

2026

sparks
ELECTRICAL NEWS
PUBLISHED BY CROWN PUBLICATIONS

PROFILE



THE MOST WIDELY DISTRIBUTED MAGAZINE FOR THE ELECTRICAL INDUSTRY IN SOUTHERN AFRICA

14 865 ABC-AUDITED READERSHIP | 30+ YEARS OF SERVING THE INDUSTRY

THE SPARKS BRAND

For over three decades, **Sparks Electrical News** has remained a trusted authority within the electrical industry. It remains highly regarded and is extensively read by both advertisers and readers across the sector.

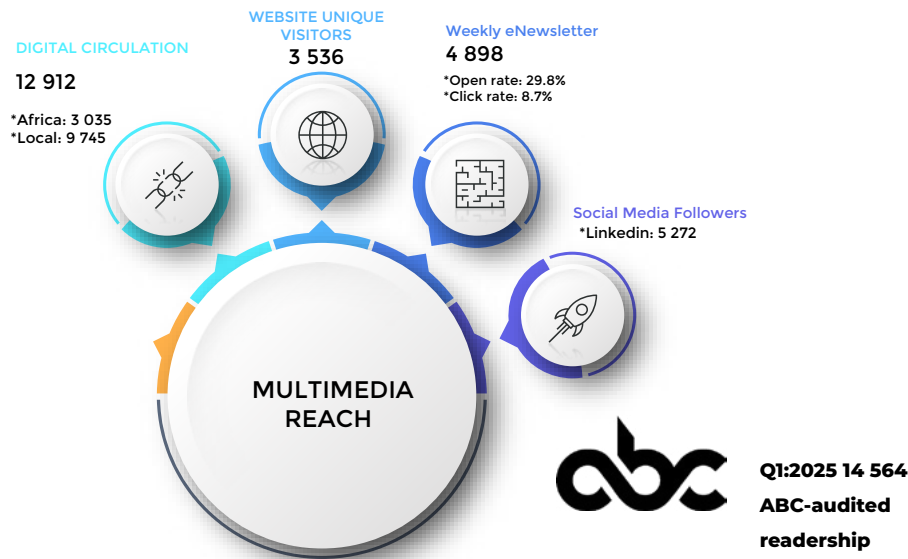
This monthly business-to-business publication serves as the primary source of information for electrical industry professionals. While electricians and electrical contractors form the core readership, the magazine attracts a broad audience, including electrical engineers, retailers, wholesalers, distributors, and training providers.

The publication delivers a compelling mix of industry intelligence, innovative product developments, and a comprehensive monthly lighting feature, cementing its status as an essential resource for industry professionals.

We reach your target audience, and we have the numbers to prove it. Every month, of **Sparks** is circulated to thousands of subscribers in southern Africa. Additionally, social media and website content is uploaded daily and enjoyed by interested readers worldwide.

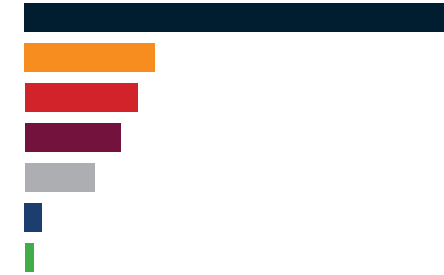
The ABC audits our distribution figures every quarter. Our Q1 2025 audit confirmed a reach of 14 564 readers.

AUDITED REACH



DISTRIBUTION BREAKDOWN

READERSHIP (by industry)



Current database numbers, Q1: 2025

- Electrical Contracting: 50%
- Engineering, Construction & Mining: 15%
- Marketing & Media: 13%
- Wholesale/Distributors: 11%
- Lighting: 8%
- Local Authorities: 2%
- Training & Education: 1%

READERSHIP (by profile)



ALSO AVAILABLE ON





BEYOND PRINT: SPARKS PRODUCTS

We are continuously enhancing and expanding our Sparks portfolio to deliver maximum value and engagement opportunities for both our loyal readership and advertising partners. Extending beyond traditional print, our integrated media approach includes these valuable channels:

eMAGAZINE (MONTHLY)

The online version of **Sparks Electrical News** is published on the 1st of every month. It serves a diverse readership, catering to domestic and international subscribers. It also appeals to eager readers who prefer immediate access and those seeking specific content from previous issues. Advertisers benefit from this digital format through the inclusion of

hyperlinks, providing direct access to their company websites.

