

2019 –
2020

sparks
ELECTRICAL NEWS

PROFILE



PUBLISHED BY CROWN
PUBLICATIONS



THE MOST WIDELY DISTRIBUTED MAGAZINE FOR THE ELECTRICAL INDUSTRY IN SOUTH AFRICA

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SPARKS ELECTRICAL
NEWS **PROFILE**



ABOUT SPARKS

Sparks Electrical News is a business-to-business magazine aimed primarily at electricians and electrical contractors, although it is enjoyed by a broad readership including electrical engineers, retailers, wholesalers, distributors and those involved in the installation and maintenance of low voltage electrical supplies and allied equipment. Its editorial mix is targeted to this audience, providing relevant industry news, product information, a growing lighting section and monthly columns that inform, educate and provide food for thought, as well as a monthly Buyer's Guide and a list of important upcoming events. With its distinctive A3 newspaper format, **Sparks Electrical News** is the publication for everyone involved in the installation and maintenance of electrical supplies and equipment.

TRACK RECORD

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

FREQUENCY

Every month, Sparks is mailed to over 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 ABC.

BRAND EXTENSIONS

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 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. For advertisers, hyperlinks to company websites offer a further benefit.

eNEWSLETTER

A fortnightly newsletter is emailed to subscribers informing them about what they can expect from the latest print issue; sharing links to the online publication and the most topical articles; as well as content exclusive to the **Sparks Electrical News** website.

YEAR PLANNER

A handy A2 year planner featuring company logos and contact details is distributed with the January 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 these are presented on the themed 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.

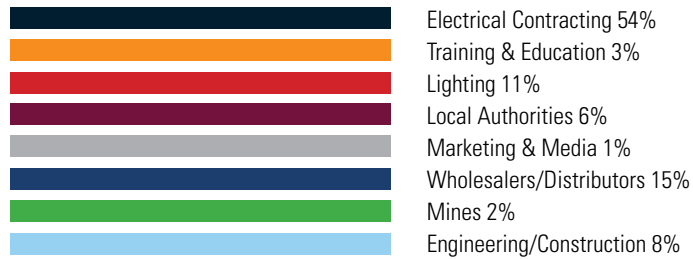
10 REASONS TO ADVERTISE IN SPARKS ELECTRICAL NEWS

- Sparks is a distinctive A3, glossy, high quality magazine
- Sparks is read by decision makers who look to Sparks for new products and relevant information.
- Sparks is endorsed by the Illumination Engineering Society of South Africa (IESSA) and new products, lighting installations and technological advances are highlighted in a monthly lighting section.
- Sparks works closely with the Electrical Contractors' Association of South Africa and ECA(SA) members receive a complementary copy of the magazine.
- Sparks has a 30-year plus 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 over 7 000 subscribers.
- Sparks' responsive web design provides an optimal viewing experience of our online publications – easy reading and navigation across a wide range of devices.
- A fortnightly enewsletter as well as a strong following on social media, particularly LinkedIn, ensure that Sparks' coverage is not limited solely to the print publication.

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SPARKS ELECTRICAL
NEWS **PROFILE**

PRINT DISTRIBUTION



7 054
ABC figure

Unique
A3
format

Covering the
industry for
over 30 years

Online
version and
fortnightly
newsletter

Monthly
Buyers'
Guide

ALSO AVAILABLE ON



PUBLISHED ON MULTIPLE PLATFORMS



PRINT | ONLINE EDITION | FORTNIGHTLY NEWSLETTER | SOCIAL MEDIA | WEBSITE

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SPARKS ELECTRICAL NEWS **PROFILE**

CONTRACTORS' CORNER **(EVERY ISSUE)**

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 **(JAN, JULY & NOV)**

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 **(FEB, MAY, SEPT & DEC)**

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

ENERGY EFFICIENCY **(FEB, MAY & AUG)**

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 **(JAN & SEPT)**

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

ENERGY MEASUREMENT AND SUPPLY **(MARCH, JUNE & OCT)**

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.

FEATURE BRIEFS

MOTOR CONTROL CENTRES AND MOTOR PROTECTION **(APRIL, AUG & OCT)**

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 **(JULY & NOV)**

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

TOOLS AND INSTRUMENTS **(MARCH, JUNE & DEC)**

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 **(EVERY ISSUE)**

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 **(EVERY ISSUE)**

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. 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.

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 500 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.

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SPARKS ELECTRICAL
NEWS **PROFILE**

PRINT BENEFITS

1. CREDIBLE AND TRUSTED

Everything that is printed in the magazine is thoroughly researched, carefully crafted, verified and edited. For Crown Publications, the publisher of **Sparks Electrical News**, this credibility extends to everything that is published on our online platforms too.

2. IT BUILDS BRANDS

Print advertising solidifies brand identity. Each month **Sparks Electrical News** provides opportunities for commercial partners to increase their brand recognition.

3. LONGEVITY

The recall from print is better and printed content is seen as having 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 the magazine reaches the correct person.

5. PRINT AND ONLINE WORK TOGETHER

To ensure your business benefits from the best of both worlds, it is important that your print and online efforts pull in the same direction.

6. TRIGGERS ONLINE ACTION

Sparks Electrical News starts with print. The magazine is then loaded onto the website from where content can be read online and shared via other platforms.

ONLINE BENEFITS

1. CREDIBILITY

The content on our website (and the weekly newsletter that clicks through to the website) is driven by the print issue of **Sparks Electrical News** – as such all online content is researched, verified and edited.

2. TARGETED AUDIENCE

As the site is an extension of the printed issue, its content is sector specific and focused. The fortnightly newsletter's circulation is tightly controlled. Therefore both the website and newsletter speak to the right individuals.

3. MEASURABLE RESULTS

Digital advertising includes click-through reports so you can measure how your online campaign has been performing on a monthly basis. **Sparks Electrical News** uses Google analytics for these reports.

4. SHOWING THE DYNAMIC NATURE OF INDUSTRY

The electrical industry is dynamic and your messages to potential customers can reflect this: combine print, online and electronic newsletter advertising and make extensive use of the opportunities the various mediums offer.

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CROWN
PUBLICATIONS

Informing industry across Africa