

BRITAIN'S LEADING INSTALLER MAGAZINE SINCE 1984

HPM

Heating & Plumbing MONTHLY
MEDIA PACK 2023

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WELCOME TO HPM

THE LEADING BRAND FOR HEATING AND PLUMBING PROFESSIONALS

KEEPING THE TRADE INFORMED

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

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.

Our journalists deliver news, views and information across print and online platforms. This includes high profile interviews, company spotlights, technical articles and business advice.

With 12 print issues guaranteed every year, HPM provides a truly unique and timely information service.



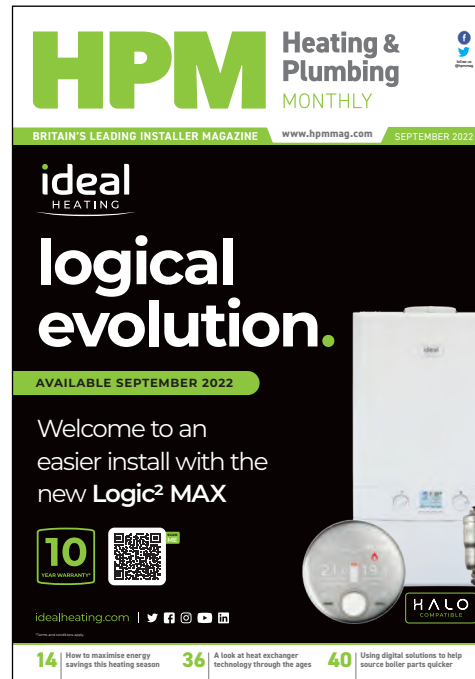
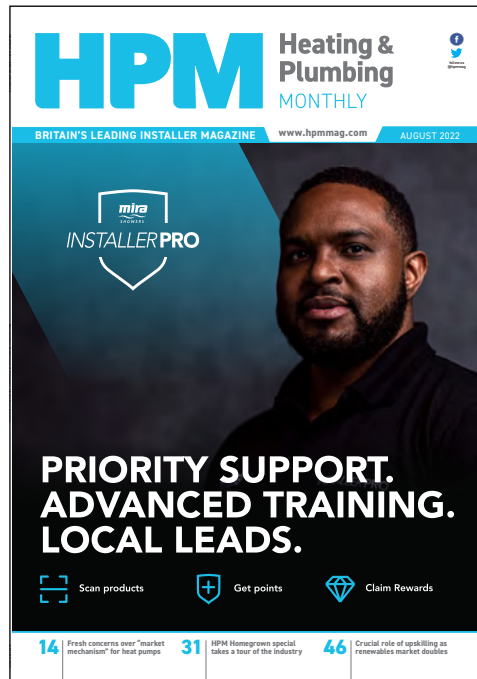
Joe Ayling, Editor



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**



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

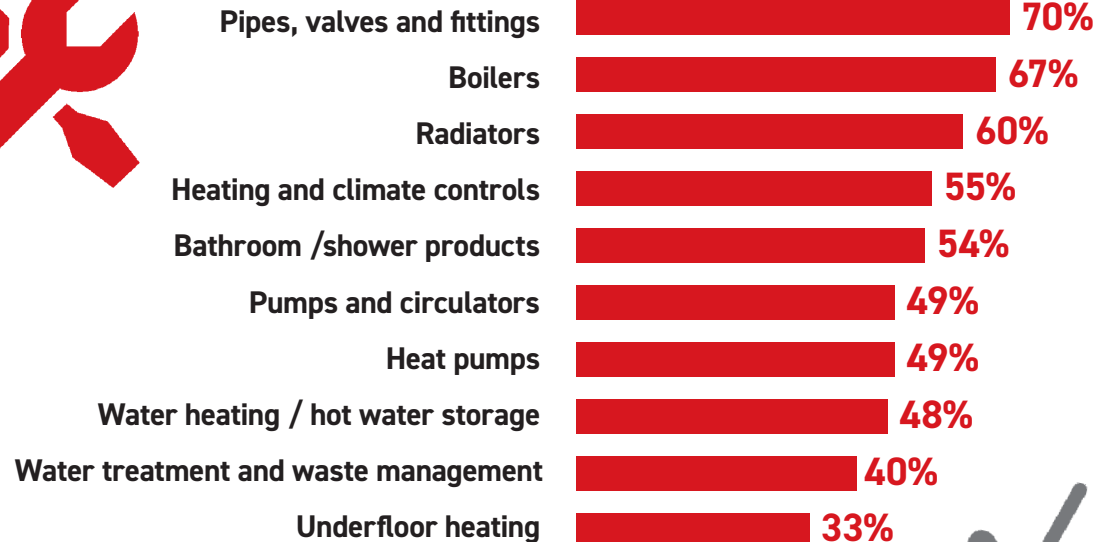
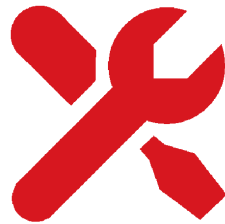
HPM INTERACTS, CONNECTS, LISTENS, REACTS, AND GIVES THE INSTALLER A MUCH NEEDED VOICE

