

2021

PROFILE

ELECTRICITY + CONTROL

ENERGY + INFORMATION IN INDUSTRY



Published by Crown Publications

Print and online editions reach more than 6 500 readers each month

Twice monthly eNewsletter mailed to more than 5 700 readers

Website: more than 21 000 unique visitors every month

LinkedIn: with a fast-growing following

ABOUT ELECTRICITY + CONTROL

First published in 1986, originally as *Electricity SA* and Crown Publications' lead title, *Electricity + Control* today continues to engage and inform its readers across multiple platforms.

Electricity + Control focuses on energy and information in industry, serving primarily the electrical engineering profession and its related disciplines and services across the spectrum of industry sectors. It delivers relevant, leading edge, technical information on key issues and the fast-changing technologies impacting industry, information that enables businesses to grow and compete, locally and globally.

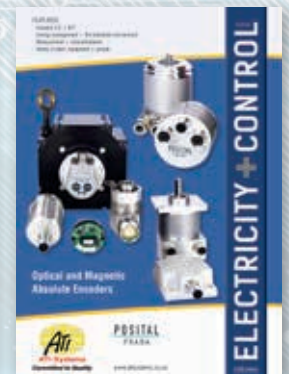
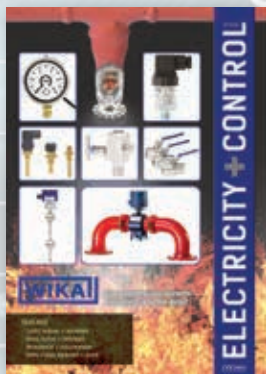
Published monthly, print and e-editions are distributed to more than 6 500 readers across Southern Africa and other African countries.

Cross platform content integration – from print to online to eNewsletters and social media – lets readers choose how they stay up to date with industry news and developments and offers advertisers a spread of exposure in a focused market.

Market reach

- Print + e-editions: abc audited circulation Q2 2020: 6 527
- e-newsletter: distributed twice monthly to more than 5 700 readers
- Linked-in followers: 1 200 and growing
- Crown Publications' Africa newsletter, reporting across the range of industrial sectors covered by the company's portfolio of titles, is distributed monthly to some 9 000 recipients across Africa.
- Crown Publications' website – www.crown.co.za – featuring all titles, each with its own site, attracts some 21 000 unique visitors every month.

In the bigger picture, *Electricity + Control* seeks to contribute to the advance of industry broadly, to boost local and regional industrial development, to promote production efficiencies, clean energy, the circular economy and sustainable business with the socio-economic benefits it delivers.



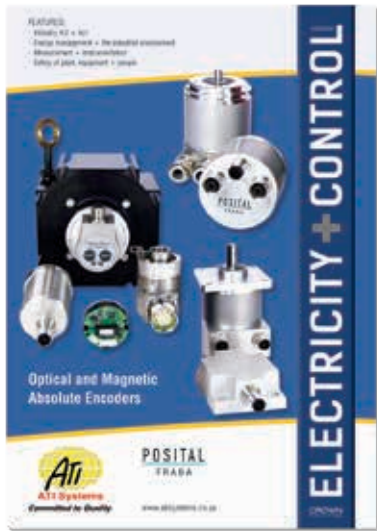
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ELECTRICITY+CONTROL PROFILE

Content is key. It's not about alternatives, it's about the mix.

CROSS PLATFORM CONTENT INTEGRATION

Online eEditions, monthly



Print editions, monthly



Twice monthly eNewsletter



Website

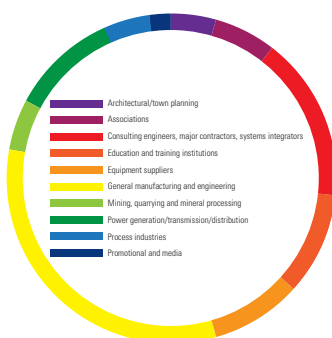


LinkedIn

READERSHIP PROFILE

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

Architectural/town planning	4.0%
Associations	6.1%
Consulting engineers, major contractors, systems integrators	15.1%
Education and training institutions	9.3%
Equipment suppliers	8.2%
General manufacturing and engineering	34.2%
Mining, quarrying and mineral processing	2.9%
Power generation/transmission/distribution	11.1%
Process industries including:	7.2%
<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	1.9%
TOTAL	100.0%



WHY ADVERTISE IN ELECTRICITY + CONTROL?

- Targeted readership
- Credible and relevant technical content
- Preferred by engineering teams
- Accessible across multiple platforms
- ABC certified circulation, audited quarterly
- Over 30 years of publishing excellence
- We inform industry across Africa
- Crown Publications' Africa Newsletter reaches some 9 000 recipients every month.
- Crown Publications' website – www.crown.co.za – receives more than 21 000 unique visitors per month, on average.

abc audited circulation, Q2 2020, print and e-editions, 6 527.

AFRICA READERSHIP

Some 1 400 e-editions of Electricity + Control are mailed into Africa every month.



PRINT FEATURES 2021

JANUARY

Control systems + automation

Automation and control of industrial processes to optimise production efficiencies

Drives, motors + switchgear

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

Measurement + instrumentation

Instrumentation used to measure and monitor diverse parameters in automation, process and electrical systems

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

FEBRUARY

Industry 4.0 + IIoT

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

Energy management + the industrial environment

Energy efficiency and sustainable use of energy in industry, renewable energy, distributed energy systems and microgrid solutions, energy management systems, moving towards cleaner production and the circular economy

Sensors + switches

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

Plant maintenance, test + measurement

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

MARCH

Control systems + automation

Automation and control of industrial processes to optimise production efficiencies

Drives, motors + switchgear

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

Measurement + instrumentation

Instrumentation used to measure and monitor diverse parameters in automation, process and electrical systems

Transformers, substations + cables

Transformers and substations in the electricity supply system, all substation equipment, switchgear, cables and cabling, low, medium and high voltage transmission and distribution

APRIL

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MAY

Control systems + automation

Automation and control of industrial processes to optimise production efficiencies

Drives, motors + switchgear

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

Sensors + switches

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JUNE

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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REGULAR COLUMNS

Cybersecurity

Reskilling, upskilling + training

Engineering the future

Write @ the back

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Lighting in Design MechChem Africa Modern Mining Modern Quarrying Sparks Electrical News

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