

ecn

electrical contracting news



2023 MEDIA KIT

ABOUT

Launched in 1980, ECN is the definitive trade magazine for the UK's electrical contracting industry.

The magazine currently has over 11,500 subscribers and is read by approximately 23,000 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.

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.

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

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

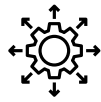




FEATURES

<p>January</p> <p>Circuit Protection & Switchgear EV Charging Emergency Lighting</p>	<p>February</p> <p>Fire, Safety & Security UPS, Power & Energy Wiring Accessories Special Supplement: Smart Buildings</p>	<p>March</p> <p>Smart Lighting & Lighting Control Test Equipment Wholesalers & Distributors</p>	<p>April</p> <p>Cabling & Cable Management Exterior Lighting Software & Apps Special Supplement: EV Charging</p>
<p>May</p> <p>Circuit Protection & Switchgear HVAC Tools & Workwear Commercial Vehicles</p>	<p>June</p> <p>Smart Buildings Test Equipment UPS, Power & Energy Special Supplement: Wiring Accessories, Switches & Sockets</p>	<p>July</p> <p>EV Charging Fire, Safety & Security LED Lighting</p>	<p>August</p> <p>Cabling & Cable Management Tools & Workwear Wholesalers & Distributors Special Supplement: Skills - Regulation, Legislation & Training</p>
<p>September</p> <p>Circuit Protection & Switchgear Lighting Wiring Accessories</p>	<p>October</p> <p>EV Charging HVAC UPS, Power & Energy Special Supplement: Lighting</p>	<p>November</p> <p>Fire, Safety & Security Smart Lighting & Lighting Control Software & Apps</p>	<p>December</p> <p>Cabling & Cable Management Smart Buildings Test Equipment Commercial Vehicles</p>

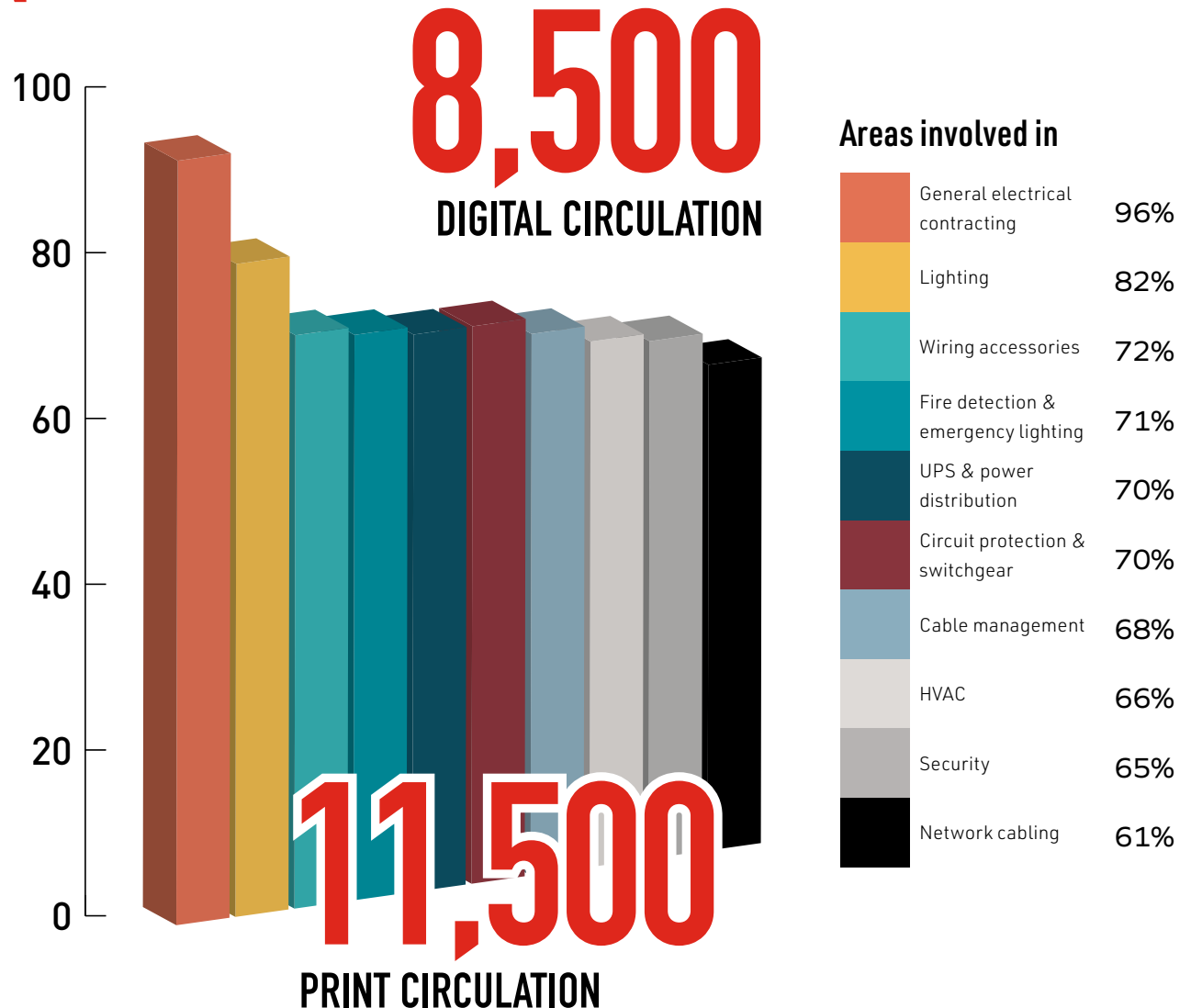
ECN also includes the following regular features in every single issue: Industry News, Contract News, Training, Interview, Key Issue, Competition, Project Focus

