For the past 20 years, Electrical Connection has provided the market independent technical and industry-focused articles, through an investment in our own editorial department and the support of expert columnists.

Change across the industry is constant and it is to the working electrical professional’s distinct advantage to know what is happening by way of articles that assist them correctly interpret standards, explain how new technologies work, investigate emerging industry trends, highlight smarter ways to work onsite and how to improve the running of a business. The depth of information we publish is not found in supplier brochures or on the internet – we write our stories in easy-to-understand language and support them with relevant imagery.

We are also unique in that we promote the passing down of ‘tribal knowledge’ – the wise old-man-way of doing things that is in danger of being lost to time.

As a suite of media products, Electrical Connection provides access to our unique audience in an effective and targeted manner, in the format that is most accessible for electrical contractors and communications professionals.
INDUSTRY RELATIONSHIPS

At Electrical Connection, we remain independent of any industry association but work with them and their members on various stories, as appropriate. This ensures our content is appropriate for all levels of the industry.

We greatly value these ongoing relationships and in turn offer these organisations access to an effective vehicle to disseminate important messages to the broader market.

NECA is the peak industry body for Australian electricians and electrical contractors.

The ADTIA was established to promote best practices within the digital reception sector.

The KNX National Group is committed to building awareness of KNX technologies in Australia.

All communications cablers in Australia must be registered by the ACMA.
Electrical Connection maintains its position as the leading independent trade publication for electrical and communications professionals. For more than 20 years, the magazine has been the primary source of technical content for the industry – developing targeted content to help industry grow, to educate and to interpret the changing regulatory and technological environment.

KEY STATISTICS

- **30,000 Circulation**
- **67% Business owner**
- **2.89 Readership per copy**
- **97% Purchasing decision**
- **80.1% Read most/cover to cover**
- **82.5% Retention as ongoing resource**
ON THE JOB

This is a unique media opportunity offered to selected advertisers that have a good story to tell.

In each edition of Electrical Connection we have allocated up to **3 x double page spreads** under the banner of “On the job with (your brand).”

These double-page spreads consist of:

**1 x page of advertorial and 1 x page of advertising**

The advertorial is to be provided by the client 600 words in length. It must include your web address and 1-2 images to be supplied as jpeg files at 300dpi. Final Word file ONLY to be emailed to traffic@build.com.au.

You can supply the accompanying advertising page using the standard process.

**Cost:** $7,500 with a 12-month commitment to a Full Page schedule.

- Must be included as final insertion of a 12 month 4 issue booking.
ADVERTISING RATES

FULL PAGE
Casual: $5,780  x4 Annual plan: $5,420

1/2 PAGE (HORIZONTAL/VERTICAL)
Casual: $3,180  x4 Annual plan: $2,990

DOUBLE PAGE SPREAD
Casual: $11,560  x4 Annual plan: $10,840

LOOSE INSERTS
Casual: $5,780  x4 Annual plan: $5,780

MAGAZINE DEADLINES

AUTUMN 2016
Booking Deadline: November 25
Material Deadline: December 2
Mailhouse Date: January 11

WINTER 2017
Booking Deadline: March 3
Material Deadline: March 10
Mailhouse Date: April 19

SPRING 2017
Booking Deadline: June 9
Material Deadline: June 16
Mailhouse Date: July 26

SUMMER 2017
Booking Deadline: September 22
Material Deadline: September 29
Mailhouse Date: November 8

Rates do not include GST. 1Casual booking rate for one advertisement in one issue. 2x plan rate per advertisement when committing to four consecutive issues with advertisements of equal value. 3Multiple sheet inserts will attract a price on application. Loadings and preferred positions. First two double-page spreads inside front cover command a 15% loading. Back cover +25%. Ads will be positioned with best regard to related stories where available.
www.electricalconnection.com.au is a niche site that caters to our industry as a whole. The site fills the gap between the quarterly editions of the magazine and provides the industry with a single resource for keeping up-to-date with industry news and new product announcements. We regularly receive industry and product news that doesn’t meet our quarterly print publishing schedules, so the website offers a unique environment to disseminate this information to our active database of industry visitors.

The website has been developed for responsive viewing – making it accessible to electrical and communications professionals on any device that is relevant (desktop, tablet or mobile).

**LEADERBOARD BANNER**
Premium branding option appearing at the TOP of every page on the site.
**Investment:** $600 per month*
**Details:** 728 x 90 pixels
*minimum 3 month commitment

**M-REC**
The most popular ad unit size with significant impact and CTR.
**M-Rec:** $600 per month*
**Details:** 300 x 250 pixels
*minimum 3 month commitment

**VISIT WEBSITE NOW**
www.electricalconnection.com.au
The Electrical Connection News In Brief (NIB) e-Newsletter provides a powerful communication medium, to reach our opt-in audience of industry professionals.

The e-Newsletter acts as a news feed service for the industry and is published twice weekly, featuring all the latest industry news and new product release information. In addition to providing regular updates to the market, the e-Newsletter also provides a comprehensive training diary for industry.

