

sparks

ELECTRICAL NEWS

CROWN
PUBLICATIONS

Your 360° business-to-business
publishing solution

Sparks Electrical News is a business-to-business magazine that is aimed primarily at the electrician and the electrical contractor but is enjoyed by a broad readership that includes electrical engineers, retailers, wholesalers, distributors and those involved in the installation and maintenance of electrical supplies and allied equipment. Its editorial mix is targeted to this audience, providing relevant industry news, product information and monthly columns that bring readers up to speed on the interpretation of industry standards and amendments to applicable legislation. The technical information is easy to read without being 'dumbed down'. Sometimes controversial, always interesting, *Sparks Electrical News* has wide appeal within the electrical industry.

Track record

Sparks Electrical News has been informing the electrical industry for 30 years and is widely respected by advertisers and readers.

- Print edition
- Online edition
- Website
- eNewsletter

RATECARD
2018/2019

Apart from the monthly printed issue that reaches a carefully managed target audience, the Sparks offering includes:

Online magazine

The online replica of **Sparks Electrical News** is available on the Crown Publications website www.crown.co.za or on the Sparks page: www.sparkselectricalnewsmagazine.co.za.

The online magazine is powered by FlippingBook Publisher, which allows readers to 'flip' pages, zoom in, print and email articles. The online version of **Sparks Electrical News** is read by national and international subscribers who do not receive the printed version of the magazine, by subscribers who can't wait for the magazine to arrive or those who want to find particular articles in past issues. Online readers can easily access back issues and, using the search facility, find past articles. There are handy links to websites relevant to the electrical industry.

eNewsletter

Every month, a 'heads up' from the Sparks editor, is emailed to subscribers informing them about what they can expect from the new magazine that is about to land on their desks.

Year planner

A handy A2 year planner featuring company logos and contact details is distributed with the December issue. This convenient aid to planning shows the entire year at a glance and is used to plot staff leave, events and production strategies.

Special December issue

The December issue of Sparks features a 'fun' promotion dedicated to the 'season of giving'. Advertisers sponsor gifts for Sparks' readers and photographs of the gifts are presented on a specially designed front page along with the advertisers' logos. To win these gifts, readers submit their contact details and, in January, the advertisers draw the winners' names at a special lunch. Photographs of the advertisers appear in the February issue within a double page spread, along with the winners' names.

Frequency

Every month, Sparks is mailed to close on 7 000 subscribers all over South Africa and Namibia and to a growing readership in other southern African countries.

Endorsements

Sparks Electrical News is endorsed by the Illumination Engineering Society of South Africa (IESSA).

