

MEDIA KIT 2021

CIRCUIT

IN ASSOCIATION WITH
MASTER
ELECTRICIANS
AUSTRALIA

THE MAGAZINE PUBLISHING COMPANY

Ground Floor, 33 Nundah St, Nundah Qld 4012
PO Box 406, Nundah Qld 4012

P: 07 3866 0000 F: 07 3866 0066
E: info@tmpc.com.au W: www.tmpc.com.au



ELECTRICAL CONTRACTING ENGINEERING

CIRCUIT

DEC
JAN
2021

IN ASSOCIATION WITH
MASTER
ELECTRICIANS
AUSTRALIA



System pro M compact® InSite by ABB
Beyond connected, always one step ahead of maintenance





Energy savings
up to 20%



Reduce CO₂
emissions by
up to 15%



Retrofit existing
installations
within one day



Guaranteed
continuous
operations



Replicable
and easy
configuration

System pro M compact® InSite monitors and records the energy flow in sub distribution boards providing the data necessary for energy and asset management. The InSite range can be utilised standalone with its own internal webserver, or integrated into the cloud based ABB Ability™ Energy and Asset Manager solution or any IT infrastructure.

Scan here for more info or call 1800 60 20 20



WELCOME TO CIRCUIT



TESTIMONIALS

Maréchal Australia has been advertising with Circuit Magazine for many years. I believe the magazine gives us substantial and valuable exposure to our existing and prospective customers. Our ads are always produced and printed in a very professional manner. The team has always been fantastic to work with and very helpful and we look forward to continue working with Circuit Magazine for many years to come.

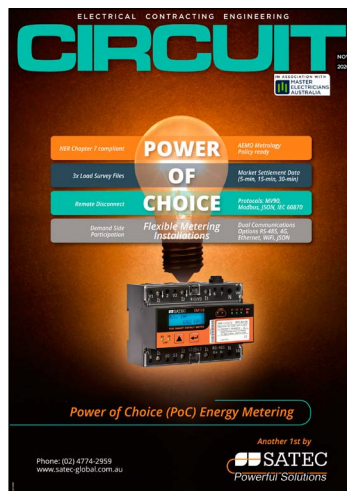
- George Ghneim, Marechal

ABB values The Circuit magazine as it allows us to position ourselves as the authority in electrification for high-growth segments such as data centres, home automation, electric mobility and commercial buildings - which we are well-positioned to serve. It is a great vehicle to inform the marketplace about our latest low voltage products and systems.

- Leanne Sprlyan, External Communications Specialist Corporate Communications

As a 100% Australian owned company, NHP finds Circuit to be a great platform to reach a targeted audience. The team at Circuit Magazine understand our objectives and tailor campaigns accordingly, ensuring flexibility and choice.

- Chris Keogh, Communications Manager



As the official magazine partner of Master Electricians Australia, *Circuit* has a CAB audited circulation of 10,627 printed magazines going straight to the mail boxes of the electrical industry across Australia. In addition to our printed magazine we also distribute 841 digital magazines to those people, who prefer to have the magazine sent to them in a digital format; our digital magazine on average achieves page views of 20,346 per issue.

Published continuously since 1971, *Circuit* is a trusted source of information to the electrical industry, and its unique distribution strategy is key to its enviable penetration into the marketplace. Updated yearly using exclusive Dun & Bradstreet data, *Circuit* is direct mailed to the owners/managers of the largest electrical contractor companies in Australia as well as all Master Electricians Australia members nationwide. This provides the advertiser with a unique avenue to reach the overall decision-maker in Australia's top electrical contractor-based companies.

An exclusive partnership with leading Australian electrical wholesaler M&M Electrical Merchandising (incorporating AWM, HAYMANS, TLE and D&W) enables the magazine to also be available free from special front-counter stands at each of these outlets, allowing advertisers a rare opportunity whereby the magazine is in the hands of individual electricians as they shop for supplies. This double-edged distribution approach gives *Circuit* complete coverage of the marketplace at every level.

The magazine features everything from business tips and advice to the latest industry news and developments, as well as extensive coverage on the latest products on the market. Its high-quality content and contemporary design sees it devoured from cover to cover every month.

FEBRUARY

CABLING & DATA

Cabling is an essential part of any sparkies or cabler's tool kit. In this feature, cabling and data companies can highlight the many facets of their business, including power, data communications and fibre optics as well as all cabling accessories.

DEADLINE: JAN 15, 2021

JUNE

SUPPORT AUSTRALIA

Now more than ever, Australians are looking to support homegrown innovation and local businesses. This feature will promote everything Aussie, whether it be the Australian arms of global businesses, proudly Australian-owned companies or locally designed, manufactured or distributed products. Show our readers that you are supporting them and Australia and let us shine the spotlight on the true blue in your business.

DEADLINE: MAY 14, 2021

OCTOBER

SAFETY

There's no room for error when it comes to electricity. This feature provides valuable information on everything safety related, from tools, equipment and clothing to fire alarms, safety switches and more.

DEADLINE: SEP 15, 2021

MARCH

LIGHTING THE WAY

As technology in the lighting sector rapidly evolves, make sure you have your products front and centre in the minds of the contractors installing them. People and businesses are looking to manage their energy consumption, as it often starts with lighting options.