**E-NEWSLETTER (NIB)**

**NEWS TOWER**
- Dimensions: 125 x 180 pixels
- Investment: $250 per week*

**NEWS BREAKER**
- Dimensions: 468 x 60 pixels
- Investment: $250 per week*
  
*minimum commitment 4 weeks
The Training Diary has been in place for several years now and underpins our commitment to industry training and growth.

In 2015, we had in excess of 1,500 courses listed from across the entire industry supply chain - manufacturers, industry associations and training organisations.

We actively promote the training diary in our Electrical Connection and Connected Home magazines, in addition to having them accessible on our industry websites:

- www.trainingdiary.com.au

The training diary is heavily promoted in our regular e-newsletters across the electrical trades, including communications and home automation professionals.

**PREMIUM LISTINGS**

Make your training course stand out from the 1,500 courses listed in the training diary. $100 per course for a premium listing during 2016.

**FREE LISTINGS**

Include all your training courses for free.
Online videos are unquestionably a popular vehicle for brands looking to build or maintain a strong voice in the industry.

Electrical TV is a new service aimed at giving marketers a new opportunity to communicate with our important audience of engaged systems integration professionals.

As with any marketing, reach is a key objective. Electrical TV leverages existing websites, e-newsletters and social media within the Electrical eco-system to ensure your message is in front of the whole Australian/New Zealand market.

Whether you want to produce a single video or develop a series, we can help not only publish but also create the video for inclusion on Electrical TV. Alternatively, we can publish a video that you’ve already created to your own internal style guide.

OUR OPTIONS INCLUDE:
• Post existing videos on Electrical TV.
• Produce and post a single video on Electrical TV.
• Produce and post a series of videos on Electrical TV.
MAGAZINE SPECS

ADVERTISING SIZES

FULL PAGE
Type safe area: 255mm x 185mm  Trim: 276mm x 205mm  Bleed: 286mm x 215mm

1/2 PAGE HORIZONTAL
Type safe area: 125mm x 185mm  Trim: 140mm x 205mm  Bleed: 150mm x 215mm

1/2 PAGE VERTICAL
Type safe area: 255mm x 90mm  Trim: 276mm x 100mm  Bleed: 286mm x 110mm

STANDARD DOUBLE PAGE SPREAD*
Type safe area: 255mm x 390mm  Trim: 276mm x 410mm  Bleed: 286mm x 420mm

INSIDE FRONT COVER DOUBLE PAGE SPREAD*
Type safe area: 255mm x 378mm  Trim: 276mm x 398mm  Bleed: 286mm x 408mm

• We ask that you send these files via Quickcut or Quicksend – an industry standard ad delivery service for receiving and tracking digital ad files. For more information please visit www.adstream.com.au or Quickcut national support number 1300 768 988.

• Files sent via Quickcut or Quicksend should be accompanied by the booking reference number supplied by Connection Magazines with your order confirmation letter.

• A service fee of $75 may be applied for advertisements not supplied through the Quickcut ad delivery system.

• Please keep your own copy of the file, as we do not maintain an ad materials archive.

• If you have any questions regarding the submission of digital advertising to Connection Magazines, please contact our advertising traffic manager on 03 9542 9012 or traffic@build.com.au

MATERIAL CHECKLIST
Please remember that suppliers of digital advertising are responsible for checking the quality and integrity of their files before submission to Connection Magazines.

Connection Magazines will not be responsible for reproduction quality of supplied artwork that does not meet specifications such as:

- True type fonts, 4-color black text, reversed type below 10pt, knockout 100% black text, fonts which have not been embedded, elements saved in RGB or LAB colour instead of CMYK, images with an effective resolution below 300dpi, no bleed included or the file is incorrect size, solid black backgrounds without 40% cyan stipple behind, maximum total inkweight above 280%, advert without trim marks, crop marks less than 5mm away from the trim and type outside the type safe area.

*SPECIAL NOTE ON INSIDE & STANDARD DOUBLE-PAGE SPREADS

• Only headings of very large type can run across the gutter of a double page spread. Type or product shots should always clear the spine and should never be split.

• Type must be designed to clear the spine by a minimum of 10mm each side of the spine (total 20mm).

• Each page needs to be supplied as a single page with 5mm bleed. This allows for any imagery that crosses over the spine to line up when the magazine is bound.

• Inside front cover DPS are a different size to a standard DPS.

PUBLISHER’S CLAUSE
The publisher reserves the right to insert the word ‘advertisement’ when, in the publisher’s opinion, an advertisement resembles editorial material.

Advertisers and agencies assume liability for all content (including text, representation and illustrations of advertisements and also assume responsibility for any claim arising therefrom made against the publisher).

The publisher cannot be held responsible for circumstances beyond its control, such as industrial strikes, act of God, action of any government or quasi government entity. The publisher reserves the right to hold the advertiser and/or its advertising agency jointly or severally liable for each monies as are due and payable to the publisher.