

# NECA NEWS MEDIA KIT

## 2025 UPDATE

NATIONWIDE  
NECA NEWS



# ABOUT NECA NEWS MAGAZINE AND NECA NEWS ONLINE

NECA News is the official magazine of the National Electrical and Communications Association (NECA) and is Australia's most credible resource for electrical and communications contracting professionals.

A not-for-profit member-based association, NECA is the peak body for the electrotechnology industry in Australia representing more than 7,000 electrical contracting businesses, employing more than 200,000 people. As an industry, we deliver an annual turnover in excess of \$82 billion.

NECA News and NECA News online are key communication tools for the association and a valuable resource for electrotechnology professionals who want to stay on top of industry news, the latest technologies, regulatory updates and practical solutions to owning and operating a contracting business.

The NECA News magazine is published quarterly.

# WHO READS NECA NEWS MAGAZINE AND NECA NEWS ONLINE?

NECA News and NECA News online readers are at all stages of their careers in the electrotechnology industry ranging from apprentices through to business owner/managers and working across a mix of small, medium and large contracting businesses.

## NECA News readers represent a broad range of specialisations including:

- › Electrical – residential, commercial, and industrial
- › Data and communications
- › Electrical engineering
- › Audio visual
- › Security
- › Lighting
- › Switchboard manufacturing
- › Fire prevention
- › Refrigeration and air conditioning
- › Solar/energy
- › Home automation

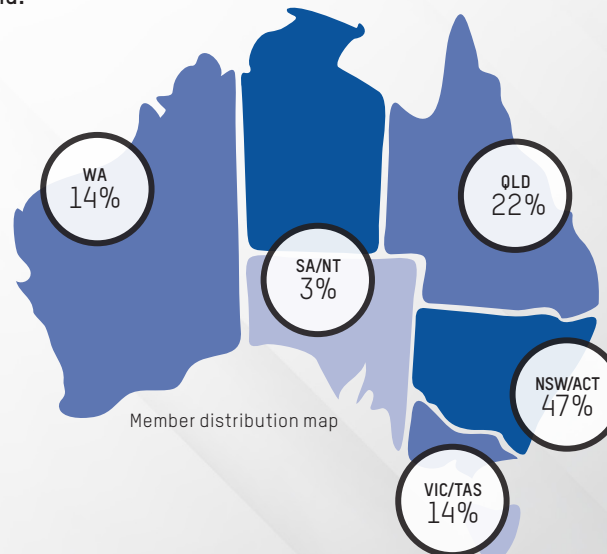
## NECA News is distributed to:

- › NECA members and their employees
- › Electrical apprentices
- › Electrical wholesalers and manufacturers
- › Industry bodies
- › Industry regulators
- › Registered training organisations
- › Group training organisations
- › State and federal governments
- › Local councils

## NECA News provides vital information to the electrical industry in Australia:

- › Industry news
- › Advice from technical experts
- › Education and career insights
- › Interviews and feature articles on projects and initiatives
- › Vital information from regulatory authorities
- › Industry updates and product reviews
- › Business insights and advice

**“NECA News provides NHP with an effective way to communicate with NECA members and provide education on electrical safety and compliance related to changing industry standards. It is a resource that helps NHP demonstrate our knowledge and expertise to a relevant and important audience”.** - Richard Harrison, Chief Technology Officer, NHP Electrical Engineering Products





# NECA NEWS READERSHIP

With a readership of over **29,000**, NECA News is the industry's leading member magazine and Australia's most credible resource for electrical and communications contracting professionals.

NECA News reaches audiences spanning all sectors of the electrical and communications industries, is read by members across the entire industry supply chain, including tradespeople, contractors and industry professionals at all stages of their career.



# NECA NEWS DEADLINES

	Booking Deadline	Material Deadline	Publish Date
September 2024 Issue	July 26	August 2	Early Septmeber
December 2024 Issue	October 25	November 1	Early December
March 2025 Issue	January 24	January 31	Early March
June 2025 Issue	April 24	May 2	Early June

# EDITORIAL CONTRIBUTIONS TO NECA NEWS

We work with industry experts to ensure readers stay up-to-date with the latest industry topics. Articles must be thoroughly researched, balanced and provide a new angle on well-established topics or a new topic altogether.

Articles must be focused on addressing the needs and interests of NECA members and the broader electrotechnology community.

