

ER Electrical Review

Informing the electrical industry for over **150** years



Media Pack 2024

www.electricalreview.co.uk
[@elecviewmag](https://twitter.com/elecviewmag)



The logo for Electrical Review features a stylized 'ER' in a dark blue color on the left. To the right of this, the words 'Electrical' and 'Review' are stacked vertically in a bold, black, sans-serif font. The background of the entire slide is a light blue color with a faint, white circuit board pattern consisting of lines and dots.

ER Electrical Review

Electrical Review is the longest established journal serving the UK electrical industry.

Available as a printed magazine or through various digital offerings, the Electrical Review brand covers the entire breadth of the electrical industry, whether it's renewable energy and electric vehicles or power and smart buildings.

Our readers are some of the most influential in the electrical industry, with senior decision makers making up the bulk of our readership base. Our printed magazine is also available at major industry events to maximise our reach.

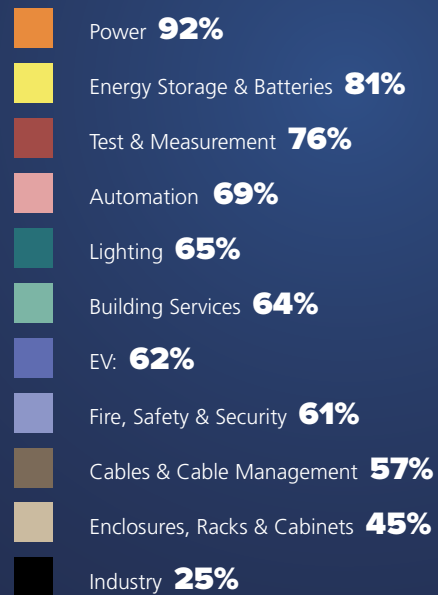
There are so many opportunities to get involved with Electrical Review, from our printed and digital magazines, to a weekly newsletter, regular social media postings, videos, podcasts, webinars, and so much more. We're always evolving and improving the Electrical Review brand to ensure that it's as relevant today as it was 150 years ago.

www.electricalreview.co.uk

Our Audience

- Electrical Review is available to our readers across multiple platforms, with both print and digital versions of the magazine, alongside a website that has been designed to be the best in the industry.
- In addition to traditional ways of reaching our audience, Electrical Review readers can stay engaged in a multitude of ways, whether it's through our large following on social media, the Powered On podcast, or our bi-weekly Editor's Newsletter.
- Access to Electrical Review's exclusive content is available completely free of charge, whether it's the printed magazine or the industry-leading podcast.
- As the largest publication in the industry dedicated to electrical engineers, Electrical Review has some of the most influential readers. These include key decision makers at companies such as:
 - Balfour Beatty
 - E-On
 - National Grid
 - NHS
 - Transport for London
 - And many, many more.
- Alongside electrical engineers, many electrical contractors, designers and specifiers opt for Electrical Review over other industry publications thanks to its exclusive content and forward-thinking digital offering.

Areas Involved:

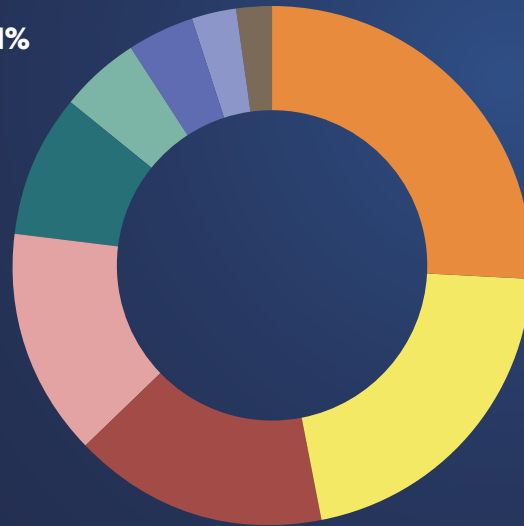
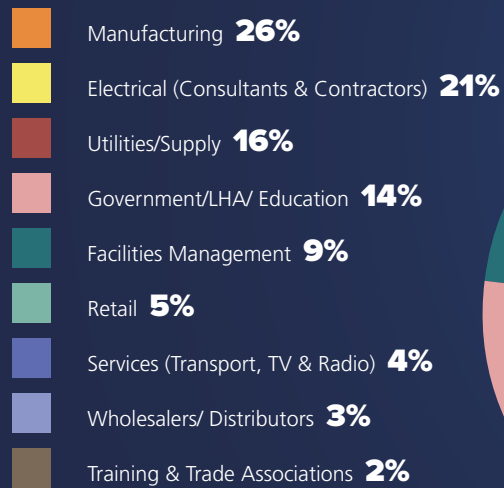


