



# MEDIA PACK 2024



# ABOUT

Electrical Contracting News is the ultimate trade magazine for the UK's electrical contracting industry. For over 40 years, ECN has been delivering industry-leading editorial content that covers everything from lighting and wiring accessories to HVAC and power management. With a circulation of 11,500 and approximately 23,000 readers each month, ECN is the go-to publication for electrical professionals who want to stay on top of the latest developments in the industry.



What sets ECN apart from other trade magazines is its unique newspaper-style layout and modern design, which make it a highly regarded and well-established brand in the electrical sector. Advertisers and editorial contributors alike benefit from the dynamic platform that ECN provides, making it an excellent choice for businesses who want to reach a wide and engaged audience.

*Carly Weller - Editor, ECN*

In addition to its print publication, ECN also has a digital presence, with a website that offers the latest news and information in an easily accessible format. With over 10,000 page views a month, it is clear that ECN's readership extends beyond its print subscribers, making it an essential resource for anyone working in the electrical contracting industry.

In summary, ECN is the must-read trade magazine for electrical professionals who want to stay informed and ahead of the curve. Its industry-leading editorial content, unique design, and digital presence make

it an excellent choice for businesses who want to reach a wide and engaged audience in the UK's electrical sector.



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

# FEATURES

## JANUARY

- Circuit Protection & Switchgear
- Emergency Lighting
- EV Charging
- HVAC

## APRIL

- Exterior Lighting
- Software & Apps
- Sustainability/Circular Economy
- *Special Supplement: EV Charging*

## JULY

- EV Charging
- Fire, Safety & Security
- Software & Apps
- Solar Power

## OCTOBER

- Commercial Lighting
- EV Charging
- Fire, Safety & Security
- HVAC

## FEBRUARY

- Fire, Safety & Security
- Power & Renewables
- Wiring Accessories
- *Special Supplement: Smart Buildings*

## MAY

- Circuit Protection & Switchgear
- HVAC
- Power & Renewables

## AUGUST

- Cable Management
- Electrical Enclosures/Cabinets
- LED Lighting
- *Special Supplement: Skills – Regulation, Legislation & Training*

## NOVEMBER

- Cables & Connections
- Power & Renewables
- Smart Buildings
- Wholesalers & Distributors
- *Special Supplement: Lighting*

## MARCH

- Cable Management
- Electrical Enclosures/Cabinets
- Tools & Test Equipment
- Wholesalers & Distributors

## JUNE

- Cables & Connections
- Smart Buildings
- Tools & Test Equipment
- Commercial Vehicles
- *Special Supplement: Wiring Accessories*

## SEPTEMBER

- Circuit Protection & Switchgear
- Software & Apps
- Sustainability/Circular Economy
- Wiring Accessories

## DECEMBER

- Lighting Controls
- Solar Power
- Sustainability/Circular Economy
- Tools & Test Equipment



**ECN also includes the following regular features in every issue:**

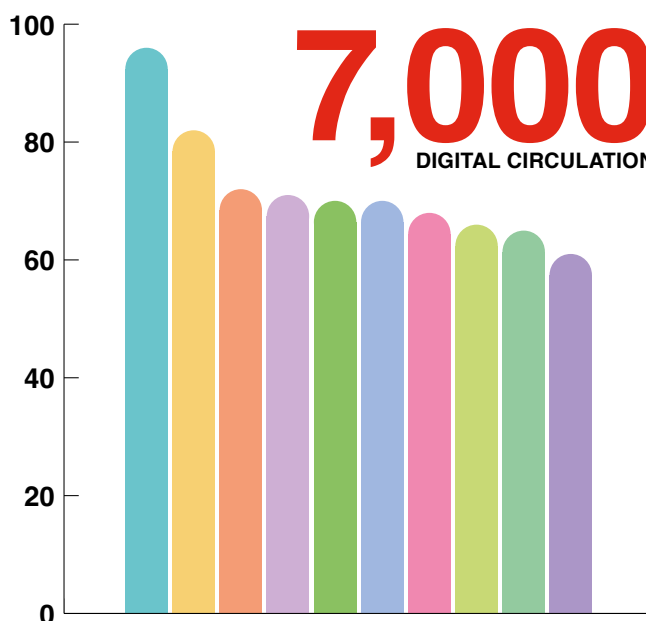
Industry News, Contract News, Training, Interview, Key Issue, Competition and Project Focus

