
ecn
electrical contracting news
MEDIA PACK
2027
Powering Connections. Driving Growth.
electricalcontractingnews.com

ABOUT

Electrical Contracting News (ECN) is the leading trade magazine for the UK's electrical contracting industry. For 45 years, ECN has been delivering thought provoking editorial content that covers everything from lighting and wiring accessories to HVAC and power management. With a circulation of 11,250 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.





""For more than 45 years, ECN has led the way in the electrical contracting sector, delivering breaking news, case studies, expert analysis and the latest products through our monthly magazine and website. As we look ahead to 2027, we remain a dynamic platform for advertisers and editorial contributors alike, covering the changes shaping the sector."

Will Payne
Group Editor

PROUDLY SERVING THE ELECTRICAL CONTRACTING INDUSTRY SINCE 1980

FEATURES



JANUARY
Fire, Safety & Security | Emergency Lighting | EV Charging | HVAC | ECN Awards review



FEBRUARY
Circuit Protection & Switchgear | Power/Renewables/Solar | Wiring Accessories | Special Supplement: Smart Buildings

MARCH
Cable Management | Commercial Lighting | Tools & Test Equipment | Wholesalers & Distributors | Who's Who

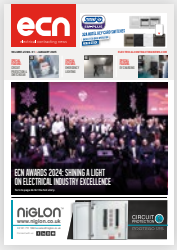


APRIL
LED Lighting | Software & Apps | Sustainability/Circular Economy | Special Supplement: EV & Renewables



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 | Who's Who

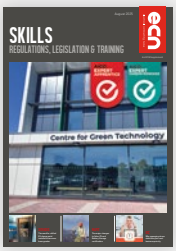


AUGUST
Cable Management | Fire, Safety & Security | LED Lighting | Special Supplement: Skills – Regulation, Legislation & Training

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 | Who's Who

DECEMBER
Exterior Lighting | Power/Renewables/Solar | Smart Buildings | Special Supplement: Circuit Protection

We want to hear from you!

Is there a topic you'd like to see covered in ECN in 2027? Have an idea for a feature, interview or industry discussion? We'd love to hear from you. Email **will@allthingsmedialtd.com** to share your thoughts.

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

DISTRIBUTION

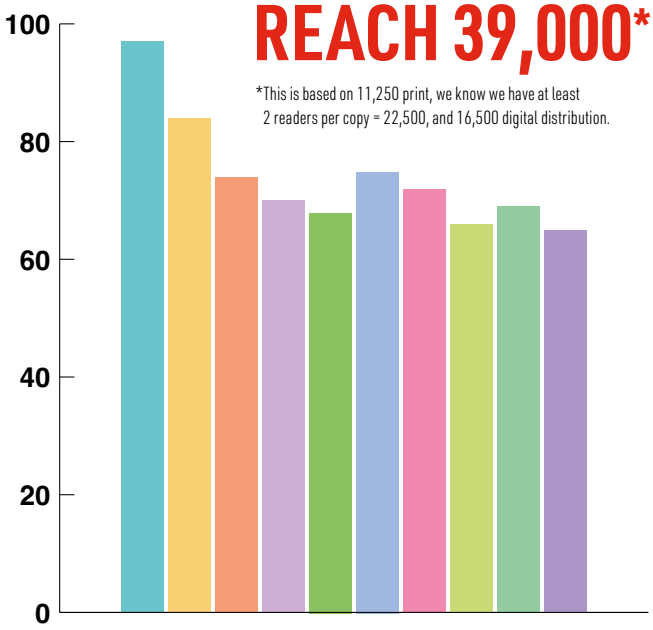
- ECN is available in print and digitally on desktop, tablet and smartphone.
- Subscription to the magazine is free of charge to members of the electrical industry.
- ECN's audience demographic of electrical contractors, buyers and specifiers ensures it is the perfect medium for brand building, product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

11,250 PRINT CIRCULATION

16,500 DIGITAL CIRCULATION

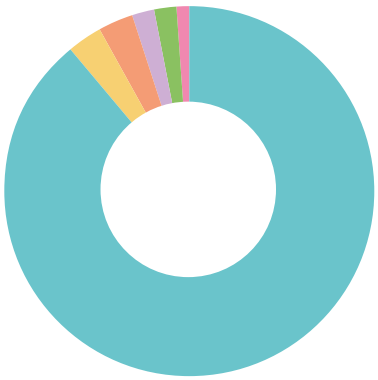
REACH 39,000*

*This is based on 11,250 print, we know we have at least 2 readers per copy = 22,500, and 16,500 digital distribution.



