

# ElectricalEngineering

INSTALLATION | DESIGN | MAINTENANCE

- Print
- Digital
- Online
- Social

Automation  
DesignSolutions  
ElectricalEngineering  
Electronics  
EnergyManagement  
FactoryEquipment  
IndustrialCompliance  
Instrumentation  
IrishManufacturing  
MaterialsHandling&Logistics  
Process&Control

## Complete coverage of the electrical market...

- Cabling
- Commercial
- Industry 4.0
- Data Centres
- Lighting
- Testing
- Power Management
- Rail
- Industrial
- Hazardous Area



Member of the Audit Bureau of Circulations

# STAY IN TOUCH WITH THE INDUSTRY

**Electrical Engineering** was launched in 1961 and over the last half century, the magazine has evolved and grown with the market sector. It continues to be the leading journal in its field.

The magazine is the only one of its kind that offers complete coverage of all the sectors involved in the purchasing and specifying of electrical equipment.

*Electrical Engineering's* editorial content consists of a mix of news, feature articles, application stories and new product items. We now also include **nine** additional supplements throughout the year on key industry areas, having this year added the following to our existing portfolio: **Smart Buildings and IoT, Renewable Technology, Rail Industry Supplement** and **Products of the Year** which will showcase some of the best products available within the industry.

## EDITORIAL SCHEDULE

### December/January 2019

Arc Flash  
Lighting & Lighting Controls  
Safety in Engineering  
Smart Buildings and IoT  
Test & Measurement  
**Supplement:** *Products of the Year*  
**Show Preview:** *Southern Manufacturing*

### February 2019

Batteries & Chargers  
Cabling & Cable Management  
Electrical Vehicle Charging  
Energy Efficiency  
Fire & Security  
**Supplement:** *Data Centre Management*  
**Show Preview:** *Data Centre World*

### March 2019

Enclosures  
Rail Industry  
Safety in Engineering  
Test & Measurement  
Training  
**Supplement:** *UPS & Standby Power*  
**Show Preview:** *Railtex*

### April 2019

Data Centre Management  
Electrical Design Software  
Hazardous Area Equipment  
Lighting & Lighting Controls  
Smart Buildings and IoT  
**Industry Focus:** Cables & Connectors

### May 2019

Enclosures  
Fire & Security  
Panel Building  
Safety in Engineering  
Surge & Circuit Protection  
Test & Measurement  
**Show Preview:** *FIREX International, Safety & Health Expo IFSEC*

### June 2019

Data Centre Management  
Electric Vehicle Charging  
Hazardous Area Equipment  
Industrial Plugs & Sockets  
Lighting & Lighting Controls  
**Supplement:** *Cabling & Cable Management*

### July/August 2019

Batteries & Chargers  
Enclosures  
Energy Efficiency  
Safety in Engineering  
Surge & Circuit Protection  
Test & Measurement  
**Show Preview:** *Sensors & Instrumentation*

### September 2019

Cabling & Cable Management  
Electrical Design Software  
Fire & Security  
Smart Buildings and IoT  
Training  
**Supplement:** *Data Centres & UPS*  
**Show Preview:** *Datacenter Dynamics*

### October 2019

Enclosures  
Hazardous Area Equipment  
Safety in Engineering  
Test & Measurement  
Transformers & Switchgear  
**Supplement:** *Lighting & Lighting Controls*  
**Show Preview:** *Luxlive*

### November 2019

Cabling & Cable Management  
Industrial Plugs & Sockets  
Renewable Technology  
Surge & Circuit Protection  
UPS & Standby Power  
**Industry Focus:** *Fire and Security*

**On a regular basis Electrical Engineering also covers the latest news from the industry, editor's comment and editor's choice sections, events information, applied technology pages and competitions.**

## CIRCULATION PROFILE

Total Average Net Monthly Circulation: 11,236



Companies Primary Activity	
Manufacturer	72.44%
Distribution	19.04%
Consulting	5.67%
Government	0.89%
Marketing/PR	0.83%
Education Establishment	0.76%
Other	0.36%

Primary Job Function	
Works Engineers/Managers	31.43%
Design Engineering	21.26%
Electrical/Electronic Engineer	13.83%
Maintenance Engineers/Management	13.35%
Works/Facilities Management	11.75%
Contractor	5.66%
Wholesalers	1.50%
Other	0.54%
End-User	0.38%
Panel Builders	0.32%

Industry Sectors	
Building Services	Testing
Commercial	Power Management
Defence Industry	Rail
Data Centres	Industrial
Lighting	Hazardous Area