Total database

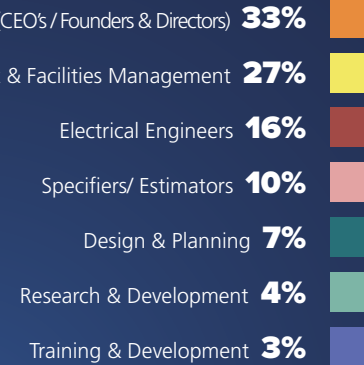
15,445

Our Audience

Business Type:



Job Roles:



Total Circulation

15,445

Our Audience Breakdown



Made up of senior decision makers and influencers;

CEOs, CSOs, Heads of Building Controls/Engineering/Building Standards/Protection & Electrical Systems/
Estates/Facilities/Automotive/Data Centres/Energy Policy/HSE/IT, Managers, Directors and Company Owners.

Total Audience

15,445

Editor's Newsletter

12,850

Third-party Emails

10,575

Twitter @elecviewmag

21,000+

Impressions per month

24,251

Unique users per month

11,439

GOOGLE ANALYTICS AVERAGE 5 OCTOBER 2022 TO 5 OCTOBER 2023

GOOGLE ANALYTICS AVERAGE 5 OCTOBER 2022 TO 5 OCTOBER 2023

Why Us?

Data Centre Review and Electrical Review are great media platforms, covering extensive topics from data centres and critical power to cooling and industry trends. The readership covers all industry sectors, offers opportunities to reach out to a wider sector, and provides various channels to reach key decision makers.

**Lavina Dsouza,
Schneider Electric**

Electrical Review has provided an excellent platform – through both printed and digital content – for Beckhoff's building automation products and systems. Being a more complex solution proposition and very much technology-driven, ER's readership has ticked all the boxes in terms of our target audience, from specialist BEMS engineers through to facility managers.

Karl Walker, Beckhoff

Since 2013, Electrical Review has been a pivotal platform for OMICRON electronics UK Ltd in promoting our products and applications for power system testing, on a global scale. Electrical Review has consistently delivered extensive coverage of our brand through its print & digital publications, targeting electrical engineers in key industry segments. As a business, we are constantly striving for levels of excellence within our product range and services and we believe that the Excellence Awards reflects this ethos. By supporting and attending the awards we can also fully engage with changes and challenges within the industry. The awards will be a great opportunity to celebrate success while enjoying a fun evening networking with like-minded engineers and key customers.

David Brazier, Director, Omicron

I find your journal full of interesting information. Please keep up the good work publishing all the items Gossage discovers. My first port of call when your journal drops through the letter box!

