



DEALERSCOPE DECEMBER 2023

SPECIAL COVERAGE

Best and Worst of 2023

Join us for our annual year-end review of the best and the worst 2023 had to offer the CE industry.

Present your offer to **key decision-makers**.
Position your product in front of a target group that can **boost your sales**.

PUBLICATION
48K

WEBSITE
31K

NEWSLETTER
34K

SOCIAL
17K

ADDITIONAL DECEMBER TOPICS:

CES 2024

With CES just around the corner, we give an inside look into the hottest products and trends that are set to anchor the 2024 show.

EVs

2023 was a big year for EVs and 2024 is set to be even bigger. Here is everything you need to know about the EV market heading into the new year.

Connected Home

In this preview piece, we look ahead to what 2024 has in store for the connected home market. 2023 was a big year for lighting, will 2024 follow suit?

Ad Close Date: 11/18/2023

Ad Materials Due: 11/20/2023



REACH BUYERS

Almost **90% of our readers** are retailers or distributors who will sell your products and services.



360 MARKETING APPLIED

Cutting-edge advertising and marketing solutions, best-in-class strategies, innovative digital platforms, and authoritative content.



IFA BRAND ALLIANCE

Brand perception and brand safety through affiliation with IFA the world's largest Consumer Electronics B2B trade show.



CE RETAIL STRATEGIES

A dedicated team of editors covering all major markets in the Industry, product introductions, and hot trends.



RETURN OF INVESTMENT

More than **70% of our readers** will visit YOUR website if your offer is of interest to them.



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