

2019 - 2020

PROFILE

Icons: mobile phone, laptop, desktop monitor, tablet

ELECTRICITY+CONTROL

Published by Crown Publications

4 700
ABC
figure

Bi-monthly
electronic
newsletter

Online
publication

FOCUSING ON THE EFFICIENT USE OF ENERGY AND INFORMATION IN INDUSTRY 4.0.

01

ELECTRICITY+CONTROL
PROFILE

CROSS PLATFORM CONTENT INTEGRATION

It all starts
with print

Electricity+Control
Magazine



Bi-monthly
Newsletter



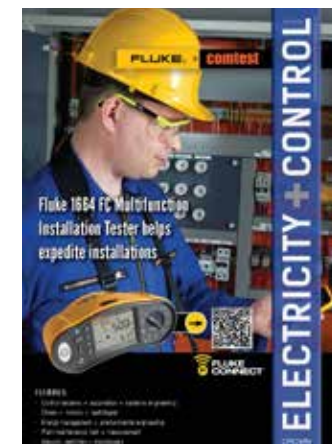
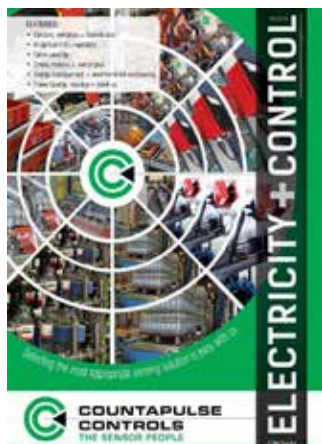
Online Edition

ABOUT ELECTRICITY + CONTROL

Crown Publications was founded in 1986 with Electricity SA (now called **Electricity + Control**) and since that time the magazine has continued to engage its readers with relevant, informative technical information.

Modern industry, be it a mine, a process plant, a manufacturing plant, or a power generating plant, must be globally competitive. Competition pegs the price and, while cost-effectiveness is extremely important, quality, efficiency and the environment are equally important and must be maintained. Increasing electricity rates makes optimisation of energy usage vital. Lessons learned from related processes should be shared with others in the industry. This is the purpose of **Electricity + Control**. The publication focuses on Energy + Information and prides itself on the credibility of its technical content. **Electricity + Control** provides a platform for industry to share knowledge, experience, information, and solutions to engineering challenges. The articles are written by knowledgeable authors – all experts in their respective fields.

Our monthly print publication reaches 4700+ readers across Southern Africa. This is significant because print builds brands; it is credible and trusted; it reaches a targeted audience; the recall from print is greater and print is known to have a higher value... and print triggers action.



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ELECTRICITY+CONTROL
PROFILE

BRAND EXTENSIONS

ONLINE EDITION

The online version of the magazine is available at www.electricityandcontrolmagazine.co.za and includes a short overview from the editor, along with a brief summary of each article. The online magazine is read by national and international subscribers who do not receive the printed version of the magazine, regular readers who simply can't wait for the print magazine to land on their desks or those wanting to conveniently access back issues. Advertisers benefit in the form of hyperlinks to company websites.

ELECTRONIC NEWSLETTER

The e-newsletter is distributed to 4700+ people every second week and offers 'hot-off-the-press' industry news, video interviews and a link to the online publication.

E+C FACE VALUE

With Professor Ian Jandrell at the helm, the E+C Face Value video provides the perfect platform to introduce subscribers to expert authors and to discuss topics of interest with industry experts. The E+C Face Value forms part of the Electricity + Control bi-monthly e-Newsletter and is definitely well worth a look and listen.

E+C SPOT ON

The E+C Spot On website was conceived for the purpose of extending the reach of our technical information – to the benefit and advantage of the author and the advertiser.

FREQUENCY & CIRCULATION

Electricity + Control is distributed monthly to 4700+ readers across Southern Africa.

SOCIAL MEDIA

News items and announcements are shared with our large number of LinkedIn followers.

