

electrical wholesaler

2021 Media Information



Introduction

Electrical Wholesaler is the only monthly electrical trade title that is exclusively dedicated to the wholesale and bulk-buying sector of the electrical market. Providing a service to the installation sector, electrical wholesalers are an essential source point for electrical contractors and are therefore the focus for new products and the conduit for regulation, product revision and company launches.

As the only journal covering the electrical bulk-buying and wholesaler market estimated to be worth £3000 million, **EW** is the ideal medium for manufacturers and importers who want to influence bulk purchasing decisions within wholesalers, large scale engineering and construction projects.

The editorial focus of **EW** is a practical mix of features, news, articles and product information. Always lively, the title reaches the whole industry from branch level right up to head offices.

EW has stood the test of time as the industry's leading information tool for over 50 years.

Editor

Bryony Andrews

bandrews@datateam.co.uk

Publication Sales Manager

John Wilson

01622 699127

jwilson@datateam.co.uk

Features List 2021

JANUARY

Electric Heating
Electric Water Heating
Lighting
Security

FEBRUARY

Annual Wiring Accessories Edition
Cable Management
Fire & Safety, Security
and Access
Training
Ventilation

MARCH

Fire & CO Alarms
Safety & Workwear
Test Equipment
Timers & Controls
Tools

APRIL

Lighting
Solar & EV Charging
Ventilation
Wireless Technology

MAY

Business Software
Electric Water Heating
Home Automation
Wiring Accessories

JUNE

Cable Management
Commercial Kitchens
& Washrooms
EW Awards
Kitchen & Bathroom
Timers & Controls

JULY

Fire & CO Alarms
Green Energy
Outdoor Power
Ventilation

AUGUST

Cable Management
Emergency Lighting
Fire & Safety
Test Equipment
Training

SEPTEMBER

Annual Lighting Edition
Electric Heating
Home Automation
Kitchen & Bathroom
Lighting
Training
Wiring Accessories

OCTOBER

Cable Management
Exterior Lighting
Tools
Ventilation

NOVEMBER

Electric Heating
Electric Water Heating
Energy Management
Kitchen & Bathroom
Lighting

DECEMBER

Home Automation
Home Security
Timers & Controls
Wiring Accessories

RECRUITMENT

The recruitment section of **Electrical Wholesaler** remains highly competitive in this fast moving industry. It provides the best platform for you to achieve the best possible exposure and is highly regarded as a must-read by any serious candidate. Looking for the right employee is a tough job in itself, so choose

Electrical Wholesaler to achieve the response you require to fill that position.