## READERSHIP PROFILE

*Electrical Engineering* is read by engineers, managers and senior executives who have a purchasing and/or specifying responsibility for electrical products and equipment for use in commercial and/or industrial applications, including:

- Electrical Engineers
- Panel Builders
- System Integrators
- Contractors
- Maintenance Engineers/Managers/Directors
- Plant Engineers/Managers/Directors
- Works Engineers/Managers/Directors
- Technical Engineers/Managers/Directors
- Engineering Managers/Directors
- OEMs
- End-Users
- Wholesalers
- Consultants

## DISPLAY ADVERTISING

INSERTIONS	1	5	10+
DPS	£3,400	£3,060	£2,720
Full-page	£2,200	£1,980	£1,760
Junior-page	£1,700	£1,530	£1,360
Half-page	£1,200	£1,080	£960
Quarter-page	£700	£630	£560
Front cover package*	£3,500*	-	-

\*Package comprising editorial style front cover, contents page repeater + full page advertorial/ advertising mix

## CLASSIFIED ADVERTISING

Contact Directory - standard	£400	Rate per heading, per annum - name, address, tel/fax/e-mail + logo
Contact Directory - enhanced	£500	As above with up to 50 words of text
Classified Buyers Guide POA	£200	Rate per heading, per annum
Advertorials	£250	Colour picture + up to 150 words of text
Monthly E-Newsletter Entry	£150	800 words, up to 4 images + contact details
Specialised E-Newsletter Entry	£200	800 words, up to 4 images + contact details

## MONTHLY: SPECIALISED E-NEWSLETTER

E-Newsletter Circulation: 15,873

Month	Subject	Month	Subject
January	Cabling & Cable Management	July	Power, Batteries & Chargers
February	Data Centre Management	August	Hazardous Area Equipment
March	Enclosures	September	Data Centres & UPS
April	Lighting & Lighting Controls	October	Lighting & Lighting Controls
May	Energy Efficiency	November	Fire & Security
June	Cabling & Cable Management	December	Products of the Year

Also available for any new PR our general monthly e-newsletter, please enquire for deadlines

## SPECIAL PROMOTIONS

Inserts - loose or bound-in	POA	Price dependant on weight of item
List rental/direct mail	POA	Selections available by job title, job function, company size, industry sector (SIC), purchasing influence & by region
Bespoke market research	POA	Specially commissioned surveys produced in conjunction with our editorial team, tailored to meet individual clients needs
Reprints	POA	Price on application
Sponsorships	POA	Various and unique opportunities to build valuable company/brand awareness

# ONLINE PROMOTIONS

Description	Specs (Width x Height)	Rot x Pos	Price
<b>Banner Top ad</b>	728 x 90 pixels	4 x 1	£700pm
<b>Banner Bottom ad</b>	728 x 90 pixels	4 x 1	£350pm
<b>Button</b>	120 x 90 pixels	4 x 10	£250pm
<b>Skyscraper</b>	160 x 600 pixels	4 x 1	£600pm
<b>Spot</b>	160 x 80 pixels	4 x 9	£350pm
<b>MPU</b>	300 x 250 pixels	4 x 3	£800pm
<b>Background</b>	Width < 958 pixels	1 x 1	£1,500pm
<b>Article Banner</b>	450 x 60 pixels	4 x articles	£400pm (Can be linked to top story)
<b>Featured Event</b>	240 x 125 pixels	10 x 1	£200pm (Includes adding extra content to entry)
<b>Enhanced Entry</b>	N/A	N/A	Four packages available starting from £250

## All rates exclusive of VAT

Agency discount : Less 10%  
 Cancellation : Any cancellation must be made in writing for the attention of the Advertisement Manager, six weeks prior to the publication date

## MECHANICAL DATA

- File format: PDF / TIFF / JPEG / Illustrator / Quark
- Print quality: Minimum 300 dpi (or pixels per inch)

PAGE SIZE (HxW in mm)	TYPE AREA	BLEED SIZE	TRIM SIZE
DPS	272 x 393	303 x 426	297 x 420
Full-page	272 x 191	303 x 216	297 x 210
Junior-page	188 x 135	-	-
1/2-page [H]	124 x 191	145 x 216	139 x 210
1/2-page [V]	272 x 86	303 x 102	297 x 96
1/4-page	124 x 86	-	-
1/4-page [H]	65 x 191	-	-
1/4-page [V]	272 x 44	-	-

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