**Maurice McIlwrick,
Electrical Review reader**

Our readers



Reader Snapshot

JOB TITLE	COMPANY
Head of Electrical Engineering	Arriva Trains Wales
Head of Estates & Facilities	Driving Standards Agency
CEO	Legrand Electric
Head of Facilities	Telegenic Ltd
Senior Electrical Design Engineer	Derbyshire County Council
Senior Electrical & Instrumentation Engineer	BASF Performance Products PLC
Head Of Engineering	Walsall Council
Head Of Design	Power Capacitors
Director Of Building Control	Fermanagh and Omagh District Council
Head of Innovation	Thames Water Utilities Ltd
Director of Energy and Infrastructure	Crown Estate Commissioners
Head of Facilities	ASOS Plc
EMEA Head of Datacentres	Societe Generale
Senior Electrical & Mechanical Services Manager	Telehouse Europe
Director of Engineering	Invensys plc
Senior Electrical Estimator Engineer	Munro Building Services
Senior Electrical Engineer	Nestle Purina
Head Of Data Centre Services	Blue Square Data
Director of Design and Construction	Balfour Beatty Engineering Services
President & CEO	Horizon Nuclear Power Ltd
CEO	Association for the Conservation of Energy
Head of Store Development & Facilities	Vision Express (UK) Ltd
Senior Electrical Design Engineer	Hurley Palmer Flatt
CEO	XP Power Plc
Senior Electrical Design Engineer	El-WHS
Head of Engineering	Api Europe Ltd.
Head of Offshore Engineering	UK Mainstream Renewable Power Ltd
Head of Building Control Services	Cookstown District Council
Head of Service; Property & Facilities Management	Aberdeenshire Council
Head of Civil Engineering	Land and Marine Project Engineering Ltd
Head of Energy and Carbon	Thames Water Utilities Ltd
Head of Network Engineering	National Grid PLC
Head of Data Collection and Management	European Medicines Agency
Head of Engineering	Thamesdown Transport Ltd
Head of Facilities	L C A Lights Camera Action Ltd
Head of Estate and Facilities Management	Merseyside Police
Executive Director of Engineering a	Seagate Technology Ltd

JOB TITLE	COMPANY
Global Head of Technical Engineering	Mayborn Group Limited
Group Head of Estates	Centrica PLC
Head of Energy Policy	E.ON UK
Head of Northern Europe	Element Power Ltd
Head of Regeneration & Housing	Ribble Valley Borough Council
Senior Electrical Design Engineer	Kier
Founder and CEO	Retronix Ltd
Director of Instalation	Global Marine Systems Ltd
Head of Engineering	Docklands Light Railway
Head of Communications and Public Affairs	Electrical Contractors' Association
Head of Group Energy Sustainability	Wincanton Plc
Head of Data Centre & Infrastructure Recruitment	Chapman Tate Associates
Group Head of Building Control	NHBC
Head of Engineering	B & W Group Ltd
Head Of Service	Metropolitan Electrical Services
Head of Energy Programmes	Peterborough City Council
Head of Engineering	Edinburgh Airport Limited
Head of Facilities & Energy	Arqiva Ltd
Head of Energy & International Climate Change	Scottish Government
Senior Electrical Contracts Manager	SPE Contracts Ltd.
Global Head of Demand Generation	Centrica Distributed Energy & Power
Head of Engineering	ScotRail
Head of Civil Engineering	Horizon Nuclear Power Ltd
Global Head of Manufacturing Engineering	Jabil Circuit Ltd
Head of Housing and Community Safety	Aberdeen City Council
Head of Energy Enterprise & Sustainable Development	Co-operative Group Ltd
Senior Electrical Engineer	Wandsworth Council
Head of Construction	E.ON UK
Head of Energy Solutions	ECA
Head of Property Services	J Sainsbury's Plc
Head of Facilities	Sotheby's
Head Of Energy Consents & Deployment	Scottish Government
Head of Innovation & Optical Engineering	Luxonic Lighting PLC
Head of Architectural Lighting	ChapmanBDSP
Director of Electrical & Building	Chequers Contract Services Ltd
Head of Energy Policy	EDF Energy Plc

ER & DCR EXCELLENCE AWARDS 2024

Electrical Review
Data Centre Review

The Electrical Review and Data Centre Review Excellence Awards recognise outstanding products and projects that embrace the latest in electrical engineering, display forward-thinking design and implementation, and champion the highest environmental, safety and energy efficiency standards.

The Awards offer an effective platform for businesses operating in the electrical and data centre industries to join our mission to reward excellence, innovation and collaboration. Join us as an award or category sponsor, and your brand will appear in our dedicated, prominent marketing campaign, involving display advertising, editorial coverage, interviews, news and other content.

