



MEDIA INFORMATION

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In partnership with:



HVP MEDIA INFORMATION



IN PRINT

For 45 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 - a true indication of the value of HVP (Source – ABC audited controlled free circulation).
- » Trade magazines ranked second to Google amongst our readers for the latest information on products and services.*
- » 75% of readers have purchased a product after reading about it in HVP.*
- » Readers predominantly value the publication for technical product information, the latest news and step-by-step installation guides.*

*Source – HVP Reader Survey July 2023

HVP TARGET AUDIENCE

Primary target audience

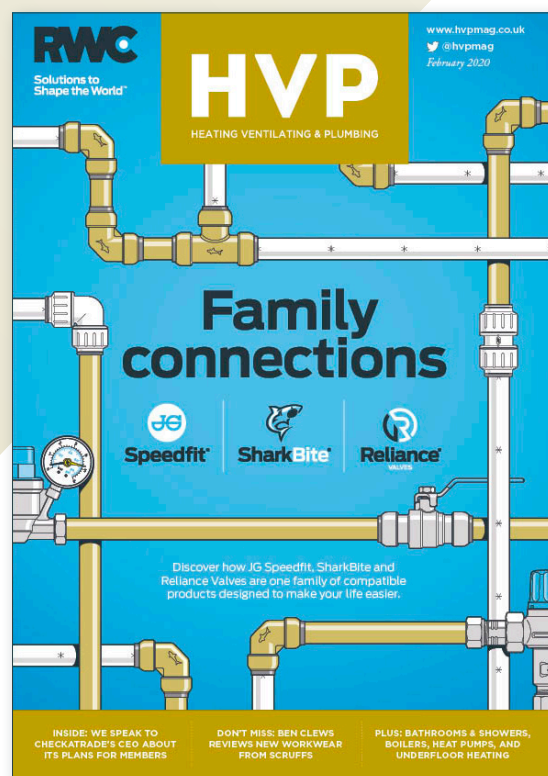
SMEs operating in the heating and plumbing domestic and commercial sector

Secondary audience

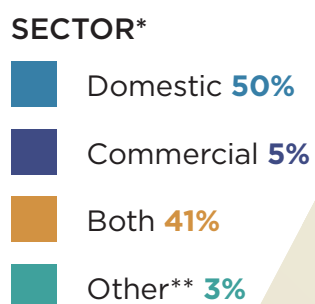
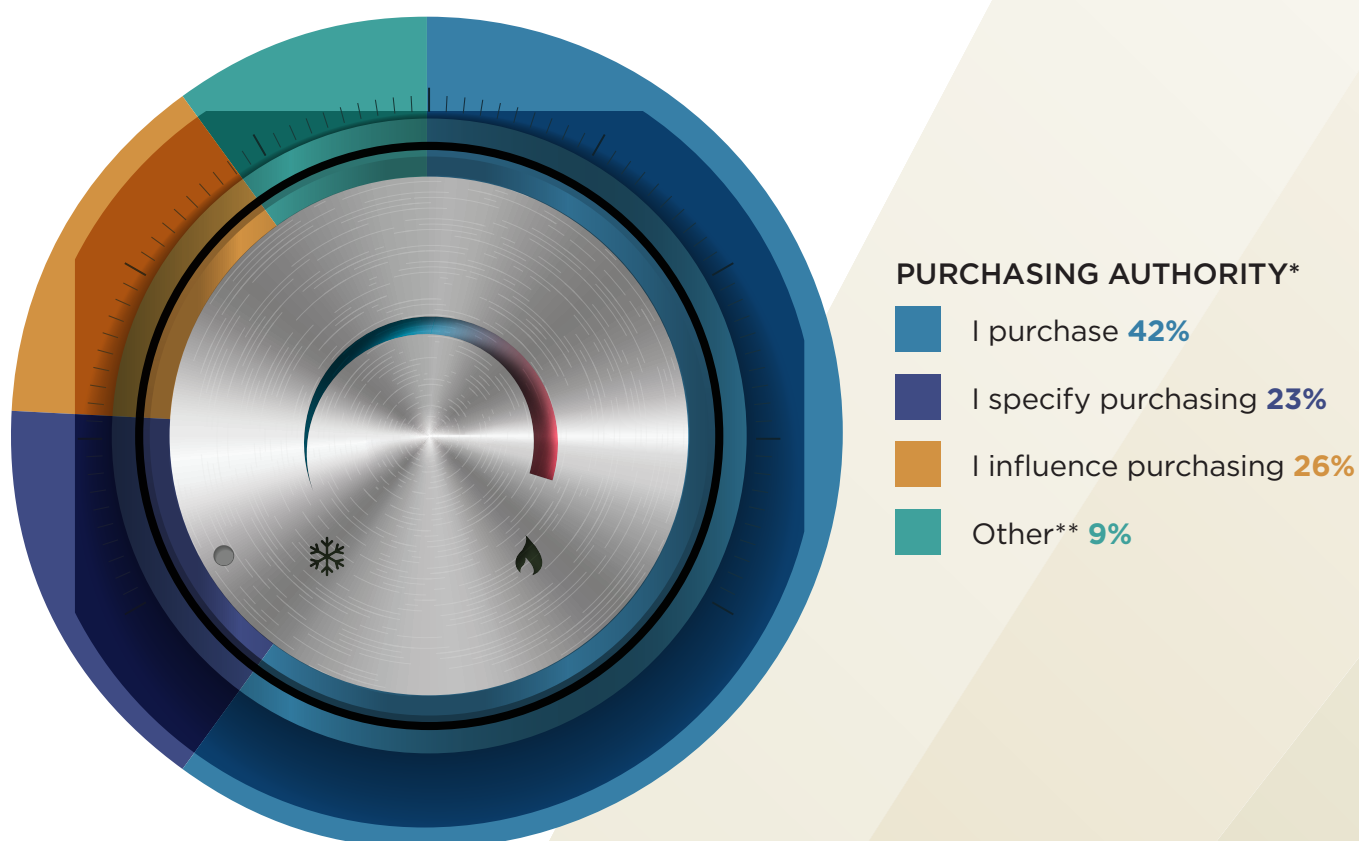
Large scale contractors/installation businesses operating in the domestic and commercial heating and plumbing sector

