

The Negotiator

Essential reading for residential agents

The leading brand in residential property media

The Negotiator brand has been a rock in the turbulent world of residential agency for over 37 years. It serves the estate and letting agency industry in print, online and through its prestigious events.



The Negotiator is widely read and highly valued for its professional journalism. It delivers an engaged and trusting audience to those who advertise within its pages, online at our website and through its email database.

The Negotiator can put your business in front of an audience at all these touchpoints, reinforcing your message and familiarity with your brand, while associating your products and services with a trusted and valued source of business information, written for and delivered to decision-makers.

“ Our readers are your potential clients. ”

A busy agent is time-poor and has a short attention span. One media channel is simply not sufficient to have impact – you need to hit them from every angle– and with a sustained effort, to build brand recognition and product familiarity.

The Negotiator offers that opportunity, to get your brand and message home, through our multi-targeted approach. Only The Negotiator has all the channels to build that recognition and trust. We can build campaign packages to suit your budget, to do just this.

TheNegotiator Our audience



Magazine 21,500*

*The digital edition is sent to a database of 20,500 property professionals. The printed edition is sent by Royal Mail to 1000 named owner/director agents at their offices.

Email 25,000

Solus emailshots average open rate in November 2022 – January 2023: 23.59%.



Google Ad Network 180,000* Facebook 100,000*

*Visitors to The Negotiator websites, gathered over previous 180 days

An unrivalled reach

Events 1460*

*Attendees at The Negotiator Awards, Conference & Expo 2022

TheNegotiator
Awards 2023

TheNegotiator
Conference & Expo 23

Social media Twitter 24,200 followers



Online 820,489 users, 2,279,984 page impressions*

* Google Analytics for period 01/01/22 – 31/12/22



TheNegotiator Online ratecard

The Negotiator newsletter


Your daily news bulletin from The Neg View in browser

TheNegotiator

The essential site for residential agents

Leaderboard

Cheaper mortgage rates will help soft landing for housing market



Nationwide says cheaper mortgages will help the housing market in 2023 and avoid forced sales from mortgage defaults.

[READ MORE](#)

Supplier directory

Button

Button


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London letting agent hit with 11-year ban



Agency boss Laszlo Szabo repeatedly abused Government Bounce Back Loan scheme for amounts totalling £100,000.

[READ MORE](#)


Villator's blockchain and NFT scheme will speed up property sales – claim



Portsmouth-based property entrepreneur Ted Walker wants £500,000 investment into his company Villator which will take homebuying into the next decade.

[READ MORE](#)


Scottish housing market heading for homelessness crisis



Scotland needs a coherent long-term plan to create a housing policy or cases of homelessness will increase, says leading agent.

[READ MORE](#)

Mixed predictions for 2023 from George F. White



Agent's experts only expect a 5% dip in house prices this year, but a tougher year lies ahead for the rental market and agricultural sector.

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Mid-page banner

Newsletter mobile view

TheNegotiator

Leaderboard


Cheaper mortgage rates will help soft landing for housing market



Nationwide says cheaper mortgages will help the housing market in 2023 and avoid forced sales from mortgage defaults.


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London letting agent hit with 11-year ban



The Insolvency Service

Former 'agent' jailed for three years over £1m building cons



Richard Nicholls, who said he was an estate agent previously, left a trail of unfinished home improvements.

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Supplier directory

Button

Website

TheNegotiator

Leaderboard

NEWS • FEATURES • RESOURCES • SUPPLIERS • COMMUNITY • THE MAGAZINE • AWARDS • CONFERENCE • ADVERTISE


Home • News

LATEST PROPERTY NEWS

Daily property news in the UK residential sector focused on estate agents, letting agents, property auctions and property managers.

News page banner


Housing market heading for big fall this year, economists warn



A survey of economists reveals that most believe a recession will have a major impact on house prices.

[READ MORE](#)

Mixed predictions for 2023 from George F. White



Property specialists George F. White only expect a 5% dip in house prices this year, but a tougher year lies ahead for the rental market and agricultural sector.

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ASSOCIATIONS & BODIES

Trade body launches checks to 'clear the industry' of dodgy operators

[READ MORE](#)

HOUSING MARKET

Industry urged to press ahead with tax digitisation despite U-turn

[READ MORE](#)

FEATURES

Sign in

To have your say, see restricted content and receive our newsletter

[SIGN UP](#) [SIGN IN](#)

MPU1

MPU2

AGENCIES & PEOPLE

TheNegotiator advertising rates

Magazine page advertising rates

■ Full page	£1500
■ Half page	£800
■ Advertorial page (also appears online)	£2500

Special positions

■ Inside Front Cover	£2000
■ Outside Back Cover	£2500
■ First Right	£1750
■ Facing cover, one month (Digital edition only)	+£1000

Series discounts

Book a series of 3:	-20%
Book a series of 6:	-30%
Book a series of 12:	-40%

The Negotiator newsletter

Cost per week (6 sends, solus site)

■ Leaderboard	£800
■ Mid-page banner	£500
■ Button	£200

Emailshot to 30,000 database

■ Single	£950
■ Book 3	£810
■ Book 6	£710

Sponsored content

Page in magazine, plus webpage including hyperlinks, video, images and 2 links from the Newsletter. **£2500**
(Archived online; updates £150)



