



Electrical excellence

Wiring Matters

Media Pack 2018



www.theiet.org/electrical-advertising

Readership profile

Wiring Matters contains technical articles written by the industry experts at the IET to keep the electrical installation industry up to date with the latest information on BS 7671 (IET Wiring Regulations).

Published five times a year

Readership: Engineers and technicians practising in the electrical sector

Wiring Matters is particularly relevant if you are looking to target your advertising in these areas:

- electrical accessories
- electrical contracting
- electric cables
- electrical design software
- electrical test instruments
- communication networks and services
- lighting products
- cable management
- training
- consultancy
- switchgear
- control equipment
- building management systems

Editorial Coverage 2018

- 18th Edition development news
- energy efficiency and smart homes
- smart meters/smart grid
- testing and inspection
- micro generation
- electric vehicle charging
- surge protection
- protection against temporary overvoltages
- luminaires and lighting installations
- special locations

Wiring Matters
email circulation
gives you access
to **12,539 opt-in**
targeted readers.*

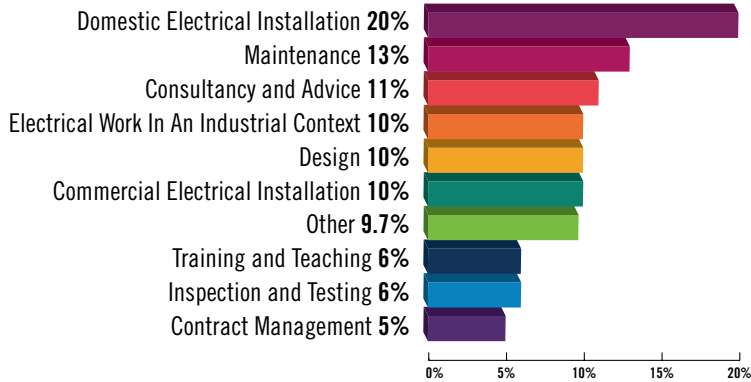
“ With regard to distribution of our electrical content, nowhere is yet to match the results we’ve achieved with the IET through targeted banner advertising. ”

