

indoormedia

specialists in ethnic marketing

Indoor Media, the UK's first online ad sales house dedicated to ethnic targeting, is looking for a senior sales executive with ad agency experience, looking to grow their career with a step into management.

8% of the UK is classed as ethnic, that's almost 5 million people. In London alone, there are over 300 different languages spoken, making the UK one of the most diverse countries in the World. Advertisers are realising that Britain's growing ethnic population cannot be ignored, and that they must reach out to these audiences directly, with messages that reflect their cultural and socio-economic differences.



The online media industry is crowded with numerous sales networks and ad representation businesses, but Indoor Media is the first to be dedicated to offering a central point of contact for UK and International brands wishing to target ethnic consumers in the UK via online. We have built up an enviable reputation in helping the growing number of advertisers that are looking to break through the clutter of online advertising with messages that reflect the diversity of the UK consumer audience.

Using industry leading technology, we have built a network of International websites that provides the largest reach and breadth of ethnic consumers in the UK. Having started with the largest ethnic group in the UK, British Asians, we already manage over 300 websites, including India's largest publishing company, the Times of India Group, and India's largest ISP Rediff.com. In 2008, we extended our ethnic reach into other communities, e.g. Eastern European, Chinese, African, etc. Today, we are the largest online company that is focussed on delivering ethnic consumers to UK advertisers and their agencies.

The next step in our expansion plans is to launch this business model in other geographic markets, with the UK, Middle-east and India identified as key markets in 2010.

Our advertising clients have so far included mainstream brands like **Barclays, Mercedes, Benecol, Met Police, Vodafone, o2, and 3Mobile**, as well as ethnic brands such as **Western Union, Planet Talk and Just Dial**.

The Opportunity

With the rapid growth of the company, an opportunity now arises for an experience sales professional with entrepreneurial spirit to manage and drive advertising revenues. The ideal candidate should have experience in selling online advertising, particularly into the ad agencies. Online experience isn't necessary, but you do need to have drive, enthusiasm, and an entrepreneurial spirit. Rather than give you the usual spiel about 'hitting the ground running', 'learning curve', etc, we can tell that if you work hard and bring in the revenue, you will earn money.

Our philosophy is that there should be a direct correlation between what you bring in and what you earn. We don't believe in annual pay reviews. If you want a bigger salary, then you will get it if you can pay for it with increased turnover.

We are a young company based in Uxbridge, West London, with an office that other companies only dream of. It'll be hard work so be prepared to 'roll up your sleeves' and 'get stuck in', but we promise you that as the company grows, so will you and your career.

We are committed to finding and retaining the best sales people. Therefore we offer a competitive salary and generous uncapped commission package, and can also offer a flexible office arrangement if location is an issue for you, i.e. work from home. We want to employ individuals who want to help drive our success, so that in return they can share in that success.

To find out more, please visit www.indoormedia.co.uk.

Press articles about us:

<http://www.brandrepublic.com/News/731327/Barclays-targets-Asian-Brits-via-new-AdMasala-network/>

<http://www.mediaweek.co.uk/news/881709/Brands-target-ethnic-markets/>

<http://www.mediaweek.co.uk/news/813956/?DCMP=ILC-SEARCH>

To apply, please send your CV to Jay Rai, Sales Director: jay@indoormedia.co.uk