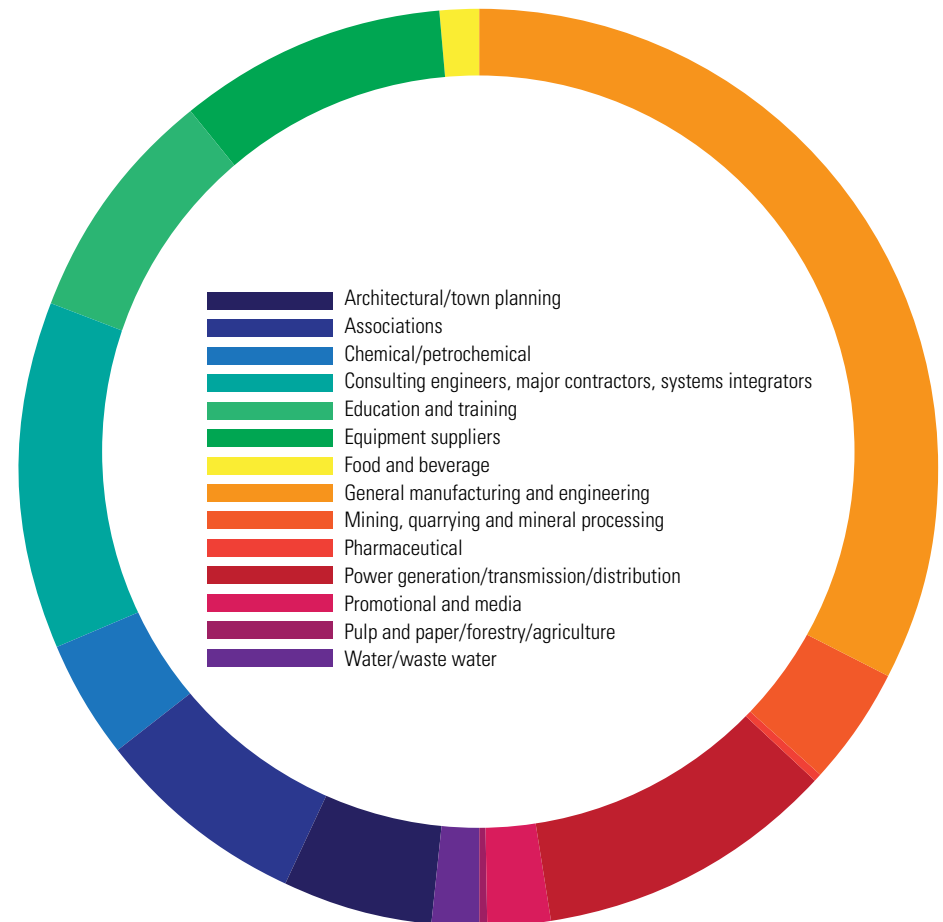
AFRICA NEWSLETTER

Crown Publications produces a monthly newsletter that is emailed to 3500 recipients throughout Africa, providing a reach into the continent for advertisers wishing to penetrate or establish a presence here.

WHO READS ELECTRICITY + CONTROL?

Electricity + Control serves an extensive readership hailing from various professional industries.

Architectural/town planning	5,4%
Associations	7,4%
Chemical/petrochemical	4,1%
Consulting engineers, major contractors, systems integrators	12,4%
Education and training	8,3%
Equipment suppliers	9,3%
Food and beverage	1,3%
General manufacturing and engineering	32,6%
Mining, quarrying and mineral processing	4,2%
Pharmaceutical	0,4%
Power generation/transmission/distribution	10,4%
Promotional and media	2,2%
Pulp and paper/forestry/agriculture	0,4%
Water/waste water	1,6%
TOTAL	100.0%



05

ELECTRICITY+CONTROL
PROFILE



AFRICA READERSHIP

Every month we email 616+ PDF replicas into Africa. This counts towards our audited circulation.

WHY ADVERTISE IN ELECTRICITY + CONTROL?

