



MEDIA INFORMATION

www.hvpmag.co.uk | [@hvpmag](https://twitter.com/hvpmag)

In partnership with:



HVP MEDIA INFORMATION



IN PRINT

For over 40 years, Heating, Ventilating & Plumbing (HVP) Magazine has been at the heart of the heating and plumbing industry, reporting on the latest news, products and legislative changes that matter most to our readers.

Each issue, HVP magazine publishes in-depth features covering both the domestic and commercial sectors, offering unique insight to help tradespeople develop their businesses. It also hosts opinions and comments from industry professionals, so installers can keep up to date with their colleagues and make informed decisions on current trends and best practice.

HVP is instantly recognisable as the 'gold one', and is the premium magazine on the market. As a brand it is able to offer valued and trusted editorial content to our loyal readership.

"The magazine is a good place to check out the latest innovative products, get lots of technical advice and updates from industry experts. HVP also scores highly with readers as it does not focus on one area, it includes gas, oil, solid fuel, heating, plumbing and renewables, so there is something for all within the industry"

Julian Hearn, Sterling Training & Assessment Services



ONLINE

HVP's website is specifically designed to allow readers easy access to industry news, technical articles, installation guides and insights. The heating and plumbing industry is fast moving, with regulations and technologies constantly evolving. HVP is the reliable companion readers can trust wherever they go.

The website is completely mobile responsive, allowing readers to stay up to date with their industry at www.hvpmag.co.uk and via the weekly HVP e-newsletter and active social media channels.

"The two main reasons I choose to read HVP are firstly the in-depth articles – you can always find something of interest to read and secondly because I can view it on my mobile while waiting for that customer who is just round the corner."

Lee Brown, Peak Heating Group

HVP WHY PRINT MEDIA?

Given the digital world we live and work in, it might seem a little strange to some individuals that magazine readership remains so strong in B2B publishing. However, once you delve into the heart of the matter, it starts to make a lot of sense why it is worth considering print when planning an effective media communication strategy for the heating and plumbing industry:

- » The UK installer is highly mobile, going from job to job on a day-to-day basis. Magazines are easily transported and accessed during the working day. Few installers carry laptops or tablets around with them to easily view media on.
- » The current average age of the UK installer is around early-mid fifties and they have been brought up on trade magazines as a core, trustworthy source of product and trade information since joining the profession.
- » Magazines are a more personal form of communication – HVP, for example, is addressed and mailed to the homes/workplaces of individuals who we have an

existing relationship with.

Here is some interesting data to back up the value of print:

- » 90% of HVP readers individually request the magazine, with a further 8% being requested by a colleague (Source – ABC audited controlled free circulation).
- » Trade magazines ranked second to Google amongst our readers for the latest information on products and services.*
- » When asked which products our readers were looking to purchase over the next 12 months, the top three most popular categories were:
 - » Gas & Off-Gas Heating Systems – 84%
 - » Pipes/Fittings/Valves – 71%
 - » Tools/Instruments – 69%*
- » Readers predominantly value the publication for technical product information, the latest news, and step-by-step installation guides.*

*Source – HVP Reader Survey conducted amongst 1,296 heating and plumbing professionals in August 2021

