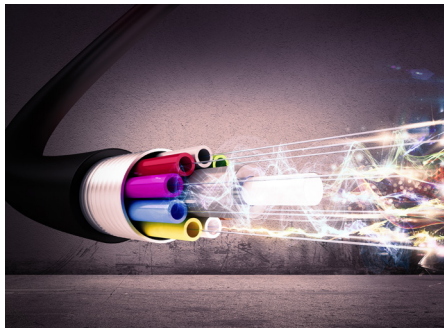


THE VOICE OF **ELECTRICAL CONTRACTING**



electricaltimes.co.uk



@ElectricalTimes

www.electricaltimes.co.uk

INFORMATION

4 reasons you should choose **Electrical Times**...

1

Electrical Times is the **leading & most well established media brand** in UK Electrical Contracting – the trusted source of information for electrical contractors and wholesalers for over 128 years.

In fact Electrical Times began serving the contracting sector in the same year the zip was invented – now we couldn't imagine life without either!

2

We have the widest audience reach of any controlled circulation magazine serving the sector. We reach 60,000 buyers & key decision makers, through our **choice of media channels** - magazines, websites, social media, newsletters, e-marketing and industry awards delivering real value for advertisers.

- Magazine readership 21,000*
- E - Marketing 18,000
- Twitter followers 15,700
- Website users 5,600

Whichever channel you choose to get your sales message across, we can deliver as with Electrical Times your advertising reaches more key decision makers.

3

The quality/number of our audience is guaranteed – The circulation of Electrical Times is independently audited by the Audit Bureau of Circulation. This represents an investment of more than £10,000 a year, to guarantee that your message is seen by the right audience. Some competitors don't do this – why?

4

Our reputation for **high quality editorial content** is why key decision makers read us – Electrical Times is known for **delivering authoritative articles**, features with sector experts and industry bodies, informed opinion and analysis and key sector news. Not simply product news and PR sound bites. This means your advertising gets seen.

This extends online with Electrical Times boasting one of the largest social media following in the electrical contracting sector – proof of the high level of engagement we have with your potential customers.

*estimated at 2 readers per issue (Survey available on request)



Put this all together and you get the **Electrical Times Formula** for advertising success

Leading & most well established brand

+

The widest audience reach & choice of media channels

+

The circulation of Electrical Times is independently audited so the quality/number of our audience is guaranteed

+

High quality editorial content & delivering authoritative articles

=

**THE BEST PLACE
TO ADVERTISE**

electricaltimes.co.uk



FEATURES LIST 20/21

FEBRUARY

EV
Test & Measurement
Tools & Workwear
Editorial copy deadline: 03.01.20
Ad copy deadline: 20.01.20
Published: 30.01.20

MARCH

Cable & Cable Management
Fire & Security
Lighting (inc. Outdoor Lighting)
Data Centre World preview
Editorial copy deadline: 07.02.20
Ad copy deadline: 17.02.20
Published: 27.02.20

APRIL

Enclosures
Air Conditioning
Wiring Accessories
Editorial copy deadline: 06.03.20
Ad copy deadline: 20.03.20
Published: 30.03.20

MAY

Software & Apps
Test & Measurement
UPS
Editorial copy deadline: 03.04.20
Ad copy deadline: 17.04.20
Published: 29.04.20

JUNE

Fire & Security
Cable & Cable Management
Lighting (inc. Smart Lighting)
Editorial copy deadline: 08.05.20
Ad copy deadline: 18.05.20
Published: 28.05.20

JULY

Enclosures
Smart Homes
Test & Measurement
Editorial copy deadline: 05.06.20
Ad copy deadline: 19.06.20
Published: 29.06.20

AUGUST

EV
Power Systems
Training
Editorial copy deadline: 03.07.20
Ad copy deadline: 20.07.20
Published: 30.07.20

SEPTEMBER

Lighting (inc. Emergency Lighting)
Enclosures
Wiring Accessories
Editorial copy deadline: 07.08.20
Ad copy deadline: 17.08.20
Published: 27.08.20

OCTOBER

Cable & Cable Management
Tools
Test & Measurement
Editorial copy deadline: 04.09.20
Ad copy deadline: 21.09.20
Published: 30.09.20

