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Sparks Electrical News is a monthly publication aimed at the hands-on sector of the electrical industry. It is an interactive magazine that provides essential and instructive information covering activities across industries ranging from the mining, petrochemical and industrial markets to the residential and commercial sectors.

Sparks is targeted directly at electricians and technicians in parastatals (eg. Eskom and Sasol), government departments, and private electrical contracting businesses. It is also aimed at lighting specialists, contractors, electricians, suppliers, manufacturers and electrical wholesalers.

Advertising rates are quoted per insertion and exclusive of VAT. Material make up costs are not included in the rates.

	Casual	3 insertions	6 insertions	12 insertions
<b>A3</b> Type area: 400 mm deep x 287 mm wide; Trim size: 420 mm deep x 303 mm wide; Bleed: 426 mm deep x 303 mm wide.	Full colour: R25 870.00 B&W: R20 700.00	R23 190.00 R18 530.00	R21 680.00 R17 330.00	R20 170.00 R16 670.00
<b>A4</b> Type area: 260 mm deep x 180 mm wide Trim size: 297 mm deep x 210 mm wide Bleed: 303 mm deep x 216 mm wide	Full colour: R18 150.00 B&W: R14 500.00	R17 000.00 R13 600.00	R15 820.00 R12 720.00	R14 820.00 R11 860.00
<b>½ A4</b> Horizontal: 130 mm deep x 180 mm wide Vertical: 260 mm deep x 90 mm wide <b>A5</b> 180 mm deep x 120 mm wide	Full colour: R12 250.00 B&W: R9 140.00	R11 720.00 R9 000.00	R10 900.00 R8 830.00	R10 200.00 R7 190.00
<b>¼ A4</b> Horizontal: 65 mm deep x 180 mm wide Vertical: 130 mm deep x 100 mm wide	Full colour: R9 200.00 B&W: R6 190.00	R8 860.00 R5 550.00	R8 400.00 R5 330.00	R7 940.00 R4 900.00

### TERMS OF ACCEPTANCE

#### MATERIAL REQUIREMENTS:

Digital. A4 advertisements to be supplied as a press optimised PDF, centred with Bleed and saved as CMYK. A5, ½ A4 and ¼ A4 advertisements are to be saved as a high resolution (min 300 dpi) JPG or TIFF file. Please supply colour proof. Crown Publications will not accept responsibility for advertisements that are saved incorrectly or played out incorrectly from disc or e-mail without a colour proof.

- 1) No cancellation of space booking will be accepted after each copy deadline. All copy for advertisements is subject to approval by publishers, who reserve the right to decline or cancel any advertisement or series of advertisements.
- 2) The proprietors and publishers will not be liable for any loss incurred by the failure of an advertisement to appear on any special date, or at all, for any cause whatsoever.
- 3) No responsibility will be accepted by the publishers for loss arising from typographical errors.
- 4) It is a client's responsibility to supply material suitable for space bookings by our copy deadlines. If copy is not forthcoming, the publishers have the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the client.
- 5) Payment is due on publication.
- 6) Please note, all advertising and production charges are subject to VAT. Reproduction costs are additional and subject to VAT.

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**Publishers of: Sparks Electrical News, Electricity+Control, Chemical Technology, Mechanical technology, Quantum, Housing in Southern Africa, Construction World, Capital Equipment News, Modern Mining, Spectra Vision, WattNow and Lighting and Design.**

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# 2012 F E

Each month, Sparks publishes two regular features, namely *Contractor's Corner* and *Lighting*. *Contractor's Corner* reports on developments affecting this market segment, including projects and contracts, legal issues, training, company news, and labour relations. Sparks also actively keeps readers up to date on the latest developments within the regulatory environment, publishing a regular column supplied by the

South African Bureau of Standards (SABS). The *Lighting* section is endorsed by the Illumination Engineering Society of South Africa (IESSA), whose newsletter is included in Sparks each month. Editorial coverage considers the latest trends in lighting technology, as well as installation practices for projects, which range from residential to street lighting, and industrial and commercial developments.

## STANDARD FEATURES: CONTRACTORS' CORNER AND LIGHTING

### CONTRACTORS' CORNER

Certificate of Compliance (CoC), SANS 10142, compliance testing solutions, industry competitions, and projects and contracts, legislation.

### LIGHTING

Lighting news; street and public area lighting, including sports stadia; security, decorative, low voltage, LED, and entertainment lighting; shop, office, hospital and factory lighting; hazardous area and emergency lighting; remote control lighting systems, ballasts and electronic control gear. A "Spotlight on" mini-feature highlights a different lighting topic each month.

## MONTHLY FEATURES

### CABLES AND CABLE ACCESSORIES

Regular topics such as cables, cable accessories, cable management systems, cable sizing, skirting, trunking, conduit, cable trays, cable marking and labeling, cable jointing techniques, wire sizing, fault finding, hazardous areas, flameproof, cable terminations, glands, cable installations, data cabling and trenching will be included.

