



MEDIA KIT 2021

ABOUT

Launched in 1980, ECN is the definitive trade magazine for the UK's electrical contracting industry – a sector that AMA Research estimates is worth a staggering £20bn.

The magazine currently has over 12,300 subscribers and is read by approximately 25,000 people each and every month.

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.

READER SATISFACTION

In 2019, we polled our readership* on a number of key issues. We discovered that 98% of subscribers read ECN immediately, or over a longer period, and 85% read the majority of the magazine. Furthermore, 90% rate our unique editorial style as excellent or good, cementing our position as the industry's leading title.

*Source: ATM Research

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 10,000 page views a month. The printed magazine is also available online as a digital issue and via a handy app, meaning ECN is on-hand from any location at any time.

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

**PROUDLY
SERVING THE
ELECTRICAL
CONTRACTING
INDUSTRY SINCE
1980**



FEATURES

January

Circuit Protection & Switchgear
Emergency Lighting
Electric Vehicle Charging

February

Wiring Accessories
Smart Lighting & Lighting Control
UPS & Power Distribution

El Preview

March

Wholesalers & Distributors
Software and Apps
Test Equipment

Special Supplement:
Smart Buildings

April

Exterior Lighting
Fire, Safety & Security
Cabling & Cable Management

May

HVAC
Tools & Workwear
UPS & Power Distribution

June

EV Charging
Energy Management
Test Equipment
Special Supplement:
Wiring Accessories, Switches & Sockets

July

Circuit Protection & Switchgear
Fire, Safety & Security
LED Lighting

August

Smart Buildings
Tools & Workwear
Cabling & Cable Management
Special Supplement:
Skills - Regulation, Legislation & Training

September

HVAC
Lighting
Wholesalers & Distributors

October

EV Charging
Circuit Protection & Switchgear
Smart Lighting & Lighting Control

November

Cabling & Cable Management
Energy Management
Fire, Safety & Security

Special Supplement:
Lighting

December

Smart Buildings
Test Equipment
UPS & Power Distribution

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



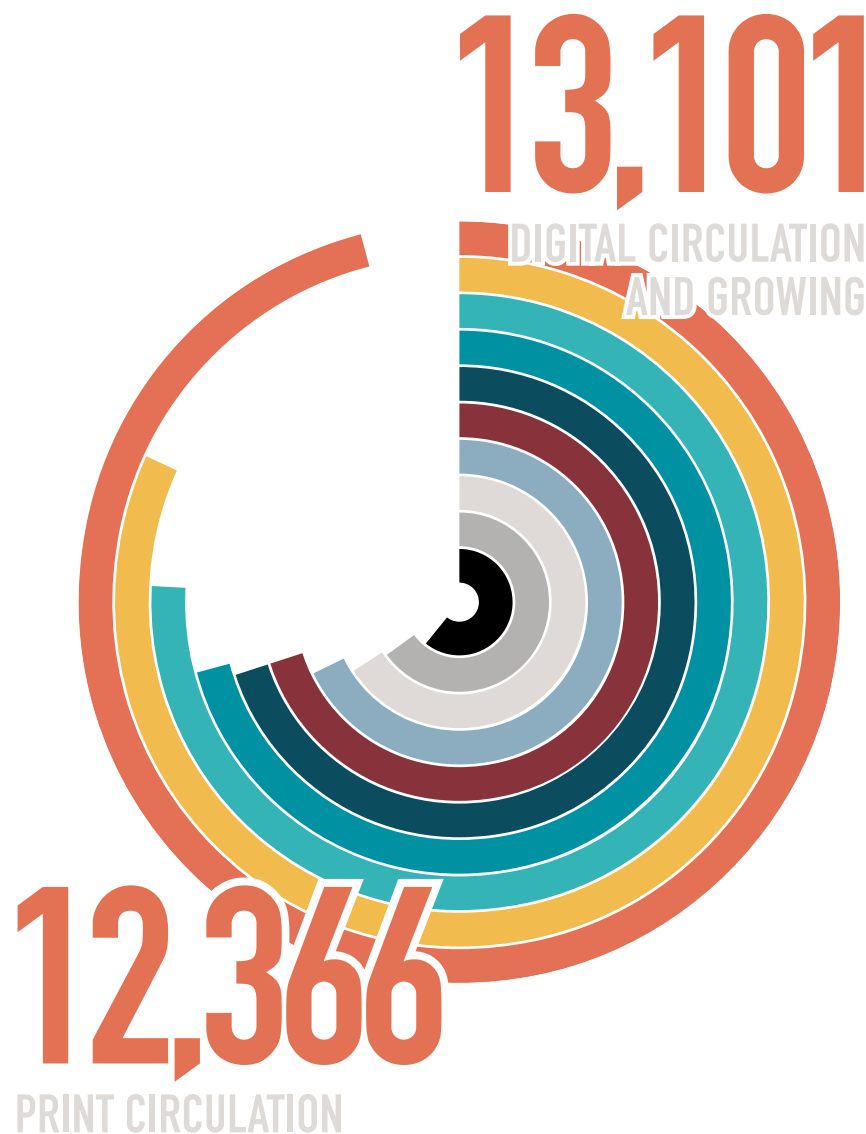
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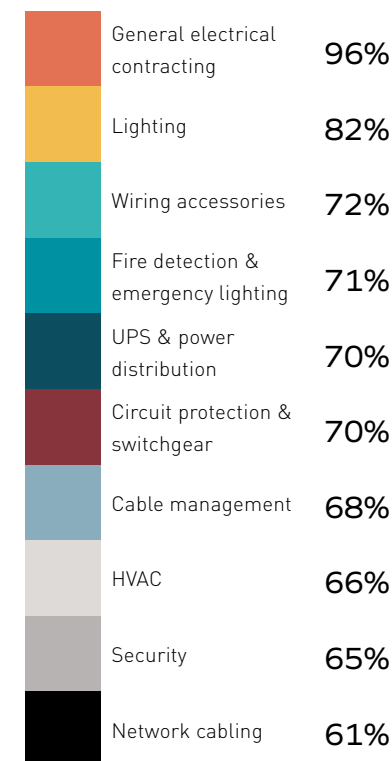
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DISTRIBUTION

