

2021

sparks  
ELECTRICAL NEWS

PROFILE



PUBLISHED BY CROWN  
PUBLICATIONS

THE MOST WIDELY DISTRIBUTED MAGAZINE FOR THE ELECTRICAL INDUSTRY IN SOUTH AFRICA

# 01

SPARKS ELECTRICAL  
NEWS **PROFILE**



## ABOUT SPARKS

**Sparks Electrical News** is a business-to-business magazine aimed primarily at electricians and electrical contractors, although it is enjoyed by a broad readership including electrical engineers, retailers, wholesalers, distributors and those involved in the installation and maintenance of low voltage electrical supplies and allied equipment. Its editorial mix is targeted to this audience, providing relevant industry news, product information, a growing lighting section and monthly columns that inform, educate and provide food for thought, as well as a monthly Buyer's Guide and a list of important upcoming events. With its distinctive A3 newspaper format, **Sparks Electrical News** is the publication for everyone involved in the installation and maintenance of electrical supplies and equipment.

## TRACK RECORD

**Sparks Electrical News** has been informing the electrical industry for over 30 years and is widely respected by advertisers and readers alike.

## FREQUENCY

Every month, Sparks is mailed to over 7 000 subscribers all over South Africa and Namibia and to a growing readership in other southern African countries.

## CERTIFIED CIRCULATION FIGURES

Distribution figures audited by the ABC.

# 02

SPARKS ELECTRICAL  
NEWS **PROFILE**

## BRAND EXTENSIONS

### ONLINE MAGAZINE

The online replica of **Sparks Electrical News** is available via the Crown Publications website [www.crown.co.za](http://www.crown.co.za) or on the Sparks page: [www.sparkselectricalnewsmagazine.co.za](http://www.sparkselectricalnewsmagazine.co.za). The online version of **Sparks Electrical News** is read by national and international subscribers who do not receive the printed version of the magazine, by subscribers who can't wait for the magazine to arrive or those who want to find particular articles in past issues. Online readers can easily access back issues and, using the search facility, find past articles. For advertisers, hyperlinks to company websites offer a further benefit.

### eNEWSLETTER

A fortnightly newsletter is emailed to subscribers informing them about what they can expect from the latest print issue; sharing links to the online publication and the most topical articles; as well as content exclusive to the **Sparks Electrical News** website.

### YEAR PLANNER

A handy A2 year planner featuring company logos and contact details is distributed with the January issue. This convenient aid to planning shows the entire year at a glance and is used to plot staff leave, events and production strategies.

### SPECIAL DECEMBER ISSUE

The December issue of Sparks features a 'fun' promotion dedicated to the 'season of giving'. Advertisers sponsor gifts for Sparks' readers and these are presented on the themed front page along with the advertisers' logos. To win these gifts, readers submit their contact details and, in January, the advertisers draw the winners' names at a special lunch. Photographs of the advertisers appear in the February issue within a double page spread, along with the winners' names.

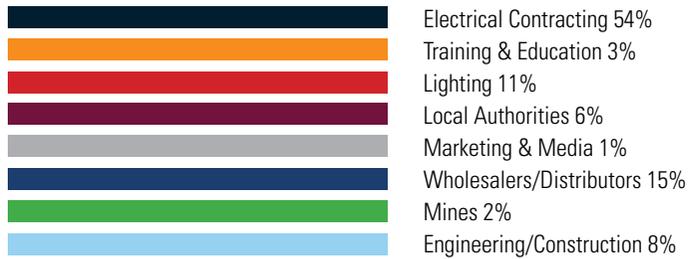
## 10 REASONS TO ADVERTISE IN SPARKS ELECTRICAL NEWS

- Sparks is a distinctive A3, glossy, high quality magazine
- Sparks is read by decision makers who look to Sparks for new products and relevant information.
- Sparks works closely with the Electrical Contractors' Association of South Africa and ECA(SA) members receive a complementary copy of the magazine.
- Sparks has a 30-year plus reputation for integrity.
- Sparks is the most widely distributed magazine for the electrical industry in South Africa.
- Sparks is ABC certified – and quarterly figures are audited.
- Sparks is distributed to over 7 000 subscribers.
- Sparks' responsive web design provides an optimal viewing experience of our online publications – easy reading and navigation across a wide range of devices.
- A fortnightly enewsletter as well as a strong following on social media, particularly LinkedIn, ensure that Sparks' coverage is not limited solely to the print publication.
- Sparks ensures maximum coverage for advertisers in print, online and through its social media platforms.

# 03

SPARKS ELECTRICAL  
NEWS **PROFILE**

## PRINT AND DIGITAL DISTRIBUTION



7 200  
ABC figure

Unique  
A3  
format

Covering the  
industry for  
over 30 years

Online  
version and  
fortnightly  
newsletter

Monthly  
Buyers'  
Guide

ALSO AVAILABLE ON



# 04

SPARKS ELECTRICAL  
NEWS PROFILE

## PUBLISHED ON MULTIPLE PLATFORMS



PRINT | ONLINE EDITION | FORTNIGHTLY NEWSLETTER | SOCIAL MEDIA | WEBSITE  
ALL COMBINE TO GIVE CLIENTS COVERAGE ACROSS MULTIPLE PLATFORMS

# 05

## SPARKS ELECTRICAL NEWS **PROFILE**

### CONTRACTORS' CORNER **(EVERY ISSUE)**

Contractors' Corner reports on developments affecting the electrical market sector, including projects and contracts, legislation, training, company news and products. This feature also keeps readers up-to-date with the latest developments within the regulatory environment.