### DISTRIBUTION BOARDS, SWITCHES, SOCKETS AND PROTECTION

Enclosures, earth leakage devices, circuit breakers, fuses, surge and lightning protection, metering, switches, dimmers, sockets, disconnectors, certificate of compliance, testing and measuring instruments/tools and accessories, cabling glands and flameproofing.

### ENERGY EFFICIENCY

This feature covers energy management; load management; load shedding; load control devices; meters; transducers; lamps; lighting control; timers; water heating; time-of-use tariffs; power factor correction; relays; heating; ventilation; air conditioning; control gear and alternative energy. Other topics included are solar power and energy and looks at the following topics: solar domestic water heating; solar electric; solar cooking; renewable energy; and other alternative energy sources such as gas and paraffin, wind and windmills.

### EARTHING, LIGHTNING AND SURGE PROTECTION

Earthing systems, surge protection devices, fuses, protection of structures and electronic equipment against lightning and surge, internal and external lightning protection systems, correct cabling strategies, earth electrode testing, soil surveys, impedance measurement, insurance requirements, earth spikes, clamps, aluminium and copper conductors, waterproofing and sealing products, welding, galvanically compatible bolts and nuts.

# FEATURES

## ENERGY MEASUREMENT AND SUPPLY

HV/MV/LV systems, transformers, substations, mini-sub, suspension devices, poles, switchgear, controlgear, quality of supply, protection, load control, cables, cable accessories, cable jointing techniques, metering, energy management, energy efficiency, timers, load shedding, load balancing, testing equipment, hazardous areas, flameproof equipment.

## MOTOR CONTROL CENTRES AND MOTOR PROTECTION

Panel building, gauges, displays, maintenance, flameproof equipment, protection, protection relays, starters, drives, motor types, sizing, starting, stopping, refurbishment, controlling, enclosures, switches, push-button, LEDs, digital displays, relays, timers, temperature control, process, building management, insulation testing, vibration monitoring, maintenance, flameproof equipment and the benefits of electrical system integration for electrical contractors.

## STANDBY AND EMERGENCY POWER

Stand-alone generator sets, batteries, uninterruptible power supplies (UPS), maintenance, power line filtering and testing, emergency wiring and lighting, supplies for computer rooms, hospital supplies, process equipment.

## TOOLS & INSTRUMENTS

Power tools, hand tools, tool storage, scaffolding, test and measuring instruments/tools and accessories (DMMs, impedance testers, etc.), measuring supply quality, tool calibration, bakkies, trailers, protective clothing and standards.

### Special projects

Sparks provides value-added benefits for readers and advertisers alike through custom supplements and the The SABS Regulatory Affairs Guide to SANS 10142-1 is published bi-annually on behalf of the SABS and lists all authorised and mark-bearing products. A year planner featuring company logos and contact details is distributed with the November issue.

### Editorial policy

If a client does not have the time or the resources to write an article, Sparks offers a service where the editor, in conjunction with the client, compiles the editorial. Brochures can be submitted for editorial to be written by Sparks. These items will be forwarded to the client for approval. Should the editorial not be submitted by the deadline arranged with the editor, it may be included in the next relevant issue.

Each feature contains sourced articles on relevant topics. Advertisers are given priority for placement, but all relevant editorial is included, given space allowance. Pictures to accompany editorial submissions are encouraged, and must be clearly referenced on the editorial submission and on the picture or picture file. Digital pictures must be saved as a jpg or tif at a minimum of 300 dpi.

Cover stories feature breaking news and industry-relevant information at the editor's discretion. Product news stories are avoided on the front page, other than in the event of a new product launch. Front page stories should not exceed 300 words.

Information for advertorials should be supplied by the client, and is edited on request. A maximum of 300 words plus pictures for maximum impact is recommended. A pdf file of the laid out advertorial will be e-mailed to the client for approval. It is the client's responsibility to ensure that the advertorial is correct as it is in fact a paid for advert page. The cost of an advertorial is the same as an advertisement of the same size.

To help you get the most out of your marketing campaign, the Sparks team offers a special advisory service to its clients. Talk to us about the most effective way to reach your target market, maximise reader response and create new business opportunities.

