



MEDIA PACK 2025



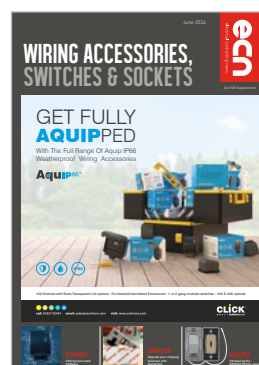
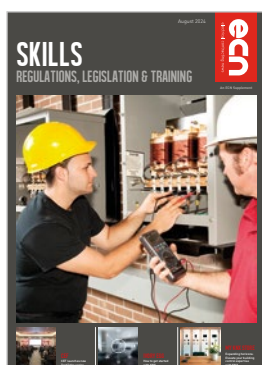
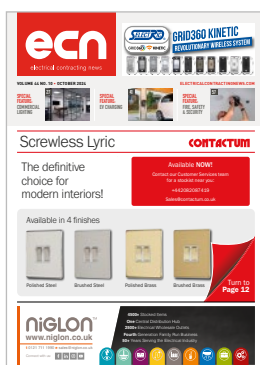
electricalcontractingnews.com

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ATM
ALL • THINGS • MEDIA
An All Things Media Publication.

ABOUT

Electrical Contracting News (ECN) is the ultimate trade magazine for the UK's electrical contracting industry. For 45 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 - Group 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 12,000 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

FEBRUARY

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

MARCH

- Cable Management
- Commercial Lighting
- Tools & Test Equipment
- Wholesalers & Distributors

APRIL

- LED Lighting
- Software & Apps
- Sustainability/Circular Economy
- *Special Supplement: EV & Renewables*

MAY

- Circuit Protection & Switchgear
- Fire, Safety & Security
- HVAC
- Lighting Controls

JUNE

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

JULY

- EV Charging
- Exterior Lighting
- Software & Apps
- Wholesalers & Distributors

AUGUST

- Cable Management
- Fire, Safety & Security
- LED Lighting
- *Special Supplement: Skills – Regulation, Legislation & Training*

SEPTEMBER

- Circuit Protection and Switchgear
- Lighting Controls
- Power/Renewables/Solar
- Wiring Accessories

OCTOBER

- Cables & Connections
- EV Charging
- HVAC
- *Special Supplement: Lighting*

NOVEMBER

- Commercial Lighting
- Sustainability/Circular Economy
- Tools & Test Equipment
- Wholesalers & Distributors

DECEMBER

- Exterior Lighting
- Power/Renewables/Solar
- Smart Buildings
- *Special Supplement: Circuit Protection*



ECN also includes the following regular features in every issue:

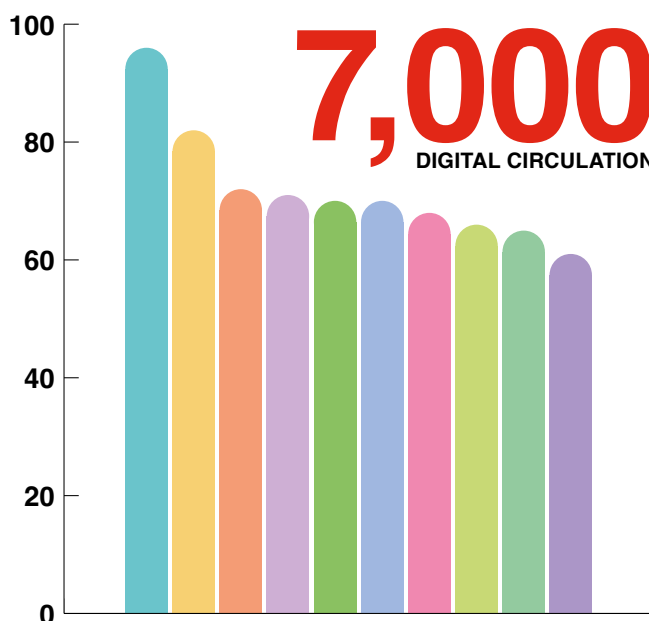
Industry News, Contract News, Training, Interview, Key Issue, Competition and Project Focus

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, 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

