





ecn
electrical contracting news

MEDIA KIT 2019

PEDIGREE

Launched in 1980, ECN is the definitive trade magazine for the UK's electrical contracting industry – a sector that market intelligence estimates is worth a staggering £18.13bn.*

INDUSTRY-LEADING EDITORIAL

With a finger on the pulse of the latest developments in the electrical sector, ECN's editorial casts a wide net, covering everything from lighting and wiring accessories to HVAC and power management. ECN's diversified editorial makes it a must-read for a wide range of electrical professionals, ensuring a far-reaching readership.

ESTABLISHED BRAND

With its unique newspaper style layout and sharp, modern design, ECN is a well-known and highly-regarded name within the electrical sector – offering a dynamic platform for both advertisers and editorial contributors alike.

DIGITAL DISTINCTION

Offering the very latest news from the sector in an easily accessible format, the ECN website receives over 12,000 page views a month. The printed magazine is also available online and via a handy app, meaning ECN is on-hand from any location at any time.

*Source: Key Note Market Report

OUR DIVERSE, TOPICAL EDITORIAL IS JUST ONE OF THE REASONS WE ARE THE LEADING, GO-TO TITLE IN THE ELECTRICAL CONTRACTING SECTOR



FEATURES

January
Circuit Protection & Switchgear
Smart Lighting & Lighting Control
Wiring Accessories

February
Commercial Vehicles & EV Infrastructure
Emergency Lighting
Test & Measurement

March
Cable, Cable Management & Labelling
Software (incl BIM) & Apps
UPS & Power Distribution

Special Supplement:
Smart Buildings

April
Fire, Safety & Security
Exterior Lighting
Wholesalers & Distributors

Exhibition Preview:
EI Live! 2019

May
HVAC
Test & Measurement
Tools & Workwear

June
Commercial Vehicles & EV Infrastructure
Energy Management
UPS & Power Distribution

Special Supplement:
Wiring Accessories

July
Circuit Protection & Switchgear
Fire, Safety & Security
Smart Buildings

August
Software (incl BIM) & Apps
Test & Measurement
Tools & Workwear

Special Supplement:
Cable, Cable Management & Labelling

September
HVAC
Lighting
Wholesalers & Distributors

October
Cabling (incl Data Cabling)
Circuit Protection & Switchgear
Smart Lighting & Lighting Control

Exhibition Previews:
Lux Live 2019
Smart Buildings Show 2019

November
Energy Management
Fire, Safety & Security
Wiring Accessories

Special Supplement:
Lighting

December
Test & Measurement
Tools & Workwear
UPS & Power Distribution

ECN also includes the following regular features in every single issue: Industry News, Contract News, Training, Key Issue, Competition, Project Focus