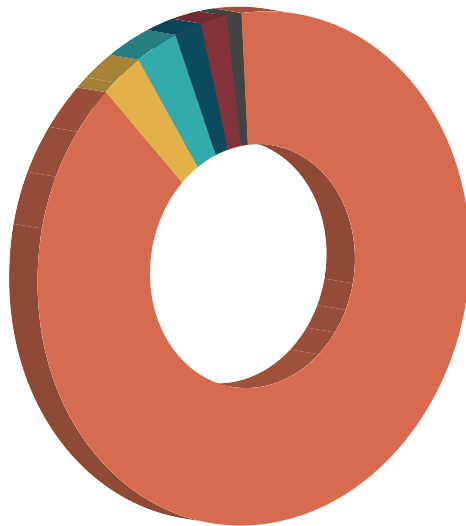


DISTRIBUTION

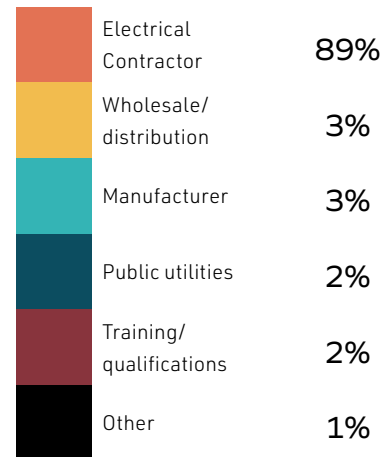
- ECN is available in print and digitally on desktop, tablet and smartphone.
- Subscription to the magazine is free of charge to members of the electrical industry.
- ECN's audience demographic of electrical contractors, buyers and specifiers ensures it is the perfect medium for brand building, product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

We work hard to keep our database as relevant and accurate as possible and regularly update our circulation according to reader opt ins and outs. Figures are correct as of the date of publication, but for accurate circulation figures at the time of enquiry please email kelly@allthingsmedialtd.com.



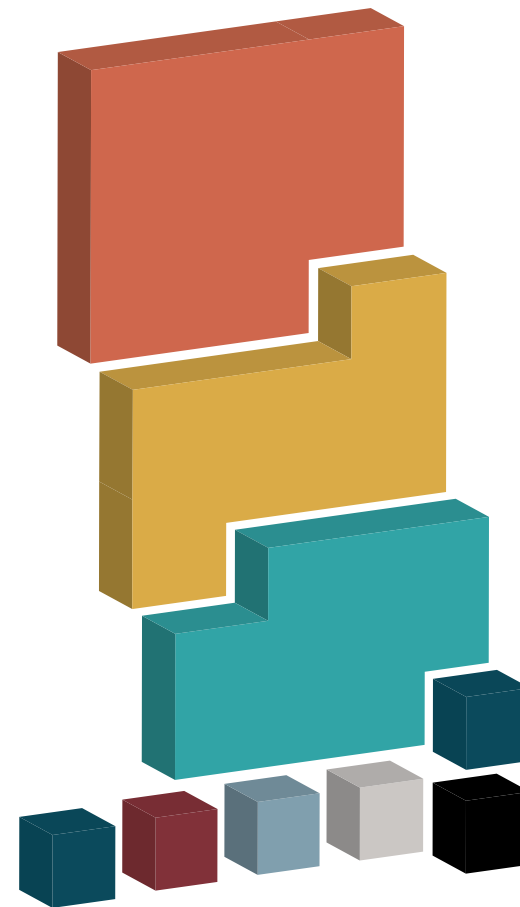


Main activity of business

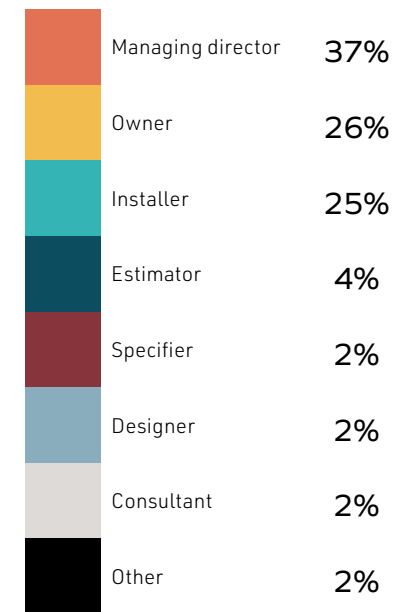


89%

OF OUR READERS ARE
ELECTRICAL CONTRACTORS



Job roles



63%

OF OUR READERS
ARE KEY
DECISION MAKERS

PRINT

DPS	£3,000
Full page	£1,650
1/2 page DPS	£1,650
1/2 page	£850
1/4 page DPS strip	£850
1/4 page	£450
Front cover strip	£1,500
Front cover earpiece	£1,250

