Leading and influencing our industry since 1901

ECA plays a substantial role in the development of policy and practice with government and key industry stakeholders, including the contractor and product supply chain.

Shaping the future of our industry...

ECA is the UK’s leading trade association that represents and supports member businesses involved in engineering services design, installation, inspection, testing, maintenance and monitoring across the UK (excluding Scotland).

We play a key role in improving standards, professionalism and commercial opportunity within our industry.

Our Regional Network

The ECA network is spread across 12 regions, ensuring that all ECA members have a local point of contact that can assist in maximising the business benefit of membership.

Our regional network also works proactively to organise business events, training, workshops, forums and networking events that allow like-minded professionals to come together for a common purpose.
ECA today provides fresh and engaging content, keeping readers advised of technological and business developments, as well as new opportunities that can help businesses to improve and grow.

Produced quarterly, in print and digital format, the magazine 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* stay ahead.

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

Readers access to an even greater level of information and resource as we continually evolve our magazine and online presence.

*Readers include contractors, installers, designers, facilities managers, consultants, manufacturers, distributors and training providers.
Type of reader:
- 48% DIRECTOR
- 18% MANAGER
- 12% ELECTRICIAN
- 9% ENGINEER
- 5% OTHER
- 8% CONSULTANT

Distribution:
- 12,562
- 1,715 copies selectively distributed via ECA offices
- 1,000+ copies distributed through industry events
- 5,000 distributed via key wholesalers
- 4,845 named industry decision makers

Loyal Readers:
- 67% read EVERY edition
- On average 4 people read every copy

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

ECA today numbers

ECA today Online numbers

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ECA today Online numbers

over 12K ECA NEWSLETTER SUBSCRIBERS*

over 84K VOLTIMUM NEWSLETTERS SUBSCRIBERS

19K ECA FOLLOWERS

2K ONLINE VISITORS per issue

note: Quarterly e-shot sent to the database. Contact for more info.

* This figure combines the subscribers of three newsletters - ECA today, the Source and Insight.
Voltimum is the publishing partner and media sales agent for ECAtoday.

Voltimum operates the leading B2B site for the largest community of electrotechnical professionals. Through product reviews, news, expert advice and technical articles, Voltimum provides users with the information and tools necessary to make the right purchasing decisions.

Voltimum’s platforms and channels connect partners and advertisers with a huge audience of product and service specifiers, providing market insight, industry information, product catalogues and much more! Voltimum grows their clients’ brands in front of people that matter, building awareness and driving sales directly to them.

The power of digital is at the core of everything they do, weaving clients’ messaging into Voltimum content and working together to meet marketing objectives and KPIs that result in measurable ROI.

The 'Smart Solutions' section of ECAtoday magazine - is an exciting evolution of the successful Smart Electrician magazine previously published by Voltimum - talks about smart technology, the Internet of Things and connected devices. The Smart Solutions section at ECAtoday is aimed at electrotechnical and other specialist businesses to educate, inform, and help them understand the potential impact on the market. These technologies present many opportunities, and it’s vital that readers are well-informed.
# Rate Card & Advertising Specs

