The industry’s leading magazine

ECAtoday provides fresh and engaging content, keeping readers informed of technological and business developments, as well as new opportunities that can help businesses to improve and grow.

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).

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

Voltimum is the publishing partner and media sales agent for ECAtoday. Voltimum operates a leading B2B site for electrotechnical professionals.

Produced quarterly in print format, 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 stay ahead.
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Now online at www.ecatoday.co.uk

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.
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Magazine rate card

For accurate reproduction please ensure:
- All text and logos are 5mm from the trim edge
- RGB and spot colour are converted to CMYK
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- All fonts must be embedded
- All images contained within the PDF must be high resolution (300dpi recommended) CMYK format
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All prices are exclusive of VAT. Subject to availability, terms and conditions.
* Advertorials must be a relevant subject. Use of supplied imagery size dependent.

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<th>Print Space and Extras</th>
<th>Print Price</th>
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<td>Loose insert in all copies (up to 30g weight)</td>
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<td>Bounded insert high grade paper</td>
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<td>Belly Band</td>
<td>£4,000</td>
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ECA Commercial Associate benefits

ECA Commercial Associates can benefit from a free (biennial) ½ page product feature in ECAtoday (when booking advertising) – please contact us for more information.

For more information:
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.
Magazine features and advertising deadlines

Spring (March)
PAYMENT
CSR
LIGHTING

► Booking & copy deadline: Monday 24 February
► Publish date (print & digital): Friday 27 March

Summer (June)
SKILLS & KNOWLEDGE
FIRE & SECURITY
CABLE MANAGEMENT

► Booking & copy deadline: Monday 18 May
► Publish date (print & digital): Friday 26 June

Autumn (September)
ZERO CARBON
DIVERSITY & INCLUSION
DATA CENTRES

► Booking & copy deadline: Monday 17 August
► Publish date (print & digital): Friday 25 September

Winter (November)
WIRING REGULATIONS
CERTIFICATION
BUILDING CONTROLS

► Booking & copy deadline: Monday 26 October
► Publish date (print & digital): Friday 27 November
Online opportunities and rate card

There are a range of 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

All pages
- Large Leaderboard Ad (970x90px)

Homepage
- Vertical Banner (160x600px)
- Half Page Ad (300x600px)
- Medium Rectangle Ad (300x250px)

Mobile version
- Mobile Ad (320x50px)
- Large Mobile Ad (320x100px)
- Large Mobile Ad (320x100px)

In Depth – landing page
- Billboard (970x90px)

In Depth – articles
- Medium rectangle (300x250px)

Expert comment – landing page
- Billboard (970x90px)

Expert comment – articles
- Medium rectangle (300x250px)

Podcasts – landing page
- Billboard (970x90px)

Podcasts – item
- Billboard (970x90px)

Videos – landing page
- Billboard (970x90px)

Videos – item
- Leaderboard (728x90px)

Industry News – landing page
- None currently planned

Industry News - item
- Medium rectangle (300x250px)

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

Newsletters
There will be a monthly ECAtoday newsletter to our extensive subscriber list – which includes business owners, CEOs, and senior managers.

Sponsorship opportunities for the newsletter include: banner advertisements (£700) and mono-branded newsletters (£3,000).

ECA Commercial Associate benefits

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

Type of reader

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

Loyal Readers

- 67% read EVERY edition

Highly Recommended

- 86% of our readers would recommend the magazine to others

Distribution

- 12.5k+
- 5k distributed via key wholesalers

Online numbers

- 89k OVER
- 20k OVER
- 10k OVER

ECA NEWSLETTER SUBSCRIBERS*

* This figure combines the subscribers of the ECA today and the Source newsletters.
ECAtoday
Online numbers

1.7k copies selectively distributed via ECA offices

over 89k VOLTIMUM NEWSLETTERS SUBSCRIBERS

5k+ posted to named industry decision makers

over 20k ECA FOLLOWERS

1k+ copies distributed through industry events

over 10k ECA NEWSLETTER SUBSCRIBERS*

85% of readers describe the magazine as useful to their business

over 2k ONLINE VISITORS per issue

* This figure combines the subscribers of the ECAtoday and the Source newsletters.