

# ELECTRICITY + CONTROL

Published by Crown Publications


2026 PROFILE



## Electricity + Control engages readers across a powerful mix of media platforms

### Monthly online eEditions

Each issue provides topical, relevant, technical information in industry focused content. Reaching more than 10 000 readers.

 audited circulation  
Quarter 2 (April-June) 2025: 10 126

### Weekly eNewsletter

Tracked distribution 4 272 (averaged)  
Offers readers a quick access, easy read for the latest news

### LinkedIn

A growing number of followers: more than 5 000 at July 2025  
Shares topical, easy-access news and comment

### Crown Publications website

Crown Publications website – [www.crown.co.za](http://www.crown.co.za)  
Features all titles, each with its own site  
Between 22 000 and 25 000 unique visitors every month

### Electricity + Control website

[www.crown.co.za/electricity-control](http://www.crown.co.za/electricity-control)  
Highlights current, industry-relevant news and industry insights  
Plus the latest projects, products and services in featured categories  
Average monthly unique visitors 2 179

### Billboards

A new dimension in the media mix, for advertisers looking to reach a market on the move.

Content is integrated across platforms, so readers can choose how they want to stay informed, and advertisers benefit from exposure across different media.

## Focused content

*Electricity + Control* is a technical, B2B publication. It focuses on the interface of energy + information in industry, the two key inputs driving industry and industrial technologies today, across all industrial sectors.

## Industry sectors

*Electricity + Control* is the only B2B magazine in its field that looks at electricity and control from power generation to onsite applications in industrial plants.

It covers a broad spectrum of industry sectors:

- Manufacturing, agriculture, automotive, chemicals & petrochemicals, food & beverages, oil & gas, pharmaceuticals, pulp & paper
- Mining, metals and minerals processing
- Utilities, power generation, transmission and distribution, water and wastewater management

It offers readers relevant, leading edge, technical information on key issues and the fast-evolving technologies that are changing the way industries work.

## Targeted readership

*Electricity + Control* reaches a targeted readership that includes the electrical engineering profession and related disciplines serving the broad spectrum of industry:

- Electrical, electronic and information engineers
- Plant engineers and plant operators
- Machine designers and machine builders
- Automation engineers and system integrators
- Maintenance engineers and technicians
- Energy management professionals
- Original equipment manufacturers
- Measurement & instrumentation specialists



## Features

Features (see page 4) provide a structure for content and context for readers and advertisers. They are scheduled on a regular alternate monthly or quarterly basis to cover key technologies, systems, equipment and services.

In addition, regular monthly columns (where space allows) cover important industry related aspects of: Reskilling, upskilling and training - Cybersecurity in OT and IT systems - Engineering future technologies and possibilities - and opinions and ideas relating to contemporary industry issues.

In the bigger picture, *Electricity + Control* seeks to:

- Contribute to the advance of industry broadly and especially local and regional industrial development
- Support the development of renewable energy, a just energy transition, and a stable and sustainable energy supply system
- Promote production efficiencies, efficient use of resources, industrial sustainability, and circularity in industry, with the socio-economic benefits these drivers deliver.





## Readership profile

*Electricity + Control* is distributed to a targeted readership across various industry sectors.

The readership profile below is based on the current database (mid-year 2025) for distribution of the magazine. It shows the breakdown of readers by occupation/ profession or industry sector.

Readership by occupation/profession	%
Architectural/town planning	1.75
Associations	5.22
Consulting engineers, major contractors, system integrators	25.43
Education and training institutions	5.79
Equipment suppliers	8.43
General manufacturing and engineering	42.82
Mining, quarrying and mineral processing	1.32
Power generation/transmission/distribution	1.52
<b>Process industries including:</b>	
Chemical/Petrochemical	4.17
Food and Beverage	0.33
Pharmaceutical	0.20
Pulp and Paper/Forestry/Agriculture	0.10
Water/Wastewater treatment	1.49
Promotional and media	1.42
	100.00

## Connecting with decision makers

We reach the decision makers you want to talk to. These are the people who plan ahead, the engineers and specifiers for projects.