<table>
<thead>
<tr>
<th>Print Space and Extras</th>
<th>Print Price</th>
<th>Digital Price</th>
<th>Trim (mm)</th>
<th>Bleed (mm)</th>
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<tbody>
<tr>
<td>DPS</td>
<td>£3,500</td>
<td>Free</td>
<td>297 h x 420 w</td>
<td>303 h x 426 w</td>
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<tr>
<td>Full Page</td>
<td>£2,000</td>
<td>Free</td>
<td>297 h x 210 w</td>
<td>303 h x 216 w</td>
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<tr>
<td>Half Page</td>
<td>£1,250</td>
<td>Free</td>
<td>148.5 h x 210 w</td>
<td>154.5 h x 216 w</td>
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<td>Inside Front page</td>
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<tr>
<td>Back Page or Outside Back Page</td>
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<td>Free</td>
<td>297 h x 210 w</td>
<td>303 h x 216 w</td>
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<tr>
<td>Quarter Page</td>
<td>£750</td>
<td>Free</td>
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<tr>
<td>Product Finder (1/4 page edit &amp; image)</td>
<td>£225</td>
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<tr>
<td>Product News (8th page edit &amp; image)</td>
<td>£125</td>
<td>Free</td>
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<td>TBC</td>
</tr>
<tr>
<td>Advertorial - Full Page</td>
<td>£2,000</td>
<td>Free</td>
<td>297 h x 210 w</td>
<td>303 h x 216 w</td>
</tr>
<tr>
<td>Loose Insert in all copies (up to 30g weight)</td>
<td>£2,000</td>
<td>Free</td>
<td>TBC</td>
<td>TBC</td>
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<tr>
<td>Bounded Insert high grade paper</td>
<td>£3,250</td>
<td>TBC</td>
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<tr>
<td>Belly Band</td>
<td>£4,000</td>
<td>TBC</td>
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## Others services

<table>
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<th>Service</th>
<th>Price</th>
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<tbody>
<tr>
<td>Email</td>
<td>£300</td>
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<tr>
<td>Newsletter Banner</td>
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<tr>
<td>Mono Brand Newsletter</td>
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<tr>
<td>Webinar</td>
<td>£750</td>
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<tr>
<td>Partner Produced</td>
<td>£750</td>
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For accurate reproduction please ensure:
- All text and logos are 5mm from the trim edge
- RGB and spot are converted to CMYK
- All text is converted 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 our Voltimum production team can design, make up and layout your ad FREE of charge.
Production
& Theme Schedule

Spring (May) – Energy Solutions
● Formula E
● Batteries and charging points
● Energy and the 18th Edition
● Offering energy solutions to clients
● Energy and the industrial strategy
● Skills and the industrial strategy
● Occupational health assessments
● Retentions
● GDPR
● Employment law

► Booking & copy deadline: 23rd March
► Publish date (print & digital): 27th April

Autumn (Sep) – Employment & Skills
● Apprenticeship standards
● Diversity and inclusion
● The Electrotechnical Skills Partnership
● Electrotechnical Certification Scheme
● Training
● Construction Tech Bacc
● Local authority work
● Employment law

► Booking & copy deadline: 24th August
► Publish date (print & digital): 28th September

Summer (Jul) – Electrotechnical
● ECA Industry Awards
● Wiring Regulations overview
● Wiring Regulations Q&A
● Fire and security
● Datacomms
● Apprenticeships
● JIB 50th anniversary
● Social sustainability and tendering
● Employment law

► Booking & copy deadline: 15th June
► Publish date (print & digital): 20th July

Winter (Dec) – Health & Safety
● Pre-qualification – PAS 91 and SSIP
● Respiratory protection
● Electrical isolation
● Safety training
● HSE industry strategy
● JIB accident report
● Prompt payment
● Employment law

► Booking & copy deadline: 2nd November
► Publish date (print & digital): 7th December
Advertising with ECAtoday...

Advertising channels:
- ECAtoday print version
- Online content hub (future)
- ECAtoday e-newsletters (banner advertisement, mono branded newsletters, sponsorship)
- ECAtoday online version

Advertorial opportunities
- Double page – 800 words plus images (size dependent)
- Full Page – 400 words plus images (size dependent)
- Half Page - 200 words plus images (size dependent)
- Advertorials must be a relevant topic.

Showcasing our print digitally...

Distribution
- ECAtoday is offered to readers via ECA.co.uk/ecatoday
- ECAtoday online version is available via eca.co.uk to wider industry free of charge

Digital advertising inclusion
Every advertiser in the print edition of ECAtoday will be included in ECAtoday digital edition at no additional cost unless otherwise requested.

Premium opportunities
ECA offer a limited number of premium advertising opportunities, including embedding video content and links.