week





# SOCIAL MEDIA

## MAXIMUM EXPOSURE

We can create a post for you with your stock items, contact details and whatever else you wish. We will then post it on our Facebook, Twitter, LinkedIn & Instagram platforms.

**PROMOTE YOUR STOCK ON THE EQUIPMENT SALES  
& EURO AUCTIONS' SOCIAL MEDIA PLATFORMS!**

We can also boost your post on Facebook & Instagram so that is shown to thousands of more potential buyers. We will select the audience with your company in mind.

TYPE	PRICE
BOOSTED POST	£900



NEW DEALER! ★

[Gleneden Plant Sales Ltd](#) are specialists in sourcing and supplying construction equipment to companies of all sizes. Operating in the construction, agriculture, haulage, rail, logistics and industrial sectors, Gleneden pride themselves on delivering quality machinery that's built to last at the most competitive prices.

View their inventory here <https://buff.ly/47hqT9k>



# CONTACT US

## WANT TO ADVERTISE?

Reach Euro Auctions' global active buyers of machinery & equipment and get your company & equipment noticed by a truly engaged audience.



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**Equipment Sales HQ**

**T:** +4428 8289 7110

**E:** [info@equipment-sales.com](mailto:info@equipment-sales.com)

## DISCOUNTS



Annual Package: **10% discount**

6 Month Package: **5% discount**

### Terms:

- Based on any combination from the price list above
- Invoice has to be paid in full in advance of advertising



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