

JUST
CARTRIDGES

DISPLAY ADVERTISING

**MEDIA
KIT** |



CONTENTS

02

BACKGROUND

ABOUT US

03

ADVERTISING

WHAT WE CAN OFFER

04

INVENTORY

WHAT'S AVAILABLE

05

PRICING

& EVERYTHING ELSE

07

CONTACT

& EXTRA INFO

WWW.JUSTCARTRIDGES.COM

THE UK'S LARGEST SUPPLIER OF SHOTGUN CARTRIDGES DELIVERED NATIONWIDE



CHARLES BULL
MANAGING DIRECTOR
& FOUNDER

MANAGING DIRECTOR'S NOTE

I started Just Cartridges in 1999, more by luck than judgement because my friends and I were struggling to get cartridges and I persuaded one of the English manufacturers to send me a pallet which I sold on. Just Cartridges was ancillary to what was then my core business, but having the entrepreneurial gene, it has grown every single year without exception so far. I also had the foresight to set up a website at the start as I could see that the advent of the internet was going to change people's shopping habits forever.

Whilst I wouldn't call us a tech business per se, we have certainly embraced technology to streamline the business and increase efficiency. You have to move with the times and it is a shame that a large proportion of the industry seems to be stuck in the last Century. We have introduced young blood in to the business and they have been instrumental in improving the strategy and course of the business as a whole. We have a new website which is more interactive,

we have streamlined the ordering to dispatch process and we have introduced bar coding to manage stock control better.

Just Cartridges is now a family business and we care about our customers. Our repeat business rate of over 70% speaks volumes and our customers love the efficient service, the massive stock and choice we keep and the competitive prices.

Charles Bull



DISPLAY ADVERTISING

Each year, Just Cartridges serves over 3.8 million page views to an audience that spends over £850 million on driven game shooting alone. During 2023 the average spend per order was £468. 79% of our web audience also have other interests in food & dining, travel, cars, field sports clothing & accessories and luxury shopping.

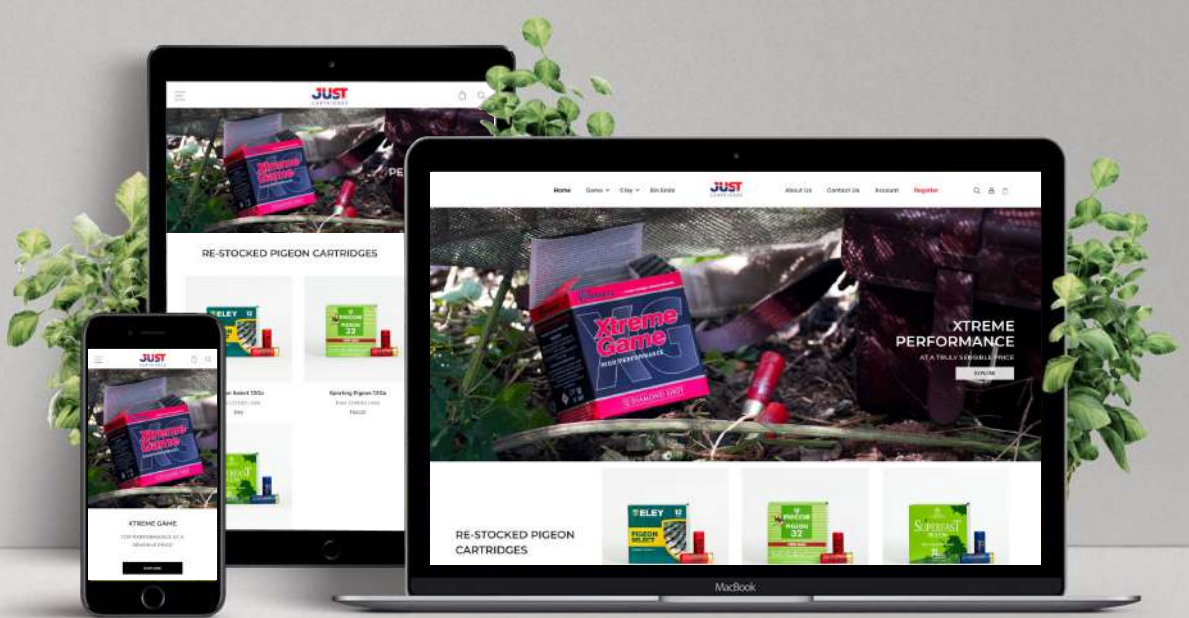
Advertising on Just Cartridges allows you to reach a highly specific audience where you can deliver your brands story about your products and/or services to over 300,000 annual web users, many of which are high-net worth individuals.

