

A woman wearing a yellow hard hat and safety glasses is looking at a laptop. She is wearing a high-visibility yellow vest over a dark blue shirt. In the background, another person in a white hard hat and high-visibility vest is working on industrial equipment. The setting appears to be a factory or industrial facility with large machinery and pipes.

Media kit 2026

THE MAGAZINE PUBLISHING COMPANY

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Welcome to

Profile

Circuit has the latest information and news that sparkies need to know. 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 read from cover to cover every month.

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 being mailed to 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.

Through our partnership with leading Australian electrical wholesaler M&M Electrical Merchandising (incorporating AWM, HAYMANS, TLE and D&W) the magazine is also available free from special front-counter stands at each of their outlets, allowing advertisers a rare opportunity whereby the magazine is in the hands of individual electricians as they shop for products.

This three-way distribution approach gives *Circuit* complete coverage of the marketplace at every level.



With our unique three-way distribution model 10,600 copies are distributed to industry leaders and decision-makers throughout Australia. Keeping Australia electricians up to date with the latest industry news, regulation changes, technical articles, and products that are hitting the market.

Printed Magazine (per issue)

10,790 
**PRINTED
COPIES**
(CAB Audit verified)



31,800
READERS

Our digital magazine is sent to a growing digital subscriber base of 986 readers, providing them with the flexibility of being able to read *Circuit* on their desktop, tablet or smartphone at their leisure.

Digital Magazine (per issue)

1,029 
**DIGITAL
SUBSCRIBERS**

20,650 **PAGE
IMPRESSIONS**

Audience

Our readership comprises electricians, executives from Australia's leading electrical companies, government ministers, policymakers, regulatory authorities, managers, engineers, research institutions, manufacturers, suppliers and more. Through our print/digital magazine and website, we provide them with comprehensive insights into the industry's major players, industry news, projects, trends, innovations and events.

Job role

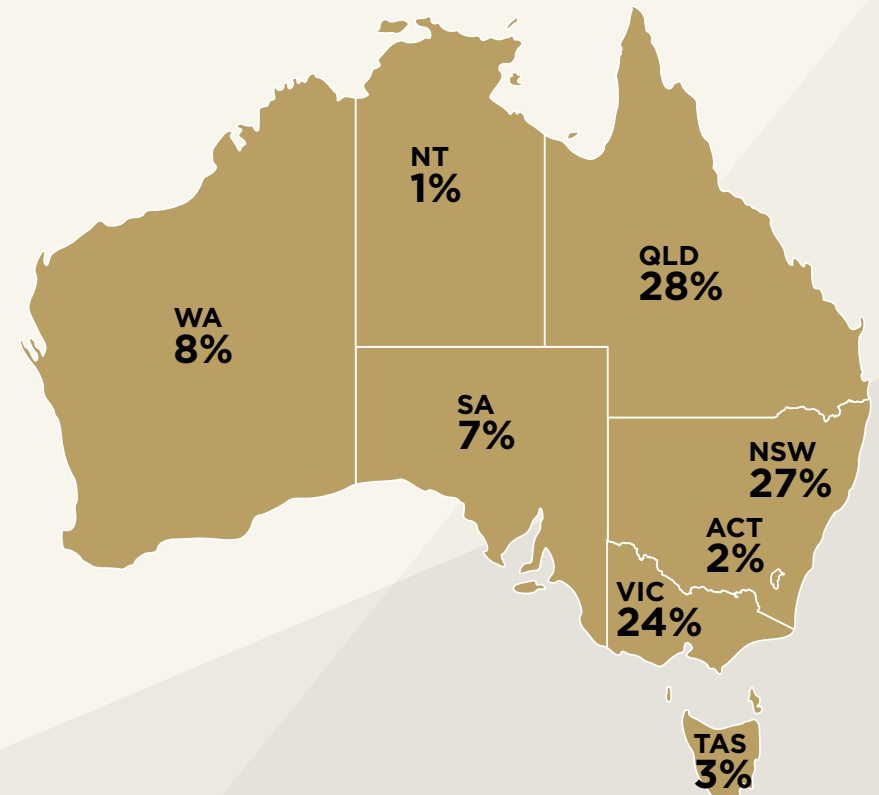
94%
OF READERS
**INFLUENCE
OR APPROVE**
PURCHASES