DEADLINE: FEB 15, 2021

JULY

ENERGY-EFFICIENCY & THE ENVIRONMENT

Highlight your company's green credentials and initiatives, and pick up a bigger part of an ever-growing green market. Featuring everything from solar panels and inverters to energy efficient lighting, this is a chance to make your mark in the industry.

DEADLINE: JUN 15, 2021

NOVEMBER

SWITCHGEAR, SWITCHBOARDS & ENCLOSURES

This feature embraces all aspects of the switchboard industry, from residential projects to industrial jobs. This is a great opportunity to inform our readers of new and innovative products. To complete the picture, we'll also showcase the latest innovations in rack systems and enclosures.

DEADLINE: OCT 15, 2021

APRIL

SWITCHGEAR, SWITCHBOARDS & ENCLOSURES

This feature embraces all aspects of the switchboard industry, from residential projects to industrial jobs. This is a great opportunity to inform our readers of new and innovative products. To complete the picture, we'll also showcase the latest innovations in rack systems and enclosures.

DEADLINE: MAR 15, 2021

AUGUST

CABLING & DATA

Cabling is an essential part of any sparkies or cabler's toolkit. In this feature, cabling and data companies can highlight the many facets of their business, including power, data communications and fibre optics as well as all cabling accessories.

DEADLINE: JUL 15, 2021

DEC/JAN '21

SMART TECHNOLOGY

This feature showcases the latest innovations for smart homes and buildings, including home automation, energy efficient living and intelligent lighting.

DEADLINE: NOV 15, 2021

MAY

TOOLS & TRADE VEHICLES

This feature is the perfect opportunity to showcase the latest releases in hand and power tools, toolboxes, test & measurement, power quality, and power factor correction equipment and vehicle fit-outs. This is the feature to ensure your company's tools wind up in the hands of the industry's best.

DEADLINE: APR 15, 2021

SEPTEMBER

LIGHTING THE WAY

As technology in the lighting sector rapidly evolves, make sure you have your products front and centre in the minds of the contractors installing them. People and businesses are looking to manage their energy consumption, as it often starts with lighting options.

DEADLINE: AUG 16, 2021



CIRCUIT
FEATURES 2021

AD RATES 2021


ALL PRICES ARE PER ISSUE AND EXCLUDE GST

FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES	11 ISSUES
Double page spread	\$6,100	\$5,800	\$5,495	\$5,190
Full page	\$3,390	\$3,220	\$3,050	\$2,880
Half page	\$2,320	\$2,200	\$2,085	\$1,970
Third page	\$1,740	\$1,650	\$1,565	\$1,480
Quarter page	\$1,390	\$1,320	\$1,250	\$1,185

PREFERRED POSITION	CASUAL	3 ISSUES	6 ISSUES	11 ISSUES
Gatefold (3 pages) + front cover	\$10,630	\$10,090	-	-
Gatefold 3 pages	\$8,190	\$7,780	\$7,375	\$6,960
Inside front cover double page spread	\$6,850	\$6,510	\$6,160	\$5,820
Front Cover	\$5,095	\$4,840	-	-
Outside back cover	\$4,400	\$4,180	\$3,960	\$3,740
Inside front cover	\$3,900	\$3,700	\$3,510	\$3,325
Other preferred positions	+10%			

TRADE DIRECTORY	PRICE
60mm x 2 column (90mm) (Ad runs for 12 months at this price)	\$2,600

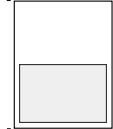
AD DIMENSIONS



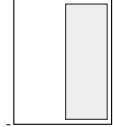
DOUBLE PAGE SPREAD
TRIM SIZE:
H 297mm x W 420mm
 + add 5mm bleed
 (Keep type & logos 10mm in from trim)



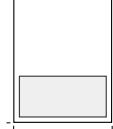
FULL PAGE
TRIM SIZE:
H 297mm x W 210mm
 + add 5mm bleed
 (Keep type & logos 10mm in from trim)



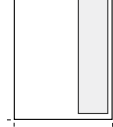
HALF PAGE HORIZONTAL
H 130mm x W 184mm
 no bleed required



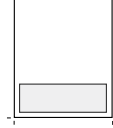
HALF PAGE VERTICAL
H 275mm x W 90mm
 no bleed required



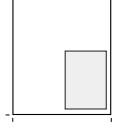
THIRD PAGE HORIZONTAL
H 85mm x W 184mm
 no bleed required



THIRD PAGE VERTICAL
H 275mm x W 60mm
 no bleed required



QUARTER PAGE HORIZONTAL
H 65mm x W 184mm
 no bleed required



QUARTER PAGE VERTICAL
H 130mm x W 90mm
 no bleed required

DEADLINES

ISSUE	DEADLINE
FEBRUARY	JAN 15
MARCH	FEB 15
APRIL	MAR 15
MAY	APR 15
JUNE	MAY 14
JULY	JUN 15
AUGUST	JUL 15
SEPTEMBER	AUG 16
OCTOBER	SEP 15
NOVEMBER	OCT 15
DEC/JAN 2022	NOV 15

CIRCUIT
 RATES & SPECS 2021