The distribution profile below shows the *Electricity + Control* distribution profile database by title categories, summarised. It confirms that *Electricity + Control* is reaching the right people – the decision makers within the targeted sectors.

Distribution profile by database title	%
C-suite Executives	43
Senior and Middle Managers	31
Operations	6
Sales and Marketing	17
Administration	3
	100



## Africa readership

*Electricity + Control* has an established reach across Africa. This is especially valuable as the continent opens up with the Africa Continental Free Trade Agreement and continues to drive industrialisation. Within the total distribution, monthly eEditions of *Electricity + Control* reach 2 963 readers in more than 50 African countries and just over 100 readers internationally.

## WHY ADVERTISE IN ELECTRICITY + CONTROL?

- A record of credible, consistent publishing over close to 40 years
- Trusted content – from industry leaders or originated in-house
- Targeted readership – industry-focused B2B content ensures you reach your market
- Certified distribution – abc audited circulation of eEditions, updated quarterly
- Offers readers and advertisers industry insights and relevant technical content
- Up to date with evolving technologies
- Accessible across a mix of media platforms
- We understand our market
- We inform industry across Africa

## ONLINE eEDITION FEATURES 2026

DEC 2025 - JANUARY 2026	FEBRUARY	MARCH
Industry 4.0 + IIoT	Control systems + automation	Industry 4.0 + IIoT
Renewable energy + energy management	Drives, motors + switchgear	Renewable energy + industrial sustainability
Measurement + instrumentation	Sensors + switches	Measurement + instrumentation
Safety of plant, equipment + people	Plant maintenance, test + measurement	Transformers, substations + the grid
APRIL	MAY	JUNE
Control systems + automation	Industry 4.0 + IIoT	Control systems + automation
Energy management + energy efficiency	Drives, motors + switchgear	Renewable energy + industrial sustainability
Measurement + instrumentation	Sensors + switches	Measurement + instrumentation
Safety of plant, equipment + people	Plant maintenance, test + measurement Print copies on display at Enlit Africa 2026	Transformers, substations + the grid
JULY	AUGUST	SEPTEMBER
Control systems + automation	Industry 4.0 + IIoT	Control systems + automation
Energy management + energy efficiency	Drives, motors + switchgear	Renewable energy + industrial sustainability
Measurement + instrumentation	Sensors + switches	Measurement + instrumentation
Safety of plant, equipment + people	Plant maintenance, test + measurement Print copies on display at Electra Mining Africa 2026	Transformers, substations + the grid
OCTOBER	NOVEMBER	DEC - JANUARY 2027
Industry 4.0 + IIoT	Control systems + automation	Industry 4.0 + IIoT
Energy management + energy efficiency	Drives, motors + switchgear	Renewable energy + energy management
Measurement + instrumentation	Sensors + switches	Measurement + instrumentation
Safety of plant, equipment + people	Plant maintenance, test + measurement	Transformers, substations + the grid

### Regular columns:

Reskilling, upskilling + training ■ Cybersecurity ■ Engineering the future ■ Write at the back

# ELECTRICITY + CONTROL

Published by Crown Publications

### EDITOR:

Leigh Darroll • Tel: +27 (0) 11 622 4770 • Mobile: +27 (0)83 266 1534 • Email: ec@crowns.co.za

### BUSINESS DEVELOPMENT MANAGER

Angela Devenish • Tel: +27 (0)11 622 4770 • Cell: +27 (0)84 408 9120 • Email: angelad@crowns.co.za

Visit [www.crown.co.za/electricity-control](http://www.crown.co.za/electricity-control)

**CROWN**  
PUBLICATIONS  
*Informing industry across Africa*

African Fusion / Capital Equipment News / Construction World / Electricity + Control

Lighting in Design / MechChem Africa / Modern Mining / Modern Quarrying / Sparks Electrical News

Crown Publications (Pty) Ltd, (trading as Crown Media), 2 Theunis Street, Bedford Gardens, PO Box 140, Bedfordview, 2008

Tel: +27 (0)11 622 4770

[www.crown.co.za](http://www.crown.co.za)