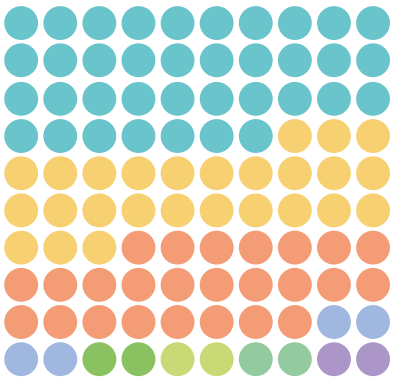
Areas involved in

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%



Main activity of business

Electrical contractor	90%
Wholesale/distribution	4%
Manufacturer	4%
Public utilities	2%
Training/qualifications	2%
Other	1%



Job roles

Managing director	45%
Owner	30%
Installer	26%
Estimator	3%
Specifier	2%
Designer	2%
Consultant	2%
Other	2%

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 **ian@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

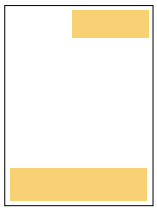
FRONT COVER PACKAGE – 4 OPTIONS

OPTION 1 - £4,500	OPTION 2 - £4,500	OPTION 3 - £4,500	OPTION 4 - £5,750
FRONT COVER STORY (approx. 200 words with image) + **FULL PAGE EDITORIAL** (approx. 700-750 words with image) + **FULL PAGE ADVERTISEMENT** (244mm wide x 326mm high with 3mm bleed)	**FRONT COVER STORY** (approx. 200 words with image) + **DPS EDITORIAL** (approx. 1450-1500 words with image)	**FRONT COVER STORY** (approx. 200 words with image) + **DPS ADVERTISEMENT** (488mm wide x 326mm high with 3mm bleed)	**FRONT COVER STORY** (approx. 200 words with image) + **DPS EDITORIAL** (approx. 1450-1500 words with image) + **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) + **FIRST TWO PAGE ARTICLE** (approx. 1450 -1500 words with images) + **STRIP ADVERTS ON EDITORIAL PAGES** (224mm wide x 40mm high)	**FEATURE FRONT COVER** (advert with our header – 224mm wide x 224mm high) + **FIRST TWO PAGE ARTICLE** (approx. 1450 -1500 words with images) + **FULL PAGE ADVERTISEMENT** (244mm wide x 326mm high with 3mm bleed) + **STRIP ADVERTS ON EDITORIAL PAGES** (224mm wide x 40mm high)	**FEATURE FRONT COVER** (advert with our header – 224mm wide x 224mm high) + **FIRST TWO PAGE ARTICLE** (approx. 1450 -1500 words with images) + **DPS ADVERTISEMENT** (488mm wide x 326mm high with 3mm bleed) + **STRIP ADVERTS ON EDITORIAL PAGES** (224mm wide x 40mm high)

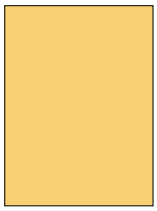
SPECIFICATIONS



FRONT COVER

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

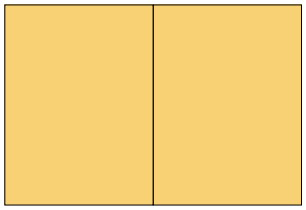
Strip: 224mm (w) x 53mm (h)



FULL PAGE

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

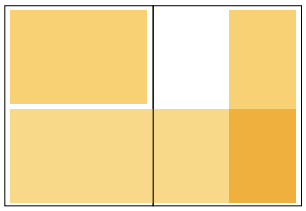
Bleed: 250mm (w) x 332mm (h)