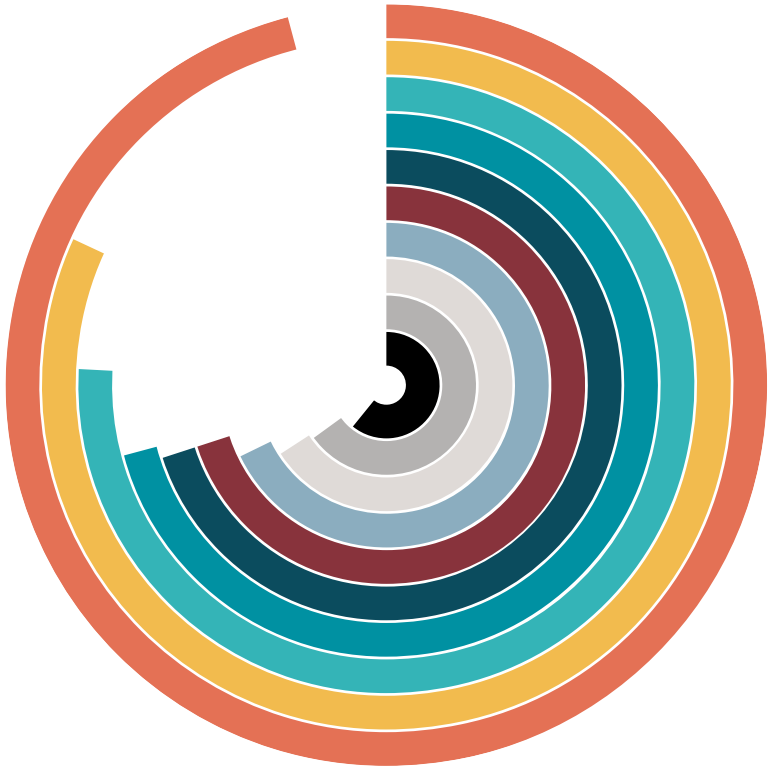
DISTRIBUTION

- ECN is available in print and digitally on desktop, tablet and smartphone.
- Registration to the magazine is free of charge to members of the electrical industry.
- The ECN app is also available to download free from the App Store for Apple and Play Store for Android
- ECN's audience demographic of electrical contractors, buyers and specifiers ensures it is the perfect medium for brand building, product awareness and, perhaps most importantly, response levels.
- ECN is distributed to other important groups within the electrical contracting industry, including project management companies, consulting engineers, specifiers, local authorities, health authorities and private utilities providers.
- Members of core industry associations receive copies of ECN, including:

  ECA member companies

  NICEIC enrolled electrical contractors

  SELECT of Scotland members

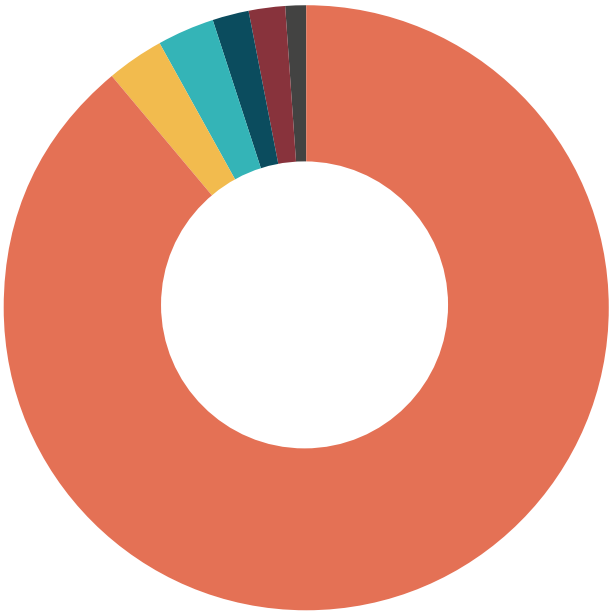


Areas involved in

General electrical contracting	96%
Lighting	82%
Wiring accessories	72%
Fire detection & emergency lighting	71%
UPS & power distribution	70%
Circuit protection & switchgear	70%
Cable management	68%
HVAC	66%
Security	65%
Network cabling	61%

BPA WORLDWIDE℠

audit in progress



Main activity of business

Electrical Contractor	89%
Wholesale/ distribution	3%
Manufacturer	3%
Public utilities	2%
Training/ qualifications	2%
Other	1%



Job roles

Managing director	37%
Owner	26%
Installer	25%
Estimator	4%
Specifier	2%
Designer	2%
Consultant	2%
Other	2%

89%

OF OUR READERSHIP ARE ELECTRICAL CONTRACTORS

63%

OF OUR READERSHIP ARE KEY DECISION MAKERS

PRINT

DPS	£3,500
Full page	£2,000
1/2 page DPS	£2,000
1/2 page	£1,250
Junior A4	£1,750
1/4 page DPS strip	£1,250
1/4 page	£750
Front cover strip	£1,500
Front cover earpiece	£1,250

Company Showcase

1/6 page	£120
1/3 page	£240

Buyers' Guide

1/8 page	£450 (6mths)/£750 (12mths)
1/4 page	£900 (6mths)/£1,500 (12mths)

Inserts

Loose or bound in subject to weight and size

FRONT COVER PACKAGE – £4,500

= **FRONT COVER STORY** + **FULL PAGE EDITORIAL** + **FULL PAGE ADVERTISEMENT**

(approx 200 words with image) (approx 800 words with images)

MECHANICAL SPECIFICATIONS

We prefer industry standard 1.3 compliant PDFs with PDF/X-1a settings. Recommended settings can be downloaded from www.pass4press.com.

