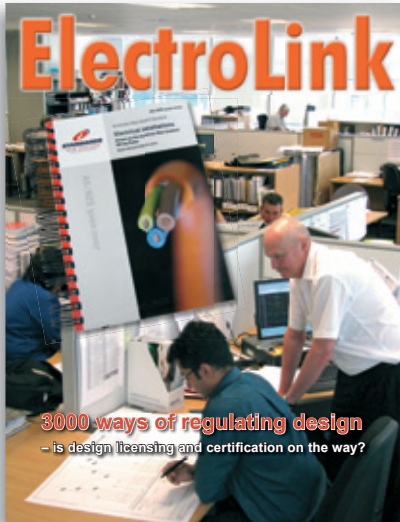
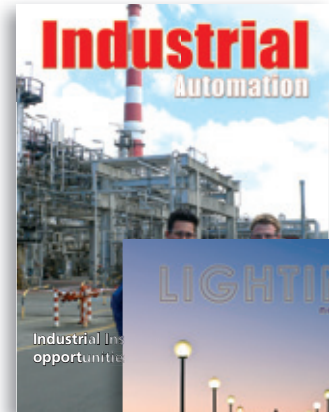


ElectroLink



ElectroLink is the news and management magazine of the New Zealand electrical industry. It has earned a high level of trust and credibility and become the industry's magazine of record. ElectroLink is also the most effective vehicle for direct marketing communication and promotion to the widest reach in the industry representing all electrically-driven technologies. It is targeted primarily to people in leadership or decision making roles.



Circulation

ElectroLink has a circulation of 12,000 copies. These are addressed to specific individuals and companies throughout New Zealand selected for their roles in the business of the industry.

ElectroLink readers include electrical engineers; process and control systems engineers; system integrators; domestic, commercial and industrial electricians; electrical contractors; electrical inspectors; switchboard builders; instrumentation technicians and engineers; consulting engineers; engineering practices; lighting designers; architects; architectural designers; specifiers; refrigeration engineers and contractors; telecommunication and data technicians and contractors; electronics servicing technicians; security contractors; electricity transmission, generation and distribution companies; training organisations; defence forces; territorial authority engineers; and product and technology suppliers. Distribution businesses including every branch of every electrical wholesale network in New Zealand also receive copies of ElectroLink.

Sections

Because many electro-technology solutions, work practices and news items relate to a specific sector of the industry, ElectroLink has been segmented into the following business areas for the benefit of readers and advertisers. These are identified as:

GENERAL INDUSTRY – covering news and business issues, most of which are relevant to all industry sectors. It also includes information from ECANZ, ETITO and ETCO.

INDUSTRIAL AUTOMATION – technology application and solutions focussed. Covers electro-technology engineering issues across all industrial and manufacturing sectors. Industrial Automation has its own cover.

LIGHTING NEW ZEALAND – news, business, design and technology issues specific to the lighting industry. Lighting New Zealand has its own cover section and is New Zealand's only dedicated lighting magazine.

Publication dates

ElectroLink is published 6 times per annum: January, March, May, July, September and November.