



MEDIA

INFORMATION



Reaching the **next generation** of
Electrical Installers and Electricians



www.sparkstudent.co.uk



UNIQUE TARGET AUDIENCE

- SPARKS is unrivalled as the only free publication specifically targeting the next generation of Electrical Installers and Electricians.
- In addition to short courses, both SPARKS titles are distributed nationwide to those studying on the following courses:
 - City & Guilds 2330 Electrotechnical Technology Level 2 and 3
 - NVQ 2356 Electrotechnical Installation
 - NVQ Electrical Servicing
 - City & Guilds 2391 Inspection and Testing Certificate
 - Part P Assessment
- Electrical Lecturers are contacted before the publication date to confirm accurate student figures.
- In addition, every electrical wholesaler that is listed in the SPARKS Book is supplied with a copy for their own use. Further copies are distributed at national trade exhibitions.



BENEFITS FOR ADVERTISERS

If you invest in Level 2 and Level 3 electrotechnical students:

- You will be encouraging brand loyalty at an early age
- You will have a voice amongst your future buyers
- You will be investing in your future customer base
- The new entrants into the industry will become familiar with who you are and with your product range
- As a bonus, electrical wholesalers will have your contact details and product information

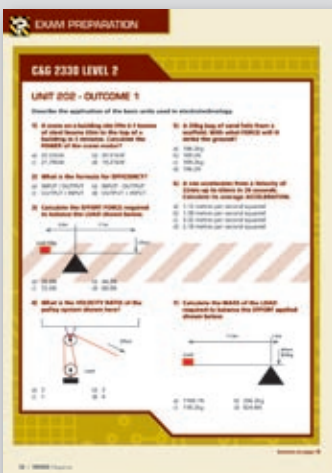


SPARKS Website



The internet is one of the most effective marketing tools to reach young people. For a minimal cost, we can link our website to yours, post your electrical tips, your latest product and news releases, your advertisements and contact details. The site also offers students and tutors details about new courses, an online magazine, a forum, revision guides and career advice.

To check out the website, go online at www.sparksstudent.co.uk



SPARKS Book

Size: A5, Annual - September

Regular features

- Safety
- Tools and Purchases
- New Products and Innovations
- Tips and Technical Advice
- Working in the Industry
- Testing Equipment
- Cables and Cable Management
- Regulations
- Training
- Energy Efficiency
- Lighting
- Revision Guide
- Glossary
- Industry Contacts
- Directory of Electrical Wholesalers by Area

SPARKS Magazine

Size: A4, Spring and Winter Terms - two issues per year

Regular features

- **Exam preparation** - Revision guides based on Level 2 and 3 course syllabus
- **Recruitment specials** - Advice on how to write your CV and where to go to find suitable work
- **Step by steps** - Useful installation and servicing guides taking the students step-by-step through the correct procedures
- **Interviews** - We find out more about our readers and industry experts
- **Who is?** - Each issue we run a profile on a particular product, manufacturer or wholesaler
- **Product showcase** - A product showcase of the latest electrical innovations hitting the industry
- **Book review** - Each term a different text book is chosen by a tutor or student who offers their feedback
- **Classified** - An opportunity for readers to find out about other courses on offer in their area, job vacancies, tools and materials for sale

SPARKS EXPO The No.1 trade show for trainee electricians

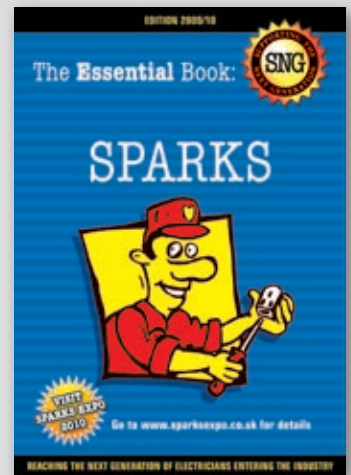
In addition to meeting with UK trainee electricians, this is a valuable opportunity for manufacturers and trade associations to meet face-to-face with hundreds of electrotechnical tutors, course curriculum managers and internal verifiers.

For up-to-date show information visit www.sparksexpo.co.uk

SPARKS Apprentice Electrician of the Year Competition

Each year SPARKS searches the length and breadth of the UK to find the SPARKS UK Apprentice Electrician of the Year. Colleges and training centres put forward their best apprentice to battle it out in the regional heats and hopefully go on to win the national final held each year at SPARKS EXPO.

If you would like to donate tools or materials or to find out more about sponsorship opportunities contact celia@sng-publishing.co.uk



ADVERTISEMENT RATES*

Double page spread	£1860
Full page	£1320
Half page	£ 810
Quarter page	£ 465
Industry contacts entry**	£ 99

* Discounts available for series bookings

** Only available in SPARKS Book

COVER POSITIONS

Front cover (includes two-page cover feature)	£3500
Outside back cover	£2520
Inside front cover	£2520
Inside back cover	£1920

INSERTS

Bound-in insert (double sided)	£3500
Loose insert	£1150

SPONSORSHIP OPPORTUNITIES

Feature sponsorship*	£2415
Section sponsorship	£ 350
Book review	£ 500
Puzzles / Test pages	£ 350
College review	£ 350

*Only available in SPARKS Book

CLASSIFIED (Training, Products & Services)

1/4 Page	£425	1/8 Page	£275
1/16 Page	£120	1/32 Page	£ 95

SPARKS-EXPO

3x3m ² Shell scheme stand*	£1500
3x6m ² Shell scheme stand	£2600
A Frame	£ 395
Banner within hall	£ 495
Sponsorship of The Challenge Arena	£4950
Sponsorship of goody bags	£2950
Sponsorship of lanyards	£ 695
Sponsorship of pens	£ 495
Sponsorship of reception area	£ 450
Full colour page in Show Guide	£ 595
Half page in Show Guide	£ 350

*Price includes two spot lights and electric supply

SPARKS WEBSITE

Full banner (468 pixels x 60 pixels)	£ 750
Skyscraper (120 pixels x 600 pixels)	£ 595
Box (120 pixels x 120 pixels)	£ 395
Web link	£ 99

SPARKS POSTER

Trade box advert	£ 325
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MECHANICAL DATA

All measurements are in millimetres (width x height)

All artwork to be supplied as a press quality PDF (compatible with Acrobat 4): All fonts must be postscript and embedded; all colours to be CMYK. Please ensure that any registration marks appear outside of the trim area.

For a double page spread, supply as two separate full pages.

SPARKS BOOK - Trimmed page size, 148 x 210

	TRIM	TYPE	BLEED
Full page*	148 x 210	124 x 190	154 x 216
Half page - h	148 x 105	124 x 85	154 x 111
Half page - v	74 x 210	60 x 196	80 x 216
Quarter page	68 x 99	58 x 89	

*Type dimensions vary for:

Inside front cover - 118 x 190 (trim & bleed as above)

Inside back cover - 118 x 190 (trim & bleed as above)

Outside back cover - 128 x 190 (trim & bleed as above)

SPARKS MAGAZINE - Trimmed page size, 210 x 297

	TRIM	TYPE	BLEED
Full page*	210 x 297	186 x 277	216 x 303
Half page - h	210 x 148	186 x 128	216 x 154
Half page - v	105 x 297	85 x 277	111 x 303
Quarter page	98 x 140	88 x 130	

*Type dimensions vary for:

Inside front cover - 180 x 277 (trim & bleed as above)

Inside front cover - 180 x 277 (trim & bleed as above)

Outside back cover - 190 x 277 (trim & bleed as above)

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