WEBSITE

The online platform offers the convenience of browsing past editions, complete with an easy-to-use search function that helps to locate archived articles. Fresh, industry-relevant content is loaded every weekday and shared via our popular LinkedIn page as well.

ENEWSLETTER (WEEKLY)

Every Tuesday, the Sparks newsletter is emailed to our growing subscriber base to share the latest industry highlights from the week. It features a round-up of the most popular news stories on the Sparks website.

CALENDAR (ANNUAL)

Our popular A5 (tented) desk calendar is distributed every year in January. It features company logos and contact details and can be found on desks around the country.

ELECTRONIC BILLBOARDS (MONTHLY)

Get your brand on a digital billboard for a whole month. With vibrant, dynamic content capabilities and strategic positioning in high-traffic areas, our electronic billboards offer exceptional brand exposure to a targeted audience of decision-makers.

SPECIAL ISSUE (DECEMBER)

Our December "Happy Holidays" issue features participating advertisers sponsoring an array of gifts for readers to win. Winners are selected in January via a lucky draw, with both advertisers and recipients showcased in the February edition's vibrant double-page spread.

** Inquire about our packages and special offers. Including job board listings, showcase pages, and more.*

2026 EDITORIAL FOCUS & FEATURES

REGULARS

CONTRACTORS' CORNER

Everything an electrical contractor needs to stay ahead in the industry. Exploring projects and contracts, legislation updates, professional training, company developments, innovative products, regulatory changes, and more.

LIGHTING

The latest lighting innovations, trends, and case studies. Covering diverse applications and lighting solutions, including outdoor installations, security systems, decorative fixtures, LED technology, solar-powered options, and industrial lighting.

READY TO WORK

Showcasing rising talent in the lighting or electrical sector. Discover their journey into the industry and career progression thus far. Nominations welcome – contact the Sparks Editor directly.

MONTHLY THEMES (FEATURES)

CABLES AND CABLE ACCESSORIES (JAN, APRIL & JULY)

Comprehensive cable coverage. From management systems, marking and labelling solutions, to advanced jointing techniques, wire sizing guidance, termination methods, glands, crimpers, cable cutters, instrumentation, and more.

EARTHING, LIGHTNING AND SURGE PROTECTION (JAN, MAY & SEP)

Industry updates covering earthing systems, impedance measurement techniques, surge protection devices, and comprehensive protection strategies for structures and electronic equipment against lightning strikes and power surges.

SOLAR AND ENERGY EFFICIENCY (FEB, MAY, AUG & NOV)

Exploring cutting-edge products, emerging trends, and real-world case studies relating to energy efficiency and solar installations. Featuring expert thought leadership, practical guidance, and tips for maximising efficiency and savings.

TOOLS AND TOOLING (MARCH, JUNE, SEP & DEC)

Comprehensive coverage of tooling and measurement equipment. Featuring power tools, hand tools, storage solutions, test and measuring instruments, digital multimeters, tool calibration services, protective workwear, and more.

STANDBY, BACK UP, AND EMERGENCY POWER (MARCH, JULY & NOV)

Latest developments in stand-alone generator sets, battery technology, uninterruptible power supplies (UPSs), maintenance back-up systems, power line filtering and testing, emergency wiring solutions, and emergency/standby lighting options.

MOTOR CONTROL CENTRES AND MOTOR PROTECTION (APR, AUG & SEP)

Technical updates on panel building, digital displays, maintenance protocols, protection relays, starters, drives, motor variants, switches, digital interfaces, timers, temperature control systems, vibration monitoring, and more.

ENERGY MEASUREMENT AND SUPPLY (OCT)

Essential knowledge about relevant switchgear, supply quality issues, load control systems, metering solutions, energy management strategies, timers, load balancing techniques, testing equipment, and hazardous area considerations.

EDITORIAL POLICY

The **Sparks** editorial placement prioritises advertisers, though all relevant submissions are considered. The editor has the final say on all editorial placements, and all submissions should reach the editor by the monthly editorial deadline. For optimal impact, we recommend limiting submissions to 500 words accompanied by a photograph. Supporting visuals (photographs and illustrations) must be clearly referenced and provided as separate .jpg or .tiff files with a minimum resolution of 300 dpi. To ensure clarity, advertorials should be distinctly marked as such and will be priced identically to standard advertisements of the same dimensions. It is the client's responsibility to provide content for advertorials.

CROWN
PUBLICATIONS

Informing industry across Africa

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