



4 800  
ABC  
figure

Bi-monthly  
electronic  
newsletter

Online  
publication

Website:  
latest news  
and more

ENERGY + INFORMATION IN INDUSTRY

# 01

ELECTRICITY+CONTROL  
PROFILE

It all starts  
with print

Electricity+Control  
Magazine



Bi-monthly  
Newsletter



Online Edition



Website

## CROSS PLATFORM CONTENT INTEGRATION

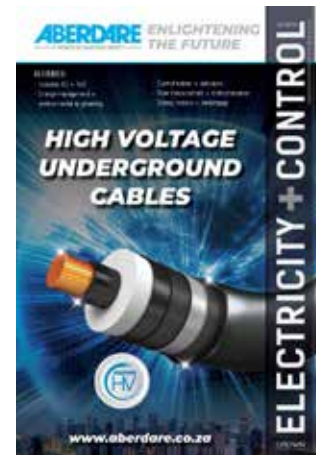
## ABOUT ELECTRICITY + CONTROL

Crown Publications was founded in 1986 with Electricity SA (now **Electricity + Control**) as its lead title. Today the magazine continues to engage its readers with relevant, leading edge, technical information on the fast-changing dynamics of energy + information in industry.

Modern industry, whether a mine, a process plant, a manufacturing plant, a power generating plant, or others, must be globally competitive. Competition pegs the price and, while cost-effectiveness is important, quality, efficiency and the environment are equally important and must be maintained. Increasing electricity rates makes optimisation of energy usage vital. Lessons learnt from related processes should be shared with others to advance industry as a whole. This is the purpose of **Electricity + Control**. The publication focuses on the use of energy + information in industry and prides itself on the credibility of its technical content. **Electricity + Control** provides a platform for industry to share knowledge, experience, information and solutions to engineering challenges. The articles are written by knowledgeable authors – experts in their respective fields.

Electricity + Control is distributed monthly to 5 000+ readers. The monthly print publication reaches 3 500+ readers across Southern Africa. Print is valued for building brands; it is credible and trusted; it reaches a targeted audience; the recall from print is greater; it is recognised as a higher value medium ... and print triggers action.

For those who prefer to receive and read the publication in digital format, we distribute more than 1 500 e-editions to readers in South Africa and across the African continent.



## BRAND EXTENSIONS

### ONLINE EDITION

The online version of each edition of E+C is available at [www.electricityandcontrolmagazine.co.za](http://www.electricityandcontrolmagazine.co.za) and includes a short overview from the editor. The online edition is read by national and international subscribers who do not receive the printed magazine, regular readers who prefer not to wait for the printed magazine to land on their desks or those wanting to access back issues conveniently. Advertisers benefit via hyperlinks to their company websites which are available to all readers of the online editions, at any time.

### ELECTRONIC NEWSLETTER

The e-newsletter is distributed to 4 500+ people every second week and offers 'hot-off-the-press' industry news, links to the E+C website and online publication.

### E+C WEBSITE

The E+C website offers readers access to Latest News, including news that is not published in the print edition, as well as access to the e-edition of the current issue and additional content in key features. It also enables readers to see and search back issues for reference articles or specific content.

### E+C INTERVIEWS

E+C interviews offer a video platform to introduce subscribers to industry leaders and to discuss topics of interest with industry experts.

### FREQUENCY & CIRCULATION

Electricity + Control is distributed monthly to 5 000+ readers across Southern Africa and other African countries (ABC audited circulation Q2 2019: 4 852).

Distribution includes 3 500 print copies and 1 500 e-editions, of which some 700 are delivered in South Africa and more than 800 are delivered into Africa and further afield.

### SOCIAL MEDIA

News items and announcements are shared with our close to 2 000 LinkedIn followers.