READERS WITH PURCHASING POWER

**Benchmark Research*

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.



INFLUENCING BUYING DECISIONS

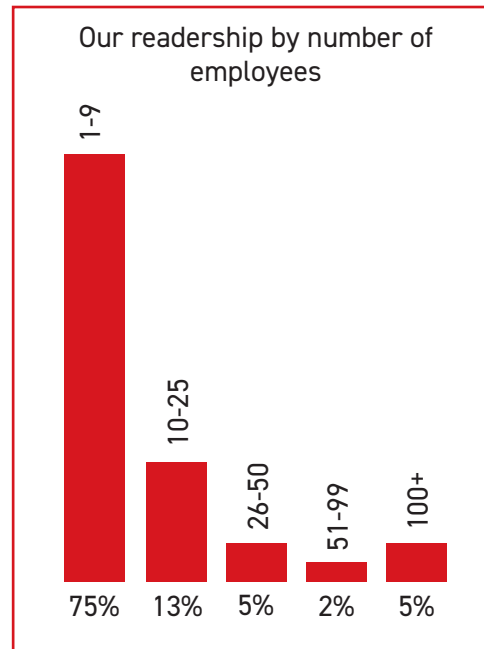
93% of readers have made purchasing decisions based on information they have read or seen in HPM*



TARGETED READERSHIP PROFILE

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.

29,963

HPM readers, including heating & plumbing installers plus merchants

5,000

Printed copies

41,000

Digital edition readers

92%

Requested reader rate

MULTI-PLATFORM MARKETING



follow us @hpmmag
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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 detail



DIGITAL SUPPLEMENTS



SOLUS E-SHOTS



HPM LAUNCHPAD

Plumbzine

PLUMBZINE



HPMMAG.CO.UK

To discuss how you can take advantage of any of the above routes to market call **George Lydon** on **07967 169 106** or email george.lydon@markallengroup.com

29,500

Plumbzine e-newsletter readers

16.1k

Social media community

120,543

unique website visitors per annum

219,235

page views per annum

FEATURES LIST 2023

JANUARY – Modern central heating systems

- Boilers
- Smart Controls
- Underfloor Heating
- Water Treatment

FEBRUARY – Homeowner hot water supply

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

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
- Tools & Workwear
- Renewables
- Pumps & Circulators

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
- Renewables
- Bathrooms & Showers
- Underfloor Heating

SEPTEMBER – Ready for heating season

- Boilers
- Pipes, Valves & Fittings
- Smart Controls

OCTOBER – Home heating systems

- Boilers
- Heat Pumps
- Tools & Workwear
- Underfloor Heating

NOVEMBER – Heating and hot water

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

DECEMBER – Heating efficiency all-year-round

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

OTHER FEATURE OPPORTUNITIES

BUSINESS ADVICE

Experts from inside and outside the sector offer advice.

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

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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





DIGITAL TECHNICAL SPECIFICATIONS

ONLINE - 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	£500
Small Banner	300 pixels wide x 100 pixels high	£450
Background/Goalposts	200 pixels wide x 600 pixels high (x2)	£900
Solus E-shots (distributed to 21,800)		£2,100

PLUMBZINE NEWSLETTER

Leaderboard	600 pixels wide x 200 pixels high	£850
Large Banner	600 pixels wide x 150 pixels high	£600
Medium Banner (MPU)	290 pixels wide x 290 pixels high	£500

All banners need to be either PNG, JPG GIF or animated GIF and be under 500kb in file size. If animated Background/Goalpost banner then no more than 10 frames long. Ensure all animated banners do not have a blank first frame.