Certified circulation figures

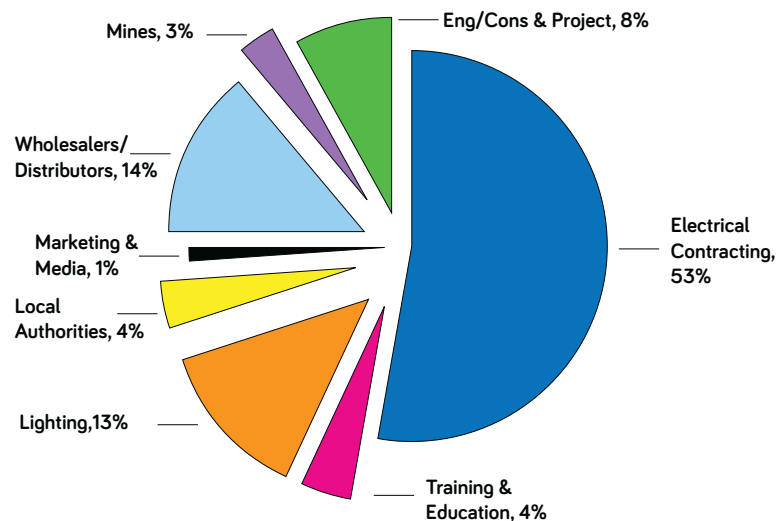
Distribution figures audited by the



10 Reasons to advertise in Sparks Electrical News

- Sparks is a glossy, high quality, much loved magazine with relevant content.
- Sparks is read by decision makers who look to Sparks for new products and information.
- Sparks is endorsed by the Illumination Engineering Society of South Africa (IESSA) and new products, lighting installations and technological advances are highlighted in the lighting feature every month.
- The Electrical Contractors' Association of South Africa has given Sparks the thumbs up and ECA(SA) members receive a complementary copy of the magazine.
- Sparks has a 30-year old reputation for integrity.
- Sparks is the most widely distributed magazine for the electrical industry in South Africa.
- Sparks is ABC certified – and quarterly figures are audited.
- Sparks is distributed to almost 7 000 subscribers.
- Sparks' responsive web design provides an optimal viewing experience of our online publications – easy reading and navigation with a minimum of resizing, panning and scrolling, across a wide range of devices.
- Every issue of Sparks has information that is aimed to educate and inform up-and-coming electricians – the decision-makers of the future; Sparks is their source of information about reputable brands and reliable products.

INDUSTRY



ADVERTISING SPECIFICATIONS	
A3	
Type area	400 mm deep x 287 mm wide
Trim size	420 mm deep x 297 mm wide
Bleed	426 mm deep x 303 mm wide
A4	
Horizontal	210 mm deep x 297 mm wide
Vertical	297 mm deep x 210 mm wide
Half A4	
Horizontal	130 mm deep x 180 mm wide
Vertical	180 mm deep x 130 mm wide
Vertical strip	260 mm deep x 90 mm wide
Front cover vertical strip	291 mm deep x 82 mm wide
Third A4	
Third Horizontal	85 mm deep x 180 mm wide
Vertical	260 mm deep x 55 mm wide
Quarter A4	
Horizontal	65 mm deep x 180 mm wide
Vertical	130 mm deep x 100 mm wide
Horizontal strip	45 mm deep x 275 mm wide

PRINT ADVERTISING RATES				
	Casual	3 insertions	6 insertions	12 insertions
A3				
Full colour	R36 480	R32 250	R30 140	R27 910
A4				
Full colour	R25 950	R24 100	R22 430	R20 930
Half A4				
Full colour	R17 550	R16 700	R15 530	R14 560
Third A4				
Full colour	R14 560	R13 960	R12 500	R11 920
Quarter A4				
Full colour	R13 150	R12 670	R12 060	R11 280

*All of the above rate exclude VAT

Advertising rates are quotes per insertion and exclusive of VAT. Material make up costs are not included in the rates. Inserts: The loose insert rate is available on request.

MATERIAL REQUIREMENTS: All advertising material to be supplied as a press optimised PDF, minimum 300 dpi, centred (for A3 only with bleed) and saved as CMYK. Colour proof to be provided.

Production fee: A discretionary fee for the design of print and online advertisements will be charged.

Editor: Karen Grant
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CROWN
PUBLICATIONS

Informing industry across Africa

EDITORIAL POLICY

Advertisers are given priority for placement of editorial but all pertinent editorial is considered. Photographs and illustrations that support editorial must be clearly referenced, supplied as .jpg or .tiff files at a minimum of 300 dpi and attached separately when emailed. Submissions must reach the editor on or before the editorial deadline for any particular month. Editorial is placed at the editor's discretion. A maximum of 300 words plus a photograph is recommended for maximum impact. The cost of advertorial is the same as an advertisement of the same size and will be clearly strapped as 'editorial'. Information for advertorials should be supplied by the client.

TERMS OF ACCEPTANCE

- No cancellation of booking will be accepted after the booking deadline.
- All copy for advertisements is subject to approval by the publisher who reserves the right to decline or cancel any advertisement or series of advertisements.
- The proprietors and publishers shall not be liable for any loss incurred by the failure of an advertisement to appear on any special date, or at all, for any cause whatsoever.
- No responsibility will be accepted by the publishers for loss arising from typographic errors.
- It is the client's responsibility to supply material by the material deadline.
- Payment is due on publication.