Company Showcase

Sponsorship –

- Company showcase front cover (advert with our header – 224mm wide x 224mm high)
- Full page product piece (700-750 words with images)
- Strip adverts on CS pages (224mm wide x 40mm high) £1,500

Double Entry – 300 words + 2 images £400

Single Entry – 150 words + 1 image £225

Inserts

Loose or bound-in subject to weight and size

Other Special Positions

Rates available on request

FRONT COVER PACKAGE – 4 OPTIONS

OPTION 1 – £4,500	OPTION 2 – £4,500	OPTION 3 – £4,500	OPTION 4 – £5,750
FRONT COVER STORY (approx. 200 words with image)	FRONT COVER STORY (approx. 200 words with image)	FRONT COVER STORY (approx. 200 words with image)	FRONT COVER STORY (approx. 200 words with image)
+	+	+	+
FULL PAGE EDITORIAL (approx. 700-750 words with image)	DPS EDITORIAL (approx. 1450-1500 words with image)	DPS ADVERTISEMENT (488mm wide x 340mm high with 3mm bleed)	DPS EDITORIAL (approx. 1450-1500 words with image)
+			+
FULL PAGE ADVERTISEMENT (244mm wide x 340mm high with 3mm bleed)			DPS ADVERTISEMENT (488mm wide x 340mm high with 3mm bleed)

FEATURE SPONSORSHIP – 3 OPTIONS

OPTION 1 – £2,000	OPTION 2 – £2,750	OPTION 3 – £3,750
FEATURE FRONT COVER (advert with our header – 224mm wide x 224mm high)	FEATURE FRONT COVER (advert with our header – 224mm wide x 224mm high)	FEATURE FRONT COVER (advert with our header – 224mm wide x 224mm high)
+	+	+
FIRST TWO PAGE ARTICLE (approx. 1450 - 1500 words with images)	FIRST TWO PAGE ARTICLE (approx. 1450 - 1500 words with images)	FIRST TWO PAGE ARTICLE (approx. 1450 - 1500 words with images)
+	+	+
STRIP ADVERTS ON EDITORIAL PAGES (224mm wide x 40mm high)	FULL PAGE ADVERTISEMENT (244mm wide x 340mm high with 3mm bleed)	DPS ADVERTISEMENT (488mm wide x 340mm high with 3mm bleed)
	+	+
	STRIP ADVERTS ON EDITORIAL PAGES (224mm wide x 40mm high)	STRIP ADVERTS ON EDITORIAL PAGES (224mm wide x 40mm high)

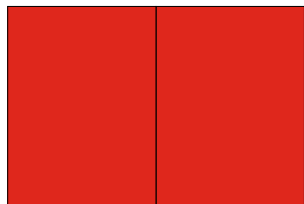


SPECS



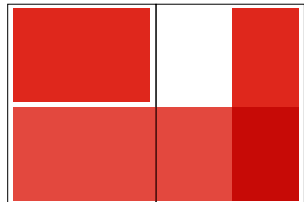
Full Page

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



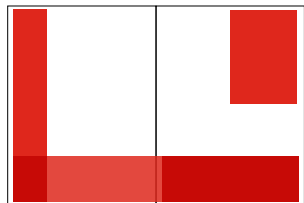
DPS

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



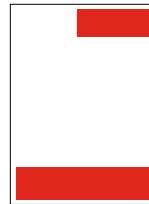
Half Pages

DPS: 468mm (w) x 159mm (h)
Horizontal: 224mm (w) x 159mm (h)
Vertical: 109mm (w) x 326mm (h)



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)

DEADLINES

ECN Production Schedule 2023

Month	Editorial Deadline	Advertising Deadline	Publication Date W/C
January	16th December	21st December	9th January
February	19th January	26th January	6th February
March	16th February	23rd February	6th March
April	16th March	23rd March	10th April
May	20th April	27th April	8th May
June	18th May	25th May	5th June
July	19th June	27th June	10th July
August	20th July	27th July	7th August
September	14th August	24th August	11th September
October	21st September	28th September	9th October
November	19th October	26th October	6th November
December	16th November	23rd November	11th December

Please supply all jpeg and PDF files to Kelly Byne: kelly@allthingsmedialtd.com

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 provides the perfect timing for product or industry launches.



Top leaderboard banner

(728px W x 90px H)

£650 per month

Sub-leaderboard banner

(Homepage only)

(980px W x 120px 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





Newsletter sponsorship

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

£600 per week

Newsletter banner

(300px W x 250px H)

£400 per week

Newsletter story entry

(up to 500 words, image and 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



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All Things Media Ltd also publishes **Essential Install** magazine, the market leading publication serving the Smart Home/AV industry. To find out more visit www.essentialinstall.com

