



MEDIA KIT 2022

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 11,800 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, 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**

ecn
electrical contracting news

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



@ElecConNews



electricalcontractingnews

FEATURES

January

Circuit Protection & Switchgear
EV Charging
Emergency Lighting

February

Fire, Safety & Security
UPS, Power & Energy
Wiring Accessories

Special Supplement:
Smart Buildings

March

Smart Lighting & Lighting Control
Test Equipment
Wholesalers & Distributors

April

Cabling & Cable Management
Exterior Lighting
Software & Apps

Special Supplement:
EV Charging

May

Circuit Protection & Switchgear
HVAC
Tools & Workwear

June

Smart Buildings
Test Equipment
UPS, Power & Energy

Special Supplement:
Wiring Accessories, Switches & Sockets

July

EV Charging
Fire, Safety & Security
LED Lighting

August

Cabling & Cable Management
Tools & Workwear
Wholesalers & Distributors

Special Supplement:
Skills - Regulation, Legislation & Training

September

Circuit Protection & Switchgear
Lighting
Wiring Accessories

October

EV Charging
HVAC
UPS, Power & Energy

Special Supplement:
Lighting

November

Fire, Safety & Security
Smart Lighting & Lighting Control
Software & Apps

December

Cabling & Cable Management
Smart Buildings
Test Equipment

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



@ElecConNews



electricalcontractingnews

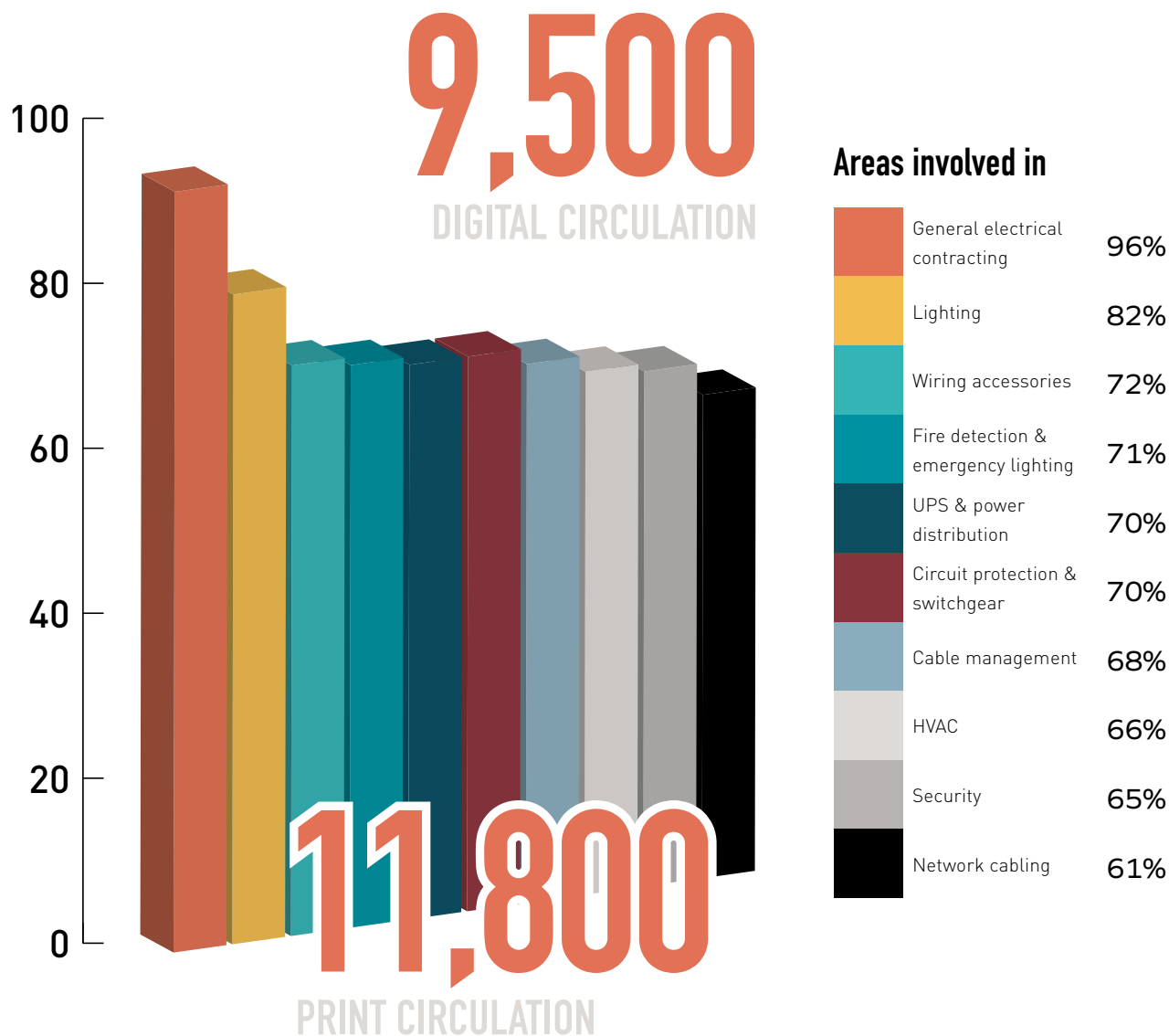
3

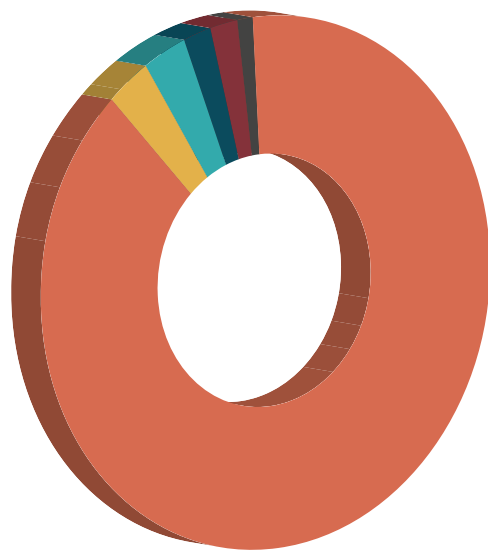
electricalcontractingnews.com

ecn
new business people

DISTRIBUTION

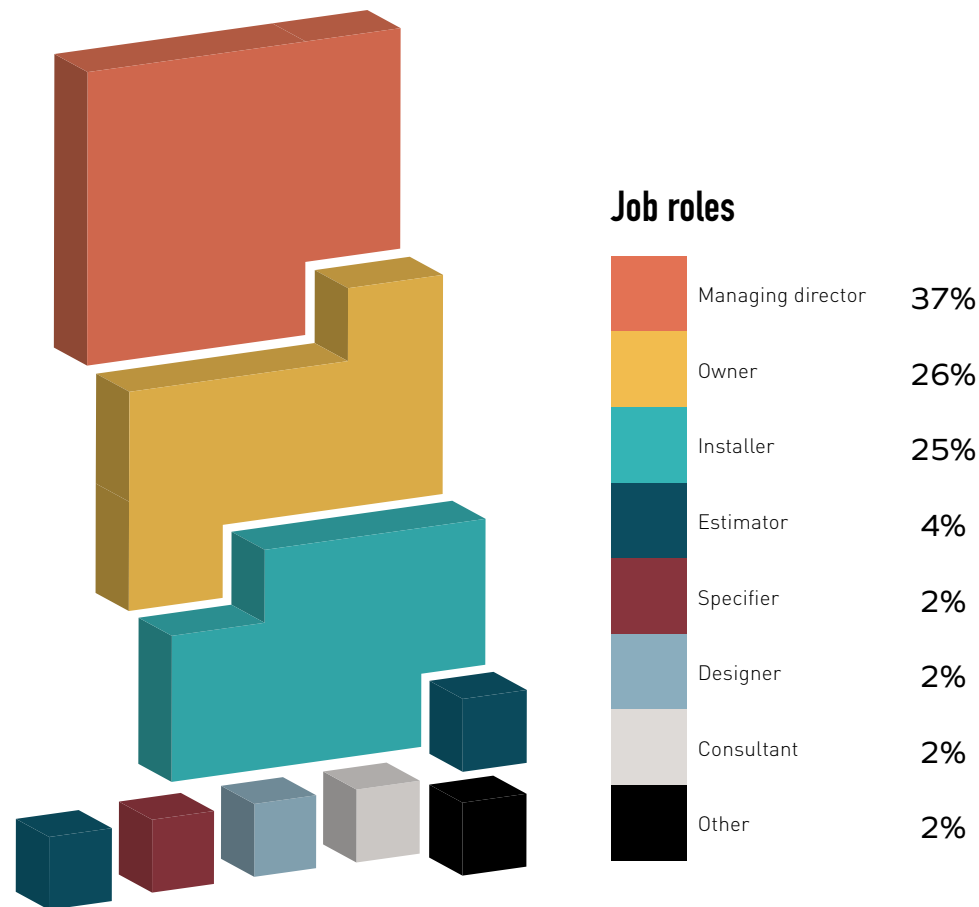
- ECN is available in print and digitally on desktop, tablet and smartphone.
- Registration to the magazine is free of charge to members of the electrical industry.
- ECN's audience demographic of electrical contractors, buyers and specifiers ensures it is the perfect medium for brand building, product 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





89%

OF OUR READERSHIP ARE
ELECTRICAL CONTRACTORS



63%

OF OUR READERSHIP
ARE KEY
DECISION MAKERS



@ElecConNews



electricalcontractingnews

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	
Sponsorship	£1,500
Single entry	£120
Double entry	£240
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.