HVP TARGET AUDIENCE

Primary target audience

SMEs operating in the heating and plumbing domestic and commercial sector

Secondary audience

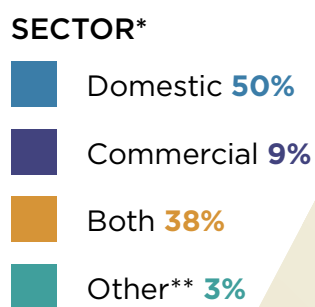
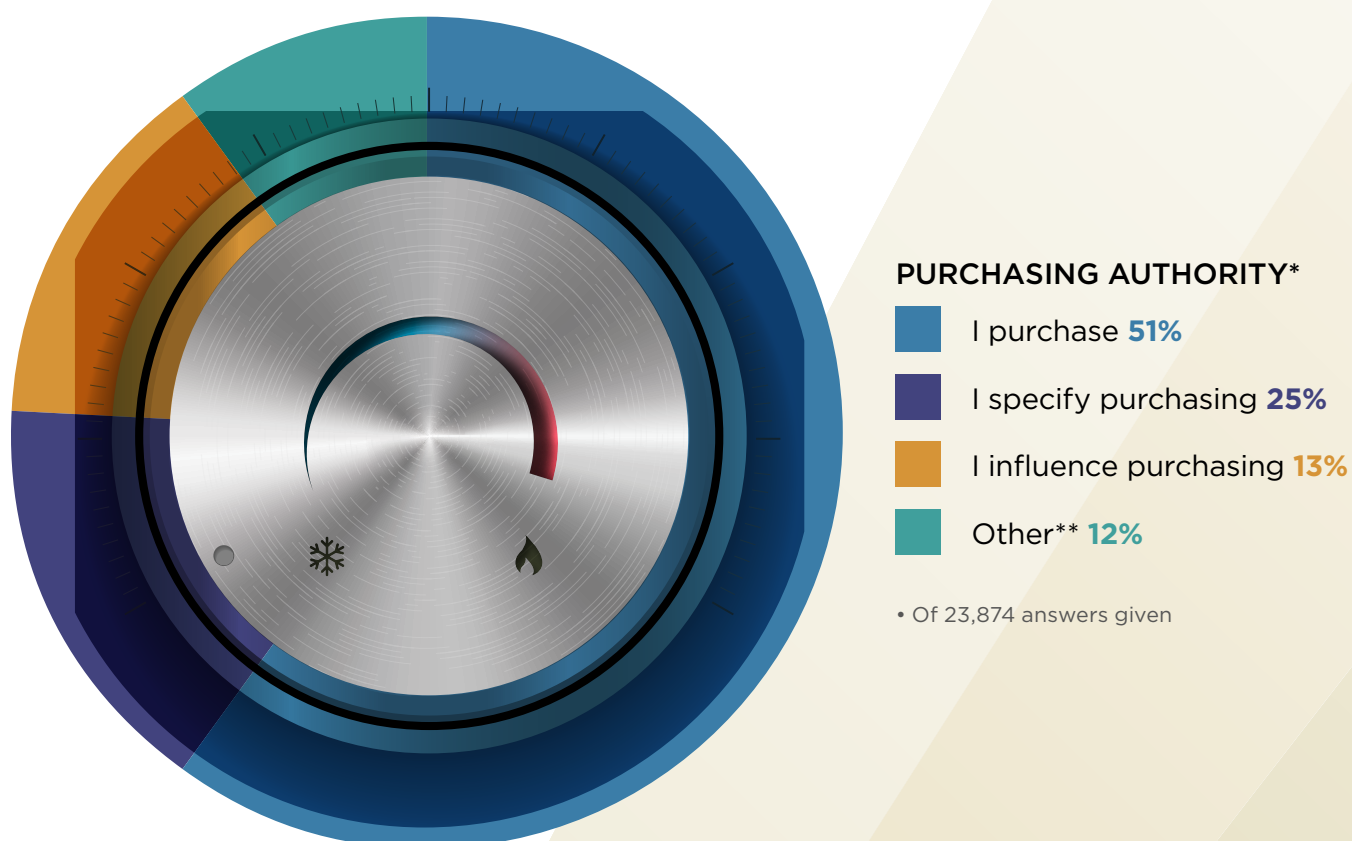
Large scale contractors/installation businesses operating in the domestic and commercial heating and plumbing sector

Key additional areas of coverage:

- » Key buyers within the national and independent merchants and stockists
- » Manufacturers of heating, ventilation and plumbing products
- » Building contractors/estate developers
- » Local authorities/housing associations
- » Utilities



HVP DEMOGRAPHICS



***'Other' refers to those in the local authority/housing association, utilities, commercial establishments, education/research and the public sector.

Figures accurate as at the November 2021 audit.