- Targeted readership
- Credible technical content
- Endorsed by credible organisations
- Preferred by engineering teams
- Available in print and online
- ABC certified
- We inform industry across Africa
- 32 years of publishing excellence
- Digital circulation into Africa
- Website has 11000 unique visitors

*ABC: April – June 2018: 4700+

PRINT BENEFITS

1. **Credible and trusted:** Everything printed in Electricity + Control is thoroughly researched, carefully crafted, verified and edited. For Crown Publications, this credibility extends to everything that is published on our online platform as well.
2. **Brand building:** Print advertising is proven to solidify brand identity. Every month Electricity + Control provides opportunities for commercial partners to increase their brand recognition.
3. **Longevity:** Print offers a higher recall rate and printed content is perceived to have a higher value.
4. **Targeted audience:** The dynamic database is carefully controlled and maintained on a daily basis by an in-house team to ensure that each magazine reaches its intended reader.
5. **Measurable:** The magazine reaches the correct individual – often those with buying and influencing power.
6. **Triggers on-line action:** While people generally spend more time looking at print than digital content, the truth is that people also want information quickly. They want the thin, précis of content that dominates the online landscape, provides an overview and keeps them informed.

ONLINE BENEFITS

1. **Credibility:** The content on our website, as well as on the electronic newsletter which clicks through to the website, is driven by the print issue of Electricity + Control. As such all online content is researched, verified and edited.
2. **Targeted audience:** As the site is an extension of the print publication, its contents are sector specified and focused. The newsletter's circulation is tightly controlled. Therefore both the newsletter and the website speak to the right individuals.
3. **Measurable results:** Digital advertising includes click-through reports which enable you to measure the performance of online campaigns. Electricity + Control makes use of Google Analytics to generate these reports.
4. **Shows the dynamic nature of the industry:** The engineering industry – electrical engineering in particular – is dynamic and fast-paced and Electricity + Control's online presence reflects this.



PRINT FEATURES

JANUARY: FOCUS ON MINING

Control systems + automation

The current evolution of automation and data exchange technologies in industry.

Drives, motors + switchgear

Specifying, installing, monitoring, controlling, driving and protecting motors and associated machinery.

Earthing + lightning protection

Making sure all the equipment works in harsh industrial environments.

Energy management + environmental engineering

The efficient use of energy when supplying the plant and linking electricity + control to environmental issues.

Pressure + level measurement + instrumentation

Instrumentation, applications and installation.

Regular features

Cyber Security

Write @ the back



FEBRUARY

Cables + accessories

Everything to do with power, control and data cabling, wiring.

Control valves + actuators

From control valves and actuators to pneumatic and hydraulic systems and automation.

Control systems + automation

The current evolution of automation and data exchange technologies in industry.

Sensors, switches + transducers

Monitoring, detecting and sensing.

Transformers + substations

Everything inside the substation, and the link between substation and system and its maintenance.

Regular features

Cyber Security

Write @ the back



MARCH

Drives, motors + switchgear

Specifying, installing, monitoring, controlling, driving and protecting motors and associated machinery.

Energy management + environmental engineering

The efficient use of energy when supplying the plant and linking electricity + control to environmental issues.

Hazardous areas + safety

Electric and control systems in any hazardous area e.g. mines, chemical and petrochemical industries.

Industry 4.0 + Industrial Internet of Things (IIoT)

The Industrial Internet of Things (IIoT) as a means to secure connectivity and contextualised intelligence.

Plant maintenance, test + measurement

Keeping your plant running and your technology up to date.

Temperature measurement

Instrumentation, applications and installation.

Regular features

Cyber Security

Write @ the back



APRIL

Control systems + automation + systems engineering

The current evolution of automation and data exchange technologies in industry.

Electrical protection + safety

Protecting people and equipment in the plant.

Flow measurement + instrumentation

Instrumentation, applications and installation.

Lighting

Efficient lighting in Industry.

Transformers + substations

Everything inside the substation, and the link between substation and system and its maintenance.

Regular features

Cyber Security

Write @ the back



MAY

Analytical instrumentation

On-line and off-line instrumentation.

Control systems + automation

The current evolution of automation and data exchange technologies in industry.

Drives, motors + switchgear

Specifying, installing, monitoring, controlling, driving and protecting motors and associated machinery.

Energy management + environmental engineering

The efficient use of energy when supplying the plant and linking electricity + control to environmental issues.

Sensors, switches + transducers

Monitoring, detecting and sensing.

Power Quality, standby + back-up

Essential equipment to avoid downtime.

Regular features

Cyber Security

Write @ the back



JUNE

Cables + accessories

Everything to do with power, control and data cabling, wiring.

Control systems + automation

The current evolution of automation and data exchange technologies in industry.

