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.
ECAtoday 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.
ECAtoday numbers

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

Loyal Readers
- 67% read EVERY edition

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

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

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

ECAtoday Online numbers

Over 89K online visitors

Over 2K followers

Over 20K ECA Newsletter subscribers*

Over 12K ECA Newsletter subscribers

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

*This figure combines the subscribers of three newsletters: ECAtoday, the Source and Insight.
Production & Theme Schedule

Spring (Mar)
Electrical/Energy
► Booking & copy deadline: 25th February
► Publish date (print & digital): 29th March

Autumn (Sep)
Employment & Skills /Certification & Assessment
► Booking & copy deadline: 19th August
► Publish date (print & digital): 27th September

Summer (Jun)
Health & Safety/Datacomms
► Booking & copy deadline: 20th May
► Publish date (print & digital): 28th June

Winter (Dec)
Security/Fire Safety
► Booking & copy deadline: 4th November
► Publish date (print & digital): 6th December
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 talks about smart technology, the Internet of Things and connected devices. The Smart Solutions section of 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.
Advertising with ECA today...

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

Advertorial opportunities
- Double page – 750 words plus images (size dependent)
- Full Page – 375 words plus images (size dependent)
- Half Page – 185 words plus images (size dependent)
- Advertorials must be a relevant topic.

Showcasing our print digitally...

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

Digital advertising inclusion
Every advertiser in the print edition of ECA today will be included in ECA today 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.
## Rate Card & Advertising Specs

### Print Space and Extras

<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>
</tr>
</thead>
<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>
</tr>
<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>
</tr>
<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>
</tr>
<tr>
<td>Inside Front page</td>
<td>£2,250</td>
<td>Free</td>
<td>297 h x 105 w</td>
<td>303 h x 111 w</td>
</tr>
<tr>
<td>Back Page or Outside Back Page</td>
<td>£2,750</td>
<td>Free</td>
<td>297 h x 210 w</td>
<td>303 h x 216 w</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£750</td>
<td>Free</td>
<td>TBC</td>
<td>TBC</td>
</tr>
<tr>
<td>Product Finder (1/4 page edit &amp; image)</td>
<td>£225</td>
<td>Free</td>
<td>TBC</td>
<td>TBC</td>
</tr>
<tr>
<td>Product News (8th page edit &amp; image)</td>
<td>£125</td>
<td>Free</td>
<td>TBC</td>
<td>TBC</td>
</tr>
<tr>
<td>Advertisal - 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>
</tr>
<tr>
<td>Bounded Insert high grade paper</td>
<td>£1,250</td>
<td>TBC</td>
<td>TBC</td>
<td>TBC</td>
</tr>
<tr>
<td>Belly Band</td>
<td>£4,000</td>
<td>TBC</td>
<td>TBC</td>
<td>TBC</td>
</tr>
</tbody>
</table>

Price exclusive of VAT. Subject to availability, terms and conditions.

### Other services

- **Newsletter Banner** | £700
- **Mono Brand Newsletter** | £3,000

For accurate reproduction please ensure:
- All text and logos are 5mm from the trim edge
- RGB and spot colour 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 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.

Email: [Contact us to find out more](#)