HVP FEATURES LIST 2023

JANUARY/FEBRUARY

Editorial copy date:
9 December 2022

Ad copy date:
13 January

- » Domestic Heating & Plumbing
- » Bathrooms & Showers
- » Controls
- » Tools, Instruments & Workwear
- » Water Treatment

MARCH

Editorial copy date: 10 February

Ad copy date: 1 March

- » Radiators & Towel Rails
- » Pipes & Fittings
- » Off-Grid Heating
- » Apps & Software

APRIL

Editorial copy date: 24 February

Ad copy date: 24 March

- » Domestic Heating & Plumbing
- » Bathrooms & Showers
- » Controls
- » Air Movement

MAY/JUNE

Editorial copy date: 6 April

Ad copy date: 5 May

» FUTURE OF HEAT SUPPLEMENT

- » Tools, Instruments & Workwear
- » Pipes & Fittings
- » Underfloor Heating

JULY/AUGUST

Editorial copy date: 26 May

Ad copy date: 30 June

- » Heat Pumps
- » Bathrooms & Showers
- » Commercial Heating & Plumbing
- » Connected Homes
- » Radiators & Towel Rails

SEPTEMBER

Editorial copy date: 14 July

Ad copy date: 7 August

» PHEX MANCHESTER PREVIEW

- » Domestic Heating & Plumbing
- » Tools, Instruments & Workwear
- » Pipes & Fittings
- » Water Treatment

OCTOBER

Editorial copy date: 25 August

Ad copy date: 6 September

» PHEX CHELSEA PREVIEW

- » Boilers
- » Bathrooms & Showers
- » Underfloor Heating
- » Off-Grid Heating

NOVEMBER/DECEMBER

Editorial copy date:
22 September

Ad copy date: 13 October

- » Controls
- » Commercial Heating & Plumbing
- » Heat Pumps
- » Radiators & Towel Rails
- » Water Heating & Storage

Copy

Required four weeks prior to issue dates. Completed artwork can be sent directly via email – max 9Mb.

Email: s.taylor@hgluk.com or production@hgluk.com

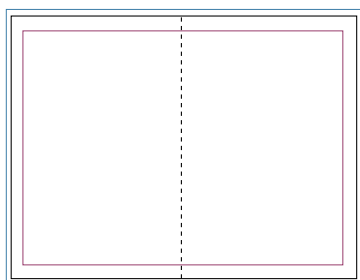
Cancellation

Six weeks prior to copy date. We use Adobe InDesign, Illustrator and Photoshop CS4 software. Any work supplied needs to be set to the exact size of the space reserved.

PDF files to be supplied as PDF/X-1a compliant, high resolution (minimum of 300dpi) CMYK format with all fonts embedded.



HVP PRINT DISPLAY RATES AND DATA



DOUBLE PAGE SPREAD

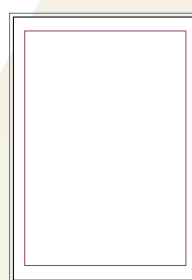
£4,665

Height x width (mm)

Type 254 x 395

Trim 297 x 420

Bleed 303 x 426



FULL PAGE

£2,995

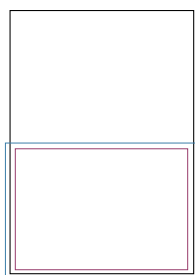
Height x width (mm)

Type 254 x 178

Trim 297 x 210

Bleed 303 x 216

DPS to be supplied as a single file with 6mm gutter loss allowance (3mm on each page), to be on spine edge within the trim width. Small type and important matter should avoid the gutter loss area.



HALF PAGE HORIZONTAL

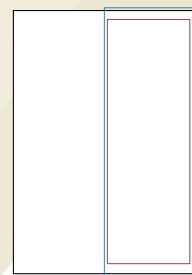
£1,890

Height x width (mm)

Type 124 x 178

Trim 145 x 210

Bleed 151 x 216



HALF PAGE VERTICAL

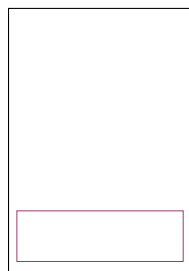
£1,890

Height x width (mm)

Type 254 x 86

Trim 297 x 102

Bleed 303 x 108

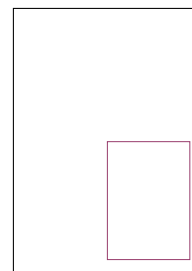


QUARTER PAGE HORIZONTAL

£975

Height x width (mm)

Type 60 x 178



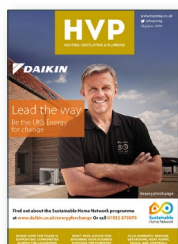
QUARTER PAGE VERTICAL

£975

Height x width (mm)

124 x 86

EXCLUSIVE PROMOTIONAL AND PRIME COVER OPTIONS



FRONT COVER PACKAGE

£4,590

Height x width (mm)

