

# CIRCUIT

## 2017 MEDIA KIT



The Magazine Publishing Company  
Unit 107, 27-33 Nundah St, Nundah Qld 4012  
PO Box 406, Nundah Qld 4012  
P: 07 3866 0000 F: 07 3866 0066  
E: [info@tmpc.com.au](mailto:info@tmpc.com.au) [www.tmpc.com.au](http://www.tmpc.com.au)





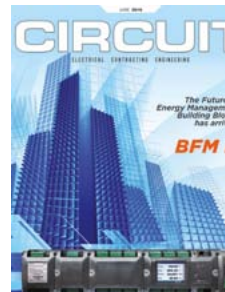
# WELCOME TO CIRCUIT

*Circuit Magazine has a CAB audited circulation of 9351 going straight to the electrical industry. Published continuously since 1971, Circuit Magazine and has become a trusted source of information to the electrical industry. Circuit's unique distribution strategy is key to its enviable penetration into the marketplace. Updated yearly using exclusive Dun & Bradstreet data, Circuit is personally mailed to the owners/managers of the largest 4000 electrical contractor companies in Australia, based on annual turnover. 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. This high-quality content coupled with a contemporary, easy-to-read design ensures readers are devouring it from cover to cover every month.*



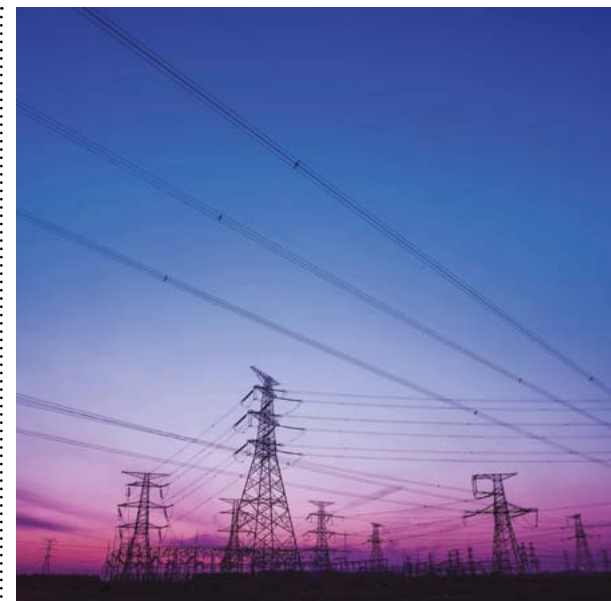
*Our work with The Circuit Magazine aimed to attract attention to our brand, and attract attention it did! The team at Circuit Magazine met our expectations and more. They're friendly and their 'can do' attitude had a massive impact on us and are always a pleasure to work with.*

**- Ebony Lucantonio, Connected Switchgear**



*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**



*As a 100% Australian owned company, Circuit Magazine provides NHP with the perfect platform to reach a targeted audience. The team at Circuit Magazine understand our objectives and tailor campaigns accordingly, ensuring flexibility and choice.*

**- Stephanie Macfarlane, NHP**

# CIRCUIT FEATURES

## FEB

### CABLING & DATA

Cabling is an essential part of any sparkie's or cabler's toolkit. In this feature, cabling and data companies have the opportunity to promote the many facets of their business - including power, data communications and fibre optic as well as all cabling accessories.

DEADLINE: DEC 19, 2016

## MAR

### LIGHTING THE WAY

As technology in this sector continues to rapidly improve, make sure you have your products front and centre in the Sparkies mind. People and businesses are looking to manage their energy consumption, as it often starts with the lighting they buy.

DEADLINE: FEB 15, 2017

## APR

### SWITCHGEAR, SWITCHBOARDS & ENCLOSURES

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

DEADLINE: MAR 15, 2017

## MAY

### HOME ENERGY GENERATION & STORAGE

Home Energy Generation and Storage is the new trending technology as homes & businesses try to get 'off the grid' and reduce their power bills. From solar panels and inverters, to batteries and power packs, this feature helps suppliers to this fast growing industry get their products out to the sparkies. For residential and commercial applications.

DEADLINE: APR 13, 2017

## JUN

### ENERGY-EFFICIENCY & THE ENVIRONMENT

Highlight your company's green credentials and initiatives, and pick up a bigger part of an ever-growing green market. Anything from solar panels and inverters to energy efficient lighting. We all need to do our bit to save the turtles.

DEADLINE: MAY 15, 2017

## JUL

### CONTRACTORS TOOLS

An electrician is nothing without his tools. This feature will promote the latest models in hand and power tools as well as toolboxes, measurement equipment and fit-outs for your vehicle to keep everything in its place. This is the feature to ensure your company's tools wind up in the hands of the industry's best.

DEADLINE: JUN 15, 2017

## AUG

### CABLING & DATA

Cabling is an essential part of any sparkie's or cabler's toolkit. In this feature, cabling and data companies have the opportunity to promote the many facets of their business - including power, data communications and fibre optic as well as all cabling accessories.

DEADLINE: JUL 14, 2017

## SEP

### LIGHTING THE WAY

As technology in this sector continues to rapidly improve, make sure you have your products front and centre in the Sparkies mind. People and businesses are looking to manage their energy consumption, as it often starts with the lighting they buy.

DEADLINE: AUG 15, 2017

## OCT

### SAFETY

When playing with power, there's no margin for error. Keeping sparkie's safe in the workplace is vitally important, and this feature will provide valuable information on everything from tools, equipment and clothing to fire alarms, safety switches and much more.

DEADLINE: SEP 15, 2017

## NOV

### SWITCHGEAR, SWITCHBOARDS & ENCLOSURES

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

DEADLINE: OCT 16, 2017

## DEC 17/JAN 18

### ENERGY-EFFICIENCY & THE ENVIRONMENT

Highlight your company's green credentials and initiatives, and pick up a bigger part of an ever-growing green market. Anything from solar panels and inverters to energy efficient lighting. We all need to do our bit to save the turtles.

DEADLINE: NOV 15, 2017



# RATES & SPECS

## AD RATES 2017

all prices are per issue and exclude GST

<b>FULL COLOUR</b>	<b>CASUAL</b>	<b>3 ISSUES</b>	<b>6 ISSUES</b>	<b>11 ISSUES</b>
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
<b>PREFERRED POSITION</b>	<b>CASUAL</b>	<b>3 ISSUES</b>	<b>6 ISSUES</b>	<b>11 ISSUES</b>
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%			
<b>TRADE DIRECTORY</b>	<b>PRICE</b>			
(Ad runs for 12 months at the below price)				
60mm x 2 column (90mm)	\$2,600			

## DEADLINES

<b>ISSUE</b>	<b>DEADLINE</b>
FEBRUARY	DEC 19
MARCH	FEB 15
APRIL	MAR 15
MAY	ARP 13
JUNE	MAY 15
JULY	JUN 15
AUGUST	JUL 14
SEPTEMBER	AUG 15
OCTOBER	SEP 15
NOVEMBER	OCT 16
DEC 17/JAN 18	NOV 15



## ADVERT 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)



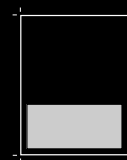
### HALF PAGE HORIZONTAL

**H 130mm x W 184mm**  
 no bleed required



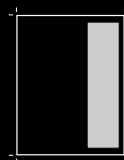
### HALF PAGE VERTICAL

**H 275mm x W 90mm**  
 no bleed required



### THIRD PAGE HORIZONTAL

**H 85mm x W 184mm**  
 no bleed required



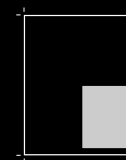
### THIRD PAGE VERTICAL

**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