- 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.
- 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



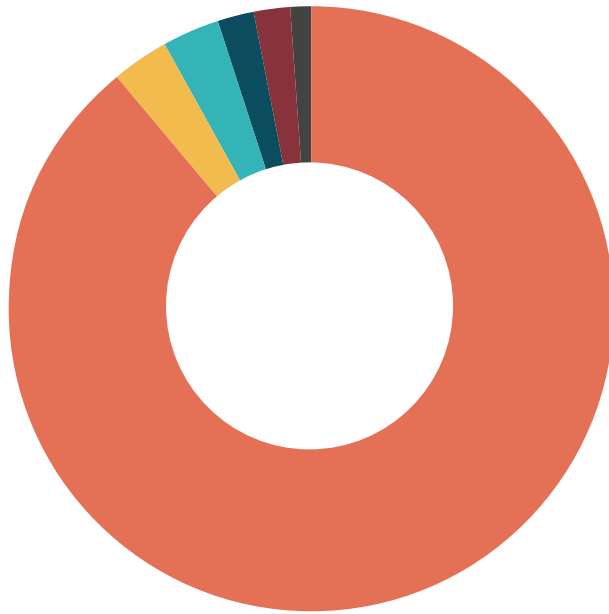
Areas involved in



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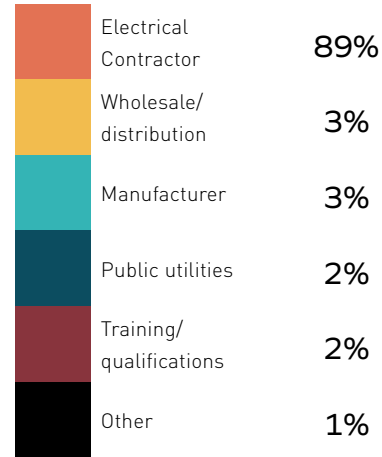
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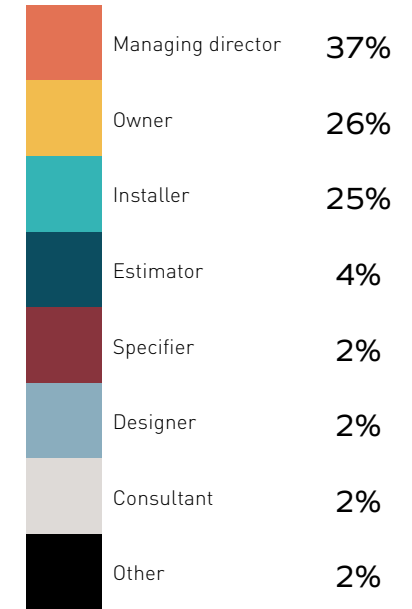
89%

OF OUR READERSHIP ARE
ELECTRICAL CONTRACTORS

Main activity of business



Job roles



63%

OF OUR READERSHIP
ARE KEY
DECISION MAKERS



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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
Feature sponsorship	£2,500
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.

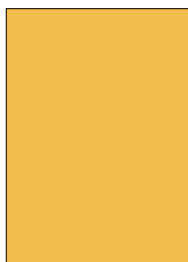
DELIVERY METHOD

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

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.