ONLINE ADVERTISING

Adverts can be booked on the Crown homepage and/or any of the individual magazine homepages.

BANNER ADVERTS	SIZE: wide x high	RATES PER MONTH		
		Casual	2 to 5	6 to 12
Standard Rectangle	235 pixels w X 175 h	R 2 600	R 2 530	R 2 440
Standard Square	235 pixels w X 235 h	R 3 650	R 3 560	R 3 420
Standard Tall	235 pixels w X 350 h	R 5 870	R 5 700	R 5 490
Large Rectangle	325 pixels w X 245 h	R 5 360	R 5 210	R 5 010
Large Square	325 pixels w X 325 h	R 6 650	R 6 440	R 6 230
Wide Banner	600 pixels w X 110 h	R 7 070	R 6 910	R 6 650

NEWSLETTER ADVERTISING

Bi-weekly eNewsletter	Casual	2 to 5 (annually)	6 to 12 (annually)
Top banner	R 4 500	R 4 330	R 4 210
Centre banner	R 4 260	R 4 100	R 3 990

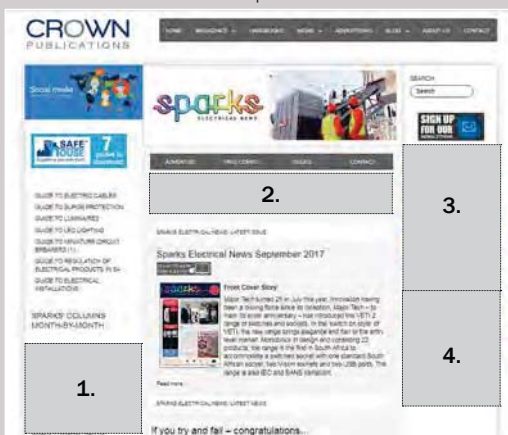
- Special requests will be considered.
- Ads can be booked through the ad manager, on the Crown homepage as well as on the Sparks' home page
- Fully measurable results are available on request.

Material requirements:

- All advertisements must conform to the sizes specified above
- Resolution: 72dpi. Saved as .png/jpeg/gif

Deadlines:

- Web adverts run for a calendar month.
- Booking: One week before the end of the month prior.
- Material: the 25th of each month prior.



1. Large rectangle/square banner
2. Wide banner
3. Standard rectangle banner
4. Standard tall banner

FEATURES AND DEADLINES FOR 2018/2019

MONTH	BUYERS' GUIDE	DEADLINES
January • Cables and cable accessories • Earthing, lightning and surge protection Lighting	Earthing, lightning and surge protection	Advertising booking: 17 November 2017 Editorial: 24 November 2017 Advertising material: 04 December 2017
February • DBs, switches, sockets and protection • Energy efficiency • Lighting	Distribution boards, switches, sockets and protection	Advertising booking: 15 January 2018 Editorial: 18 January 2018 Advertising material: 22 January 2018
March • Energy measurement and supply • Tools of the trade • Lighting	Tools and instruments	Advertising booking: 12 February 2018 Editorial: 16 February 2018 Advertising material: 19 February 2018
April • MCCs and motor protection • Cables and cable accessories • Lighting	Motors and drives	Advertising booking: 9 March 2018 Editorial: 16 March 2018 Advertising material: 19 March 2018
May • DBs, switches, sockets and protection • Energy efficiency • Lighting	Energy efficiency	Advertising booking: 3 April 2018 Editorial: 9 April 2018 Advertising material: 16 April 2018
June • Tools of the trade • Energy measurement and supply • Lighting	Energy measurement and supply	Advertising booking: 2 May 2018 Editorial: 7 May 2018 Advertising material: 14 May 2018
July • Cables and cable accessories • Standby and emergency power • Lighting	Cables and cable accessories	Advertising booking: 1 June 2018 Editorial: 4 June 2018 Advertising material: 11 June 2018
August • MCCs and motor protection • Energy efficiency • Lighting	Lighting (lamps and controlgear)	Advertising booking: 2 July 2018 Editorial: 9 July 2018 Advertising material: 16 July 2018
September • Earthing, lightning and surge protection • DBs, switches, sockets and protection • Lighting	Distribution boards, switches, sockets and protection	Advertising booking: 30 July 2018 Editorial: 6 August 2018 Advertising material: 7 August 2018
October • MCCs and motor protection • Energy measurement and supply • Lighting	Motor control centres and motor protection	Advertising booking: 31 August 2018 Editorial: 7 September 2018 Advertising material: 14 September 2018
November • Cables and cable accessories • Standby and emergency power • Lighting	Standby and emergency power	Advertising booking: 1 October 2018 Editorial: 8 October 2018 Advertising material: 15 October 2018
December • DBs, switches, sockets and protection • Tools of the trade • Lighting	Lighting (Luminaires)	Advertising booking: 29 October 2018 Editorial: 5 November 2018 Advertising material: 12 November 2018
January 2019 • Cables and cable accessories • Earthing, lightning and surge protection • Lighting	Earthing, lightning and surge protection	Advertising booking: 23 November 2018 Editorial: 26 November 2018 Advertising material: 3 December 2018
February 2019 • DBs, switches, sockets and protection • Energy efficiency • Lighting	Distribution boards, switches, sockets and protection	Advertising booking: 14 January 2019 Editorial: 16 January 2019 Advertising material: 21 January 2019

