

# HPM

Heating & Plumbing MONTHLY  
MEDIA PACK 2021



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# WELCOME TO HPM

THE LEADING BRAND FOR HEATING AND PLUMBING PROFESSIONALS

## KEEPING THE TRADE INFORMED

After an unprecedented year of change during the pandemic, the industry must again react fast to thrive and recover in 2021. Staying informed as never been more important.

Heating and Plumbing Monthly (HPM) has been the lead source of information for the heating and plumbing sector since 1984, covering products, legislation, safety and best practice.

Our core products now include HPM Launchpad, the Plumbzine e-newsletter, our HPMMag website and flagship print publication.

## EDITORIAL QUALITY

We know heating and plumbing installers need accurate information on latest news, launches, regulation and trends across the sector in 2021.

HPM is a go-to trusted source of information, while giving installers, plumbers and industry leaders a strong voice and the chance to engage and share their opinions. Through quarterly campaigns we are capturing the moment and leading the conversation. Our journalists deliver news, views and information across print and online platforms. This includes high profile interviews, factory focus profiles, technical articles and business advice.

As the only remaining monthly heating and plumbing magazine with 12 issues per year, HPM provides a truly unique and timely information service.



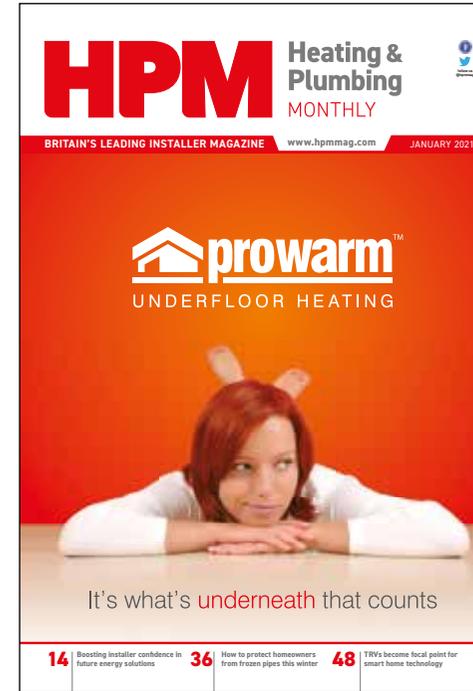
**Joe Ayling**, Editor



**HPM has and continues to be one of the leading trade press magazines with both print and online versions receiving great attention from the installation sector**

**DIRECTOR OF TECHNICAL  
COMMUNICATION  
WORCESTER BOSCH**





## MISSION STATEMENT

Heating & Plumbing Monthly (**HPM**) is the 'go-to' publication for any professional engineer, installer, or plumber. Launched in 1984, it is the brand that readers can trust. With its in-depth features, industry news, installation guides and competitions, **HPM** is the heartbeat of an ever-evolving industry, offering an unrivalled overview of this thriving sector.

**100%** of readers find **HPM** relevant to their job

**72%** read each issue cover to cover

**88%** read more than half each issue

**HPM INTERACTS, CONNECTS, LISTENS, REACTS, AND GIVES THE INSTALLER A MUCH NEEDED VOICE**

# READERS WITH PURCHASING POWER

*\*Benchmark Research*

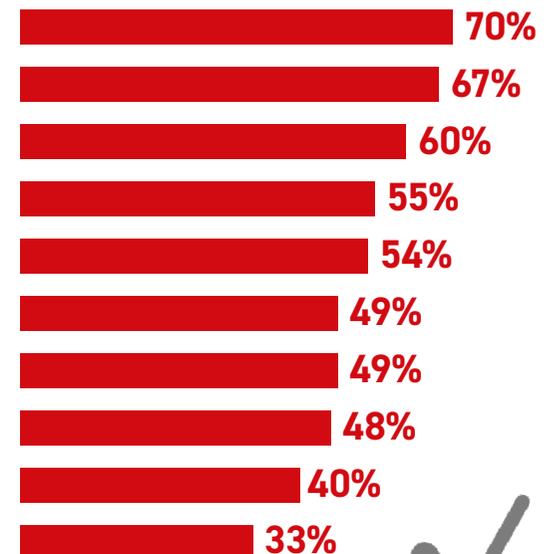
The **HPM** reader survey demonstrates that **HPM** readers have the authority to make purchases and that **HPM** influences how and where their budget is spent. Can you afford not to reach this audience?

