

# Electrical Engineering

MEDIA PACK 2026



[www.electricalengineeringmagazine.co.uk](http://www.electricalengineeringmagazine.co.uk)

# EE'S READERSHIP PROFILE

[www.electricalengineeringmagazine.co.uk](http://www.electricalengineeringmagazine.co.uk)

## STAY CONNECTED WITH THE INDUSTRY

First published in 1961, Electrical Engineering has grown and evolved alongside the sector for more than half a century. Today, it remains the leading media platform in its field, delivering unrivalled coverage of the entire electrical engineering landscape. No longer just a magazine, Electrical Engineering now engages its audience across multiple channels, including a dedicated website, social platforms, digital editions, and weekly newsletters.

EE is the only publication dedicated to every sector involved in specifying and purchasing electrical equipment, Electrical Engineering delivers a unique mix of:

- Industry news
- In-depth features
- Application stories
- New product updates

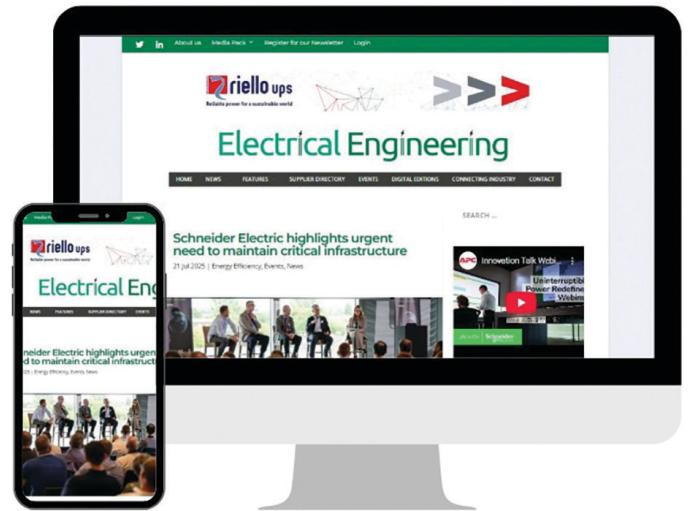
### Core Industry Sectors Covered:

- Building Services
- Commercial
- IoT
- Safety in Engineering
- Data Centres
- AI
- Lighting
- Testing
- Power Management
- Defence
- Industrial
- Hazardous Areas
- Reader Profile

Electrical Engineering reaches a highly targeted audience of engineers, managers, and senior executives across all channels. Our audience hold key responsibility for purchasing and specifying electrical products and equipment for use in both commercial and 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

**This influential audience ensures your message is seen by decision-makers with real buying power.**



Social  
Media



Subscribers  
2,800



Followers  
11,400



Circulation  
11,100

# 2026 FEATURE LIST

[www.electricalengineeringmagazine.co.uk](http://www.electricalengineeringmagazine.co.uk)

## FEBRUARY

Batteries & Chargers  
AI  
EV  
Enclosures  
Cables  
Supplement: Data Centre World

## MARCH

Test & Measurement  
Power  
Lighting  
Sensors  
Trade Skills  
Defence Technology

## APRIL

Electrical Equipment  
Software  
Safety in Engineering  
IoT  
Surge & Circuit Protection  
Electric Vehicles

## MAY

Net Zero  
UPS & Standby Power  
Data Centres  
Trade Skills  
AI  
Batteries & Chargers

## JUNE

Cables  
Test & Measurement  
Sensors & Sensing Systems  
Lighting  
Software  
Safety

## JULY/AUGUST

IoT  
AI  
Electric Vehicles  
Electrical Equipment  
Defence Technology  
Supplement: Events  
Supplement: Microelectronics UK

## OCTOBER

Net Zero  
Trade Skills  
Data Centres  
Apparel  
UPS & Standby Power  
Enclosures

## SEPTEMBER

AI  
Safety in Engineering  
Test & Measurement  
Electrical Equipment  
Defence Technology  
Supplement: London EV Show  
Supplement: Electronica

## NOVEMBER

Electric Vehicles  
Lighting  
Power  
Surge & Circuit Protection  
Apparel  
Sensors

## DECEMBER/JANUARY

Net Zero  
Safety in Engineering  
Electrical Equipment  
Apparel  
IoT  
Supplement: Events



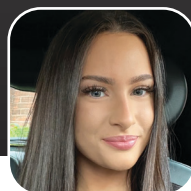
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# ADVERTISING OPPORTUNITIES

## Insertions

	1	5	10
Double Page Spread	£3,000	£2,600	£1,950
Full Page	2,100	£1,680	£1,365
Half Page	£1,200	£960	£700
Quarter Page	£600	£480	£390
Content Page 1/4 page advert	£750	£630	£500
Inside Front Cover	£2,500	£2,000	£1,625
Outside back cover	£2,400	£1,900	£1,525

## Display Advertorials

Double Page Spread Advertorial	£3,700	£2,960	£2,305
Full Page Advertorial	2,100	£1,680	£1,365

## Classified Advertising

Buyers Guide Advert	-	£600	£1,100
Buyers Guide Directory	-	£490	£800
Web Directory	-	£400	£700
Advertorials	£250	£1,100	£2,100



## Front Cover Package - £3,600

Editorial style front cover, contents page repeater + DPS Advertorial

## Digital / Online – what can we offer?

### Website

Our website, [www.electricalengineering.co.uk](http://www.electricalengineering.co.uk), is the go-to digital hub complementing the magazine. Designed to inform, inspire, and connect, it delivers the latest industry news, technical insights, and product innovations. With a growing online audience, it provides advertisers with a powerful platform to engage directly with professionals, offering a trusted environment to position your business at the forefront of the electrical engineering sector.

### Social Media

Electrical Engineering has a growing social media presence with over 10.3k followers across X and LinkedIn. We offer a range of social media opportunities as part of your campaign, enabling your marketing message to reach a wide online audience of industry professionals. Many of our online articles are shared directly from the website to our social channels, creating a fully interactive platform that forms an essential part of both our editorial and advertorial mix.

### Webinars

Partner with us on a sponsored webinar and we will help you generate valuable sales leads. Speak directly to your target audience, sharing expert advice and industry knowledge. Engage attendees with live polls to better understand their needs, answer their questions in real time, and extend the conversation across social media afterwards. We will capture all attendee information, including full contact details, and share this with you. You will also have the option to host the webinar on your own website, maximising its reach and long-term impact.

## Website Advertising

Carousel Banner	£1,500	3 x months
Leaderboard Banner	£1,000	3 x months
Button	£500	3 x months
Skyscraper	£600	3 x months
MPU	£750	3 X months
Website Takeover	£2,500	3 x months

## Newsletter

Weekly Newsletter Banner	£250 per newsletter
Spotlight Article	£400 per newsletter
E-newsletter article includes	£650 per newsletter
Call to Action Banner advert	

## E-Shots

Emailed to third party database of buyers and influencers £900 per newsletter

## Digital Edition Opportunities

Page '0' Next to Front Cover	£1,500 per issue
Digital Edition Take Over Banners	£6,995 12 x Months
Front Cover Tickertape single page strip	£800 per issue
Pop Up Banner on Front Cover & Content Page	£4,995 12 x months

## Interviews with Managing Editor

Trade Shows	£1,495
Zoom Interview or Email Interview	£1,200

(All interviews will appear in print, website, e-newsletters and social channels)