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.
ECAtoday’s website - [www.ecatoday.co.uk](http://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.
From 2020, ECAtoday will also be going digital – at www.ecatoday.co.uk, which will be regularly updated by our experienced editorial team and expert contributors. This website is in addition to the print magazine. The online magazine website will be packed with the latest industry news, expert commentary, in-depth features, and a range of digital content such as podcasts and webinars. ECAtoday also has its own Twitter account @ECATodayonline, where you can keep updated with all the latest news and views.

This exciting development comes with a range of advertising opportunities for partner organisations – please read on for more information.
**Magazine rate card**

<table>
<thead>
<tr>
<th>Print space and Extras</th>
<th>Print Price</th>
<th>Trim (mm)</th>
<th>Bleed (mm)</th>
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<tbody>
<tr>
<td>Double Page Spread (DPS)</td>
<td>£3,500</td>
<td>297h x 420w</td>
<td>303h x 426w</td>
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<tr>
<td>Full Page</td>
<td>£2,000</td>
<td>297h x 210w</td>
<td>303h x 216w</td>
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<tr>
<td>½ Page</td>
<td>£1,250</td>
<td>148.5h x 210w</td>
<td>154.5h x 216w</td>
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<tr>
<td>Inside Front Cover</td>
<td>£2,250</td>
<td>297h x 210w</td>
<td>303h x 216w</td>
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<tr>
<td>Inside/Outside Back Cover</td>
<td>£1,750</td>
<td>297h x 210w</td>
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<tr>
<td>Quarter Page</td>
<td>£750</td>
<td>148.5 x 105</td>
<td>154.5 x 111</td>
</tr>
<tr>
<td>Advertorial (DPS) *750 words + imagery</td>
<td>£3,500</td>
<td>297h x 210w</td>
<td>303h x 216w</td>
</tr>
<tr>
<td>Advertorial (Full Page) *375 words + imagery</td>
<td>£2,000</td>
<td>297h x 210w</td>
<td>303h x 216w</td>
</tr>
<tr>
<td>Advertorial (½ Page) *185 words + imagery</td>
<td>£1,250</td>
<td>297h x 210w</td>
<td>303h x 216w</td>
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<tr>
<td>Loose insert in all copies (up to 30g weight)</td>
<td>£2,000</td>
<td>TBC</td>
<td>TBC</td>
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<tr>
<td>Bounded insert high grade paper</td>
<td>£3,500</td>
<td>TBC</td>
<td>TBC</td>
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<tr>
<td>Belly Band</td>
<td>£4,000</td>
<td>TBC</td>
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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
- RGB and spot colours are converted to CMYK
- All text is coconverted to outlines
- All fonts must be embedded
- 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
- Building Safety
- Network Infrastructure

  - Booking & copy deadline: Monday 21 February
  - Publish date (print & digital): Friday 25 March

**Summer (June)**

- Skills & Knowledge
- Zero Carbon
- Fire & Security

  - Booking & copy deadline: Monday 16 May
  - Publish date (print & digital): Friday 1 July

**Autumn (October)**

- Health & Safety
- Cable Management
- Lighting

  - Booking & copy deadline: Monday 26 September
  - Publish date (print & digital): Friday 28 October
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

<table>
<thead>
<tr>
<th>Online opportunities and rate card</th>
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<table>
<thead>
<tr>
<th>Price (per month)</th>
<th>Dimensions</th>
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<tbody>
<tr>
<td><strong>All Pages</strong></td>
<td></td>
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<tr>
<td>Larger Leaderboard Ad</td>
<td>£1,500</td>
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<tr>
<td><strong>Homepage</strong></td>
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<tr>
<td>Vertical Banner</td>
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<tr>
<td>Half Page Ad</td>
<td>£1,500</td>
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<tr>
<td>Medium Rectangle Ad</td>
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<tr>
<td><strong>Section Pages</strong></td>
<td></td>
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<tr>
<td>(Industry News / In Depth / Expert Comment)</td>
<td>Price on request</td>
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<tr>
<td>Landing Page Billboard</td>
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<tr>
<td>Article Page - Medium Rectangle Ad</td>
<td>Price on request</td>
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<tr>
<td><strong>Videos &amp; Podcasts</strong></td>
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<tr>
<td>Landing Page Billboard</td>
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</table>

**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).

**ECA Commercial Associate benefits**

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Online opportunities and rate card

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- Large Leaderboard Ad (970x90px)
- Homepage
- Vertical banner (160x600px)
- Half Page Ad (300x600px)
- Medium Rectangle Ad (300x250px)

- Mobile version
- Mobile Ad (970x90px)
- Large Mobile Ad (320x100px)

- In Depth – landing page
- Billboard (970x90px)

- In Depth – articles
- Medium Rectangle Ad (300x250px)

- Expert comment – landing page
- Billboard (970x90px)

- Expert comment – articles
- Medium Rectangle Ad (300x250px)

- Podcasts – landing page
- Billboard (970x90px)

- Podcasts – item
- Billboard (970x90px)

- Videos – landing page
- Billboard (970x90px)

- Videos – item
- Leaderboard Ad (728x90px)

- Industry News – landing page
- None currently planned

- Industry News – item
- Medium Rectangle Ad (300x250px)

- Search results
- Skyscraper (160x600px)
- Vertical banner (120x240px)

- Newsletter

We also send a monthly ECA today 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)

ECA Commercial Associate benefits

Commercial Associates can benefit from a free annual product / service listing on ECA today online – as well as editorial opportunities at the editor's discretion – please contact editor@ecatoday.co.uk for more information.
ECAtoday in numbers

Type of Reader
- 48% DIRECTOR
- 18% MANAGER
- 12% ELECTRICIAN
- 9% ENGINEER
- 5% OTHER
- 8% CONSULTANT
- 86% OTHER

Highly Recommended
- 86% of our readers would recommend the magazine to others
- 85% of readers describe the magazine as useful to their business

Loyal Readers
- 67% read EVERY edition
- 1.7k copies selectively distributed via ECA offices
- 7.5k+ copies distributed through industry events
- posted to 5k+ named industry decision makers

Distribution
- 1k+ copies distributed through industry events
- 5k+ copies distributed through industry events
- 7.5k+ copies distributed through industry events
Digital Newsletter

Distribution 3,850
Average clicks 36%
Average open 24%

Social media

over 31k ECA FOLLOWERS

ECAtoday Online

over 30k ANNUAL ONLINE VISITORS

Annual page views over 54k
Average monthly page views over 4,500