



Media kit 2024

THE MAGAZINE PUBLISHING COMPANY

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Welcome to

Profile

As the official magazine partner of Master Electricians Australia, *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)

10,600 
**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)

986 
**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

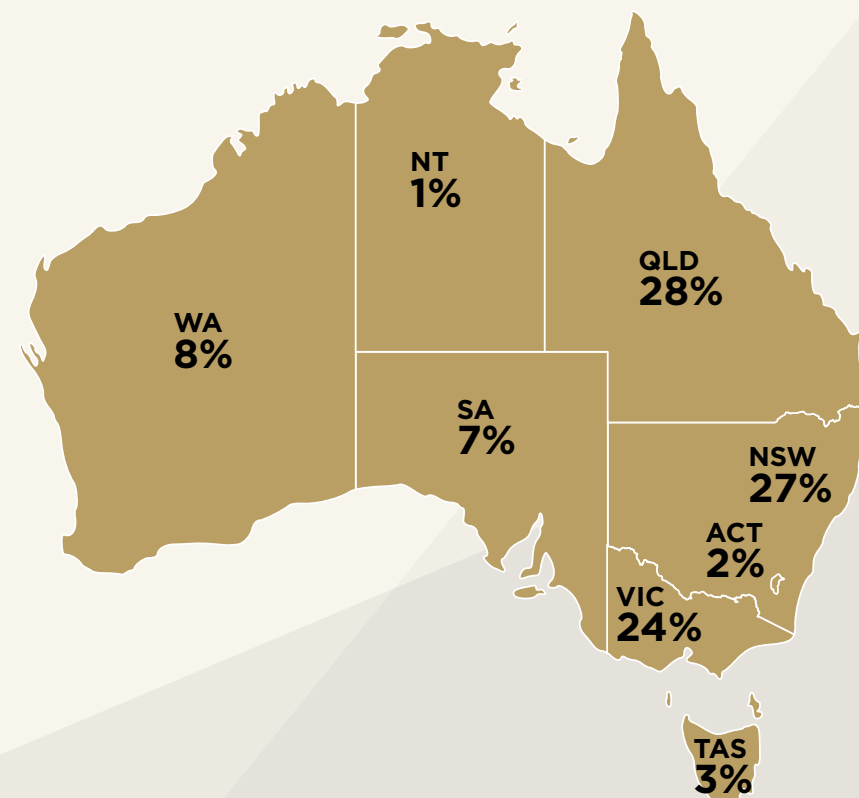
94%
OF READERS
**INFLUENCE
OR APPROVE**
PURCHASES

86% OWNER/
MANAGER

9% EMPLOYEE:
ELECTRICIAN/ENGINEER/
PROJECT MANAGER

5% OTHER

Location



Features 2024

FEBRUARY

DEADLINE: 15/01/2024

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.

MARCH

DEADLINE: 15/02/2024

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: 15/03/2024

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.

MAY

DEADLINE: 15/04/2024

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: 15/05/2024

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: 14/06/2024

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.

AUGUST

DEADLINE: 15/07/2024

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.

SEPTEMBER

DEADLINE: 15/08/2024

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: 16/09/2024

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: 15/10/2024

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.

DECEMBER

DEADLINE: 15/11/2024

SMART TECHNOLOGY & RENEWABLE/SUSTAINABLE ENERGY

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

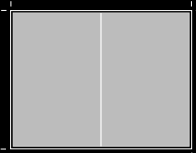
FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES	11 ISSUES
Double page spread	\$6,100	\$5,795	\$5,490	\$5,185
Full page	\$3,390	\$3,220	\$3,050	\$2,880
Half page	\$2,320	\$2,200	\$2,085	\$1,970
Third Page	\$1,740	\$1,650	\$1,565	\$1,480
Quarter page	\$1,390	\$1,320	\$1,250	\$1,185

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

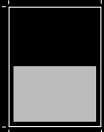
Ad Dimensions



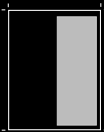
DOUBLE PAGE SPREAD
TRIM SIZE:
H 297mm x W 420mm
+ add 5mm bleed
(Keep type & logos 10mm in from trim)



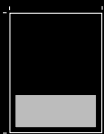
FULL PAGE
TRIM SIZE:
H 297mm x W 210mm
+ add 5mm bleed
(Keep type & logos 10mm in from trim)



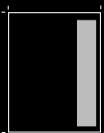
HALF PAGE HORIZONTAL
H 130mm x W 184mm
no bleed required



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



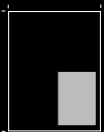
THIRD PAGE HORIZONTAL
H 85mm x W 184mm
no bleed required



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

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.

**CLICK ON THE
BELOW IMAGES TO
SEE EXAMPLES**

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 do the rest.