More than half of **HPM** readers plan to spend upwards of £10,000 on heating and plumbing products this year, **16%** of whom will spend more than £100,000.



- Pipes, valves and fittings
- Boilers
- Radiators
- Heating and climate controls
- Bathroom /shower products
- Pumps and circulators
- Heat pumps
- Water heating / hot water storage
- Water treatment and waste management
- Underfloor heating

## AREAS OF SPEND



## INFLUENCING BUYING DECISIONS

**93%** of readers have made purchasing decisions based on information they have read or seen in **HPM\***



# TARGETED READERSHIP PROFILE

With its quality editorial content and circulation of highly relevant potential customers, **HPM** is the publication for heating and plumbing engineers and installers.

With our audience now engaging with the HPM brand across more digital channels, we have invested in an excellent reading platform called Blue Toad. The optimised tool offers a much higher degree of engagement, with advertisers able to embed other forms of content such as video, pod casts and animation. So far, Mark Allen brands in the initial Blue Toad pilot saw their digital engagement triple. Advertisers can also look at bespoke sponsorship for these digital issues.

**HPM** magazine is fully **ABC** audited. Readers only qualify for a copy of the magazine if they meet our strict terms of control. This tightly controlled circulation ensures minimum wastage and that your advertising messages are reaching and influencing your key prospective customers that are engaged in reading and learning **HPM** content.



## ABC TERMS OF CONTROL

Individuals working as Heating and Plumbing Installers, Engineers, Consultants, Managers, Directors, Owners, Proprietors, buyers, surveyors and those working within merchants and distributors, public and private sector and commercial businesses, manufacturing utilities. Also to members of recognised trade bodies including Gas Safe.

**46,000**

**HPM** readers

**5,000**

Printed copies

**41,000**

Digital edition readers

**92%**

Requested reader rate

# MULTI-PLATFORM MARKETING



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Whether you want to educate potential customers about your products, raise the profile of your company, nurture prospects, generate leads for your sales team or gain ground on your competitors, **HPM** provides the most effective route to your existing and future customers, whatever your objectives. As every campaign is different, we welcome the opportunity to discuss your needs in more detail.

In addition to the printed publication, website, social media channels and award-winning weekly e-newsletter **Plumbzine** the brand continues to evolve and can offer the following routes to market:



**SPECIAL SUPPLEMENTS**



**HPM TV/ VIDEO CONTENT/PROMOTION**



**RESEARCH**



**E-NEWSLETTERS**



**COMPETITIONS**



**DIRECT MARKETING**



**WEBINARS**



**HOW TO GUIDES**



**ROUND TABLES**



**HPM LAUNCH PAD**

To discuss how you can take advantage of any of the above routes to market call **Justine Hall** on **07522 946 096** or email [Justine.Hall@markallengroup.com](mailto:Justine.Hall@markallengroup.com)

**21,500**

**Plumbzine** e-newsletter readers

**13k**

Social media community

**136,768**

unique website visitors per annum

**219,235**

page views per annum

# HPM LAUNCH PAD

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## 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.

### ORBIT 1

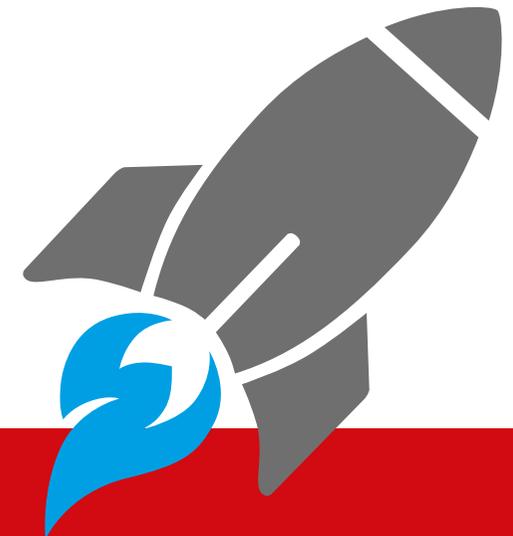
Enjoy a social media lead-up package, before five days of digital coverage including the launch release (Monday), product gallery (Tuesday), video content, (Wednesday), written Q&A, (Thursday) and website takeover, (Friday) and a page advert in the relevant HPM Monthly Magazine.