CONTACTS

Editorial

Bryony Andrews

email: bandrews@datateam.co.uk

Advertising

John Wilson

Tel: 01622 699127

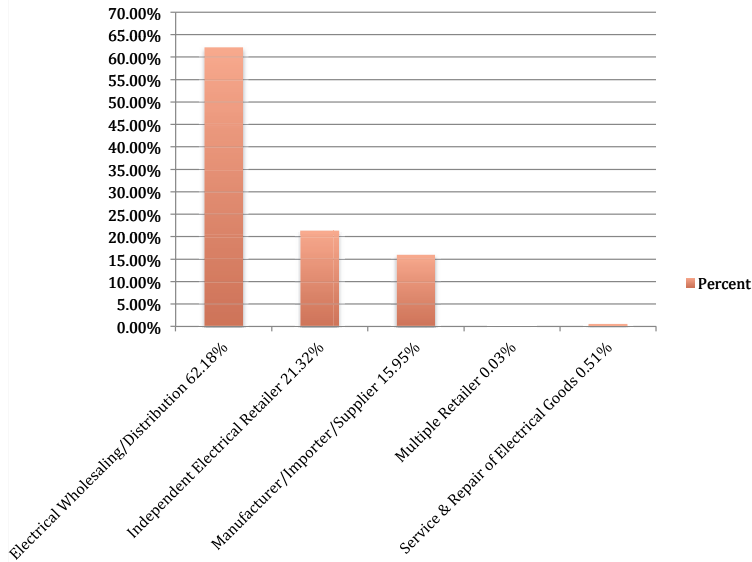
email: jwilson@datateam.co.uk

Electrical Wholesaler – Readership Breakdown

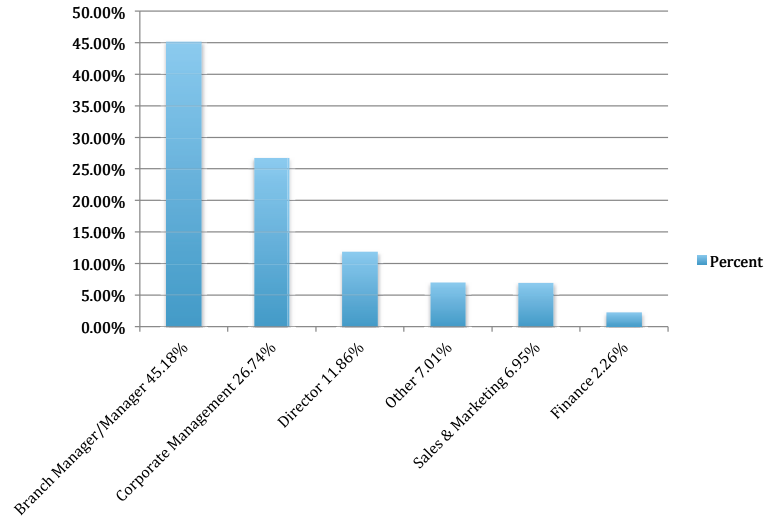
Electrical Wholesaler has an ABC audited monthly circulation of 3006 (1st January 2019 – 31st December 2019). It reaches all independent electrical wholesalers, buying groups and every large wholesale chain throughout the UK. From branch managers to counter staff, purchasing managers, sales managers and buyers, our readers are truly representative of the entire electrical wholesale and bulk buying industry.

Our circulation is regularly updated so you can be sure that every name on our circulation list is someone you need to talk to.

