

# MEDIA KIT 2020

# CIRCUIT

IN ASSOCIATION WITH  
MASTER  
ELECTRICIANS  
AUSTRALIA

## THE MAGAZINE PUBLISHING COMPANY

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# 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 10,980 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 13,500 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, 2020**

## JUNE

**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: MAY 15, 2020**

## 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, 2020**

## 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 14, 2020**

## JULY

**PROFESSIONAL SERVICES & TRAINING**

This feature has everything tradies need to operate efficiently, including business software, insurance and superannuation. We'll also showcase a range of training organisations and the latest courses to update skills.

**DEADLINE: JUN 15, 2020**

## NOVEMBER

**SWITCHEAR, 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, 2020**

## APRIL

**SWITCHEAR, 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 13, 2020**

## 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, 2020**

## 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 13, 2020**

## MAY

**TOOLS & TRADE VEHICLES**

This feature is the perfect opportunity to showcase the latest releases in hand and power tools, as well as toolboxes, measurement 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, 2020**

## 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 14, 2020**



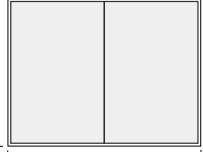
**CIRCUIT**  
FEATURES 2020

# AD RATES 2020


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)	\$2,600			
(Ad runs for 12 months at this price)				

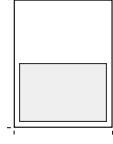
# AD DIMENSIONS



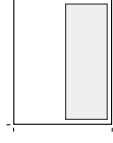
**DOUBLE PAGE SPREAD**  
**TRIM SIZE:**  
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 + add 5mm bleed  
 (Keep type & logos 10mm in from trim)



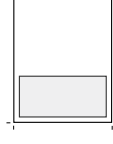
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 + add 5mm bleed  
 (Keep type & logos 10mm in from trim)



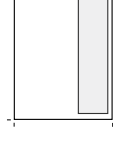
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 H 130mm x W 184mm  
 no bleed required



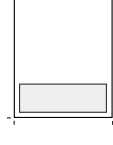
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 no bleed required



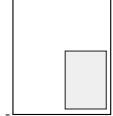
**THIRD PAGE HORIZONTAL**  
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**THIRD PAGE VERTICAL**  
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**QUARTER PAGE HORIZONTAL**  
 H 65mm x W 184mm  
 no bleed required



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

# DEADLINES

ISSUE	DEADLINE
FEBRUARY	JAN 15
MARCH	FEB 14
APRIL	MAR 13
MAY	ARP 15
JUNE	MAY 15
JULY	JUN 15
AUGUST	JUL 15
SEPTEMBER	AUG 14
OCTOBER	SEP 15
NOVEMBER	OCT 15
DEC/JAN 2020	NOV 13

**CIRCUIT**  
 RATES & SPECS 2020

