ELECTRICAL CONNECTION

THE INDUSTRY GUIDE FOR ELECTRICAL PROFESSIONALS

2019 MEDIA KIT
For over 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.

ONLINE
The www.electricalconnection.com.au website is a valuable vehicle for communication between the print editions of Electrical Connection, to keep the industry up to date.

E-NEWSLETTER (NIB)
The biweekly e-Newsletters are a newsfeed featuring all recent press and product releases delivered to industry inboxes in Australia and New Zealand.

www.electricalconnection.com.au
www.facebook.com/ElectricCXNMag/
www.twitter.com/ElectricCXNMag
www.linkedin.com/in/electrical-connection/
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.

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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.
Electrical Connection maintains its position as the leading independent trade publication for electrical and communications professionals. For over 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.

<table>
<thead>
<tr>
<th>MAGAZINE DEADLINES</th>
<th>BOOKING DEADLINE</th>
<th>MATERIAL DEADLINE</th>
<th>MAILHOUSE DATE</th>
</tr>
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<tbody>
<tr>
<td>Autumn 2019</td>
<td>November 30</td>
<td>December 7</td>
<td>January 20</td>
</tr>
<tr>
<td>Winter 2019</td>
<td>March 1</td>
<td>March 8</td>
<td>April 17</td>
</tr>
<tr>
<td>Spring 2019</td>
<td>June 7</td>
<td>June 14</td>
<td>July 24</td>
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<tr>
<td>Summer 2019</td>
<td>September 12</td>
<td>September 19</td>
<td>October 30</td>
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<tr>
<td>Autumn 2020</td>
<td>November 29</td>
<td>December 6</td>
<td>January 15</td>
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<thead>
<tr>
<th>ADVERTISING RATES</th>
<th>CASUAL</th>
<th>X 4 ANNUAL PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,780</td>
<td>$5,420</td>
</tr>
<tr>
<td>1/2 Horizontal / Vertical</td>
<td>$3,180</td>
<td>$2,990</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>$11,560</td>
<td>$10,840</td>
</tr>
<tr>
<td>Loose Inserts</td>
<td>$5,780</td>
<td>$5,780</td>
</tr>
</tbody>
</table>

Rates do not include GST. Inside double-page spreads command a 15% loading. Back cover +25%.

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

For an advertiser who has committed to a 4-issue Full Page advertising schedule, this is an upgrade opportunity for your last insertion. **A maximum of 3 have been allocated in each issue.**

Upgrade to a double-page spread consisting of:
**1 x page of advertorial and 1 x page of advertising**

- Advertorial is to be provided by the client (500 words in length). This includes company name, headline, precede, body text, caption and web/email details.

- 1-2 images to be supplied as jpeg files at 300dpi.

- Final Word file ONLY to be emailed to traffic@build.com.au

- Accompanying advertising page using the standard process.

### ON THE JOB

<table>
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<tr>
<th></th>
<th>INVESTMENT</th>
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<tbody>
<tr>
<td>Final insertion of a 12 month 4 issue Full Page schedule</td>
<td>$7,500</td>
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</table>

*Only one “On the Job” is available to an advertiser over a 12 month period*
**WEBSITE**

**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).

<table>
<thead>
<tr>
<th>WEBSITE</th>
<th>DIMENSIONS</th>
<th>INVESTMENT</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>728 x 90 pixels</td>
<td>$600 Per Month*</td>
</tr>
<tr>
<td>M-Rec</td>
<td>300 x 250 pixels</td>
<td>$600 Per Month*</td>
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</tbody>
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*minimum 3 month commitment

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**100,000+**
Unique visitors annually

**1.64**
Pages per session

**1.02**
Avg. session duration
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.

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<thead>
<tr>
<th>NEWS-IN-BRIEF (NIB)</th>
<th>DIMENSIONS</th>
<th>INVESTMENT</th>
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<tbody>
<tr>
<td>News Tower</td>
<td>125 x 180 pixels</td>
<td>$250 per week*</td>
</tr>
<tr>
<td>News Breaker</td>
<td>468 x 60 pixels</td>
<td>$250 per week*</td>
</tr>
</tbody>
</table>

*minimum commitment 4 weeks

**News tower**

**News breaker**

**2140**
Opt in subscribers

**22.8%**
Avg open rate

**2.76%**
Avg click through rate (ctr)
In 2018, the **Training Diary** had over 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* magazines, in addition to having them accessible on our industry websites:


The **Training Diary** is heavily promoted in our regular e-Newsletters across the electrical trades and home automation professionals.

### Training Diary Investment

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<th>INVESTMENT</th>
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<tr>
<td>Premium listings</td>
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<td>Free listings</td>
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To complement our magazine, website and e-newsletter offering, we have launched **Electrical TV**.

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 an 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 building eco-system to ensure your message is in front of the whole industry. The **Electrical TV** channel is found at [www.electricalconnection.com.au/tv/](http://www.electricalconnection.com.au/tv/).

All videos, once uploaded to the **Electrical TV** YouTube channel, will be distributed through:  
- **Electrical Connection** website  
- e-Newsletter platform (NIB)  
- Social Media (Facebook, Twitter and Linkedin)

### **Electrical TV**

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<th>INVESTMENT</th>
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<tr>
<td>Per Video</td>
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</table>
CONTRACTS

GENERAL MANAGER

Jeremy Sweet
03 9542 9009
jeremysweet@build.com.au

EDITOR

Paul Skelton
03 9542 9016
paulskelton@build.com.au

ADVERTISING TRAFFIC

Tracey Glanville
03 9542 9000
traffic@build.com.au

 TERMS AND CONDITIONS

1: The advertiser assumes responsibility for the quality of any advertising material that does not comply with the material specifications.

2: The advertiser assumes responsibility for delivery of material to Connection Magazines by the material deadline.

3: Payment of invoices is strictly within 15 days of invoice.

4: Cancellations of bookings after the booking deadline will incur fees to the full value of the booking placement.

5: The publisher will make every endeavour to ensure the insertion of an advertisement in accordance with the advertiser’s instructions, but no liability will be accepted for any loss occasioned by omission or misplacement.

6: The publisher reserves the right to treat any condition or placement instructions by the advertiser as a request only. The advertiser acknowledges that the publisher will not be held liable for any loss suffered by the advertiser as a result of the publisher’s failure to place an advertisement (or any part of an advertisement) or from any error in any advertising material published.

7: At no time will any advertising agreement be contingent on the provision of editorial in the magazine by Connection Magazines.

8: The publisher reserves the right to cancel or suspend booking confirmation at any time.

9: 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.

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

PUBLISHER’S CLAUSE

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