Plus, you will benefit from prominent branding on the night of the Awards at London's breathtaking Christ Church Spitalfields, the opportunity to present the awards to winners on stage, and network face-to-face with nominees and other industry representatives in an elegant and relaxed setting.



Single Award Sponsor (Product or Project)

- Pre-Event Promotional activity
- Branding throughout
- Table of 10- Inc. 3 course dinner and drinks (Wine & Soft drinks)
- Present the Award to the Winner
- Branded Table Centrepiece.
- Branding on stage and all media/press areas
- Unlimited networking opportunity
- Media Coverage post event.

Single Award Sponsor (Product or Project)

- Pre-Event Promotional activity
- Branding throughout
- Table of 5 - Inc. 3 course dinner and drinks (Wine & Soft drinks)
- Present the Award to the Winner
- Branding on stage and all media/press areas
- Unlimited networking opportunity
- Media Coverage post event.

Exclusive Drinks Area Sponsorship

- Pre-Event Promotional activity
- Branding throughout
- Exclusive branding in the 'DRINKS AREA'
- Branding on stage and all media/press areas
- Unlimited networking opportunity
- Media Coverage post event.

Powered On Live

With the electrical industry going through one of the biggest transitions in its entire history, Powered On Live will feature two days of in-depth presentations and panel discussions with industry leaders on the important topics that are on everyone's minds.

Whether it's the momentous work that will need to be done to achieve net zero, or dealing with modern-day threats to the continuity of power, whether due to cyberattacks or extreme weather events, there is bound to be a topic for everyone.

Those who register will be able to join in live and ask questions, but also watch all session recordings afterwards.

Platinum Sponsor

A 25 min speaking slot with Q&A on either Day 1 or Day 2 straight after the keynote

A seat on a separate panel session. 40 mins.

Logos on all our marketing material throughout the campaign – website, social media, emails

Full delegate list of all registrations for both days after the event (GDPR Compliant)

Speaker picture and bio on the website

Gold Sponsor

A 25 min speaking slot with Q&A on either Day 1 or Day 2 in the afternoon

Logos on all our marketing material throughout the campaign – website, social media, emails

Full delegate list of all registrations for both days after the event (GDPR Compliant)

Speaker picture and bio on the website

22nd - 26th January 2024

VIRTUAL EVENT



Offer your CPD training to our readers

The electrical industry is constantly evolving as new standards and technologies are released on a regular basis, meaning that those within the industry need to ensure that their skills are keeping pace with these developments. Thankfully, throughout the years Continuing Professional Development, also known as CPD, has been a mainstay of the electrical industry, ensuring the UK has some of the highest standards around.

While there are countless CPD courses to choose from, we want to simplify things for the readers of Electrical Review, and offer our readers a range of CPD certified training videos to watch over the course of a week.

Not only will these videos give our readers the opportunity to learn but attendees will earn the all-important CPD points for each session they attend. There will also be the opportunity for attendees to submit questions to the companies running the training.

Join us for this special CPD Week and share your CPD training with our readers.

What you get

A 45-60 minute speaking slot
Logo's on all advertising materials throughout
Engage with hundred of attendees

Website advertising



Billboard

Dimensions: 1020 x 190

Animation: Max 400kb

High impact and front of mind, your banner is featured across the entire site for the duration of the campaign. This exclusive opportunity is sold on a seven to 14-day tenancy.



Home Leaderboard

Dimensions: 728 x 90

Animation: Max 400kb

This position commands attention as soon as you land on the home page, thanks to its high position. Sold on a 30-day tenancy and shared with a maximum of three other clients.



MPU

Dimensions: 300 x 250

Animation: Max 400kb

Immersed in the middle of the site, this MPU benefits you by being at the heart of our content. Sold on a 30-day tenancy and shared with a maximum of three other clients.

3rd Party Emails - HTML

- Sent to our 10,575 subscribers.
- Unrivalled coverage to our electrical community.
- High impact brand awareness.
- Cost effective lead generation.
- Sold individually, or as a series of eblasts to create an ebook or collective piece of information.
- Ideal for whitepapers & thought leadership pieces for measurable ROI/data capture.



