

**PROFESSIONAL**  
**ELECTRICIAN**  
**& INSTALLER**

media information

# readership & distribution



- **Professional Electrician** is the 'must read' magazine for electrical contractors and has been since 1984.
- The magazine is uniquely and exclusively distributed via the trade counters of over 2,000 leading electrical wholesalers in the UK.
- Our distribution includes CEF, Edmundsons, Newey & Eyre, Rexel, YESSS Electrical, Electric Center as well as numerous independents. Many of the nationals have custom branded covers.
- Every month over 70,000 copies of **PE** are placed in dispensers on the trade counters by our own merchandisers, meaning that the magazine reaches the active installer directly at the point of purchase. All copies are picked free of charge.
- Our readers carry out a mixture of domestic, commercial and industrial work and can find all the technical guidance and product reviews in their copy of **PE**.

# content

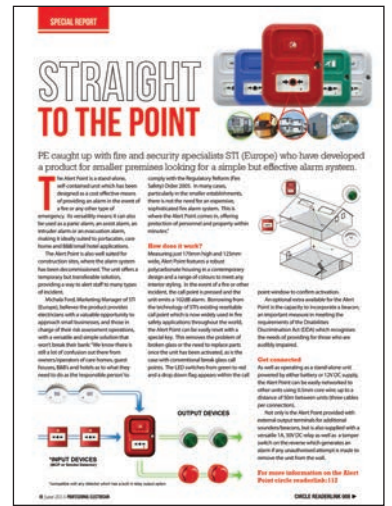
Under the editorship of Richard Bowler, quality coverage ensures regular pick-up of the magazine. From the latest industry news, installation guidance and specification tips to product tests, competitions and advice on the successful running of a small business, **PE** provides its readers with a key source of reference on all industry matters.



# editorial opportunities

Regular editorial sections in **PE** include:

- **Product tests** – Professional Electrician has a team of fully qualified electricians who conduct hands-on tests of the latest products on the market.
- **Special reports** – For product launches and industry developments which don't coincide with features, **PE** offers special reports to make sure its readers are kept up-to-date.



- **Feature articles** – Each issue incorporates two or three features spanning the breadth of the electrical sector, providing readers with insight into the latest technological and regulatory developments and trends throughout the year.
- **Step-by-step guides** – Our installation guides offer a practical demonstration of how to apply best practice when fitting products.
- **Competitions and giveaways** – Giveaways pages appear monthly and for higher value prizes, half-page and full-page competitions are available.
- **Product pages** – In addition to product pages within features, each issue contains a round-up of the latest innovations to hit the market.



# website & social media



## website

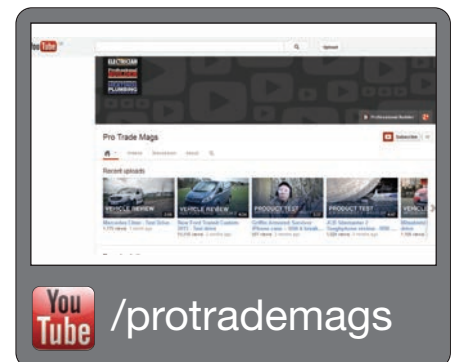
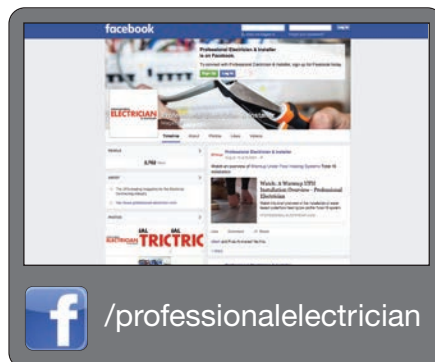
[www.professional-electrician.co.uk](http://www.professional-electrician.co.uk) provides electricians with access to the latest news, product information, technical know-how and video reviews. The site is fully searchable and features exclusive competitions, step-by-step guides and product tests.

## fortnightly e-newsletter

Our e-newsletter is emailed to over 16,000 users, bringing them the latest stories in the industry.

## social media

**Professional Electrician** engages with readers through Twitter and Facebook and also via the ProTradeMags YouTube channel. We currently have over 12,000 twitter followers.



**Total net circulation**  
(ABC: Jan 2016  
- Dec 2016)

**70,988**

**No. of wholesalers  
distributing PE**  
(ABC: Jan 2016  
- Dec 2016)

**2,009**

**Total number of  
readerlink leads per year**  
(2016)

**38,437**

**Average number of  
pages per issue**  
(2016)

**116**

**Average number of  
advertisers per year**  
(2012 - 2016)

**220**

**Use Professional Electrician  
as their primary source  
for new product info**  
(2016 survey)

**84%**

**No. of readers named PE  
as their preferred industry  
magazine**  
(2016 survey)

**68%**

**No. of readers visit their  
wholesaler at least once  
a week**  
(2016 survey)

**73%**



Professional Electrician & Installer is independently audited to give you confidence in our readership claims. The magazine is available for free, over the counter of electrical wholesalers – nationals and independent – nationwide 11 times per year.

## Magazine advertising rates & mechanical data

Space	1 insertion	Type (mm)	Trim (mm)	Bleed (mm)
DPS	£5,300	255x390	285x420	291x426
Full page	£3,100	255x180	285x210	291x213
1/2 page (H)	£1,900	124x180	145x210	148x213
1/2 page (V)	£1,900	255x88	285x103	291x106
1/4 page strip (H)	£1,350	60x180	70x210	73x213
1/4 page strip (V)	£1,350	255x45	285x50	291x53
1/4 page	£1,100	124x88		
1/8 page	£575	60x88		

### INSERTS:

Loose from £48 per thousand  
Bound from £54 per thousand  
Regional from £68 per thousand  
(Minimum charge: £1,200)

**Copy deadline:** six weeks prior to publication

*All prices are exclusive of VAT*

## Website advertising rates

Space	Per period	Specifications (px)
Leaderboard	£900	728 x 90
MPU	£850	300 x 250

## E-newsletter advertising rates

Space	Per newsletter	Specifications (px)
Banner	£500	468 x 60

## Magazine contacts:

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