

BRAND REPORT  
JANUARY TO DECEMBER 2019



Professional Electrician & Installer has reported its data in accordance with industry standards



Professional Electrician (PE) has been supporting the electrical trade in the UK for over 25 years, delivering vital news, updates on the latest products in the market and important advice on regulations and technical changes. It is available monthly, free-to-the-trade, from the counters of electrical wholesalers nationwide.

Crammed full of advice, guidance, product tests, reviews, competitions and interviews, PE is committed to delivering all the information electrical contractors require to work safely, professionally and cost effectively.

For more information:

 Hamerville Media Group Limited



Issued: 12 Feb 2020

[www.abc.org.uk](http://www.abc.org.uk)

Professional Electrician & Installer

64,012

Business Magazine Standard

Circulation (average per issue)

Professional Electrician & Installer

394,931

Google Analytics - Users  
GA - Users

Professional Electrician & Installer

17,598

Email Distribution  
Distribution (average per issue)

Professional Electrician & Installer

10,631

Facebook  
Facebook page likes

Professional Electrician & Installer

20,076

Twitter  
Twitter followers



## Reporting periods and certificate links

Product Type	Product Name	Certified figure	Metric	Period covered
Business Magazine	Professional Electrician & Installer	64,012	Circulation (average per issue)	01/01/19 to 31/12/19
Email Distribution	Professional Electrician & Installer	17,598	Distribution (average per issue)	01/01/19 to 31/12/19
Google Analytics - Users	Professional Electrician & Installer	394,931	GA - Users	01/01/19 to 31/12/19
Facebook	Professional Electrician & Installer	10,631	Facebook page likes	01/01/19 to 31/12/19
Twitter	Professional Electrician & Installer	20,076	Twitter followers	01/01/19 to 31/12/19

### About this report

This certificate was published on 12/02/20 and summarises certified figures for the products above.

You may view full details about each product at [www.abc.org.uk](http://www.abc.org.uk).

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### About ABC

ABC releases data for the UK media industry to use when trading print, digital and event advertising.

Since 1931 we've worked with media buyers and sellers to set impartial, industry-agreed measurement Standards. The figures we publish are prepared to these Standards, audited, and provide a transparent count of total activity.

Our logo stands for quality and trust in media, empowering our £22bn industry to trade with confidence.

For more information please visit [www.abc.org.uk](http://www.abc.org.uk)