OMICRON

Do you know the condition of your rotating electrical machines?
We can help you find out...

Failure in motors and generators is influenced by thermal, electrical and mechanical stress factors over time.

Premature failure may lead to significant economic losses, due to unexpected outages and equipment damage.

For effective condition assessments of rotating electrical machines, OMICRON offers the matching testing and monitoring solutions.



riello ups ABOUT | CONTACT

It's UPS Maintenance... But Better...

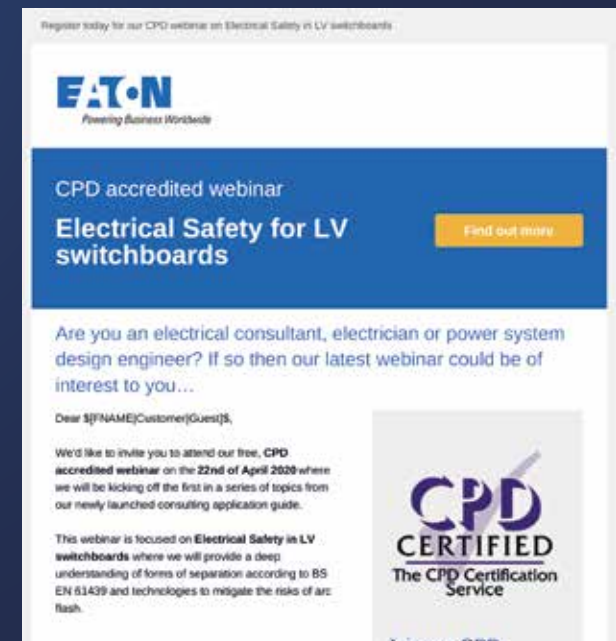
A warranty offers you a handy safety net. But it doesn't come close to the added reassurance provided by an ongoing maintenance plan.

If the worst ever happens and there's a fault or failure with your UPS system, reliable maintenance coverage makes sure you're back up and running as soon as possible.

Riello UPS maintenance plans set the industry standard for transparency, expertise, and flexibility. Coverage is tailored to your needs, with a wide choice of Emergency Response Times.

Our UK team of technical experts are available 24/7/365. While our nationwide network of fully-certified engineers are guaranteed to fix any faults.

Arrange a **FREE consultation** with one of our team to discuss your maintenance needs.



Register today for our CPD webinar on Electrical Safety in LV switchboards

EATON
Powering Business Worldwide

CPD accredited webinar
Electrical Safety for LV switchboards [Find out more](#)

Are you an electrical consultant, electrician or power system design engineer? If so then our latest webinar could be of interest to you...

Dear [NAME]Customer[Guest],

We'd like to invite you to attend our free, CPD accredited webinar on the 22nd of April 2020 where we will be kicking off the first in a series of topics from our newly launched consulting application guide.

This webinar is focused on **Electrical Safety in LV switchboards** where we will provide a deep understanding of forms of separation according to BS EN 61439 and technologies to mitigate the risks of arc flash.