Trim 268 x 210

Bleed 274 x 216



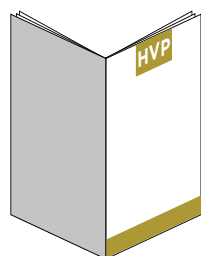
INTERNAL FEATURE COVER PACKAGE

£4,090



INSIDE FRONT COVER

£3,295



OUTSIDE BACK COVER

£3,295

Loose or bound inserts are accepted by arrangement

INSIDE FRONT COVER GATEFOLD

£4,995

HVP DIGITAL ADVERTISING

HVP WEBSITE

In an increasingly digital world, HVP breaks stories for the heating and plumbing industry online first. It provides the latest news for an ever-growing online audience, alongside a wealth of technical articles including case studies, technical insight and more.

The website is fully functional from desktop to mobile, allowing HVP readers to access all of our content out on site and on the road, whenever they need it.

Top banner (run of site)

728 (w) x 90 (h) pixels

Mobile banner

320 (w) x 50 (h) pixels

3 months: £875 pcm

6 months: £825 pcm

12 months: £725 pcm

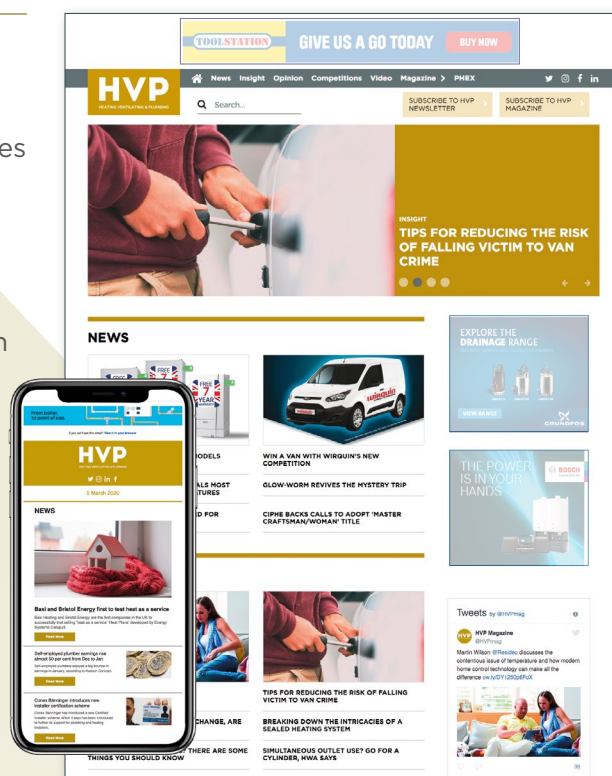
MPU (run of site)

300 (w) x 250 (h) pixels

3 months: £775 pcm

6 months: £725 pcm

12 months: £625 pcm



E-NEWSLETTER ADVERTISING

Our two, weekly, editorial-led email newsletters highlight the most topical information across the HVAC market to a database of highly-engaged registered plumbers, heating contractors and local authority specifiers.

Rollover the rectangles below to see the ads in situ:

Banner:

650 (w) x 80 (h) pixels

2 mailings: £950

4 mailings: £1,800

8 mailings: £3,400

MPU:

