

cabletalk

→ Media information

The magazine

cabletalk is the official magazine of SELECT, the trade association for Scotland's electrotechnical industry.

Published every two months, it provides regular updates and insights for members and promotes SELECT's work to the wider industry.



Each issue contains news from SELECT and associated industry, as well as a range of profiles, features and opinions on important industry topics, including:

- Health and safety
- Insurance
- Employment
- Training
- New products and services
- Smart devices
- Best work gear
- Best tools
- Technical/Training/ Apprenticeships
- Cabling/ Surge protection
- LED
- Vehicles/ Security
- Best equipment and testers
- Fire and security
- Running an electrical business

A digital version with exclusive content is also available online at www.cabletalkmagazine.com



Circulation

cabletalk has the largest circulation of any Scottish electric trade magazine. Each issue is delivered to more than 2,000 senior named individuals and key industry players – the true decision-makers when it comes to purchasing products and services.

cabletalk is distributed free to SELECT members and the following selected industry-related professionals:

PUBLIC SECTOR PARTNER ORGANISATIONS:

- Local authority directors of technical and electrical services, housing, technical services, transport and regeneration and building standards teams
- Local, regional and Westminster-elected politicians and their offices
- Central government and their agencies, including training bodies
- NHS trusts and boards

- Appropriate departments within higher and further education institutes
- Public utilities such as Scottish Water
- HSE inspectors

PRIVATE SECTOR ORGANISATIONS:

- Trade and professional bodies, including RICS, RIAS, SJIB and Scottish Building
- Housing associations

About SELECT

SELECT's 1,250+ members provide electrical services across Scotland from Stranraer to Unst, employing 18,000 staff and turning over £1 billion per annum

- Major construction and housebuilding companies
- Harbour boards
- Unions
- Architects, surveyors and specifiers
- Electrical wholesalers and distributors.

EDITORIAL

Sarah Wolstencroft:
sarah.w@connectcommunications.co.uk
0141 561 0300

COMMERCIAL

David Hughes:
davidh@connectcommunications.co.uk
07767 407 402



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Print advertising

Advertising in *cabletalk* delivers outstanding results

DISPLAY:

- Full page £995
- First page in issue £1,100
- Front half/right hand page £1,050
- Double page spread £1,800
- Half page £550

- Quarter page £300
- Strip £375
- Inside front cover £1,300
- Outside back cover £1,400

PROZONE:

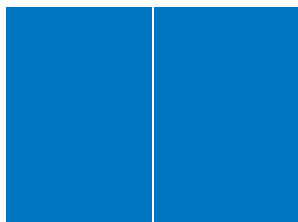
Listing text and image

- 1 issue £100
- 3 issues £275

SERIES DISCOUNTS:

- 2 to 4 inserts 10%
- 5 to 6 inserts 20%

Dimensions (All sizes are displayed in millimetres and width x height)



Double page spread
420 x 280,
with bleed (426 x 286)



Full page
210 x 280, with
bleed (216 x 286)



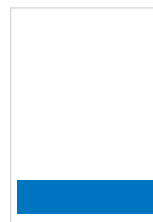
**Half page
[Portrait]**
90 x 252



**Half page
[Landscape]**
184 x 120



**Quarter page
[Portrait]**
90 x 120



Strip
184 x 81



FOR ACCURATE REPRODUCTION PLEASE ENSURE:

- There is 3mm bleed on full page and double page spread ads
- All text and logos are minimum 5mm from the trim edge
- RGB and spot are converted to CMYK
- All text is converted to outlines
- All fonts are embedded
- Artwork is at a resolution of 300dpi
- Save as a high resolution PDF, JPEG, TIFF or EPS
- Your file is clearly named
- Mail artwork to: **davidh@connectcommunications.co.uk**

Website advertising

HOMEPAGE

- **Leaderboard** £150.00 per month billed in three month blocks = £450.00
- **Box advert** £150.00 p.m
- **Skyscraper** £195.00 p.m

PRODUCT SHOWCASE

(ProZone section) Listing text and image

- 1 month £195.00
- 3 months £465.00

Copy change accepted.

All figures plus VAT @20%



Leaderboard
380 x 75
(WxH) pixels

Box advert
240x206
(WxH) pixels

Skyscraper
180x655
(WxH) pixels

cabletalkmagazine.com is a support website for Cabletalk magazine. For further information about marketing in the print magazine call David Hughes **07767 407 402** or **davidh@connectcommunications.co.uk**