NOVEMBER

EV
Lighting (inc. Lux Live preview)
HVAC
Editorial copy deadline: 02.10.20
Ad copy deadline: 16.10.20
Published: 27.10.20

DECEMBER *El Awards Special*

Software
Tools & Workwear
UPS
Editorial copy deadline: 06.11.20
Ad copy deadline: 16.11.20
Published: 26.11.20

JANUARY 2021

Cable & Cable management
HVAC
Wiring Accessories
Editorial copy deadline: 20.11.20
Ad copy deadline: 07.12.20
Published: 17.12.20

Electrical Times is well regarded for its **in-depth** features, written by **industry experts** and practitioners



AWARDS



ELECTRICAL INDUSTRY AWARDS 2019

Organised by **Electrical Times**, The Electrical Industry Awards recognises, celebrates and rewards the products and achievements of those working in the UK electrical sector.

ELECTRICAL INDUSTRY AWARDS

Though designed to reward innovation, excellence and best practice throughout the profession, the Electrical Industry Awards is firmly established as a key event for networking in the electrical industry calendar.

Through our sponsorship package, you can show our company's commitment to the electrical contracting sector. It provides unrivalled branding and advertising opportunities, fantastic corporate-level entertainment for your key clients, and materials to use as the basis for PR campaigns.

Although the night takes place in October, the coverage lasts all year with contractors, wholesalers and manufacturers desperate to win an award and receiving recognition from their peers.

Here's a selection of our previous sponsors:



RATES SPECS

RATES

Artwork Specifications

Please follow the guidelines below when supplying your artwork.

Accepted Files & Format

We accept the following file formats:

- PDF
- JPEG
- TIFF
- EPS

All artwork must be saved as 300dpi resolution and at least 100% of the final print size. Please ensure all text is converted to outlines prior to saving. All files must be CMYK – no RGB or Pantone spot colors will be accepted.

Providing your artwork

We will accept your artwork by any of the following delivery methods:

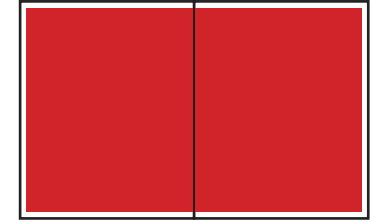
- Email: Please email you files (under 5MB) to production@purplems.com
- Web File Transfer: WeTransfer, Dropbox & Mailbigfile
- On CD or DVD: Please post to: Production
Purple Media Solutions Ltd
The Old School House
St Stephen's Street
Tonbridge
Kent TN9 2AD

Artwork Sizes

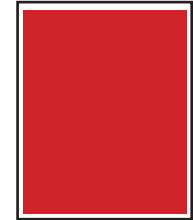
Advertisement sizes are illustrated below. Please ensure your artwork is the exact dimensions to avoid errors when your advert is printed. Files provided in the wrong size may be resized at our discretion.

Bleed

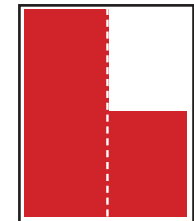
Please make sure all important information in your advertisement is at least 10mm from the trim edge. Full page and DPS spreads should have a 3mm bleed.



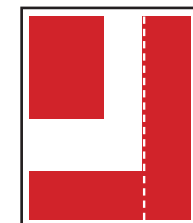
Double Page Spread
Trim: 297mm x 420mm (h x w)
Bleed: 303mm x 426mm (h x w)



Full Page
Trim: 297mm x 210mm (h x w)
Bleed: 303mm x 216mm (h x w)



Half Page
Trim: 125mm x 180mm (h x w)
Half Page Vertical
Trim: 255mm x 85mm (h x w)



Quarter Page
Portrait: 125mm x 90mm (h x w)
Horizontal: 50mm x 180mm (h x w)
Vertical: 255mm x 55mm (h x w)

Front Cover Package	£4,000
Double Page Spread	£3,800
Full Page	£2,000
Junior Page	£1,500
Half Page	£1,250
Quarter Page	£ 750

Twitter	£350 (per 2 week campaign)
Newsletter Banner	£700 (per month)
Product news	£125 (per month)
Bespoke e-shot	£800
WEBSITE	
Leaderboard banner	from £700 (per month)
Skyscraper banner	from £500 (per month)

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