

ECAtoday

ENGINEERING SERVICES INDUSTRY NEWS AND VIEWS | WWW.ECATODAY.CO.UK

2022 MEDIA PACK

Published in partnership with:

voltimum



The industry's leading magazine



ECAtoday provides fresh and engaging content, keeping readers informed of technological and commercial developments, as well as business advice and industry updates.

The magazine is published by ECA, the UK's leading trade association for businesses involved in electrotechnical and engineering services. ECA Members undertake a range of design, installation, inspection, testing, maintenance and monitoring work across the UK (excluding Scotland).

ECAtoday is packed with hot topics from across the electrotechnical and engineering services industry, offering a range of features, helpful insights, and other key information to help readers keep up-to-speed with developments.

Contributors include ECA experts from all our essential business support areas as well as highly regarded business leaders and industry journalists.

Voltimum is the publishing partner and media sales agent for ECAtoday. Voltimum operates a leading B2B site for electrotechnical professionals.

MEET THE CHAMPIONS

Three CEC Carbon Champions share best practice in the fight against climate change

ECA AWARDS RETURN!

The long awaited ECA and F&E Industry Awards make a very special return

AFDUs: A CLOSER LOOK

Answering burning questions about air health and how to manage them

A new industry alliance

Accurate UK, an alliance of leading engineering services sector bodies, champions change and collaboration

The skills for Net Zero

How will we identify the sector skills to deliver low carbon technologies and make Net Zero Carbon a reality?

Technical updates

A closer look at ECRs and low voltage technology, in light of forthcoming changes to the LBN Edition...

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ENGINEERING SERVICES INDUSTRY NEWS AND VIEWS | AUTUMN 2021 | ISSUE 47



**The (low carbon)
future is electric!**

ECAtoday examines the impact of COP26 and our industry's vital role in delivering net zero carbon

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ENGINEERING SERVICES INDUSTRY NEWS AND VIEWS | SPRING 2022 | ISSUE 48



**A safer indoor
environment**

UV-C lighting steps up to the COVID challenge...

ECA digital at www.ecatoday.co.uk

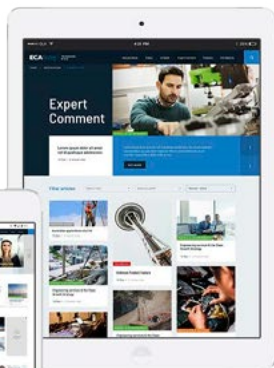
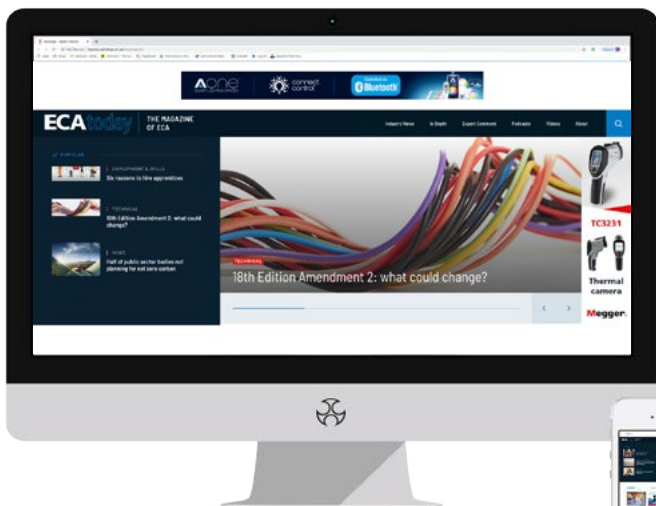
ECAtoday's website - www.ecatoday.co.uk - was launched in early 2020. It is updated daily by our experienced editorial team and expert contributors.

The magazine website is packed with industry news, expert commentary, in-depth features, and a range of digital content such as podcasts, videos and webinars.

ECAtoday also has its own twitter account @ECAtodayonline, where you can keep updated with all the latest news and views.

This exciting website comes with a range of advertising opportunities for partner organisations – please read on for more information.





Magazine rate card

Print space and Extras	Print Price	Trim (mm)	Bleed (mm)
Double Page Spread (DPS)	£3,500	297h x 420w	303h x 426w
Full Page	£2,000	297h x 210w	303h x 216w
½ Page	£1,250	148.5h x 210w	154.5h x 216w
Inside Front Cover	£2,250	297h x 210w	303h x 216w
Inside/Outside Back Cover	£1,750	297h x 210w	303h x 216w
Quarter Page	£750	148.5 x 105	154.5 x 111
Advertorial (DPS) *750 words + imagery	£3,500	297h x 210w	303h x 216w
Advertorial (Full Page) *375 words + imagery	£2,000	297h x 210w	303h x 216w
Advertorial (½ Page) *185 words + imagery	£1,250	297h x 210w	303h x 216w
Loose insert in all copies (up to 30g weight)	£2,000	TBC	TBC
Bounded insert high grade paper	£3,500	TBC	TBC
Belly Band	£4,000	TBC	TBC

All prices are exclusive of VAT. Subject to availability, terms and conditions available on request.