Crown Publications is an independent publishing company, and as such proactively maintains its databases to ensure integrity in the magazine's readership. ABC for January to June 2010 is 6695



# 2012 FEATURES

<p><b>JANUARY</b> Cables and cable accessories Earthing, lightning and surge protection <i>Lighting: Spotlight on featuring lighting control</i></p>	<p><b>BUYERS GUIDE:</b> EARTHING, LIGHTNING AND SURGE PROTECTION</p>	<p>Editorial deadline: 30 November 2011 Advertising bookings deadline: 25 November 2011 Advertising material deadline: 6 December 2011</p>
<p><b>FEBRUARY</b> Distribution boards, switches, sockets and protection Energy efficiency <i>Lighting: Spotlight on featuring street lighting</i></p>	<p><b>BUYERS GUIDE:</b> DISTRIBUTION BOARDS, SWITCHES, SOCKETS AND PROTECTION</p>	<p>Editorial deadline: 13 January 2012 Advertising bookings deadline: 6 January 2012 Advertising material deadline: 16 January 2012</p>
<p><b>MARCH</b> Energy measurement and supply Tools of the trade <i>Lighting: Spotlight on featuring transformers</i></p>	<p><b>BUYERS GUIDE:</b> TOOLS &amp; INSTRUMENTS</p>	<p>Editorial deadline: 10 February 2012 Advertising bookings deadline: 3 February 2012 Advertising material deadline: 15 February 2012</p>
<p><b>APRIL</b> Motor control centres and motor protection Cables and cable accessories <i>Lighting: Spotlight on featuring LEDs</i></p>	<p><b>BUYERS GUIDE:</b> MOTORS &amp; DRIVES</p>	<p>Editorial deadline: 7 March 2012 Advertising bookings deadline: 2 March 2012 Advertising material deadline: 12 March 2012</p>
<p><b>MAY</b> Distribution boards, switches, sockets and protection Energy efficiency <i>Lighting: Spotlight on fluorescent lighting</i></p>	<p><b>BUYERS GUIDE:</b> ENERGY EFFICIENCY</p>	<p>Editorial deadline: 4 April 2012 Advertising bookings deadline: 30 April 2012 Advertising material deadline: 11 April 2012</p>
<p><b>JUNE</b> Tools of the trade Energy measurement and supply <i>Lighting: Spotlight on HID lamps</i></p>	<p><b>BUYERS GUIDE:</b> ENERGY MEASUREMENT &amp; SUPPLY</p>	<p>Editorial deadline: 2 May 2012 Advertising bookings deadline: 30 April 2012 Advertising material deadline: 7 May 2012</p>
<p><b>JULY</b> Cables and cable accessories Standby &amp; emergency power <i>Lighting: Spotlight on lighting design</i></p>	<p><b>BUYERS GUIDE:</b> CABLES</p>	<p>Editorial deadline: 6 June 2012 Advertising bookings deadline: 1 June 2012 Advertising material deadline: 11 June 2012</p>
<p><b>AUGUST</b> Motor control centres and motor protection Energy efficiency <i>Lighting: Spotlight on ballasts</i></p>	<p><b>BUYERS GUIDE:</b> LIGHTING (LAMPS &amp; CONTROL GEAR)</p>	<p>Editorial deadline: 4 July 2012 Advertising bookings deadline: 29 June 2012 Advertising material deadline: 9 July 2012</p>
<p><b>SEPTEMBER</b> Earthing, lightning and surge protection Distribution boards, switches, sockets and protection Security systems <i>Lighting: Spotlight on floodlighting and street lighting</i></p>	<p><b>BUYERS GUIDE:</b> SECURITY SYSTEMS</p>	<p>Editorial deadline: 1 August 2012 Advertising bookings deadline: 27 July 2012 Advertising material deadline: 6 August 2012</p>
<p><b>OCTOBER</b> Motor control centres and motor protection Energy measurement and supply <i>Mini feature: Heating ventilation and airconditioning (HVAC)</i> <i>Lighting: Spotlight on flameproof and hazardous area lighting</i></p>	<p><b>BUYERS GUIDE:</b> MOTOR CONTROL CENTRES AND MOTOR PROTECTION</p>	<p>Editorial deadline: 5 September 2012 Advertising bookings deadline: 31 August 2012 Advertising material deadline: 10 September 2012</p>
<p><b>NOVEMBER</b> Cables and cable accessories Standby &amp; emergency power <i>Lighting: Spotlight on energy efficiency</i></p>	<p><b>BUYERS GUIDE:</b> STANDBY &amp; EMERGENCY POWER</p>	<p>Editorial deadline: 3 October 2012 Advertising bookings deadline: 28 September 2012 Advertising material deadline: 8 October 2012</p>
<p><b>DECEMBER</b> Distribution boards, switches, sockets and protection Tools of the trade <i>Lighting: Spotlight on 'lighting up the new year'</i></p>	<p><b>BUYERS GUIDE:</b> LIGHTING (LUMINAIRES)</p>	<p>Editorial deadline: 31 October 2012 Advertising bookings deadline: 26 October 2012 Advertising material deadline: 5 November 2012</p>

**Subscriptions: R315.00 per annum (includes VAT @ 14% and postage within the RSA).**