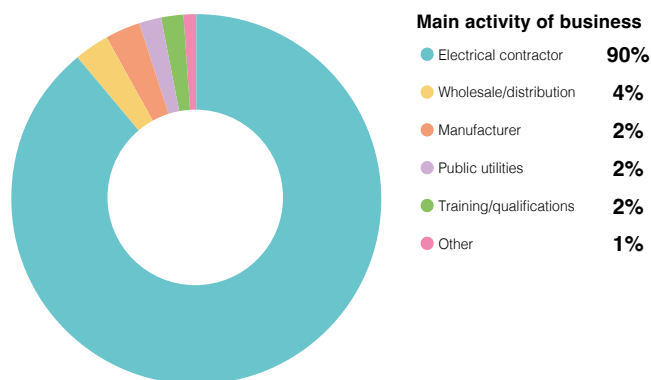
11,500
PRINT CIRCULATION

7,000
DIGITAL CIRCULATION

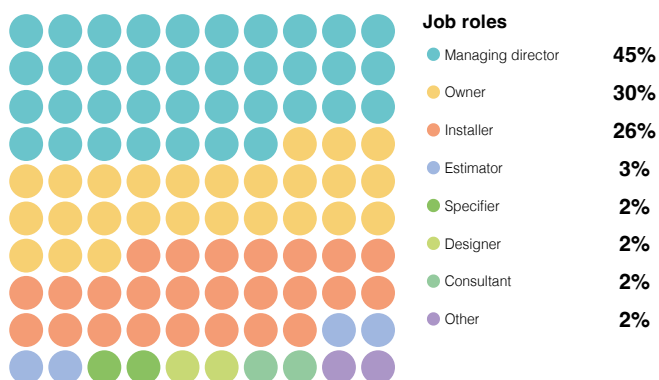


Areas involved in

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.

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

Product of the Month –

- Double entry (300 words + 2 images) with highlighted heading 'Product of the Month'
- Highlighted newsletter entry
- Pinned as the top story for 1 month on the ECN website £650

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

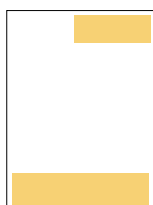
FRONT COVER PACKAGE – 4 OPTIONS

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 326mm high with 3mm bleed)	DPS EDITORIAL (approx. 1450-1500 words with image) +
FULL PAGE ADVERTISEMENT (244mm wide x 326mm high with 3mm bleed)			DPS ADVERTISEMENT (488mm wide x 326mm 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 326mm high with 3mm bleed) +	DPS ADVERTISEMENT (488mm wide x 326mm high with 3mm bleed) +
	STRIP ADVERTS ON EDITORIAL PAGES (224mm wide x 40mm high)	STRIP ADVERTS ON EDITORIAL PAGES (224mm wide x 40mm high)

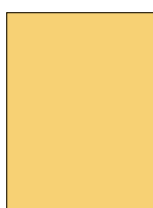
SPECIFICATIONS



FRONT COVER

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

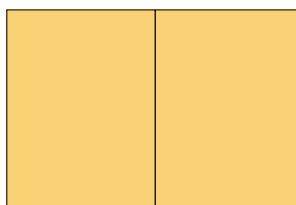
Strip: 224mm (w) x 53mm (h)



FULL PAGE

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

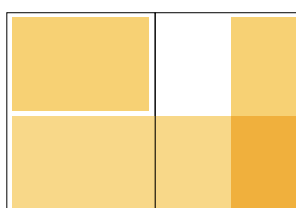
Bleed: 250mm (w) x 332mm (h)



DPS

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

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

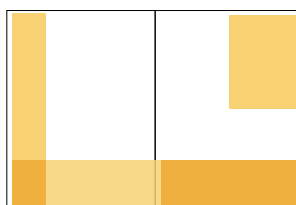


HALF PAGES

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 2025

Month	Editorial Deadline	Advertising Deadline	Publication Date W/C
January	13th December	18th December	6th January
February	16th January	23rd January	10th February
March	13th February	20th February	10th March
April	13th March	20th March	7th April
May	17th April	24th April	12th May
June	15th May	22nd May	9th June
July	19th June	26th June	7th July
August	17th July	24th July	11th August
September	14th August	21st August	8th September
October	18th September	25th September	6th October
November	16th October	23rd October	10th November
December	20th November	27th November	8th 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 wide x 90px high)
£650 per month

Solus banners
(980px wide x 120px high)
1st position £850 per month
2nd position £800 per month

MPU
(300px wide x 250px high)
£500 per month

Skyscraper
(300px wide x 600px high)
£550 per month

Story uploads
£300 per month



Newsletter sponsorship
Top banner (728px wide x 90px high) and lead story (up to 500 words, image and web link)
£600 per week

Newsletter banner
(300px wide x 250px high)
£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

Now in its third year, the ECN Awards have cemented themselves as the must-attend event in the electrical contracting sector!

The electrical contracting industry is vast, 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 the ECN Awards 2025, and the sponsorship opportunities available, please contact Kelly Byne at kelly@althingsmedialtd.com.

FOR ALL ENQUIRES CALL US ON 01634 673163 OR CONTACT A MEMBER OF THE TEAM

EDITORIAL

Group Editor:

Simon Rowley

simon@althingsmedialtd.com

Assistant Editor:

Joe Peck

joe@althingsmedialtd.com

ADVERTISEMENT

Sales Director:

Kelly Byne

kelly@althingsmedialtd.com

PUBLISHER

CEO:

David Kitchener

david@althingsmedialtd.com

PUBLICATION

Studio Manager:

Mark Weller

mark@althingsmedialtd.com

Designer:

Jon Appleton

jon@appleton-design.co.uk

All Things Media Ltd

Suite 14, 6-8 Revenge Road, Lordswood, Chatham, Kent, ME5 8UD

Tel: +44 (0)1634 673163

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