

HPM LAUNCH PAD

THE COUNTDOWN IS ON...

Three, two, one... Lift off into heating season with the all-new HPM Launchpad resource for heating and plumbing product promotions.

With opportunities to showcase your latest ranges and innovations limited due to the cancellation of physical shows and exhibitions, HPM has stepped up with a new interactive platform.

It means we can make up for lost time by spreading the word about your 2020 product lines, through our newly customised



web page, Launchpad newsletter, social media posts and monthly magazine, making sure you reach the full HPM Universe.

There is also the opportunity to offer our readers branded merchandise throughout the heating season and put forward products for trialling.

Finally, sponsors will have preferential access to HPM's Festive Giveaway and a bound supplement showcasing some of the best heating and plumbing products of 2020 in our December issue.

ORBIT ONE

Enjoy a social media lead-up package, before five days of digital coverage including the launch release (Monday), product gallery (Tuesday), video content (Wednesday), written Q&A (Thursday) and website takeover (Friday) and a page advert in the relevant HPM Monthly Magazine.

ORBIT TWO

Take your message further by adding more print coverage including a double page advertorial spread and 'tried and tested' article with either an installer or the HPM editor Joe Ayling.

ORBIT THREE

Travel through both these orbits, but also take up the option of an e-shot launch campaign and bespoke competition to provide HPM readers with samples of your latest product and branded merchandise.

Sales: 07522 946 096 Justine.hall@markallengroup.com

WWW.HPMLAUNCHPAD.COM