Files should be CMYK, images 300dpi or more, all fonts embedded and OPI settings switched off. Any file supplied in RGB colour mode will be converted to CMYK. This may result in unexpected results due to possible colour shifts during conversion. Any individual images or logos should be supplied as hi-res EPS, JPEG, TIFF, Photoshop, Illustrator or PDF files. Please ensure any fonts are embedded or outlined.

DIGITAL EDITIONS

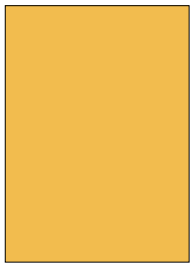
Hyperlinks will only be picked up by the digital publisher if they appear as text rather than a flattened image. Please let the production department know if you have any particular requests with regards to links when you supply your artwork.

DELIVERY METHOD

Email files to carol@allthingsmedialtd.com. Folders may be zipped.
Large files may be sent using an online service such as www.yousendit.com or www.webcargo.net.

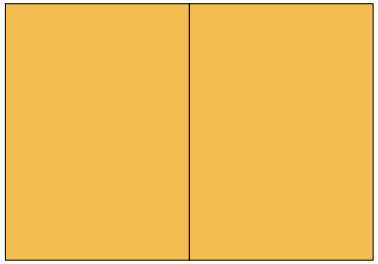
Whilst every effort is made to ensure that advertisements are produced to the highest standards, All Things Media Ltd will not accept responsibility for the reproduction of adverts that have not been supplied to our specification. Where possible, if changes must be made by us a proof will be sent for final approval.

SPECS



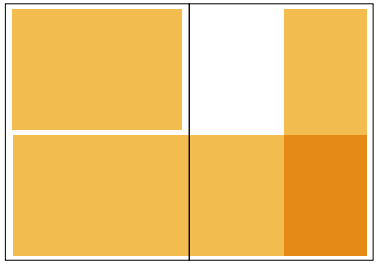
Full Page

Trim: 244mm (w) x 340mm (h)
Bleed: 250mm (w) x 346mm (h)



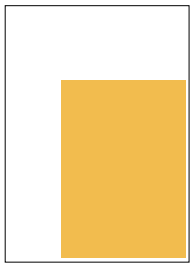
DPS

Trim: 488mm (w) x 340mm (h)
Bleed: 494mm (w) x 346mm (h)



Half Pages

DPS: 244mm (w) x 340mm (h)
Horizontal: 250mm (w) x 346mm (h)
Vertical: 250mm (w) x 346mm (h)



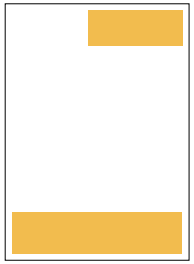
Junior

Trim: 164mm (w) x 235mm (h)
Bleed: 170mm (w) x 241mm (h)



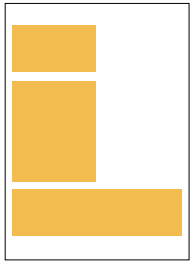
Quarter Pages

DPS: 468mm (w) x 77mm (h)
Strip (h): 224mm (w) x 77mm (h)
Strip (v): 55mm (w) x 326mm (h)
Quarter: 109 (w) x 159mm (h)



Front Cover

Earpiece: 125mm (w) x 47mm (h)
Strip: 224mm (w) x 53mm (h)



Buyers' Guide

Quarter: 110mm (w) x 133mm (h)
Strip: 224mm (w) x 61mm (h)
Eighth: 110mm (w) x 61mm (h)

DIGITAL

WEBSITE & NEWSLETTER

By advertising on the weekly ECN newsletter and website, you can target buyers and potential buyers to visit key areas of your website, capture data and valuable sales leads.

Both are ideal for creating brand and product awareness, and the weekly frequency of newsletters provide the perfect timing for product or industry launches.