## Submitting an article

Editorial submissions should be made via email to:

Nathan Spithill

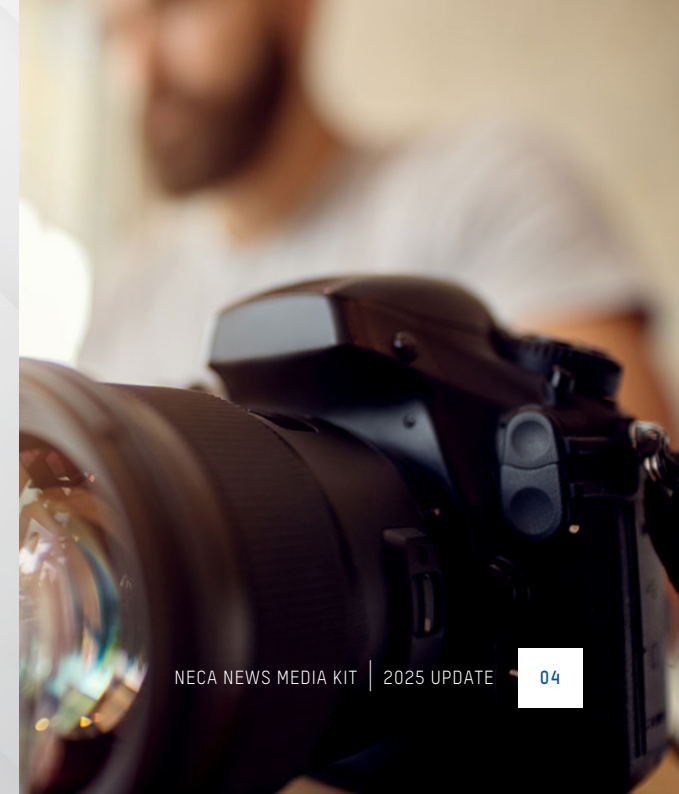
**NECANews**

necanews@neca.asn.au

All contributions will be published at the discretion of the editorial committee. Articles may be declined because of their content, quality, breaching editorial guidelines or because NECA News has covered too many articles on that topic. If an article is time sensitive, email NECA News ahead of the deadline.

## When submitting an article, please provide the following:

- › A well-written, thought-provoking article that is the correct word length and submitted in a clean Word document.
- › An author biography of 1 - 2 sentences, including name, title and workplace
- › A high-resolution (300dpi) headshot of the author
- › An article summary of up to 30 words
- › Relevant images and diagrams with captions. Note, if images or diagrams are to appear in a certain place in the article, please provide direction. Images must be high-resolution (1-3mb) in a JPEG, TIF or PNG format. At least two images should be supplied if possible to assist with layout options.





# WHAT TO CONSIDER WHEN MAKING AN EDITORIAL CONTRIBUTION TO NECA NEWS

## **Make it Relevant**

Contributing articles must be relevant to NECA News readers, focusing on issues, insights and topics that are relevant to electrotechnology professionals in their daily work. Articles with misleading or unsubstantiated claims will not be accepted.

## **This is Not an Advertisement**

The article must be of genuine use to the reader. It is only acceptable to refer to a product, business or case study in reference to the article if it is presented in an unbiased and informative way. Editorial contributions are strictly non-promotional. No company logos will be featured - this is more appropriate for advertising.

## **Know the Topic**

Expert commentary that shows personal insight and experience is preferred. Share your personality and passion for the topic. Consider articles where you can provide something valuable, articulated in a compelling way and with a personal touch.

## **Style of Writing**

Articles should be clear and concise. Use subheadings to break up copy. Use short sentences. Also avoid jargon where possible. Include key takeaways - advice / relevant information / tips that could be used in a breakout box.

## **Know your Sources**

Footnotes and references are not published. Sources and acknowledgements, where necessary, should be contained within the article.

## **Permission to Publish**

Before submitting an article, contributors must ensure they have the rights to use any text or images in NECA News as well as any other associated NECA publications or platforms.

## **Word Count**

The word count varies from 700 – 750 words for a single page article to 1,250 – 1,500 words for a double page feature, plus images.

## **Deadlines**

NECA News works 2 months in advance of the published dates for the magazine. Due to publication commitments, articles received after the deadline dates may not be published.

## **Articles will be Edited**

All submitted articles will go through an editing process prior to being published. Articles may be amended for clarity, grammar or space. Authors will have an opportunity to see their edited article before it is published.

## **Copyright and Reproduction Rights**

In submitting an article to NECA News, the author permits NECA to publish the article in NECA News and NECA News online or be reproduced across other NECA including eNewsletters and social media sites.

# ADVERTISING IN NECA NEWS

## NECA News Advertising Rates

Rates do not include GST.

	Casual <sup>1</sup>	Annual Plan (x4) <sup>1</sup>
Half Page	\$2,822	\$2,540
Full Page	\$4,032	\$3,629
Double Page Spread	\$6,912	\$6,221
Inside Cover Spread	\$7,603	\$6,843

<sup>1</sup>Prices are per issue

- NECA industry sponsors and partners have priority access to advertising opportunities.
- NECA clearly marks any paid content so that NECA News readers can easily identify content that is not editorial.
- Advertising artwork must be provided as a press quality/print ready PDF generated from InDesign, Illustrator and Photoshop.
- Artwork to be supplied as 4-colour process (CMYK format only, no PMS/spot colours).