Matthew Ramage - EMEA Marketing Director, Trimble MEP

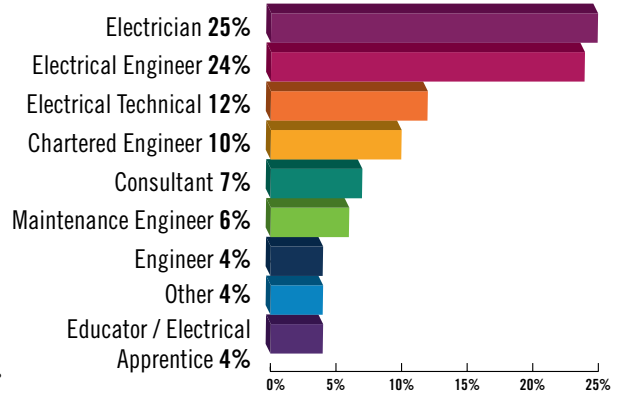
www.theiet.org/electrical-advertising

Readership breakdown

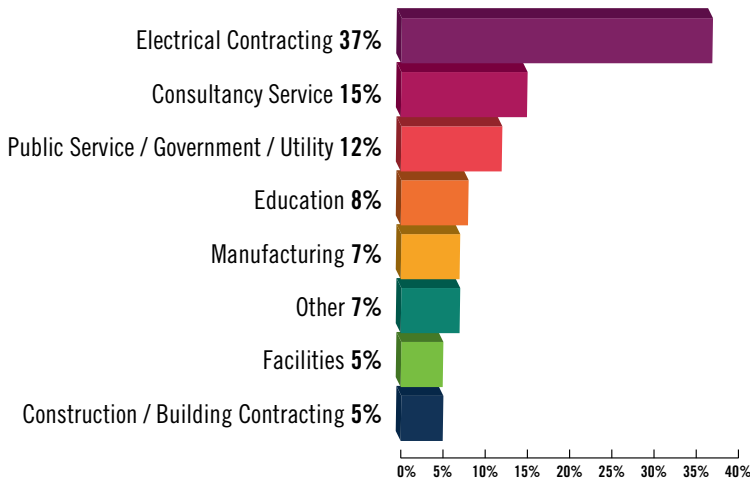
Job function



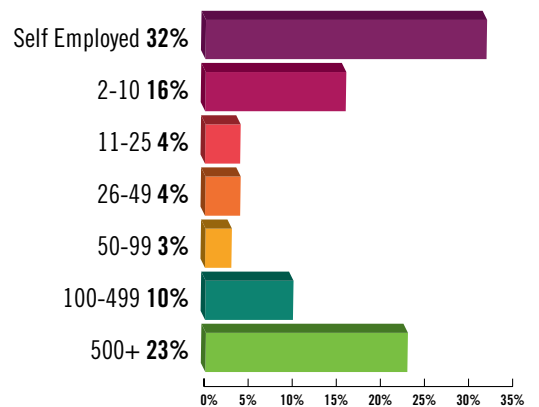
Job status



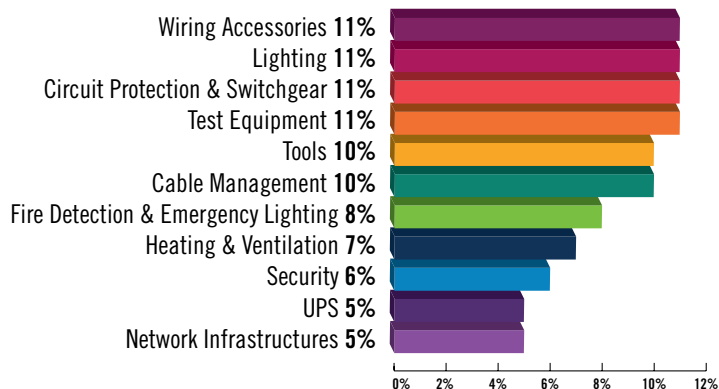
Company activity



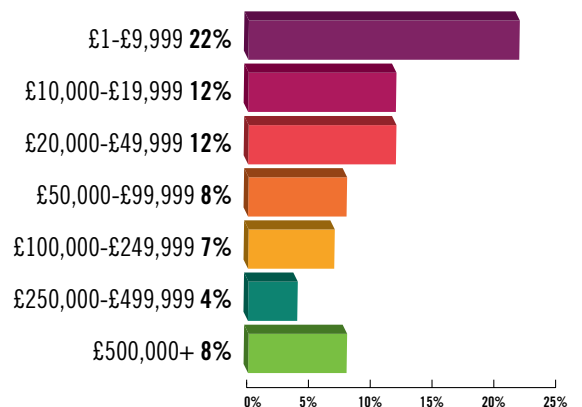
Company size



Purchasing authority



Expenditure level



Wiring Matters Newsletter

Our email newsletter goes out to announce each issue of Wiring Matters to the full subscriber base (currently 12,539).*

The newsletters contain a mix of editorial and article snippets, driving readers to the full articles on the Wiring Matters website.

Advertising opportunities include banners and text boxes throughout the newsletter which enjoys an average **48% open rate** (of the full circulation) and **34% click rate** (of the opens).

Issue	Copy deadline	Publication date
March	15th February	1st March
May	20th April	2nd May
July	22nd June	4th July
September	20th August	5th September
November	19th October	1st November

See all rates and technical specifications on the last page.

“ Wiring Matters is very useful, providing information and guidance about topical subjects of interest and concern. ”

The screenshot shows the Wiring Matters newsletter layout with several advertising opportunities highlighted by boxes and arrows:

- Horizontal Banner:** Located at the top right, above the main text, with an arrow pointing to the NAPIT registration information.
- Horizontal Banner:** Located in the middle of the page, above the 'Interview with Geoff Cronshaw' section.
- Vertical Banner:** Located at the bottom left, pointing to the Brother Electrical Labelling Kits advertisement.

Other visible content in the newsletter includes:

- Header:** 'Wiring Matters Your insight into BS 7671'
- Advertisement:** 'I am NAPIT ... I am trained, qualified and individually assessed. NAPIT setting higher standards within the industry.'
- Editor's Note:** 'Hi all. Welcome to the final issue of 2017. It's been a busy year at the IET, particularly with the work on the 17th Edition of BS 7671. We still expect to publish BS 7671:2018 in July next year, as well as our updated suite of guidance books including Guidance Notes and the On-Site Guide to the IET Wiring Regulations.'
- Interviews:** 'Interview with Geoff Cronshaw' and 'Interview with Steven Devine'.
- Advertisement:** 'New MFT1731 installation tester' by Megger.
- Articles:** 'RCDs: everything an electrician should know' and 'Counterfeit wiring products'.
- Footer:** 'Get in touch', 'Jobs in your sector', and 'E&T JOBS' with a 'See more jobs' button.

* As at November 2017

Electrical Online

Electrical Pages

Electrical online is THE online home for all engineers involved in the specification, design and delivery of electrical installations.

It features content related to the safety and technical regulations for these installations and has a series of heavily used forums where practitioners discuss technical issues. It is the one-stop shop for the IET Wiring Regulations.



Additional Opportunities

Solus Sponsored Email Newsletter

Wiring Matters Connect gives you the exclusive opportunity to reach our Wiring Matters audience with your own messaging. Your solus email campaign will just contain *your* content, giving you the chance to put your products and services directly in front of this targeted audience. This is the only way to directly reach Wiring Matters readers.

In 2017, Wiring Matters Connect enjoyed fantastic average open rates of 36% and click rates of 15%.

Technical Specifications available upon request.

Product showcase Email Newsletter

Promote your products in a flash with your own section on a Wiring Matters Connect Product Showcase.

Sent three times a year, the showcase promotes up to 6 products directly to the Wiring Matters readership, offering a dedicated, affordable way of promoting to this highly engaged audience.

www.theiet.org/electrical

Solus Email



Product showcase Email



Special Printed Edition - Wiring Matters Annual

Published in January each year, the special edition printed issue of Wiring Matters looks back over the most popular articles of the previous year and ahead to developments over the coming 12 months.