CPD CERTIFIED
The CPD Certification Service

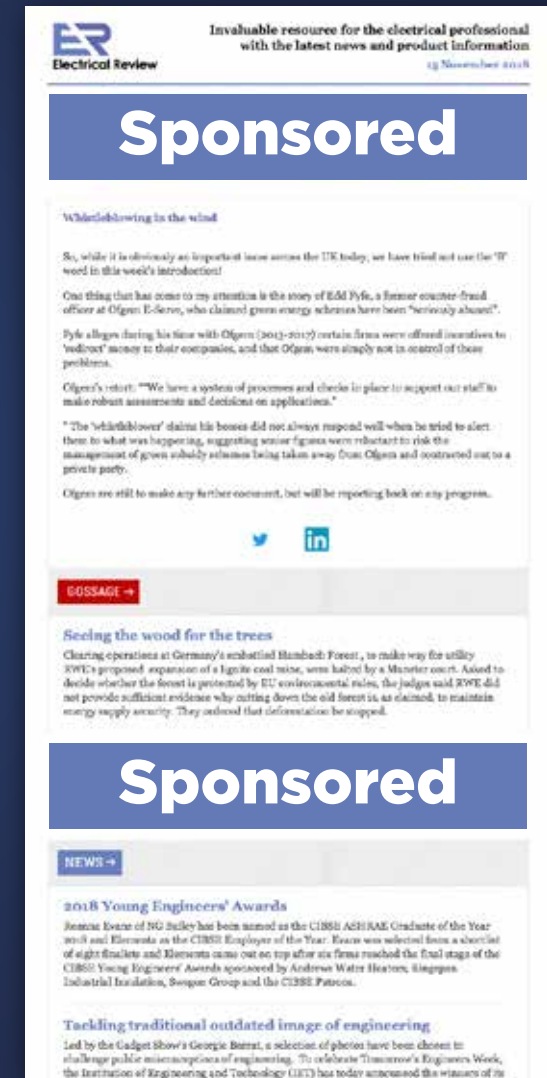
Join our CPD

Editor's E-Newsletter Sponsorship

- Up to 150 word brand or product description including company logo and contact details.
- 1 x Leaderboard banner.
- Option to rotate ad creatives and content being promoted.
- Front of mind brand awareness and lead generation.
- Reach key decision makers within our retail community.
- Alongside our editorial at influential touchpoints throughout our calendar.
- Front of mind.

Editor's Newsletter Sponsorship

Weekly sent to **12,850** contacts



Webinars

Our webinars are a great platform for speakers to reach out to their target audience, illustrate brand authority and thought leadership, as well as generate leads. Webinars take place as a moderated live Q&A session with attendees, hosted by our editor.

Package includes:

- A 45-minute webinar presentation
- Broadcast at a specific time on the date of your choice
- Live Q&A between the speakers and audience
- Extensive presentation features include live chat, voting and polling, recorded audio/ video content
- Scheduled rehearsal prior to the live event
- Dedicated direct emails to our email database (over 10,500)
- Promotion in newsletters and online, plus via social media groups (over 35,000)
- Webinar archived online post event for 12 months with on-going data capture for 3 months
- Receive full details of everyone who has registered to attend and watched your webinar (Opted in)
- 8 weeks promotion of your webinar to attract listeners.

FREE WEBINAR: **Sustainable supply chain strategies to limit impact in uncertain times**
1st December 2022 2pm GMT
CLICK HERE TO REGISTER FOR FREE **ABB RED**

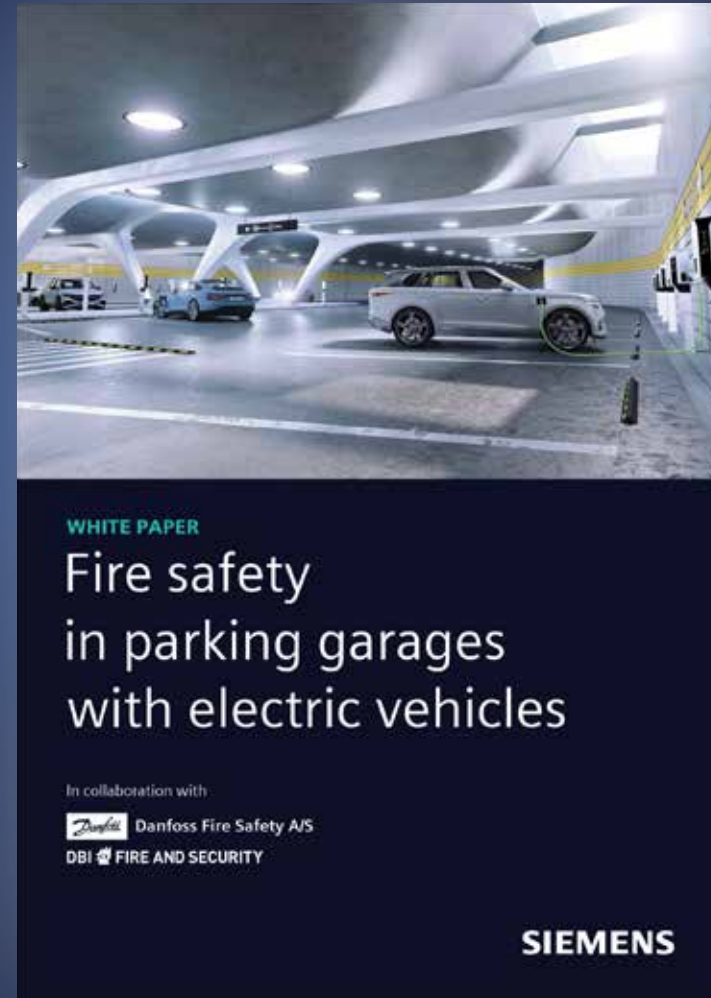
The screenshot shows a registration page for the webinar. It features a main banner with the title, date, and time, along with speaker photos and names: Danel Turk (Solution Portfolio Manager, Data Centers at ABB) and Phil Reid (Head of Energy Transition, Red Engineering). Below the banner is a 'REGISTER HERE' button. To the right, there are sections for 'DATE', 'TIME', 'MORE INFO', and 'SPEAKERS'. At the bottom, there is a 'SHARE THIS EVENT' section with social media icons and a progress bar showing 34 days, 4 hours, 14 minutes, and 29 seconds remaining.