Electrical protection + safety

Protecting people and equipment in the plant.

Plant maintenance, test + measurement

Keeping your plant running and your technology up to date.

Pressure + level measurement + instrumentation

Instrumentation, applications and installation.

Regular features

Cyber Security

Write @ the back



PRINT FEATURES

JULY

Control valves + actuators

From control valves and actuators to pneumatic and hydraulic systems and automation.

Drives, motors + switchgear

Specifying, installing, monitoring, controlling, driving and protecting motors and associated machinery.

Energy management + environmental engineering

The efficient use of energy when supplying the plant and linking electricity + control to environmental issues.

Flow measurement + instrumentation

Instrumentation, applications and installation.

Industrial Internet of Things (IIoT) + Industry 4.0

The Industrial Internet of Things (IIoT) as a means to secure connectivity and contextualised intelligence.

Regular features

Cyber Security

Write @ the back



AUGUST

Control systems + automation

The current evolution of automation and data exchange technologies in industry.

Electrical protection + safety

Protecting people and equipment in the plant.

Power quality, standby + back-up

Essential equipment to avoid downtime.

Temperature measurement + instrumentation

Instrumentation, applications and installation.

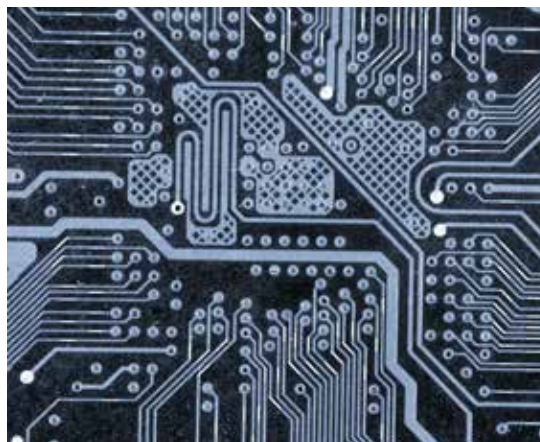
Transformers + substations

Everything inside the substation, and the link between substation and system and its maintenance.

Regular features

Cyber Security

Write @ the back



SEPTEMBER

Control systems + automation + systems engineering

The current evolution of automation and data exchange technologies in industry.

Drives, motors + switchgear

Specifying, installing, monitoring, controlling, driving and protecting motors and associated machinery.

Energy management + environmental engineering

The efficient use of energy when supplying the plant and linking electricity + control to environmental issues.

Plant maintenance, test + measurement

Keeping your plant running and your technology up to date.

Sensors, switches + transducers

Monitoring, detecting and sensing.

Regular features

Cyber Security

Write @ the back



OCTOBER

Analytical instrumentation

On-line and off-line instrumentation.

Cables + accessories

Everything to do with power, control and data cabling, wiring.

Control systems + automation

The current evolution of automation and data exchange technologies in industry.

Earthing + lightning protection

Making sure all the equipment works in harsh industrial environments.

Pressure + level measurement + instrumentation

Instrumentation, applications and installation.

Regular features

Cyber Security

Write @ the back



NOVEMBER

Drives, motors + switchgear

Specifying, installing, monitoring, controlling, driving and protecting motors and associated machinery.

Energy management + environmental engineering:**Lighting**

The efficient use of energy when supplying the plant and linking electricity + control to environmental issues.

Industrial Internet of Things + Industry 4.0

The Industrial Internet of Things (IIoT) as a means to secure connectivity and contextualised intelligence.

Plant maintenance, test + measurement

Keeping your plant running and your technology up to date.

Temperature measurement + instrumentation

Instrumentation, applications and installation.

Regular features

Cyber Security

Write @ the back



DECEMBER: SPECIAL PROJECTS

Control systems, automation + systems engineering

The current evolution of automation and data exchange technologies in industry.

Flow measurement + instrumentation

Instrumentation, applications and installation.

Hazardous areas + safety

Electric and control systems in any hazardous area e.g. mines, chemical and petrochemical industries.

Transformers + substations

Everything inside the substation, and the link between substation and system and its maintenance.

Regular features

Cyber Security

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African Fusion Capital Equipment News Construction World Electricity + Control
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