* Advertorials must be a relevant subject. Use of supplied imagery size dependent.

For accurate reproduction please ensure:

- All text and logos are 5mm from the trim edge
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- All images contained within the PDF must be high resolution (300dpi recommended) CMYK format
- Save as high res PDF, JPEG, TIFF or EPS
- Files must be submitted as single pages

If you do not have an in-house design facility the Voltimum production team can design, make up and layout your ad FREE of charge. Adverts must meet ECA required standards, which are available on request.



ECA Commercial Associate benefits

ECA Commercial Associates can benefit from a range of coverage through ECAtoday including at least one editorial item per year featured on ECAtoday digital, with editorially selected content featured in ECAtoday magazine, and discounted ECAtoday digital advertising rates.

Please contact mail@ecatoday.co.uk for more information.

Magazine features and advertising deadlines

Spring (March)



WIRING REGULATIONS

▶ Booking & copy deadline: Monday 21 February



BUILDING SAFETY

▶ Publish date (print & digital): Friday 25 March



NETWORK INFRASTRUCTURE

Summer (June)



SKILLS & KNOWLEDGE

▶ Booking & copy deadline: Monday 16 May



ZERO CARBON

▶ Publish date (print & digital): Friday 1 July



FIRE & SECURITY

Autumn (October)



HEALTH & SAFETY

▶ Booking & copy deadline: Monday 26 September



CABLE MANAGEMENT

▶ Publish date (print & digital): Friday 28 October



LIGHTING

Online opportunities and rate card

There are many ways to advertise on www.ecatoday.co.uk. The full list of advert specifications and locations is listed below.

To discuss these opportunities, or a package covering both print and digital opportunities, please contact mail@ecatoday.co.uk

	Price (per month)	Dimensions
All Pages		
Larger Leaderboard Ad	£1,500	970x90px
Homepage		
Vertical Banner	£1,000	160x660px
Half Page Ad	£1,500	300x600px
Medium Rectangle Ad	£1,000	300x250px
Section Pages (Industry News / In Depth / Expert Comment)		
Landing Page Billboard	Price on request	970x90px
Article Page - Medium Rectangle Ad	Price on request	300x250px
Videos & Podcasts		
Landing Page Billboard	Price on Request	970x90px

Newsletter

We also send a monthly ECAtoday newsletter to our extensive opt in subscriber list – which includes business owners, CEOs, and senior managers.

Sponsorship opportunities for the newsletter include: banner advertisements (£700 – 640x100px).



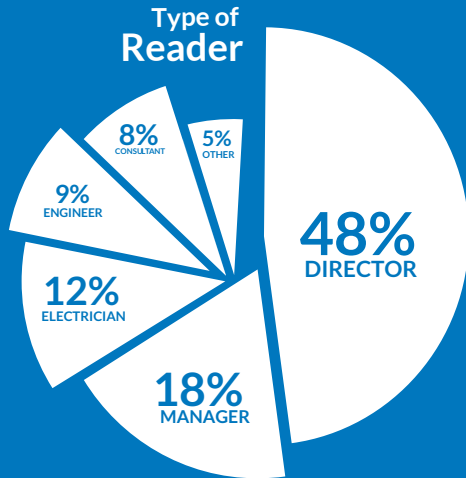
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ECA today in numbers



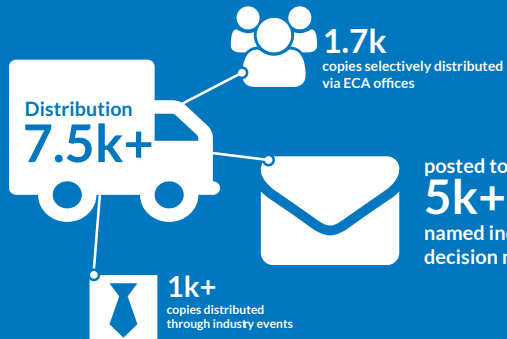
Highly Recommended



Loyal Readers



read EVERY edition



Digital Newsletter



Distribution

3,850

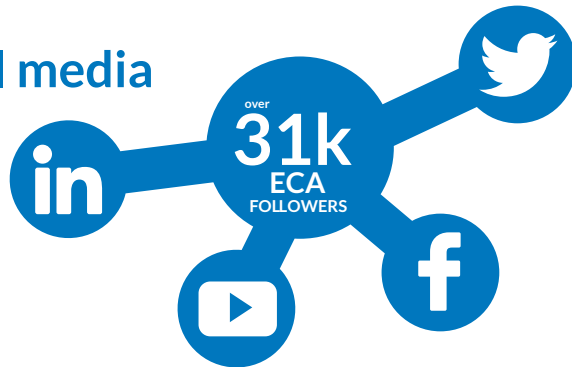
Average clicks

36%

Average open

24%

Social media



ECAtoday Online

over

30k

**ANNUAL
ONLINE
VISITORS**



Annual page views

over 54k

Average monthly page views

over 4,500

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CONTENT

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