Whitepapers

Whitepapers allow you to showcase your brand's leadership in a specific area with our wider audience. This will educate the industry, while also enabling you to get your brand name in front of your target audience. Whitepapers are one of the most fruitful platforms for lead generation purposes. Allows brands to emphasise their expertise and thought leadership.

Package includes:

- Whitepapers to be distributed to our audience of over 12,850 at strategic points within 2024 as agreed by client and Electrical Review
- Lead generation by hosting your white papers on our website throughout
- White Papers promoted via our twice weekly e-newsletters, HTML's as well as our social media channels
- All data will be provided to the client at regular intervals unless gated form is direct to client's website
- Eblasts to the database of 12,850
- Client to provide HTML for eblasts (3 emails)
- Client to deliver white paper content.

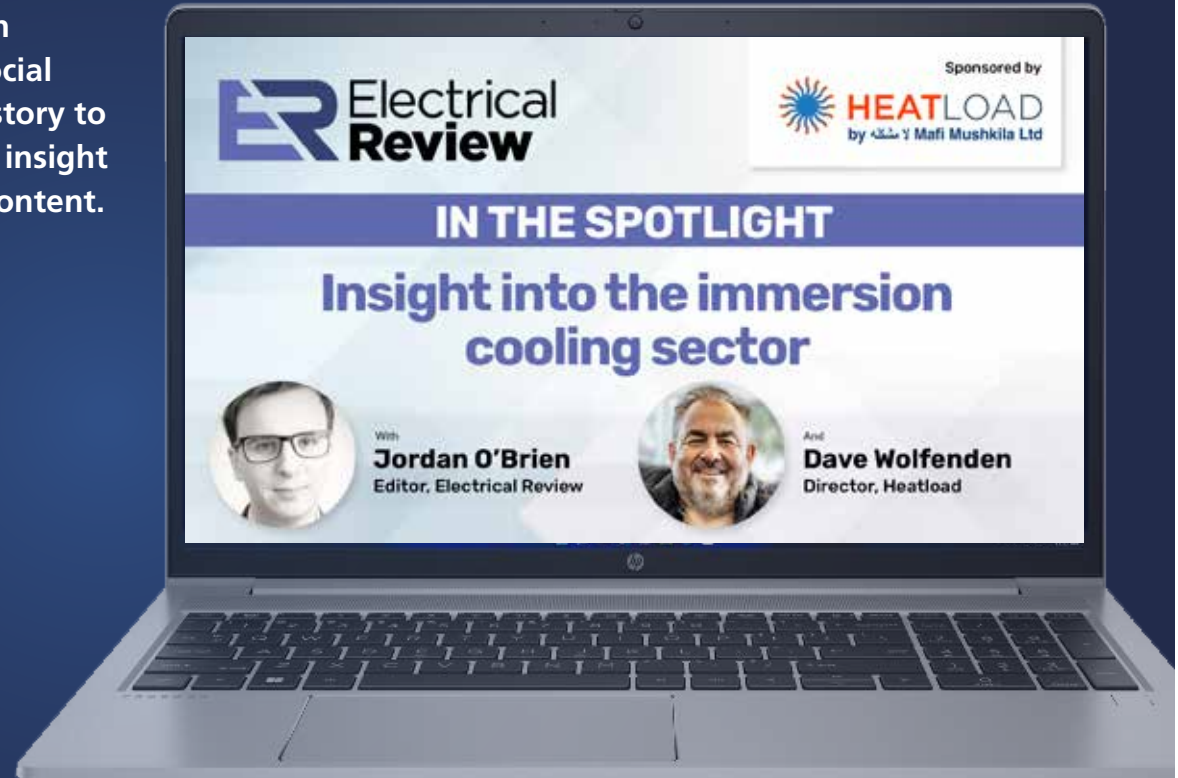


In the Spotlight Video Interview Series

Our Video Interview series is designed to efficiently reach our already engaged audience through our digital and social channels. We believe that every one of our clients has a story to tell which enables you to share, company news, industry insight and thought leadership, in manageable, bit sized video content.

Package includes:

- Video will be a two-way conversation between our editor and yourself or a chosen representative
- Video supplied to you to use on your website
- Promoted on weekly e-newsletter to 12,850
- Featured on the Electrical Review website
- Video will be fully edited and approved by you before being featured
- An eblast to be sent out promoting the video to our 12,850 subscribers
- Video promoted via Twitter as a featured post (to an audience of 21,000+)
- Hosted on our YouTube channel. All post-production is taken care of in-house.



Company Spotlight

Our editors will apply their expert influential tone to create a thought leadership article that engages with our readership, who are decision makers within their sector.