FEATURE BRIEFS

Contractors' corner

Contractors' corner reports on developments affecting the electrical market sector, including projects and contracts, legislation, training, company news and products. This feature also keeps readers up-to-date with the latest developments within the regulatory environment and publishes communiques from the South African Bureau of Standards and the National Regulator for Compulsory Standards (NRCS). The Electrical Contractors' Association of South Africa is also represented within this feature.

Cables and cable accessories

Cable management systems, cable marking and labeling, cable jointing techniques, wire sizing, cable terminations, glands, crimpers, cable cutters and instrumentation.

Distribution boards, switches and sockets

Enclosures, earth leakage devices, circuit breakers, fuses, switches, dimmers, sockets, disconnectors, testing and measuring instruments.

Energy efficiency

Energy management, load management, load control devices, meters, timers, power factor correction and relays. Solar power, solar domestic water heating and solar installations.

Earthing, lightning and surge protection

Earthing systems, surge protection devices, protection of structures and electronic equipment against lightning and surge, impedance measurement.

Energy measurement and supply

HV, MV and LV systems, transformers, substations, mini-substations, switchgear, quality of supply, load control, metering, energy management, timers, load balancing, testing equipment, hazardous areas.

Motor control centres and motor protection

Panel building, displays, maintenance, flameproof equipment, protection relays, starters, drives, motor types, sizing, starting, stopping, controlling, enclosures, switches, push buttons, LEDs, digital displays, timers, temperature control, vibration monitoring, flameproof equipment and the benefits of electrical system integration for electrical contractors.

Standby and emergency power

Stand-alone generator sets, batteries, uninterruptible power supplies (UPSs), maintenance, power line filtering and testing, emergency wiring and lighting.

Tools and instruments

Power tools, hand tools, tool storage, test and measuring instruments, digital multimeters, impedance testers, measuring power supply quality, tool calibration, protective clothing, crimpers, cutters.

Lighting

The latest trends in lighting, installation practices for projects, product news, local and overseas lighting installations, technical articles written by lighting experts, street and public area lighting; sports stadia; security lighting; emergency lighting; decorative lamps; LEDs; solar lighting; and retail and factory lighting; ballasts, electronic control gear and lighting controls.

BUYERS GUIDE

A buyers' guide is featured within the centre pages of every issue. This handy reference guide lists manufacturers and distributors of products and services of products relating to that month's feature. Only the logos and telephone numbers of advertisers who place ads in that issue appear in the buyers' guide. High resolution logos must be supplied by the advertisers and advertisers must ensure that the current version of logos is supplied timeously.

