

# WireIN

For Electrical & Related Industries in Scotland & Ireland

Media Info  
2012



[www.wirein.co.uk](http://www.wirein.co.uk)



## **CIRCULATION** Reaching the Right Market

**WireIN** reaches everyone you want to reach in the marketplace including **Contractors, End-Users, Specifiers and Wholesalers** throughout Scotland & the whole of Ireland.

### **Distribution includes:**

Members of the **Association of Planning Supervisors**

Member Companies of **AECI**

Member Companies of **CIBSE**

Member Companies of **ECSSA**

Member Companies of **HVCA**

Member Companies of **NICEIC**

Member Companies of **RECI**

Member Companies of **Scottish Building**

Member Companies of **SELECT**

### **ALL Electrical Contractors/Installers**

Communication & Security Companies

Housing Association Contract Managers

NHS Trusts/Boards/Hospitals

Hotel Groups, etc.

Island Authorities/Harbour Boards

Major Builders/Construction Companies

Offshore Companies

Private & Public Utilities

Property Managers - Banks/Building Societies

National Trust/Historic Scotland

### **Local Authorities**

Members of the Scottish Association of Building  
Standard Managers (SABSM)

Chief Architects & Qty Surveyors

Directors of Housing

Directors of Building & Property

Directors of Technical Services

Heads of Electrical Departments

Traffic & Transport Managers (Lighting)

### **Other Bodies**

Architects/Surveyors/Specifiers

Consulting Engineers

Direct Labour Organisations

Electrical Wholesalers/Distributors

Emergency Services

Health & Safety Executive Principal Inspectors

Business Gateways/Development Agencies

**Over 10,100 named individuals making daily decisions about what, when and with whom they trade.**

***An Advertiser's Dream* with the best distribution into both (and separately) the Scottish & Irish Electrical Contracting Industries.**

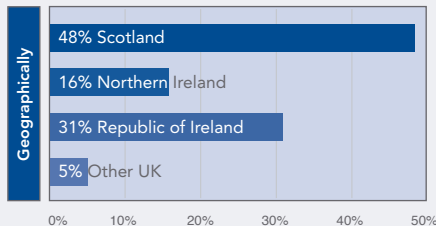
# The N<sup>o</sup>1 Magazine for the Scottish & Irish Electrical Contracting Industry

Packed with the latest industry news, forthcoming leads & tenders, advice, training, H&S, legislation, latest products and terrific unbiased feature articles. WireIN readers are kept fully updated with all the latest developments affecting the Electrical Contracting Industry.

Our latest **Edition** had over **10,100** decision makers receiving their own personal copy of WireIN.

## Readership includes:

- Electrical Contractors
- Wholesalers
- Property Managers
- Installers
- Specifiers
- Housing Associations
- Builders
- Consulting Engineers
- Communication Companies
- Local Authorities
- HVCA Companies
- Security Companies



WireIN goes to **TWICE** the number of Electrical Contractors throughout Scotland & Ireland than any other magazine.

## ALSO gives you an added online presence.

Each edition is ALSO featured online for two months. Advertisements are linked to their respective website, making it far easier for our online readership to access your products and services. WireIN is sent digitally to 5100 individual email addresses in advance of the hard copy.

**www.wirein.co.uk is updated weekly with news and other stories**

## RATES

Page Size	Full Colour
FULL	£2750.00
1/2 (Portrait)	£1590.00
1/2 (Landscape)	£1590.00
1/4	£910.00
DPS	£4260.00

Cover Positions	Full Colour
OBC	£3900.00
IFC	£3360.00
IBC	£3090.00

**Special Positions:**

+ 15%

**Series Discounts:**

2 = 10%    3 = 15%    4 = 20%    5 = 25%

**Loose Inserts:**

10 gms or under – £900 for full circulation.  
(Prices available for extra weight).

## TECH SPEC

Page Sizes	Depth	Width
Page (Bleed)	303mm x	216mm
Trim Size (A4)	297mm x	210mm
Page (Type Area)	270mm x	190mm
1/2 (Portrait)	270mm x	92mm
1/2 (Landscape)	130mm x	190mm
1/4 (Portrait)	130mm x	92mm
1/4 (Landscape)	62mm x	190mm

## COPY

Application	Format
QuarkXpress	Native/EPS
InDesign	Native
Illustrator	Native/EPS
PhotoShop	EPS/TIFF CMYK
PDF*	Print CMYK

All adverts must include all the linked images at 300 DPI at printed size.

All fonts must be included within a separate fonts folder.

Delivery: CD, Email.

Email: [wi@enwi.co.uk](mailto:wi@enwi.co.uk)

\*PDF files must be saved without any ICC profiles or OPI links.

Please provide a proof i.e. laser print, inkjet, cromalin or snap shot.





## RECOMMENDATIONS

*"WireIN always produces an amazing number of enquiries."*  
**Cooper Lighting & Security**

*"WireIN gives us excellent coverage in Ireland & Scotland. Previously the choice in Eire was restricted, now I see WireIN in many Wholesalers & Specifiers there."*  
**Gerald Jones - Kidde Safety Europe**

*"This publication is a boon to people operating within the electrical industry."*  
**Paul Davidson - Ansell Lighting**

*"WireIN continually makes a significant contribution to our sales."*  
**Peter Greenshields - Cuthbertson Laird Group**

*"WireIN continuously impresses us and generates a fantastic response. We simply love it."*  
**Sally Cops - Molex Premise Networks**

*"With proven success throughout Ireland & Scotland - WireIN has continuously delivered outstanding results."*  
**Julie A Mould - Prysmian Cables & Systems**

*"Very effective in promoting Nexans to the market place."*  
**Mike Holmes - Nexans Cabling Solutions**

*"There is no better way to target Scotland and Ireland."*  
**Peter Curtis - Hager**

*"Essential reading for the electrical contracting industry."*  
**Apollo Fire Detectors**

*"WireIN is quite simply the only effective magazine reaching key personnel in Scotland and Ireland"*  
**Ed Spankie - Consort Equipment Products**

*"WireIN is a great medium to access the Scottish and Irish electrical markets producing good strong leads and what's more, it's a damned good read too."*  
**Mark Johnson - Megger**

*"WireIN really makes an invaluable contribution to our success by providing us with high quality leads. This is truly a classy magazine and will always form part of any Marshall-Tufflex advertising campaign."*  
**Marshall-Tufflex**

With the fantastic responses generated and the added online presence, you can appreciate why the industry is raving about WireIN.

## Why not let WireIN Work for You?

### **Edition**

Jan/Feb

Mar/Apr

May/June

Jul/Aug

Sep/Oct

Nov/Dec

### **Published**

16 January

12 March

14 May

9 July

10 September

29 November

### **Advertising Copy Date:**

Two weeks prior to publication.

### **Cancellation:**

Four weeks prior to publication.

**Print Run:** 10,300

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