300 (w) x 250 (h) pixels

2 mailings: £850

4 mailings: £1,600

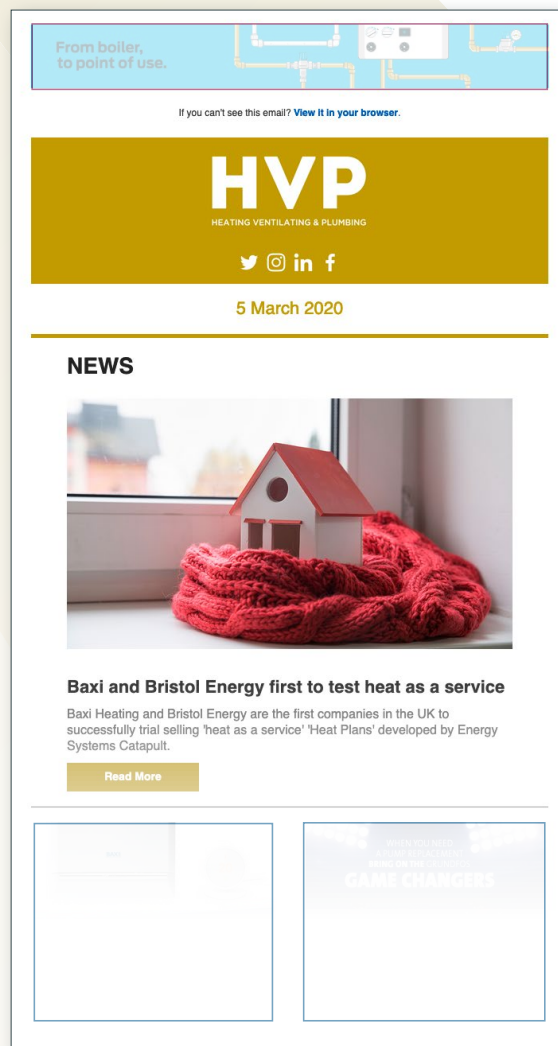
8 mailings: £3,000

Sponsored digital content package

HVP offers a full digital content package, which includes a sponsored advertorial-style feature article hosted on the website indefinitely, with a prominent front page carousel slot for one week and featured slot on the HVP newsletter in the same week for **£1,195**.

E-shot/e-bulletin option

A client product/company promotion emailed exclusively to the registered database that receive the HVP newsletter. These will be mailed out under the HVP branding on a Tuesday or Friday for **£1,650**.



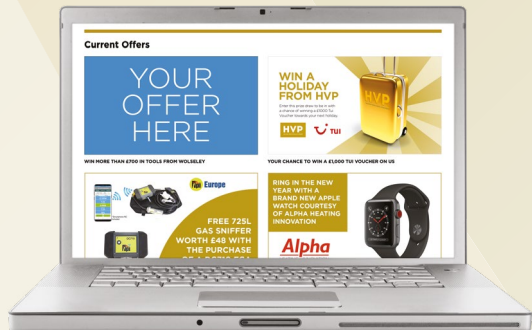
HVP GOLD MEMBERSHIP

HVP Gold Membership is an exclusive club for HVP readers in their first year of subscription, offering an online platform, updated monthly, with different deals, discounts and special offers. Many of these offers are from leading manufacturers and suppliers in the plumbing and heating industry.

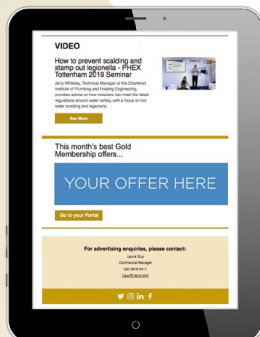
gold.hvpmag.co.uk



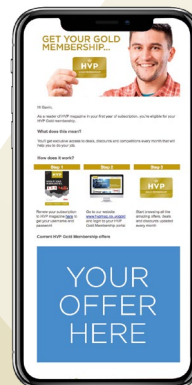
EACH OFFER WILL RECEIVE EXPOSURE ON THE FOLLOWING PLATFORMS:



A post on the HVP Gold Membership website



A spotlight on the HVP Newsletter



An email broadcast to HVP Gold Membership users and prospective HVP readers to inform them of current offers



Be featured in our magazine adverts

CONTACT US

ASSOCIATE PUBLISHER

Mark Edginton

T: 020 7973 4640

E: m.edginton@hgluk.com

COMMERCIAL MANAGER

Laurie Guy

T: 020 7973 4637

E: l.guy@hgluk.com

CONTACTS

EDITOR

Joe Dart

T: 020 7973 4693

E: j.dart@hgluk.com

DEPUTY EDITOR

Nic Chinardet

T: 020 7973 4692

E: n.chinardet@hgluk.com

ASSOCIATE PUBLISHER

Mark Edginton

T: 020 7973 4640

E: m.edginton@hgluk.com

COMMERCIAL MANAGER

Laurie Guy

T: 020 7973 4637

E: l.guy@hgluk.com

PRODUCTION MANAGER

Sue Taylor

T: 020 7973 4662

E: s.taylor@hgluk.com



HVP is published by:

The Hemming Group Ltd,
Fourth Floor, 3 Dorset Rise
London EC4Y 8EN

www.hvpmag.co.uk

@hvpmag