The special edition is mailed to all of our subscribers and is taken to the Elex Shows throughout the year as well as any other relevant show that the IET exhibits at.

If you are interested in advertising in a future special print edition and having your advert promoted throughout the year, please contact us to find out more.

A range of advertising positions and "product showcase" panels are available.

Wiring Matters
Your insight into BS 7671 | www.theiet.org/wm

SPECIAL EDITION 2018

Requirements for Electrical Installations
IET Wiring Regulations
Eighteenth Edition

bsi

The Impact of the 18th Edition (BS 7671:2018)
Your most-read articles from 2017; our contributors focus on the proposed changes to BS 7671 for the 18th Edition.

Wiring Matters

THE IMPACT OF THE 18TH EDITION (BS 7671:2018) - CHAPTERS 41, 46, 53 AND REGULATION 542.2.2

Steven Devine, author of the Student's Guide to the IET Wiring Regulations and Secretary of Sub-Committee C (PEL/64), looks at some of the proposed changes for the 18th edition for electrical installations, focusing on Chapters 41, 46, 53 and Regulation 542.2.2.

Work smarter with the ET4000 Series
Get ahead of the game with Martindale multifunction installation testers

Whether it's 17th or 18th Edition testing, save time and money with the ET4000

- Fast reliable loop testing with built-in 2s loop impedance tables
- Red and green LED indicators for instant pass / fail results
- Automatic polarity and wiring check on connection
- Test and Go self carry case, no need to unplug and re-plug
- RCD auto test and ramp test with all results on one screen
- Manual rechargeable for low running costs

MARTINDALE
Call: 01923 441717
sales@martindale-electric.co.uk
www.martindale-electric.co.uk

College Roadshows

After the successful publication of the **Student's Guide to the IET Wiring Regulations**, the IET is rolling out college roadshows across the UK. Comprised of discussions with students, freebie giveaways and competitions, this is a fun and energetic way of engaging with students. If you would like to discuss sponsoring one or more of these visits, please contact Niki Lancaster on the details overleaf.

Sponsored Videos

Get your message and company logo in front of an engaged audience by sponsoring a video produced by the IET technical experts who co-publish the IET Wiring Regulations. You will benefit from an opening 'sponsored by' slide and your logo will be displayed throughout the video.

Technical Specifications - logo supplied as high resolution jpeg or EPS file.

Mineral Insulated Cable the Ultimate Fire Survival Solution
Mineral Insulated Cable Company (MICC Ltd)

IET
The Institution of Engineering and Technology

T&M & MICC
Cables for Life

THE VIDEO IS SPONSORED BY

Pricing & Specifications

Newsletter package suggestions

In order to optimise your exposure to this highly relevant audience we would suggest you combine an online banner with a Wiring Matters newsletter text box or banner.

Package	Cost
Email text box or banner and online banner	£1,150
Email text box or banner and embedded article banner	£1,450

Wiring Matters e-mail text box or banner **£649**

Web rates

Electrical Forum average monthly impressions 362,216

Electrical Forum	Solus Position Cost per insertion	Shared position (50%) Cost per insertion
1 Month	£1200	£665
3 Months	£1140	£633
6 Months	£1083	£597
12 Months	£1029	£533

Electrical Website average monthly impressions 137,393

Electrical Pages Run of Site	£'s
CPM / Cost per thousand impressions (minimum 15,000)	£50

Embedded Article Banner
£995

Additional opportunities

Package	Cost
Wiring Matters Connect	£2,600
Product Showcase Email Newsletter	£?
Sponsored video	£649

Wiring Matters printed annual rates

Display, colour	Price
Full page	£2,245
Half page (vertical or horizontal)	£1,403
Quarter page	£842
Product panel: 50 words of text supplied with contact details and JPEG image or logo (300dpi)	£350

Special Position (full page only)

- Inside Front Cover + 10%
- Outside Back Cover +10%
- Guaranteed right (full page only) + 10%

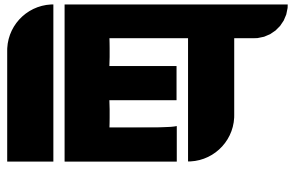
Technical specifications available upon request.

Technical specifications

For website bookings, please supply all sizes marked *

Website booking	Size
*Leaderboard	728 x 90 pixels
*Horizontal	468 x 60 pixels
*Vertical	120 x 240 pixels
*MPU	300 x 250 pixels
Text Box - Short Header, 50 words of text, Gif image or logo (120 x 60 pixels) and a call to action, supplied with URL.	
GIF file, maximum file size 45KB, supplied with URL. Static banners for email newsletters, animated banners are accepted for the website.	

For further details on technical specifications, contact Niki Lancaster on **+44 (0)1438 767233** or at **nlancaster@theiet.org**



Electrical **excellence**

Contact us

Niki Lancaster

T: +44 (0)1438 767233

E: nlancaster@theiet.org

www.theiet.org/electrical