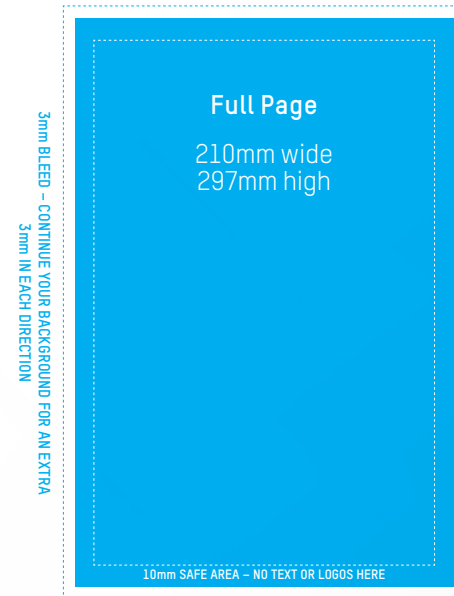
\*Size/weight restrictions apply. Production and delivery costs of inserts are at the advertiser's expense. Inserts are to be delivered directly to the mailhouse. Details will be provided at time of booking. Deliveries will not be accepted at the NECA office. Sample to be sent to NECA for approval.

## Advertorial Specifications

- Advertorial content must be approximately 700 – 750 words provided in a Word document.
- Content must be tailored to the electrical and communications industry.
- Hyperlinks can be included in the content if desired.
- One image per article can be provided with content and image must be high resolution and provided in JPEG or PNG format.

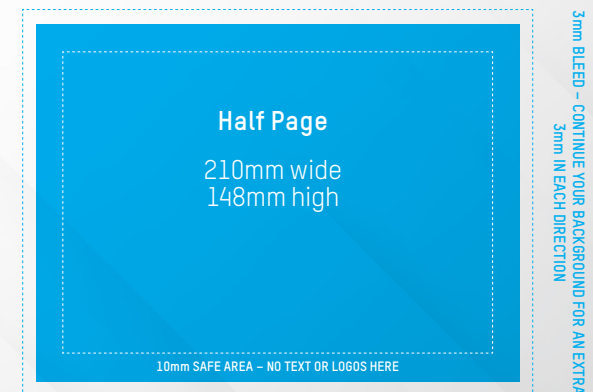
## Design Assistance

If you require assistance designing your advertisement, please contact [necanews@neca.asn.au](mailto:necanews@neca.asn.au) and we can provide you with the details of an external graphic designer.



- ✓ **3mm Bleed**  
Trim Safe Area  
– Continue your background for an extra 3mm in each direction
- ✓ **10mm Text Safe Area**  
Keep all text and logos 10mm away from the edge of your Full Page ad
- ✗ **No Trim Marks Required**
- ✓ **CMYK Only**
- ✗ **No PMS/Spot Colours**

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# ADVERTISING BOOKING FORM

## Company Details

Company Name	
Booking Contact	
Company Telephone	Mobile
Email Address	ABN

## Select Your Advertisement(s)

Rates do not include GST.

2024/25

Casual<sup>1</sup> Annual Plan (4x)<sup>1</sup>

<input type="checkbox"/> Half Page	\$2,822	\$2,540
<input type="checkbox"/> Full Page	\$4,032	\$3,629
<input type="checkbox"/> Double Page Spread	\$6,912	\$6,221
<input type="checkbox"/> Inside Cover Spread	\$7,603	\$6,843

<sup>1</sup>Prices are per issue

## Select Your Issues

<input type="checkbox"/> September 2024 Issue	<input type="checkbox"/> December 2024 Issue
<input type="checkbox"/> March 2025 Issue	<input type="checkbox"/> June 2025 Issue

## Terms and Conditions

I have read and accepted the Terms and Conditions\* specified below in relation to advertising in the NECA News magazine.

Name and Title	
Company Name	
Signature	Date

\*NECA News is the official magazine of the National Electrical and Communications Association ("NECA") ABN 78 319 016 742. The advertiser/agency consents to the prices and deadlines listed on this booking form. Payment is due upon booking. Tax invoices are rendered when the relevant magazine edition(s) are sent to print. NECA reserves the right to place an advertisement in any location in NECA News it deems suitable, excluding the inside covers and back cover. NECA reserves the right to refuse to publish material that does not meet the style, standards and/or format of the publication. The advertiser/agency is exclusively responsible for the content of its advertisements. The advertiser/agency may cancel a booking when it notifies NECA in writing at least eight weeks prior to the relevant publication date, otherwise the rate remains payable. Proofs are provided upon written request only.



## For More Information

📍 122 Hume Highway  
Chullora NSW 2190

☎ 1300 361 099

✉ [necanews@neca.asn.au](mailto:necanews@neca.asn.au)