86% OWNER/
MANAGER

9% EMPLOYEE:
ELECTRICIAN/ENGINEER/
PROJECT MANAGER

5% OTHER

Location



Features 2026

FEBRUARY

DEADLINE: 15/01/2026

CABLING & DATA

Cabling is a crucial part of any electrician's day to day operation. This feature will showcase a variety of cable options and cabling products, including power cables, data communication cables, fibre optics and essential accessories like testing equipment, tools, connectors, cable management systems, racks and uninterruptible power supplies (UPS). This is a great opportunity for cabling and data companies to showcase their comprehensive offerings, supporting the diverse needs of electricians and installers.

MARCH

DEADLINE: 16/02/2026

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.

APRIL

DEADLINE: 16/03/2026

SWITCHGEAR, SWITCHBOARDS & ENCLOSURES

This feature covers everything to do with switchboards, from residential, commercial to large-scale industrial projects, looking at old favourites, new technologies and highlighting importance of maintenance. It is a great opportunity to keep our readers informed about new and innovative products that help build the Switchgear from key components like circuit breakers, disconnect switches, busbars, transformers, protective relays, fuses and control systems, all housed in protective enclosures to ensure safe and reliable power distribution and control. To complete the picture, we will also showcase the latest developments in rack systems, enclosures, HVAC and cooling systems.

MAY

DEADLINE: 15/04/2026

TOOLS & INDUSTRY SUPPORT SERVICES

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. also highlights professionals, software, superannuation, insurance, training and much more which will assist with the smooth running of their business.

JUNE

DEADLINE: 15/05/2026

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.

JULY

DEADLINE: 15/06/2026

ENERGY-EFFICIENCY & THE ENVIRONMENT

Showcase your green product offerings and capture a larger share of the ever-growing green market. Featuring everything from solar panels, batteries, inverters, monitoring systems, to energy-efficient lighting and EV chargers. This is your chance to demonstrate your commitment to sustainability and tap into the growing demand for energy-efficient solutions.

AUGUST

DEADLINE: 15/07/2026

CABLING & DATA

Cabling is a crucial part of any electrician's day to day operation. This feature will showcase a variety of cable options and cabling products, including power cables, data communication cables, fibre optics and essential accessories like testing equipment, tools, connectors, cable management systems, racks and uninterruptible power supplies (UPS). This is a great opportunity for cabling and data companies to showcase their comprehensive offerings, supporting the diverse needs of electricians and installers.

SEPTEMBER

DEADLINE: 14/08/2026

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.

OCTOBER

DEADLINE: 15/09/2026

SAFETY & INDUSTRY SUPPORT SERVICES

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. Also highlights professionals, software, superannuation, insurance, training and much more which will assist with the smooth running of their business.

NOVEMBER

DEADLINE: 15/10/2026

SUPPORT AUSTRALIA

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DECEMBER 25/JANUARY 26

DEADLINE: 16/11/2026

SMART TECHNOLOGY & RENEWABLE/SUSTAINABLE ENERGY

This feature showcases the latest innovations for smart homes and buildings, including home automation, energy-efficient living, intelligent lighting, solar, batteries and EV chargers. Renewable/sustainable energy has undergone a dramatic transformation in Australia, and innovation will see the market explode in years to come. This feature will look at the innovative and sustainable technologies and products working towards a clean energy future.

