

Electrical Engineering

MEDIA PACK 2025

**Complete coverage of
the electrical market...**

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



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.

Industry Sectors

- Building Services
- Commercial
- Smart Buildings & IoT
- Data Centres
- Lighting
- Testing
- Power Management
- Rail
- Industrial
- Hazardous Area

CIRCULATION PROFILE

Total Average Net Monthly Circulation: 11,100

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%

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.

- December/January 2025
Arc Flash
Lighting & Lighting Controls
Safety in Engineering
Smart Buildings and IoT
Test & Measurement
Products of the Year
- February 2025
Batteries & Chargers
Cabling & Cable Management
Electric Vehicles
Energy Efficiency
Electrical Equipment
NetZero
Supplement: Data Centre Management
Show Preview: Data Centre World
- March 2025
Enclosures
Rail Industry
Safety in Engineering
Test & Measurement
Training
Supplement: UPS & Standby Power
- April 2025
Data Centre Management
Electrical Design Software
Electric Vehicles
Hazardous Area Equipment
Lighting & Lighting Controls
Smart Buildings and IoT
Industry Focus: Cables & Connectors
- May 2025
Enclosures
Electrical Equipment
NetZero
Panel Building
Safety in Engineering
Surge & Circuit Protection
Test & Measurement
- June 2025
Data Centre Management
Electric Vehicles
Hazardous Area Equipment
Industrial Plugs & Sockets
Lighting & Lighting Controls
Supplement: Cabling & Cable Management
- July/August 2025
Batteries & Chargers
Enclosures
Energy Efficiency
NetZero
Safety in Engineering
Surge & Circuit Protection
Test & Measurement
- September 2025
Cabling & Cable Management
Electric Vehicles
Electrical Design Software
Lighting & Lighting Control NetZero
Smart Buildings and IoT
Training
Supplement: Data Centres & UPS
- October 2025
Enclosures
Hazardous Area Equipment
Safety in Engineering
Test & Measurement
Transformers & Switchgear
Supplement: Lighting & Lighting Controls
- November 2025
Cabling & Cable Management
Data Centre Management
Electric Vehicles
Industrial Plugs & Sockets
Renewable Technology
Surge & Circuit Protection
UPS & Standby Power

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

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
Sponsorships	POA	Various and unique opportunities to build valuable company/brand awareness

ONLINE PROMOTIONS

Description	Specs (Width x Height)	Rot x Pos	Price
Banner Top ad	728 x 90 pixels	4 x 1	£700pm
Banner Bottom ad	728 x 90 pixels	4 x 1	£350pm
Button	120 x 90 pixels	4 x 10	£250pm
Skyscraper	160 x 600 pixels	4 x 1	£600pm
Spot	160 x 80 pixels	4 x 9	£350pm
MPU	300 x 250 pixels	4 x 3	£800pm
Background	Width < 958 pixels	1 x 1	£1,500pm
Article Banner	450 x 60 pixels	4 x articles	£400pm (Can be linked to top story)
Featured Event	240 x 125 pixels	10 x 1	£200pm (Includes adding extra content to entry)
Enhanced Entry	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 Advertising 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	265 x 420	312 x 464	306 x 458
Full-page	265 x 195	312 x 235	306 x 229
1/2-page [H]	135 x 195	-	-
1/2-page [V]	265 x 94	-	-
1/4-page [V]	135 x 94	-	-
1/4-page [H]	66 x 195	-	-

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