DPS

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

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

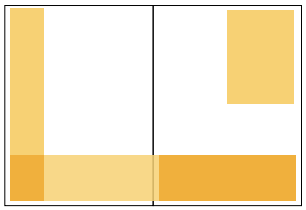


HALF PAGES

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 2027

Month	Editorial Deadline	Advertising Deadline	Publication Date W/C
January	15th December	18th December	4th January
February	22nd January	29th January	8th February
March	19th February	26th February	8th March
April	19th March	26th March	5th April
May	22nd April	29th April	10th May
June	21st May	28th May	7th June
July	18th June	25th June	5th July
August	23rd July	30th July	9th August
September	20th August	27th August	6th September
October	17th September	24th September	4th October
November	22nd October	29th October	8th November
December	19th November	26th November	6th December

DIGITAL

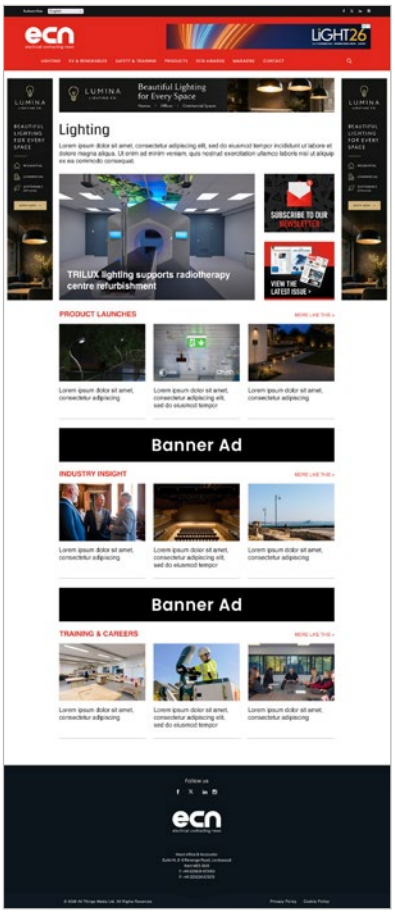
WEBSITE & NEWSLETTER

Our new website is currently under construction as we are investing heavily in our online and digital platforms to deliver a faster, smarter and more engaging experience for our visitors.

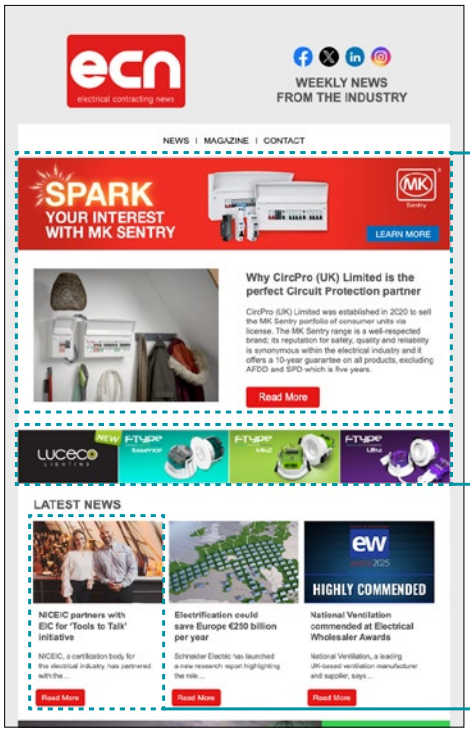
These images offer a sneak preview of what's to come.



Homepage



Hub page



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

Annual ECN newsletter deliveries:
950,064

Annual combined total opens:
270,216

Annual combined total clicks:
137,724

PACKAGE DEALS (PER MONTH)

Package One £990 +VAT

- Banner ad on the website
- 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

- Banner ad on the website
- Banner ad on one newsletter 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 their fifth 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 2027, and the sponsorship opportunities available, please contact Ian Kitchener at **ian@allthingsmedialtd.com**.

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