Website

www.thenegotiator.co.uk

Cost per month, *shared with up to 4 other ads

■ Leaderboard*	£2000
■ MPU1*	£1500
■ MPU2*	£800
■ News post pages	£1500
■ Features pages	£1000

Remarketing

One month campaign Facebook and Google Ad Network

■ Facebook	£2500
■ Google	£2000

TheNegotiator Magazine 2023 Editorial features

March 2023

- Know Your Customer and Anti-Money Laundering compliance
- Local information and property data for marketing and lead generation

April

- Tenant referencing and compliance
- Finance for property (mortgages and bridging loans)
- Website technical review

May

- Residential property auctions
- Website content choice and generation
- Valuation apps and lead gen widgets

June

- CRM software solutions
- How to win and keep landlords
- Tenancy deposits and deposit insured schemes

July

- How to prepare your business for sale
- Shopfitting and rebranding
- Lettings-specific software apps
- Property portal marketing

August

- Expanding through acquisition
- Landlord and tenant insurance
- Fleet cars and going electric
- Proptech Directory 2023

September

- Social Media and how to use it
- Traditional marketing –print, signboards
- Telephony and answering services

October

- Floorplans, 3D tours and photography
- Launching a Land & New Homes division
- Inventories and outsourcing property management services

November

- Conveyancing, sales progression and reservation agreements
- Agent review sites and reputation management
- PI and cyber insurance for agents

December

- Tenant onboarding platforms
- Agent review sites and reputation management
- Telephony and communications

January 2024

- Evictions and managing problem tenants
- Recruitment and staff retention
- Homestaging and furnishing

February 2024

- Photography – technique and kit
- PR – DIY and commissioned services
- Training schemes and qualifications

SCHEDULE

ISSUE	EDITORIAL	ADVERT COPY	PUBLICATION
March	06/02/2023	14/02/2023	03/03/2023
April	06/03/2023	14/03/2023	31/03/2023
May	03/04/2023	12/04/2023	03/05/2023
June	08/05/2023	16/05/2023	06/06/2023
July	05/06/2023	13/06/2023	30/06/2023
August	03/07/2023	13/07/2023	31/07/2023

ISSUE	EDITORIAL	ADVERT COPY	PUBLICATION
September	07/08/2023	15/08/2023	05/09/2023
October	04/09/2023	12/09/2023	02/10/2023
November	02/10/2023	10/10/2023	30/10/2023
December	30/10/2023	07/11/2023	27/11/2023
January 24	04/12/2023	12/12/2023	04/01/2024
February 24	08/01/2024	16/01/2024	05/02/2024

TheNegotiator What our advertisers say...

These are testimonials from some of our advertisers – they are from all areas of the sector. The Negotiator works for all of these diverse businesses. We'd love to work with you too.

■ SmartSearch has worked closely with TheNegotiator for the past few years and have been a key part of the SmartSearch success in penetrating the property market. It's been a pleasure doing business with them and they always go above and beyond what is expected.

James Dobson, *SmartSearch*

■ MyBid4it recently ran an online campaign with TheNegotiator. The campaign was to raise our brand awareness and increase visitors to our own website, I was truly amazed at the results as advertising on TheNegotiator's website helped increase traffic to my own website by over 400% that month. Great exposure for any business and we look forward to continuing to work with Richard and the team in future.

Charlie Lancaster, *Managing Director, MyBid4it*

■ TheNegotiator has a proven audience that ensures our Spectre advertising reaches who we need it to. We've seen genuine responses to our campaigns across print and email which is testament to the support offered by the team at TheNegotiator. They ensure our packages are carefully tailored to create the highest possible return on investment.

Sian English, *Marketing Manager, Agent Software Ltd*

■ Always responsive and really do focus on customer service by keeping in touch and letting us know of any advertising opportunities.

TheNegotiator definitely helps us to maintain brand awareness to our target market.

Gary Whittaker, *Director, Rentman*

■ TheNegotiator provides TDS with valuable marketing and advertising opportunities. Not only is the publication well read in the industry, but the team offer great support in helping us make sure we get the most out of advertising with them.

Chris Kendall, *Tenancy Deposit Scheme*

■ TheNegotiator has been supportive and responsive throughout our dealings. We have been delighted with the results of our advertising campaign.

Rajeev Nayyar, *Director, Fixflo*

■ We've always found TheNegotiator has a good mix of advertising options that have helped us to promote TouchRight Software to the property sector. It's simple to get things going, and the team is really easy to work with.

Terry Lightfoot, *Director, TouchRight Software*

■ With such great presence in the lettings and property management industry, TheNegotiator was the natural choice for us. As media partners they were a joy to work with.

Adam Blaxter, *Head of Marketing and Communications, Technology Blueprint Ltd*

■ Ravensworth greatly benefits from advertising exposure in TheNegotiator. With the magazine reaching the hands of such a significant proportion of the property market, it is the perfect publication with which to achieve maximum brand awareness.

Managing Director, Ravensworth

■ TheNegotiator is a recognised authority in the property industry providing the perfect opportunity to get in front of decision makers in this space. Alongside great support and the many advertising options available, TheNegotiator team has taken the time to understand our goals and regularly approaches us with new opportunities to gain even more exposure. We are really pleased with our results so far and TheNegotiator remains a key media partner for our brands.

Rebecca Robinson, *Marketing Manager, TwentyEA and View My Chain.*

MEET THE TEAM



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