

# CABLEtalk Media information

REPRESENTING THE SCOTTISH ELECTROTECHNICAL INDUSTRY

## THE MAGAZINE

CABLEtalk is the official magazine of SELECT, the trade association for Scotland's electrotechnical industry. It is the only magazine serving, and read by, the electrotechnical sector in Scotland.

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 & 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](http://www.cabletalkmagazine.com)

### 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.

## 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 Members and their offices
- Central Government and their agencies, including training bodies

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

#### Private sector organisations

- Trade and professional bodies, including RICS, RIAS, SJIB, Scottish Building and Specialist Engineering Contractors Group
- Housing associations
- Major construction and housebuilding companies
- Harbour boards
- Unions
- Architects, surveyors and specifiers
- Electrical wholesalers and distributors



# PRINT ADVERTISING

As the only electrical trade members magazine that reaches the Scottish market, advertising in CABLEtalk delivers outstanding results

## DISPLAY

- Full page £995
- First page in issue £1,100
- Front half/right hand £1,050
- Double page spread £1,800
- Half page £550
- Quarter page £300
- Third page strip £375
- Inside front cover £1,300
- Outside back cover £1,400

## PRODUCT SHOWCASE

Listing text and image

- 1 issue £100
- 3 issues £200

## SERIES DISCOUNTS

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

# WEBSITE ADVERTISING

## HOMEPAGE

- Leaderboard £2,000 p.a
- Box advert £1,500 p.a
- Skyscraper £1,200 p.a.

## SPECIAL REPORTS

Editorial and up to 3 images

- 1 month £600
- 3 months £1,200

## PRODUCT SHOWCASE

Listing text and image

- 1 month £50
- 3 months £100

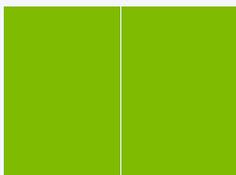


**Leaderboard**  
380 x 75 (WxH) pixels

**Box advert**  
240x206 (WxH) pixels

**Skyscraper**  
180x655 (WxH) pixels

# 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 vertical**  
90 x 252



**Half page landscape**  
184 x 120



**Quarter page portrait**  
90 x 120



**Third page 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



## EDITORIAL

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