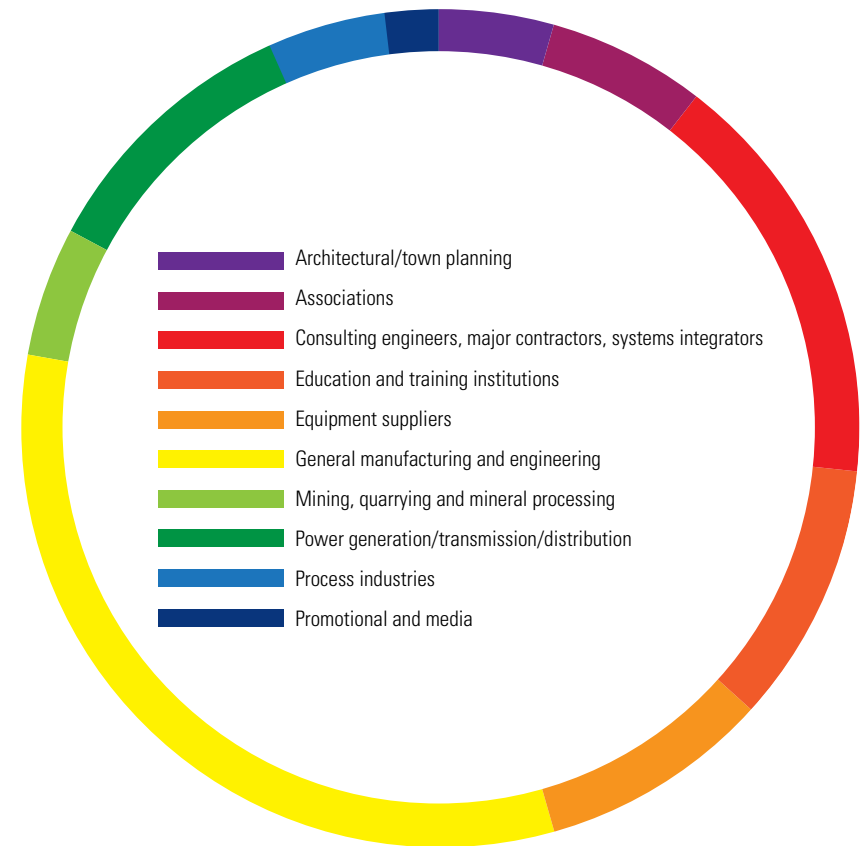
### AFRICA NEWSLETTER

Crown Publications produces a monthly Africa newsletter for industry. This is emailed to 6 200 recipients across Africa, providing a direct reach into the continent for advertisers aiming to enter the wider market or reinforce their presence there and build intracontinental trade.

## WHO READS ELECTRICITY + CONTROL?

Electricity + Control serves an extensive readership accross various professional and industry sectors. The current profile of readers includes:

Architectural/town planning	4.6%
Associations	6.2%
Consulting engineers, major contractors, systems integrators	16.0%
Education and training institutions	10.1%
Equipment suppliers	8.7%
General manufacturing and engineering	32.2%
Mining, quarrying and mineral processing	5.2%
Power generation/transmission/distribution	10.5%
Process industries including:	4.5%
<i>Chemical/Petrochemical</i>	
<i>Food and Beverage</i>	
<i>Pharmaceutical</i>	
<i>Pulp and Paper/Forestry/Agriculture</i>	
<i>Water/Wastewater treatment</i>	
Promotional and media	2.0%
TOTAL	100.0%





## AFRICA READERSHIP

Every month we email 822 e-editions of Electricity + Control into Africa.  
This counts towards our audited circulation.

### WHY ADVERTISE IN ELECTRICITY + CONTROL?

- Targeted readership
- Credible technical content
- Endorsed by credible organisations
- Preferred by engineering teams
- Available in print and online
- ABC certified
- We inform industry across Africa
- Over 30 years of publishing excellence
- Digital circulation into Africa
- The Crown Publications website – [www.crown.co.za](http://www.crown.co.za) – receives more than 20 000 unique visitors per month, on average.