# 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

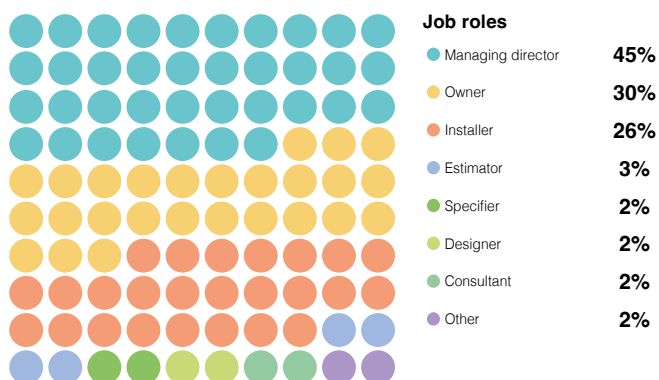
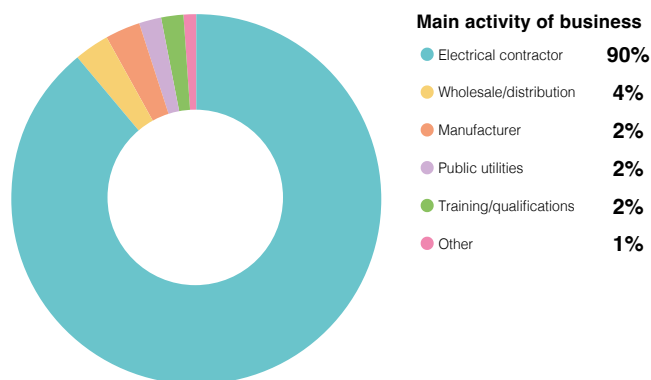
**11,500**  
PRINT CIRCULATION

**7,000**  
DIGITAL CIRCULATION



## Areas involved in

General electrical contracting	97%	Circuit protection & switchgear	75%
Lighting	84%	Cable management	72%
Wiring accessories	74%	HVAC	66%
Fire detection & emergency lighting	70%	Security	69%
UPS & power distribution	68%	Network cabling	65%



**90%** OF OUR READERS ARE ELECTRICAL CONTRACTORS

**75%** OF OUR READERS ARE KEY DECISION MAKERS

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](mailto:kelly@allthingsmedialtd.com).

# PRINT

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

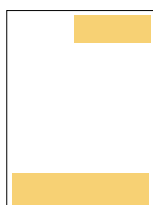
## FRONT COVER PACKAGE – 4 OPTIONS

OPTION 1 - £4,500	OPTION 2 - £4,500	OPTION 3 - £4,500	OPTION 4 - £5,750
<b>FRONT COVER STORY</b> (approx. 200 words with image)	<b>FRONT COVER STORY</b> (approx. 200 words with image)	<b>FRONT COVER STORY</b> (approx. 200 words with image)	<b>FRONT COVER STORY</b> (approx. 200 words with image)
+	+	+	+
<b>FULL PAGE EDITORIAL</b> (approx. 700-750 words with image)	<b>DPS EDITORIAL</b> (approx. 1450-1500 words with image)	<b>DPS ADVERTISEMENT</b> (488mm wide x 326mm high with 3mm bleed)	<b>DPS EDITORIAL</b> (approx. 1450-1500 words with image)
+			+
<b>FULL PAGE ADVERTISEMENT</b> (224mm wide x 326mm high with 3mm bleed)			<b>DPS ADVERTISEMENT</b> (488mm wide x 326mm high with 3mm bleed)