Top leaderboard banner

(728px W x 90px H)

£650 per month

Sub-leaderboard banner

(Homepage only)

(940px W x 100px H)

£550 per month

MPU

(300px W x 250px H)

£500 per month

Skyscraper

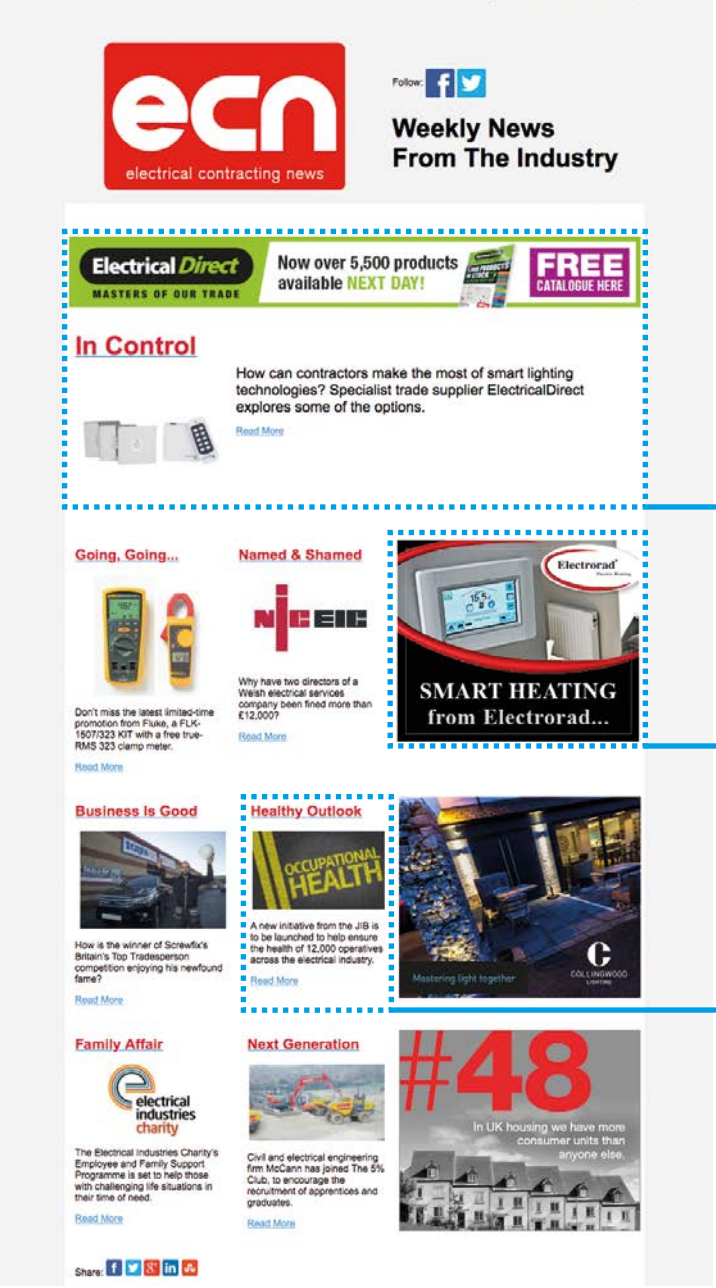
(300px W x 600px H)

£550 per month

Story uploads

£300 per month





Newsletter sponsorship

Top banner (728px W x 90px H)
& lead story (up to 800 words,
three images & web link)

£600 per week

Newsletter MPU

(300px W x 250px H)

£400 per week

Newsletter story entry

(up to 800 words,
three images & web link)

£300 per week

PACKAGE DEALS

Package One £990.00 +VAT

- Rotation of ads on the website (all three ad sizes, leaderboard, MPU and skyscraper)
- MPU ad on each weekly newsletter in the month (4 per month)
- Guaranteed news on the newsletter
- Guaranteed news on the website

Package Two £770.00 +VAT

- Rotation of ads on the website (all three ad sizes, leaderboard, MPU and skyscraper)
- MPU ad on one newsletter in the month
- Guaranteed news on one newsletter
- Guaranteed news on the website

Package Three £550.00 +VAT

- MPU ad only on rotation
- Two MPU ads, two newsletters in the month
- Guaranteed news on one newsletter
- Guaranteed news on the website

Company microsite £1500.00 +VAT

- A dedicated company page that will act as a hub for your company news and updates published via ECN

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ECN charity of choice

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