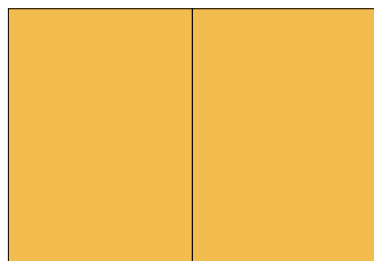
SPECS



Full Page

Trim: 244mm (w) x 340mm (h)

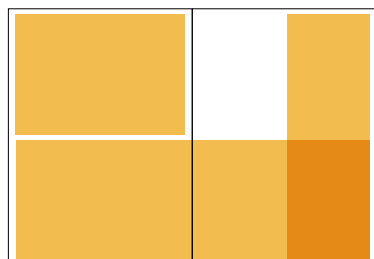
Bleed: 250mm (w) x 346mm (h)



DPS

Trim: 488mm (w) x 340mm (h)

Bleed: 494mm (w) x 346mm (h)



Half Pages

DPS: 468mm (w) x 159mm (h)

Horizontal: 224mm (w) x 159mm (h)

Vertical: 109mm (w) x 326mm (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)

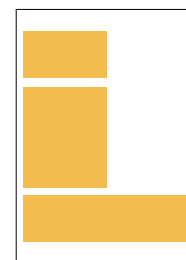
Quarter: 109 (w) x 159mm (h)



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)



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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

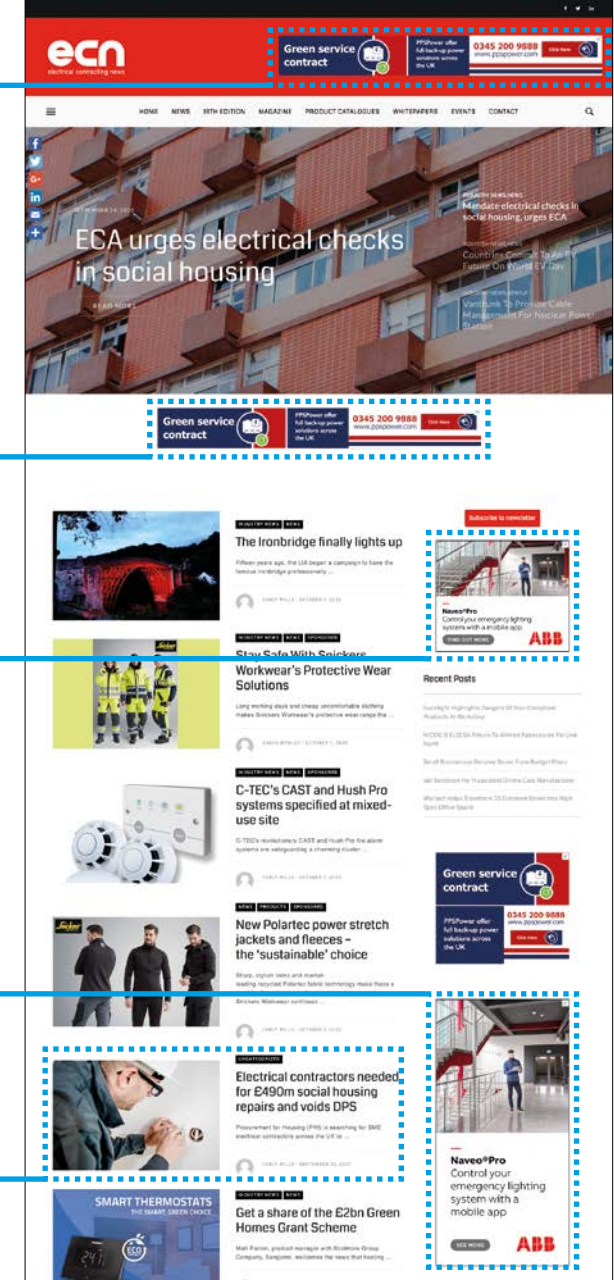
Skyscraper

(300px W x 600px H)

£550 per month

Story uploads

£300 per month





A look at the Bosch GTC 400 C Professional Thermal Imager

The Bosch GTC 400 C Professional Thermal Imager enables users to create clarity from the first evaluation through to the documentation stage. It generates a conclusive thermal image with detailed information, and helps users to assess the situation quickly.

[Read More](#)



Select to refund 30% of membership fees
Select, the trade association for electrical contractors in Scotland, is giving its members a significant discount on membership fees to help ease some of the challenges caused by the COVID-19 pandemic.

[Read More](#)



What are landlords' electrical safety responsibilities?
NAPIT has launched Guidance for Landlords on the new Electrical Safety Standards in the Private Rented Sector, which come into force in July. Despite the pandemic, the regulations are still being introduced as planned.

[Read More](#)



2020 Apprentice of the Year competition cancelled

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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All Things Media Ltd also publish **Essential Install magazine**, the market leading publication serving the Smart Home/AV industry.

To find out more visit www.essentialinstall.com