Display advertising runs throughout our website to ensure your advertisements are received by as many users as possible with the sole purpose of promoting your brand.

Advertising is sold on a CPM basis, a cost per thousand. Traffic significantly increases during the game season where we see larger orders and more expensive products being sold. Regardless, you get the amount of advert views that you pay for at any time you want your campaign to run.

These views are referred to as impressions; each time a user views a page with your advertisement on, it counts as one impression.

When a user clicks on your ad creative they are redirected through links to the destination page of your choice, whether it be to a specific product/service or your website's landing page.



INVENTORY

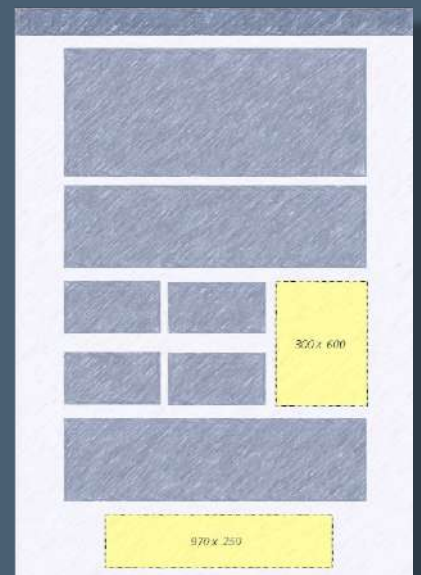
There are 6 ad units showcased throughout our website on each resolution device including desktop, tablet and mobile. This ensures that your advert is reached by as many of our users as possible.

970 x 250 | Billboard
 300 x 600 | Double MPU
 669 x 150 | Product page banner
 300 x 250 | MPU
 728 x 90 | Leader board
 320 x 75 | Mobile banner

Included in the price of all plans, you are able to utilise all 6 of these ad units at no extra cost. Each ad creative is designed independently to fit within each ad unit. This means that you have the option to promote up to 6 different advertisement creatives during each monthly campaign. Ad creatives can also be refreshed on a monthly basis to ensure that the content remains engaging throughout your campaign(s).

The number of impressions during your campaign are completely flexible, meaning you can mix and match each month to suit your requirements. This may be useful if you want to promote a certain product or service to a wider audience on a given month.

DESKTOP EXAMPLE



We've optimised our website to ensure that your advertisements get seen by our users, but at the same time not overloading them with sponsored content. Ad units are displayed in the most optimum spaces available on our website ranging from our home page to all 592+ product pages.

PRICING

Our pricing structure offers you flexibility about when and how often you want your adverts to be seen by our web users. We run on a CPM (Cost per thousand *views*) basis, whereby you pay a set fee per thousand views you receive at the given rate.

If you are looking for a plan that we don't include, please get in touch and we can create a bespoke plan that suits your requirements.

PRICING STRUCTURE

Impressions per month		
	Off- Season Feb - July (£18 cpm)	In-Season Aug - Jan (£21 cpm)
10k	£ 180 /month	£ 210
25k	£ 450	£ 525
50k	£ 900	£ 1,050

All prices shown exclude VAT

Each month you will also receive a custom report including how well your advertising campaign(s) went. This includes the breakdown of which ad units and adverts performed the best and the corresponding click through rates (CTR). This information is vital to ensure that you are on track with creating highly engaging adverts.

SUMMARY

+3.8 MILLION

WEBSITE VIEWS PER YEAR

+300  K

UNIQUE USERS PER YEAR



+£477

AVERAGE SPEND PER ORDER
DURING 2023/24 GAME SEASON

CONTACT

If you have any questions or require further information please
contact us using the details below .

JOSH BURGESS

josh@justcartridges.com

01865 300066

WWW.JUSTCARTRIDGES.COM