### CABLES AND CABLE ACCESSORIES **(JAN, JULY & NOV)**

Cable management systems, cable marking and labeling, cable jointing techniques, wire sizing, cable terminations, glands, crimpers, cable cutters and instrumentation.

### DISTRIBUTION BOARDS, SWITCHES AND SOCKETS **(FEB, MAY, SEPT & DEC)**

Enclosures, earth leakage devices, circuit breakers, fuses, switches, dimmers, sockets, disconnectors, testing and measuring instruments.

### ENERGY EFFICIENCY **(FEB, MAY & AUG)**

Energy management, load management, load control devices, meters, timers, power factor correction and relays. Solar power, solar domestic water heating and solar installations.

### EARTHING, LIGHTNING AND SURGE PROTECTION **(JAN & SEPT)**

Earthing systems, surge protection devices, protection of structures and electronic equipment against lightning and surge, impedance measurement.

### ENERGY MEASUREMENT AND SUPPLY **(MARCH, JUNE & OCT)**

HV, MV and LV systems, transformers, substations, mini-substations, switchgear, quality of supply, load control, metering, energy management, timers, load balancing, testing equipment, hazardous areas.

### MOTOR CONTROL CENTRES AND MOTOR PROTECTION

## FEATURE BRIEFS

### **(APRIL, AUG & OCT)**

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

### STANDBY AND EMERGENCY POWER **(JULY & NOV)**

Stand-alone generator sets, batteries, uninterruptible power supplies (UPSs), maintenance, power line filtering and testing, emergency wiring and lighting.

### TOOLS AND INSTRUMENTS **(MARCH, JUNE & DEC)**

Power tools, hand tools, tool storage, test and measuring instruments, digital multimeters, impedance testers, measuring power supply quality, tool calibration, protective clothing, crimpers, cutters.

### LIGHTING **(EVERY ISSUE)**

The latest trends in lighting, installation practices for projects, product news, local and overseas lighting installations, technical articles written by lighting experts, street and public area lighting; sports stadia; security lighting; emergency lighting; decorative lamps; LEDs; solar lighting; and retail and factory lighting; ballasts, electronic control gear and lighting controls.

### BUYERS' GUIDE **(EVERY ISSUE)**

A buyers' guide is featured within the centre pages of every issue. This handy reference guide lists manufacturers and distributors of products and services relating to that month's feature. The logos and telephone numbers of advertisers who place ads in that issue appear in the buyers' guide. High resolution logos must be supplied by the advertisers and advertisers must ensure that the current version of logos is supplied timeously.

### EDITORIAL POLICY

Advertisers are given priority for placement of editorial but all pertinent editorial is considered. Photographs and illustrations that support editorial must be clearly referenced, supplied as .jpg or .tiff files at a minimum of 300 dpi and attached separately when emailed. Submissions must reach the editor on or before the editorial deadline for any particular month. Editorial is placed at the editor's discretion. A maximum of 500 words plus a photograph is recommended for maximum impact. The cost of advertorial is the same as an advertisement of the same size and will be clearly strapped as 'advertorial'. Information for advertorials should be supplied by the client.

# 06

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## PRINT BENEFITS

### 1. CREDIBLE AND TRUSTED

Everything that is printed in the magazine is thoroughly researched, carefully crafted, verified and edited. For Crown Publications, the publisher of **Sparks Electrical News**, this credibility extends to everything that is published on our online platforms too.

### 2. IT BUILDS BRANDS

Print advertising solidifies brand identity. Each month **Sparks Electrical News** provides opportunities for commercial partners to increase their brand recognition.

### 3. LONGEVITY

The recall from print is better and printed content is seen as having a higher value.

### 4. TARGETED AUDIENCE

The dynamic database is carefully controlled and maintained on a daily basis by an in-house team to ensure that the magazine reaches the correct person.

### 5. PRINT AND ONLINE WORK TOGETHER

To ensure your business benefits from the best of both worlds, it is important that your print and online efforts pull in the same direction.

### 6. TRIGGERS ONLINE ACTION

**Sparks Electrical News** starts with print. The magazine is then loaded onto the website from where content can be read online and shared via other platforms.

## ONLINE BENEFITS

### 1. CREDIBILITY

The content on our website (and the weekly newsletter that clicks through to the website) is driven by the print issue of **Sparks Electrical News** – as such all online content is researched, verified and edited.

### 2. TARGETED AUDIENCE

As the site is an extension of the printed issue, its content is sector specific and focused. The fortnightly newsletter's circulation is tightly controlled. Therefore, both the website and newsletter speak to the right individuals.

### 3. MEASURABLE RESULTS

Digital advertising includes click-through reports so you can measure how your online campaign has been performing on a monthly basis. **Sparks Electrical News** uses Google-analytics for these reports.

### 4. SHOWING THE DYNAMIC NATURE OF INDUSTRY

The electrical industry is dynamic and your messages to potential customers can reflect this: combine print, online and electronic newsletter advertising and make extensive use of the opportunities the various mediums offer.

### 5. FLEXIBLE ONLINE DISTRIBUTION

**Sparks Electrical News** uses social media to drive readers to articles on its website or to clients' websites

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