Magazine Advertising Rates & Specs

ALL PRICES ARE PER ISSUE AND EXCLUDE GST

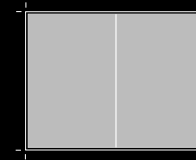
FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES	11 ISSUES
Double page spread	\$6,100	\$5,795	\$5,490	\$5,185
Full page	\$3,390	\$3,220	\$3,050	\$2,880
Half page	\$2,320	\$2,200	\$2,085	\$1,970
Third Page	\$1,740	\$1,650	\$1,565	\$1,480
Quarter page	\$1,390	\$1,320	\$1,250	\$1,185

PREFERRED POSITION	CASUAL	3 ISSUES	6 ISSUES	11 ISSUES
Inside front cover double page spread	\$6,850	\$6,510	\$6,165	\$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	\$3,315
Other preferred positions	10%			

Deadlines

ISSUE	DEADLINE
FEBRUARY	15 JANUARY
MARCH	16 FEBRUARY
APRIL	16 MARCH
MAY	15 APRIL
JUNE	15 MAY
JULY	15 JUNE
AUGUST	15 JULY
SEPTEMBER	14 AUGUST
OCTOBER	15 SEPTEMBER
NOVEMBER	15 OCTOBER
DECEMBER	16 NOVEMBER

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



QUARTER PAGE HORIZONTAL

H 65mm x W 184mm
 no bleed required

Sponsored Content

ALL PRICES ARE PER ISSUE AND EXCLUDE GST

Company of the Month

\$10,370 3 pages editorial + 1 page advert

As a special reward to our most loyal clients, we also offer that if your company is booking three full-page adverts you can run one of those adverts alongside our company of the month feature, saving you close to \$7,000.

All good businesses have a story to tell, so why not share yours and reap the benefits?

The company of the month article offers you with the opportunity to showcase your business and products alongside *Circuits* editorial content, providing you with invaluable industry exposure. Share insights into your business's origins and development, innovative practices and popular products via 1000 words of editorial, a selection of high-quality images and let us do the rest.

Product News

\$750

Circuit's immensely popular **Product News** section showcases a line-up of newly released products that keep our readers coming back for more, issue after issue.

Book your spot in our **Product News** section and put your product in front of our readership in both our print and digital formats.

All you have to do is send us approximately 70 words of copy and a high-resolution image.

Product Of The Month

\$2,320

What's the best way to make your product stand out? Nab *Circuit's* coveted Product of the Month spot!

Product of the Month sits right at the beginning of *Circuit's* popular **Product News** section, which profiles newly released products hitting the Australian electrical market.

Product of the Month is given more space than a standard **Product News** piece, and is designed to grab the reader's attention.

Want to really generate some engagement with our readers? Team your product info with a product giveaway and get maximum bang for your buck!

CLICK ON THE
BELOW IMAGES TO
SEE EXAMPLES

Sponsored Content

ALL PRICES ARE PER ISSUE AND EXCLUDE GST

Sponsored Content

\$6,100 Double page spread

\$3,390 Full page

Position your company as a market leader within Australia's electrical sector by taking advantage of this exclusive content marketing opportunity. Sponsored content allows you to place your technical, product or company content alongside *Circuit's* editorial content, giving you valuable exposure and help position yourself as a thought leader within the Australian electrical industry. Sponsored Content is a prime opportunity for leading companies to share thought-provoking and informative content in an editorial-style format. To keep the exclusivity, we only accept one sponsored content article per issue. All you need to do is supply approximately 1,000 words of copy for a double page spread or 500 words for a full page, high-resolution images, and a company logo—we'll take care of the rest.

CLICK ON THE
BELOW IMAGES TO
SEE EXAMPLES

Tool Time

\$6,100 Double page spread

Circuit is introducing a **Tool Review** section to give tool companies the opportunity to showcase their newly released products to a targeted tradie readership.

Running across a double-page spread, our qualified sparkies will review your product and tell our readers what they like most about it.

All you need to do is supply some information about the product, some high-resolution product shots, and the tool for our sparkies to test in the field. We'll do the rest, and provide a copy for final approval.

DOUBLE PAGE

Motor Review

\$6,100 Double page spread

Does your business sell vehicles or equipment, accessories, and modifications suited to electricians' work vehicles?

If so, *Circuit* is introducing a fantastic opportunity for you to promote your product in our **Motor Review**.

This double-page opportunity will put your product in front of electricians in both our print and digital formats.

All you need to do is supply approximately 1,000 words of copy and a selection of high-resolution images, and we'll do the rest!

DOUBLE PAGE



(Example only)