Based on a Q&A piece backed with a case study, you would get the following coverage:

- Published in Electrical Review magazine
- Published on www.electricalreview.com
- Sent in a solus email to our 12,835 subscriber community
- Shared with our 21,000+ Twitter followers
- 100 copies printed in a dual branded brochure which will be distributed as you wish.



2024 MAGAZINE FEATURES

Electrical Review is offered as a printed magazine three times a year, alongside our website, electricalreview.co.uk, our podcast Powered On Live, and our various social channels. Featuring exclusive insight into the topics that matter most to the industry, we're on the lookout for incisive thought leadership focused on the latest trending, topical and impactful issues facing the electrical sector.

If you would like to contribute an article on any of the topics listed, or discuss a topic not listed that impacts the electrical sector, please get in touch with Jordan O'Brien at jordano@sjpbusinessmedia.com.

Copy Deadlines

April 2024 issue Deadline: Friday 15th March

June 2024 issue Deadline: Friday 17th May

October 2024 issue Deadline: Friday 17th September

Electrical Review covers a diverse range of areas, including:

- Automation, IoT & Smart Tech
- Backup Power
- Building Services & HVAC
- Cables and Cable Management
- Drives & Controls
- Electrical Safety
- Electric Vehicles & EV Charging Infrastructure
- Energy Storage & UPS
- Fire Protection & Security
- Lighting
- Power Generation, Transmission & Distribution
- Power Protection
- Renewables
- Smart Buildings
- Sustainability
- Test & Measurement
- Tools & Workwear
- Training & Apprenticeships

Annual Event and Media Partnership Distribution

April 2024

Drives & Controls Exhibition

May 2024

ER and DCR Excellence Awards

October 2024

Smart Buildings Show

Group Account Director

Sunny Nehru

+44 (0) 207 062 2539

sunnyn@sjpbusinessmedia.com

Business Development Manager

Tom Packham

+44 (0) 774 191 1317

tomp@sjpbusinessmedia.com

Editor

Jordan O'Brien

jordano@sjpbusinessmedia.com

Contributing Editor

Kayleigh Hutchins

kayleigh@datacentrereview.com