### ORBIT 2

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 3

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.



## FEATURES LIST 2021

### JANUARY – Modern central heating systems

- Boilers
- Smart Controls
- Underfloor Heating
- Water Treatment

### FEBRUARY – Homeowner hot water supply

- Water Heating, Tanks & Cylinders
- Pipes, Valves & Fittings
- Kitchens

### MARCH – High performance bathrooms

- Bathrooms & Showers
- Radiators
- Smart Controls

### APRIL – Heat pump systems

- Heat Pumps
- Pipes, Valves & Fittings
- Water Heating, Tanks & Cylinders
- Underfloor Heating

### MAY – New plumbing projects

- Bathrooms & Showers
- Kitchens
- Tools & Workwear
- Alternative Heat

### JUNE – Installing underfloor heating

- Underfloor Heating
- Pipes, Valves & Fittings
- Smart Controls
- Boilers

### JULY – Bathroom installations

- Bathrooms & Showers
- Pipes, Valves & Fittings
- Pumps & Circulators
- Radiators

### AUGUST – Environment special

- Eco friendly products
- Alternative Heating
- Bathrooms & Showers
- Underfloor Heating

### SEPTEMBER – Ready for heating season

- Boilers
- Pipes, Valves & Fittings
- Smart Controls

### OCTOBER – Home heating systems

- Boilers
- Heat Pumps
- Tools & Workwear

### NOVEMBER – Heating and hot water

- Boilers
- Water Heating, Tanks & Cylinders
- Bathrooms & Showers
- Kitchens

### DECEMBER – Heating efficiency all-year-round

- Boilers
- Radiators
- Pipes, Valves & Fittings
- Pumps & Circulators

### WHAT'S NEW FOR 2021?

#### **BUSINESS ADVICE**

Experts from inside and outside the sector offer advice on how to make 2021 the year of recovery.

#### **TRAINING**

Information on the upcoming training opportunities, both in person and online, to help readers upskill.

#### **PRODUCT SHOWCASE**

New product innovations and launches to help make the lives of heating and plumbing installers easier.

### CONTACTS

#### **EDITORIAL**

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#### **SALES**

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**I've worked closely with HPM for more years than I care to remember and have always found working with the team to be easy and straightforward. Their approach to business is realistic and the relationship we have built has stood the test of time. Long may it continue!**



**Director, Paddock Communications**

# RATE CARD & TECHNICAL SPECIFICATIONS

## MAGAZINE

### INSERTIONS

Double page spread	£3900	Full page	£2400
Half page	£1550	Quarter page	£1030

### GENERAL CLASSIFIEDS AND RECRUITMENT

Full page	£2000	Half page	£1125
Quarter page	£600	Eighth page	£350

### COVER RATES

Front cover package (including Double Page Spread Advertorial)	£4400		
Gatefold inside front	£4000	Inside front cover	£2850
Back cover	£2850	Inside back cover	£2400

## PRINT TECHNICAL SPECIFICATIONS

	TYPE AREA	TRIM SIZE	BLEED SIZE
DPS	265mm x 394mm	297mm x 420mm	303mm x 426mm
Full page	265mm x 190mm	297mm x 210mm	303mm x 216mm
Half page vertical	265mm x 90mm	297mm x 100mm	303mm x 103mm
Half page horizontal	124mm x 190mm	145mm x 210mm	148mm x 216mm
Junior page	n/a	186mm x 131mm	n/a
Quarter page vertical	124mm x 90mm	n/a	n/a





## ONLINE - [www.hpmmag.co.uk](http://www.hpmmag.co.uk)

Leaderboard	728 pixels wide x 90 pixels high	£900
Large Banner	300 pixels wide x 600 pixels high	£700
Medium Banner	300 pixels wide x 250 pixels high	£600
Small Banner	300 pixels wide x 100 pixels high	£450
Takeover / Background	175 pixels wide x 600 pixels high (x2)	£900

## PLUMBZINE NEWSLETTER

Leaderboard	600 pixels wide x 150 pixels high	£700
Prime Banner	170 pixels wide x 170 pixels high	£500
Large Banner	600 pixels wide x 200 pixels high	£500
Medium Banner x2	290 pixels wide x 290 pixels high	£400



# CONTACT US...

## SALES

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