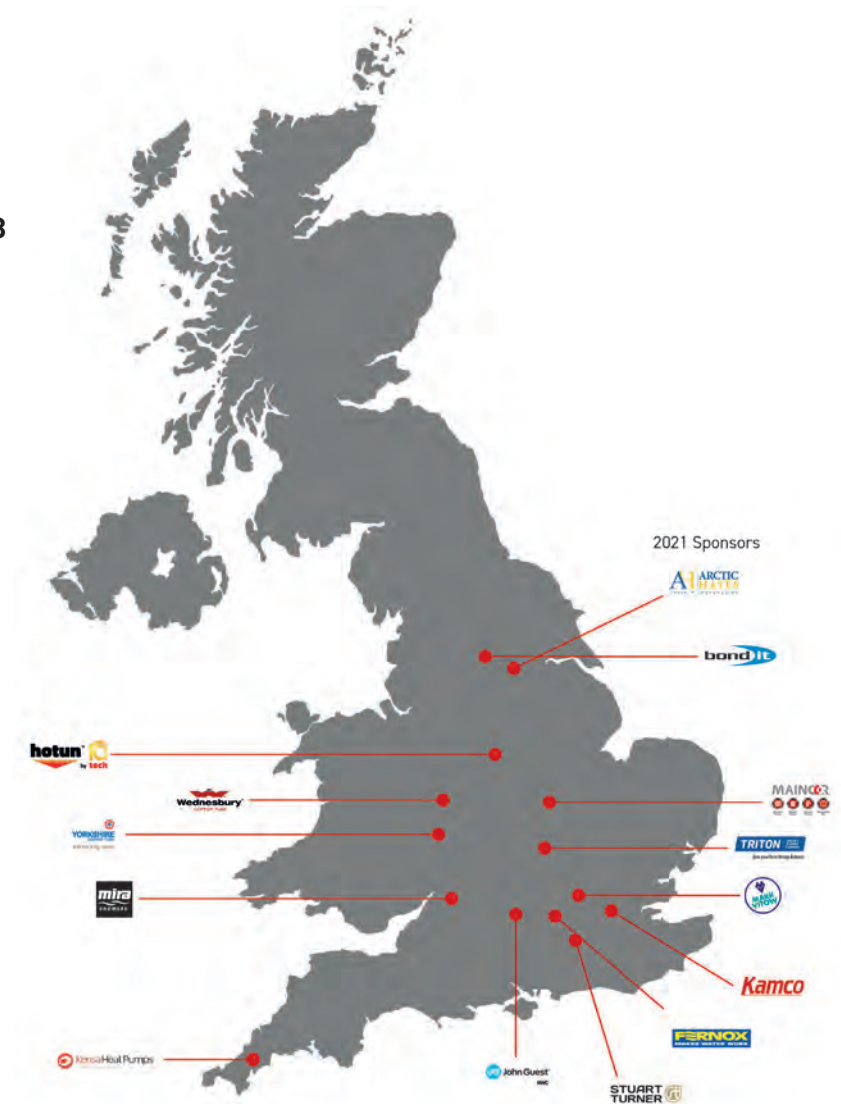
HPM Homegrown is an ongoing project by Heating & Plumbing Monthly to effectively map out the Best of British heating and plumbing manufacturers and suppliers. Become a 2023 HPM Homegrown sponsor. The supplement will champion British plumbing and heating manufacturers & offers a platform for you to profile your company story to our audience.

The coverage will start in May & run through to December 2023 where coverage can be gained through HPM's print, digital, social media & editorial channels. The supplement will go out in August however the coverage will continue throughout the year. For just £1,875 you can get the following package:

- **Solus e-shot** promoting yourself as a HPM homegrown sponsor (Distributed to 30,000).
- **Sponsored online article** to tell your Homegrown story in 500 words plus optional video content offering. Article will be displayed on HPM's website indefinitely.
- **Half page display advert** in the HPM Homegrown print + digital supplement (Can be upgraded to premium position or full page).
- **Advertorial** in the HPM Homegrown print + digital supplement.
- **Company logo displayed** on the HPM homegrown map which will go out in every single edition of the HPM print magazine going forward.
- **Social media** company profile post to go out promoting your companies homegrown story.
- **Editorial:** HPM editor Joe Ayling will also be looking to gather insights from key thought leaders across our sponsor community as he gathers topical content for the HPM Homegrown supplement. Among the key topics will be meeting the supply challenge, the key motivations for buying British and the role of industry in upskilling installers.

£1,875

We also offer half pages in the supplement for just £600 & your logo on the Homegrown map throughout the year for £300. Premium positions are also available on request.



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