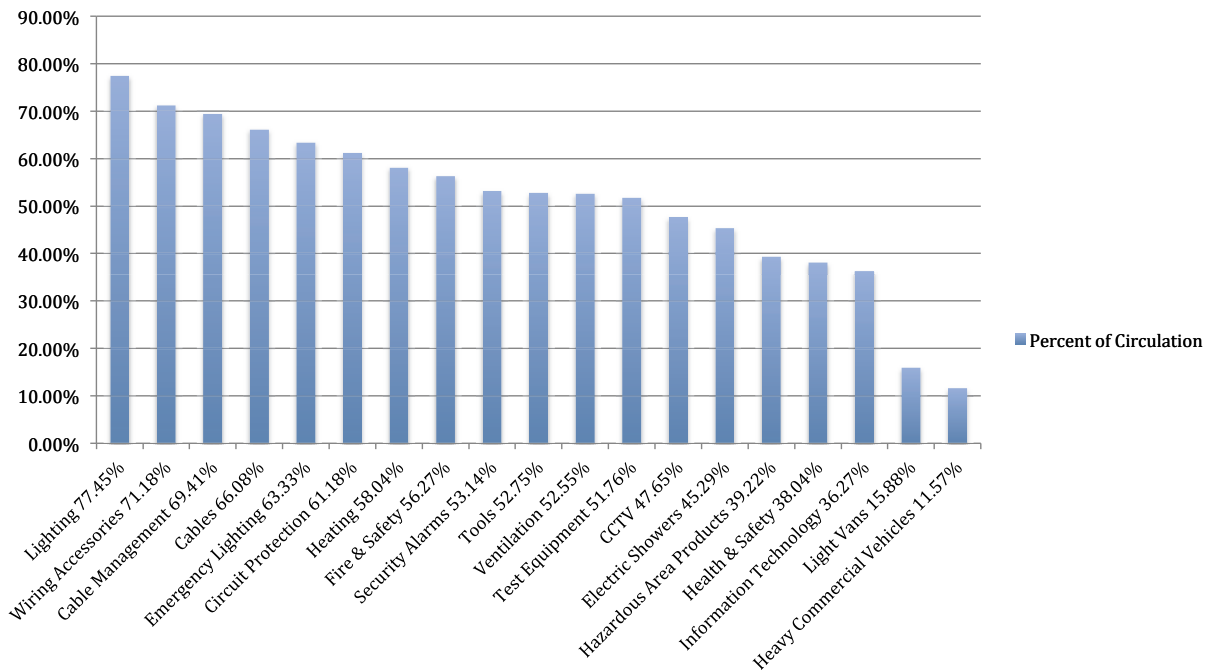
TYPE OF BUSINESS



PRIMARY JOB FUNCTION



AREAS OF INTEREST



Display advertising rates

Double page spread	£3,500
Inside front cover	£2,000
Outside back cover	£2,000
Full page	£1,850
Half page	£1,000
Quarter page	£625

Buyers Guide (prices per annum)

Full page	£5,000
Half page	£2,700
Quarter page	£1,500
Double entry (5x2)	£600

Web Advertising

Top Banner for 3 months	£700
MPU for 3 months	£600
Trade Directory for 12 months	£500

Front Cover Package

This package includes the Front Cover Position (Guidelines applicable) and the opportunity of featuring a DPS of editorial as the regular 'Cover Story' Feature. £2,800

Recruitment

Full page	£800
Half page	£500
Quarter page	£350

Please note: Cancellations of advertising only accepted over 28 days prior to issue publishing.

Inserts

We offer the service running both loose and bound inserts within the magazine. Please contact the advertising department for a quotation.



Please see www.electricalwholesalerawards.co.uk for details and contact advertising department for sponsorship opportunities.

Mechanical Data

Please note all dimensions are height x width in mm

	Type	Trim	Bleed
DPS	265 x 420	306 x 458	312 x 464
Half page DPS	135 x 420	143 x 458	149 x 464
Full page	265 x 195	306 x 229	312 x 235
Half page (horizontal)	135 x 195	143 x 229	149 x 235
Half page (vertical)	265 x 94	306 x 110	312 x 116
Quarter page (horizontal)	66 x 195		
Quarter page strip (vertical)	265 x 48		
Quarter page (portrait)	135 x 94		

Technical Specification

PREFERRED FILES:

Adobe Acrobat PDF Version 1.3

- Adobe Acrobat Distiller 5.x is the required software for creating pass4press version 2 compliant PDF files. (PDF files created with other software, such as Agfa Apogee, must conform to the pass4press specifications and include page geometry information)
- Files must be PDF version 1.3 or later
- All files to be supplied as composite CMYK (if a spot colour is required please contact the publisher)
- Where necessary a bleed area of 3mm must be contained within the file
- Files must contain crop marks
- All images contained within the PDF must be high resolution (300dpi recommended) CMYK format
- All fonts must be embedded
- Files should not contain TrueType or MultipleMaster fonts, because they can perform unpredictably at press
- Any trapping requirements should be applied by the file creator. No trapping will be applied by the printer
- Combined colour ink density must not exceed 300%
- Files must be submitted as single pages

or QuarkXPress, Adobe Illustrator, Adobe Photoshop Images

All images in the file must be high resolution (300 dpi)
Colour images must be saved in CMYK mode as TIFF or EPS format. Do not use RGB images

Try not to use JPEG images. Convert them to EPS or TIFF format

If you have to send JPEG images you must inform us

Any images with clipping paths must be saved as EPS or TIFF format, otherwise the cutout might not work

Do not embed files within files

H Because of issues with PDFs produced directly in InDesign and Adobe Illustrator, the PDF must be flattened in the program it was produced in to avoid layer and transparency problems, or we suggest these formats are made and supplied as Tiff or EPS files. Otherwise we do not accept any responsibility for errors occurring in the final print run. H

Typefaces

Use only Postscript type 1 or 3 (NOT TrueType). Where possible fonts should be converted to outlines or embedded in the file

Submitting material

Preferred method

By Post on CD with colour proof to
Design & Media Solutions, Tovil Hill, Maidstone, Kent
ME15 6QS

By E-Mail - phone 01622 681366 for account handler's email address

or by FTP - phone 01622 681366 for details

File naming procedure

Publication Name + Month of Publication + Advertiser Name