\*ABC: April – June 2019: 4 800+

## PRINT BENEFITS

1. **Credible and trusted:** Everything printed in Electricity + Control is researched, verified and edited, or reported from interviews and industry interactions. For Crown Publications, this credibility extends to everything that is published online as well.
2. **Brand building:** Print advertising is proven to build and consolidate brand identity. Every month Electricity + Control provides opportunities for advertisers to increase their brand recognition.
3. **Longevity:** Print offers a higher recall rate and printed content is perceived to have greater reliability and a higher value than other media.
4. **Targeted audience:** The dynamic database is controlled and maintained by an in-house team to ensure that each magazine reaches its intended reader and that we extend our readership wherever relevant.
5. **Measurable:** The magazine reaches the right people – many with buying and influencing power.
6. **Triggers online action:** While people generally spend more time looking at print than digital content, they also want information quickly – a brief summary of content as available online – which keeps them informed and connected.

## ONLINE BENEFITS

1. **Credibility:** The content on our website, as well as in the electronic newsletter which clicks through to the website, is driven by the print issue of Electricity + Control.
2. **Targeted audience:** As the site is an extension of the print publication, its contents are sector specified and focused. The newsletter's circulation is carefully controlled. Therefore both the newsletter and the website speak to the right people.
3. **Measurable results:** Electricity + Control makes use of Google Analytics to generate click-through reports on digital advertising. These enable advertisers to measure the performance of online campaigns.
4. **Shows the dynamic nature of the industry:** The engineering industry – electrical engineering in particular – is dynamic and fast-paced and Electricity + Control's online presence reflects this.



## PRINT FEATURES

## JANUARY

**Control systems + automation**

Automation and control of industrial processes to optimise production efficiencies

**Drives, motors + switchgear**

Drives, motion control systems, low voltage and high voltage motors, generators, and related equipment, electrical panels, switchgear

**Measurement + instrumentation**

Flow, pressure, level, temperature and analytical measurement and instrumentation

**Safety of plant, equipment + people**

Ensuring equipment operates safely in harsh industrial environments, including hazardous areas, protecting facilities, equipment and people working in these environments

*\*Distributed at Mining Indaba 2020, 3-6 February 2020*



## FEBRUARY

**Industry 4/IoT**

The ongoing evolution of automation, digitalisation, data exchange technologies and connectivity in industry

**Energy management + the industrial environment**

The efficient and sustainable use of energy in industry, renewable energy and microgrid solutions, moving towards cleaner production and the circular economy

**Sensors + switches**

Monitoring, detecting, sensing and switching, in process automation, control and the IIoT

**Plant maintenance, test + measurement**

Optimising operational efficiencies, smart condition monitoring and predictive maintenance, minimising downtime, boosting productivity



## MARCH

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Automation and control of industrial processes to optimise production efficiencies

**Drives, motors + switchgear**

Drives, motion control systems, low voltage and high voltage motors, generators, and related equipment, electrical panels, switchgear

**Measurement + instrumentation**

Flow, pressure, level, temperature and analytical measurement and instrumentation

**Transformers, substations + cables**

All the elements inside a substation, the link between substation and system and its maintenance, cables and cabling in low voltage and high voltage power supply systems



## APRIL

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## MAY

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## JUNE

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## AUGUST

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*\*Distributed at Electra Mining Africa 2020, 7-11 September 2020*



## SEPTEMBER

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## OCTOBER

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*\*Distributed at SAECC Conference 2020, November 2020*



## NOVEMBER

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**Drives, motors + switchgear**

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## DECEMBER

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**REGULAR MONTHLY COLUMNS****Cyber security**

Keeping readers up to date with digital advances and aware of cyber threats to ensure data security

**Write @ the back**

A topical thought piece, offering readers something to think about

**Diary Dates**

Listing of conferences, exhibitions, events and training courses relevant to the sector

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