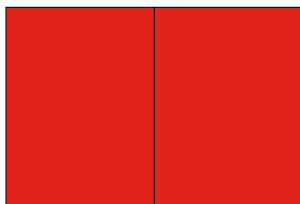
Whilst every effort is made to ensure that advertisements are produced to the highest standards, All Things Media Ltd will not accept responsibility for the reproduction of adverts that have not been supplied to our specification. Where possible, if changes must be made by us a proof will be sent for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





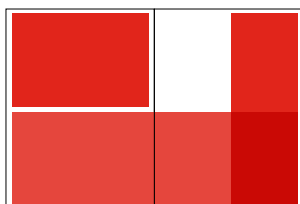
Full Page

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



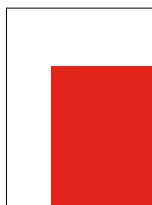
DPS

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



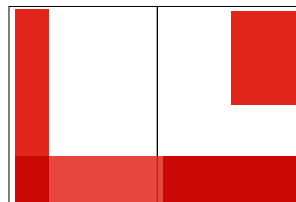
Half Pages

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)

ECN Production Schedule 2022

Month	Editorial Deadline	Advertising Deadline	Publication Date W/C
January	17th December	20th December	10th January
February	20th January	27th January	7th February
March	17th February	24th February	7th March
April	17th March	24th March	11th April
May	21st April	28th April	9th May
June	19th May	26th May	6th June
July	20th June	28th June	11th July
August	21st July	28th July	8th August
September	18th August	25th August	12th September
October	22nd September	29th September	10th October
November	20th October	27th October	7th November
December	17th November	24th November	12th December



@ElecConNews



electricalcontractingnews

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

Skyscraper

(300px W x 600px H)

£550 per month

MPU

(300px W x 250px H)

£500 per month

Story uploads

£300 per month



@ElecConNews



electricalcontractingnews



Everything you need to know about
Distribution Boards

Download e-book now

Life Is On | Schneider



Distribution boards: the heart of your electrical system

Whether you're rewiring a small residential property or a large commercial building, the distribution board is the core consideration. Over the years, it has evolved from a simple device for isolating power with relatively crude fuse wires to a modern unit filled with complex electronic equipment and various protective devices.

Read More

32A - STRIP, PUSH, CONNECT



LATEST NEWS



Average UK tradesperson loses over £1,300 a year due to bad weather

UK tradespeople lose over £1,300 a year due to...

Read More



Leading electrotechnical businesses win top industry awards

Sixteen electrotechnical and engineering services organisations and individuals...

Read More



ECS offers greater recognition for professionals and professional memberships

The Electrotechnical Certification Scheme (ECS) has announced recognition...

Read More

Birch Valley Leading Manufacturers in
Cable Sleeving & Marking Solutions

Find out more



PRODUCTS



Newsletter sponsorship

Top banner (728px W x 90px H)
& lead story (up to 500 words,
image & web link)

£600 per week

Newsletter banner

(300px W x 250px H)

£400 per week

Newsletter story entry

(up to 500 words, image & 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)
- Banner 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)
- Banner 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 banner 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



EDITORIAL

Editor: Carly Wills

T: 01634 673163 | E: carly@allthingsmedialtd.com

Editorial Assistant: Beatrice Lee

T: 01634 673163 | E: beatrice@allthingsmedialtd.com

PRODUCTION

Studio Manager: Mark Weller

T: 01634 673163 | E: mark@allthingsmedialtd.com

Designer: Jon Appleton

T: 01634 673163 | E: jon@appleton-design.co.uk

ADVERTISING & MARKETING

Group Advertising Manager: Kelly Byne

T: 01634 673163 | E: kelly@allthingsmedialtd.com

ACCOUNTS

T: 01634 673163 | E: susan@allthingsmedialtd.com

PUBLISHER

Managing Director: David Kitchener

T: 01634 673163 | E: david@allthingsmedialtd.com

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

