



Gundealer.net MEDIA KIT

The UK's No.1 Gunshop directory, started online in 1999 (Before Google!)

Gundealer.net is a free to use website, smartly designed for users to easily locate a gunshop near to them. Gundealer has recently been redesigned and will provide offers from gunshops to the shooting community.



ITap acquired Gundealer.net in 2011 due to its excellent ranking within Google. Google regards the site as the number 1 directory for gunshops and the team recognised the great potential of the site and it's name going forward.

We have redeveloped the website and implemented up to date web technology. Gundealer.net has sent millions of customers to gunshops all over the UK over the last 13 years and it is now busier than ever.

James Horne, CEO
ITAP Group



Average User Profile

Male

25-55 age bracket

Owns 3 or more guns

Last 12 Months Statistics

Visits: 508,422

Unique Visitors: 389,793

Page Impressions: 1,112,939

Visitors sent to Gunshops:

Last 12 months: 398,754

Next 12 Months Forecast

Visits: 943,000

Unique Visitors: 600,000

Page Impressions: 1,500,000

Visitor forecast to Gunshops from Gundealer for 2014:

2013: 475,000

NEW! Highly Targeted Advertising

We are now able to offer a premium advert position for your advert to appear in front of everyone viewing Gundealer.net in towns chosen by you!

Example: You are a gunshop in Cheltenham...

You are able to buy the advert slot so that everyone who views Gundealer from a computer in Cheltenham, Gloucester, Tewkesbury, Cirencester & Stroud sees your advert on every page of the site! This is available from only a few hundred pounds per year depending upon the towns you require. See the advert position overleaf.



Home » East Anglia » Norfolk

Your search **Norfolk** found 15 results

Order by:

[View list](#) [View on a map](#)

Uttings Gun Co

Sponsored

54 Bethel Street
Norwich
Norfolk
NR2 1NR

Tel: 01603 621776
Fax: 01603 623462

[View website](#)

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Associations: Game Conservancy, British Association for Shooting & Conservation, Countryside Alliance



Shotguns Rifles Clothing

Email +7 Like Tweet

Darlow's Shooting Accessories

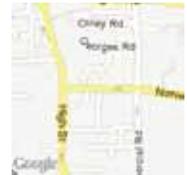
8 Orford Hill
Norwich
Norfolk
NR1 3QD

Tel: 01603 623414

[View website](#)

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Associations: Game Conservancy, British Association for Shooting & Conservation, Countryside Alliance



Gunsmith Shotguns Rifles Cartridges Clothing

Email +7 Like Tweet

Premium & Top Listing

Premium Listing

Appear at the top of your county above all other gunshops in your area!

Along with appearing at the top, your listing will be featured in a colour that stands out from the rest and carry a **Gundealer Sponsored Listing Logo** and an image/logo of your choice.

Top Listing

Guarantee the top slot so that you always appear above every one else for only an extra £50 per annum!

Price: £175 p.a - premium listing
£225 p.a - premium with top slot

A standard listing gunshop will receive on average 505 clicks a year from their link on Gundealer.

At only £225 for the whole year, a featured gunshop will receive on average 1,735 clicks. That's 243% more by becoming a sponsored listing on Gundealer.net!

Home » South East

Refine area

Featured in this region

- Bedfordshire
- Berkshire
- Buckinghamshire
- Hampshire
- Hertfordshire
- Isle of Wight
- Kent
- London
- Middlesex
- Oxfordshire
- Surrey
- East Sussex
- West Sussex

E.J. Churchill



Tel: 01603 621776

Fax: 01603 623462

[View website](#)

Shotguns Rifles Clothing

Curabitur laoreet dolor eu ante luctus varius. Integer ac lacus augue, nec hendrerit mauris. Integer eget lorem feugiat dui egestas volutpat sed vitae erat. In enim mauris, lobortis sit amet commodo eget, placerat.

Regional Sponsor

Become the sole featured gunshop for your region for the whole year!

Every time a user navigates through to find your region to find the county they live in, you will appear as the featured gunshop for that region.

Price: £995 p.a.



445 x 250 PX
Home Page

Home Page Title Sponsor

Our only ad slot on the home page. Designed for large advertisers looking to maintain or build a profile.

Price: £30 CPM

300 x 250 PX
MPU

MPU

Premium advertising placed strategically throughout editorial to sit on the reader's eye line.

Price: £27 CPM

What is CPM?

CPM is the Cost Per Thousand (milli) page impressions (i.e. the number of times your advert is viewed).

Online advertising is one of the most cost effective forms of advertising as you only pay for what you get. If your advert is not being displayed, you are not paying!

Our new improved site design means that there is no chance of you getting lost either, it is like appearing on the front page of a magazine!

300 x 100 PX
Targeted

300 x 100 PX
Run of site

Sidebars

Targeted - New!

A premium ad slot for your advert to appear in front of everyone viewing Gundealer.net in towns chosen by you!

Price: £POA

Run of site

Advertising placed strategically throughout editorial to sit on the reader's eye line.

Price: £20 CPM

What can I buy?

You simply need to choose an amount of impressions and these impressions can be spread across a period that you choose from 1 - 12 months.

Once you have decided the position you would like, you then times the impressions by the cost of that position. E.G. 50,000 impressions over the year in a Sidebar: 50 x £20 = £1000

Monthly Reports

Each month we will send you a report showing you the impressions, clicks & click through rate and also give you tips on how to get more from the site if needed. You can therefore immediately judge the effectiveness of your campaign.

N.B. All prices are subject to VAT