

Heating & Plumbing Monthly

THE LEADING INSTALLER MAGAZINE

media information |

www.hpmmag.com



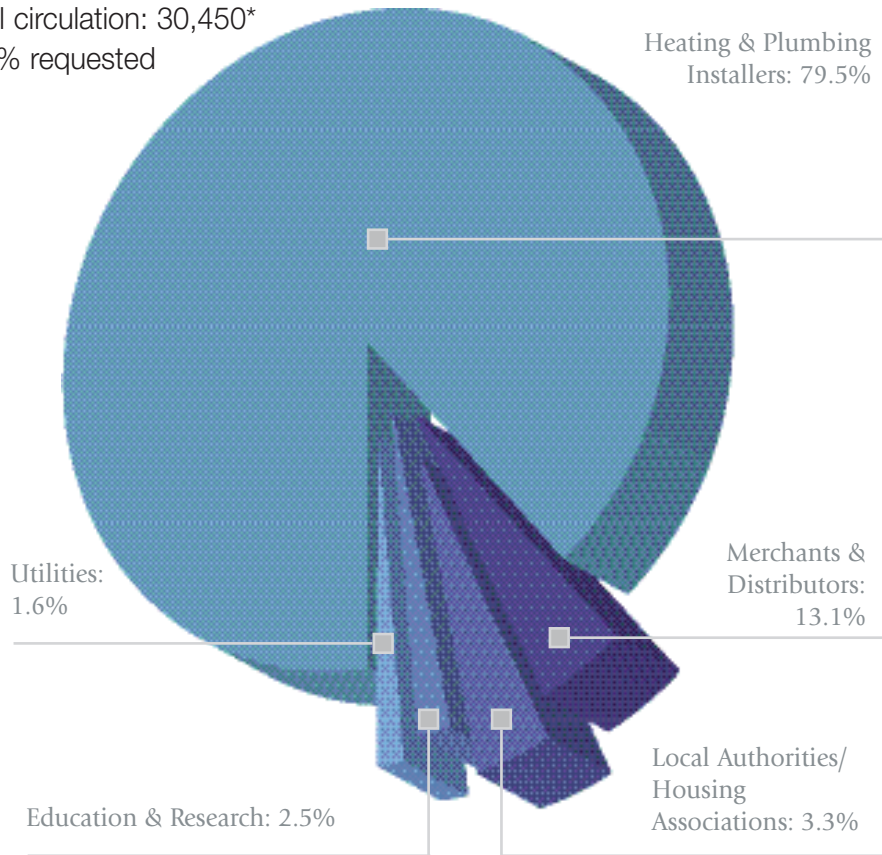
Heating & Plumbing Monthly is the leading industry magazine covering the heating and plumbing market. It is read by heating contractors/ engineers, installers of plumbing products and equipment, leading merchants and distributors, specifiers of heating and plumbing equipment in the social housing sector, developers and property maintenance contractors. Specifiers in public utilities and also key specifying/purchasing executives in education and research facilities.

Readers in the main fall into the category of owners, directors, partners, managers, engineers and installers who brand select, specify and purchase huge volumes of heating and plumbing products and equipment on an annual basis.

Readers are generally members of GAS SAFE, B&ES, OFTEC, CIPHE, IDHEE, APHC, SNIPEF or NICEIC.

Type of establishment

Total circulation: 30,450*
100% requested



Publishers statement

Total requested net circulation: 30,450*  *ABC audit based on Dec 13 issue



Features page



Features page

The perfect editorial environment

Heating & Plumbing Monthly keeps its highly-targeted readership abreast of everything it needs to know in this vibrant and changing industry. Dedication to authoritative journalism has kept HPM at the top of the heating and plumbing market since its inception in 1984.

Real installation reports, extensive news coverage, and timely stories are just a few of the reasons why HPM readers remain loyal to their favoured magazine.

New product information, jargon-free business features provide a mix of technical and industry comment. All this plus human interest stories and a wide range of competitions means HPM is full of reader focused pages.

New products, latest technologies, technical articles, interviews, surveys and comment pieces complete the mix. All of which goes towards providing installers with an information-packed magazine, which enjoys close links with key people and organisations throughout the industry.

Regular features

- | | |
|---|--------------------------|
| NEWS (INC. BUSINESS) | GREEN COMMENT |
| BUSINESS (INC. FEATURES, PROFILES & VANS) | TRAINING & TECHNICAL |
| NEW PRODUCTS | CONFERENCE & EXHIBITIONS |
| PRODUCT UPDATE | INDUSTRY REVIEWS |
| PRODUCT LAUNCHES | RESOURCES |
| SPECIAL REPORTS | COMPETITIONS |



Editorial features list 2015

January

Focus on:

- Underfloor Heating
- Water Treatment & Waste Management
- Boilers (inc. Light Commercial Heating)

February

Focus on:

- Domestic Heating (with Highlight on Oil)
- Transport, Tools, Equipment & Workwear
- Water Heating (inc. Tanks & Cylinders)

March

Focus on:

- Bathrooms (inc. Bathroom Design & Inclusive Design)
- Radiators & Towel Warmers
- Heating & Climate Controls

April

Focus on:

- Renewable Energies (inc. Heat Pumps, Heat Recovery & Solar Thermal)
- Underfloor Heating
- Pipes, Pumps, Valves & Fittings
- Easter Competition

May

Focus on:

- Showers (inc. Wetrooms, Enclosures & Inclusive Design)
- Transport, Tools, Equipment, & Workwear
- Chimneys, Flues & Fire Places

June

Focus on:

- Water Heating, (inc. Tanks & Cylinders)
- Water Treatment & Waste Management
- Heating & Climate Controls

July

Focus on:

- Bathrooms (inc. Bathroom Design & Inclusive Design)
- Radiators & Towel Warmers
- Drainage (inc. Guttering)

August

Focus on:

- Renewables (inc. Solar Thermal, Heat Pumps, Biomass, microCHP)
- Sustainability & Water Saving

September

Focus on:

- Domestic Boilers & Systems
- Underfloor Heating
- Transport, Tools, Equipment & Workwear
- Heating & Climate Controls

October

Focus on:

- Domestic boilers & Renewables
- Pipes, Pumps Valves & Fittings
- Water Treatment & Waste Management (inc. Rainwater Harvesting)

November

Focus on:

- Boilers (inc. Light Commercial Heating)
- Water Heating (inc. Tanks & Cylinders)
- Chimneys, Flues & Fireplaces

December

Focus on:

- Boilers, Servicing & Parts
- Showers (inc. Wetrooms, Enclosures & Inclusive Design)
- Radiators & Towel Warmers
- Christmas Competition



Heating & Plumbing Monthly offers a comprehensive range of advertising and marketing options. Whether you require quality sales leads, high impact market awareness or precisely targeted mailings, HPM offers you the opportunity to plan tailor made campaigns to achieve your objectives.

DISPLAY ADVERTISING

A display advertisement makes sure the products and services your company provides will be noticed by the right people.

CLASSIFIED ADVERTISING

This substantial monthly section covers a wide variety of products and services, displayed in a clear and logical format.

RECRUITMENT ADVERTISING

Guaranteed to reach the right calibre of applicants in an affordable way.

ADVERTORIAL

An advertorial is an editorial advertisement and is a way of guaranteeing insertion subject to final approval of the editor.

INSERTS AND REPRINTS

Your choice of either loose or bound-in inserts. Articles of particular interest or relevance can be reproduced in a variety of formats and can be used to provide a credible and independent aid for your sales teams.

DIRECT MAIL (www.unitydirect.co.uk)

The full HPM database is available on a rental basis and can be subdivided according to region and industrial classification. For more details visit www.unitydirect.co.uk

SPECIAL SUPPLEMENTS

Whether you're opening a factory, launching a new range of products or celebrating an anniversary, we have the expertise to produce a high quality supplement.



Display advertising rates

Insertions	1	5	11
Double page spread	£3900	£3500	£3120
Full page	£2400	£2160	£1920
Half page	£1550	£1395	£1240
Quarter page	£1030	£930	£840

Cover rates

Inside front cover	£2850
Inside back cover	£2400
Outside back cover	£2850
Special positions	On application
Inserts	By arrangement
Front cover package (inc. DPS)	£4400
Supplement front cover package (inc. DPS)	£3960

Classified rates

General classified & recruitment

Full page	£1664
Half page	£832
Quarter page	£416
Eighth page	£208
SCC (single column cm)	£16
Box number	£25

Products and trade literature

A full colour reproduction of your latest brochure or product photograph and approximately 70 words of promotional text. Each entry is allocated a number for the reader enquiry.

1 insertion	£280
6 insertions	£240

Cancellations: 8 weeks prior to publication.



Mechanical Data

	Type area	Trim size	Bleed size
DPS*	255mm x 420mm	285mm x 440mm	291mm x 446mm
Full page	255mm x 194mm	285mm x 220mm	291mm x 226mm
Half page vertical	255mm x 94mm	285mm x 106mm	291mm x 112mm
Half page horizontal	120mm x 194mm	136mm x 220mm	142mm x 226mm
Quarter page vertical	120mm x 94mm	n/a	n/a
Quarter page horizontal	60mm x 194mm	n/a	n/a

Digital file specification, preferred packages:

QuarkXPress, Photoshop, Illustrator or high res (300dpi) EPS, Tiff or Jpeg. PDF files to be supplied as high resolution CMYK format with all fonts and pictures embedded. All adverts must be supplied to the correct size. All measurements are height (mm) x width (mm)

Important DPS* information: DPS' to be supplied as a single PDF (ie. NOT 2 separate pages) with 6mm gutter loss allowance / double image (3mm per page) - this allowance should be on the spine edge, within the trim width. Important matter should avoid the gutter loss area.

hpmmag.com

The perfect complement to Heating and Plumbing Monthly magazine, the site is targeted specifically at the business needs and interests of HPM's readers. www.hpmmag.com has a dedicated online editor and all of the content is hand picked and uploaded on a daily basis allowing us to be first to the market and reveal stories immediately. Content ranges from online features, products, training to competitions and "Ask the Expert" and not to forget a comprehensive directory covering the Heating, Plumbing and Ventilation industries!

There are various online opportunities available from main sponsorship to section sponsorship, banner advertising, directory entries, pod casts, e-blasts and much more!

Visit www.hpmmag.com and see for yourself!

plumbzine

Appreciating how frantic the heating, plumbing and ventilation industries are **plumbzine** is a timely reminder of all that has appeared on the web the previous week.

plumbzine is our award winning weekly e-zine for the domestic and commercial heating, plumbing and ventilation industries. Mailed out every Monday, **plumbzine** is delivered directly into the inbox of 1,000s of professionals. **plumbzine** is a valuable resource offering vital information covering the latest news, legislation, product news and updates, appointments, training and technical information, business news and much more. Again many different size banner advertising options are available ranging from the leader board to the skyscraper and from news banner to large, medium and small banners.

You can also utilise **plumbzine's** database to send out solus email shots promoting your new products and services.

Visit www.unity-media.com/hpm.asp to download the media pack.



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