## FEATURE SPONSORSHIP – 3 OPTIONS

OPTION 1 - £2,000	OPTION 2 - £2,750	OPTION 3 - £3,750
<b>FEATURE FRONT COVER</b> (advert with our header – 224mm wide x 224mm high)	<b>FEATURE FRONT COVER</b> (advert with our header – 224mm wide x 224mm high)	<b>FEATURE FRONT COVER</b> (advert with our header – 224mm wide x 224mm high)
+	+	+
<b>FIRST TWO PAGE ARTICLE</b> (approx. 1450 -1500 words with images)	<b>FIRST TWO PAGE ARTICLE</b> (approx. 1450 -1500 words with images)	<b>FIRST TWO PAGE ARTICLE</b> (approx. 1450 -1500 words with images)
+	+	+
<b>STRIP ADVERTS ON EDITORIAL PAGES</b> (224mm wide x 40mm high)	<b>FULL PAGE ADVERTISEMENT</b> (224mm wide x 326mm high with 3mm bleed)	<b>DPS ADVERTISEMENT</b> (488mm wide x 326mm high with 3mm bleed)
	+	+
	<b>STRIP ADVERTS ON EDITORIAL PAGES</b> (224mm wide x 40mm high)	<b>STRIP ADVERTS ON EDITORIAL PAGES</b> (224mm wide x 40mm high)

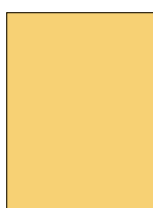
# SPECIFICATIONS



## FRONT COVER

**Earpiece:** 125mm (w) x 45mm (h)

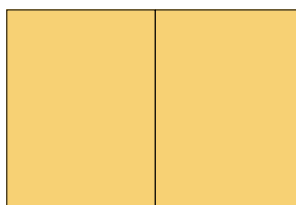
**Strip:** 224mm (w) x 53mm (h)



## FULL PAGE

**Trim:** 244mm (w) x 326mm (h)

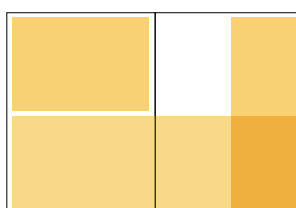
**Bleed:** 250mm (w) x 332mm (h)



## DPS

**Trim:** 488mm (w) x 326mm (h)

**Bleed:** 494mm (w) x 332mm (h)

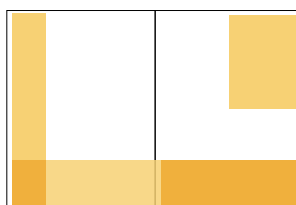


## HALF PAGES

**DPS:** 468mm (w) x 152mm (h)

**Horizontal:** 224mm (w) x 152mm (h)

**Vertical:** 109mm (w) x 310mm (h)



## QUARTER PAGES

**DPS:** 468mm (w) x 53mm (h)

**Strip (h):** 224mm (w) x 53mm (h)

**Strip (v):** 55mm (w) x 310mm (h)

**Quarter:** 109 (w) x 152mm (h)

## DEADLINES

ECN Production Schedule 2024			
Month	Editorial Deadline	Advertising Deadline	Publication Date W/C
January	14th December	21st December	8th January
February	18th January	25th January	12th February
March	15th February	22nd February	11th March
April	15th March	21st March	8th April
May	18th April	25th April	13th May
June	16th May	23rd May	10th June
July	20th June	27th June	8th July
August	18th July	25th July	12th August
September	15th August	22nd August	9th September
October	19th September	26th September	7th October
November	17th October	24th October	11th November
December	21st November	28th November	9th December



# 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, and 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 +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 +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 +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 +VAT

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



## ECN AWARDS

[electricalcontractingnews.com/awards](https://electricalcontractingnews.com/awards)

Are you ready for the most sensational event in the electrical contracting industry? Look no further than the ECN Awards!

The electrical contracting industry is immense, and we believe that individuals and companies who work tirelessly to make all sectors of the industry safer, more advanced, more efficient, and more sustainable deserve recognition. The ECN Awards have been designed specifically to acknowledge the very best of the electrical contracting industry and are judged by a panel of independent experts.

This unmissable event features a glittering awards ceremony, a delicious three-course meal, entertainment, and an after-party.

Join us in celebrating the remarkable accomplishments of companies in the electrical contracting industry as they are recognised for their outstanding contributions.

For further details on ECN Awards 2024, please contact Kelly Byne at [kelly@allthingsmedialtd.com](mailto:kelly@allthingsmedialtd.com).

**FOR MAGAZINE OR AWARDS ENQUIRIES CALL US ON 01634 673163 OR CONTACT A MEMBER OF THE TEAM.**

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