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 July 2023 readership survey.

HVP FEATURES LIST 2024

JANUARY/FEBRUARY

Editorial copy date:

22 December 2023

Ad copy date:

2 February

» Domestic Heating & Plumbing

» Bathrooms & Showers

» Pipes & Fittings

» Tools, Instruments
& Workwear

» Underfloor Heating

MARCH

Editorial copy date: 9 February

Ad copy date: 1 March

» **FUTURE OF HEAT
SUPPLEMENT**

» Water Treatment

» Radiator & Towel Rails

APRIL

Editorial copy date: 8 March

Ad copy date: 28 March

» Commercial Heating &
Plumbing

» Bathrooms & Showers

» Tools, Instruments & Workwear

» Controls

MAY/JUNE

Editorial copy date: 12 April

Ad copy date: 10 May

» Domestic Heating & Plumbing

» Water Heating & Storage

» Pipes & Fittings

» Heat Pumps

» Apps & Software

JULY/AUGUST

Editorial copy date: 7 June

Ad copy date: 5 July

» **PHEX SOUTH PREVIEW**

» Connected Homes

» Bathrooms & Showers

» Commercial Heating
& Plumbing

» Heat Networks

» Radiators & Towel Rails

SEPTEMBER

Editorial copy date: 19 July

Ad copy date: 16 August

» **PHEX NORTH PREVIEW**

» **FUTURE OF HEAT
SUPPLEMENT**

» Tools, Instruments & Workwear

» Pipes & Fittings

OCTOBER

Editorial copy date: 23 August

Ad copy date: 13 September

» Domestic Heating & Plumbing

» Bathrooms & Showers

» Underfloor Heating

» Off-Grid Heating

NOVEMBER/DECEMBER

Editorial copy date:

20 September

Ad copy date: 18 October

» Boilers

» Heat Pumps

» Controls

» 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

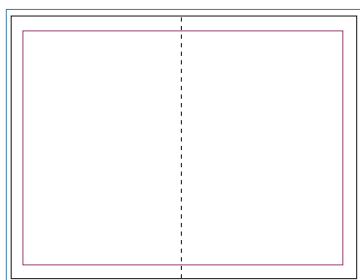
Cancellation

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

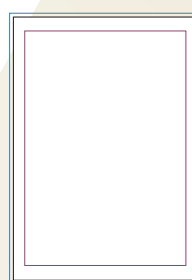
£4,665

Height x width (mm)

Type 254 x 395

Trim 297 x 420

Bleed 303 x 426



FULL PAGE

£2,995

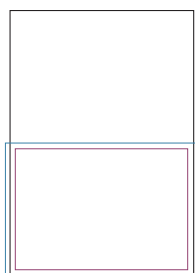
Height x width (mm)

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

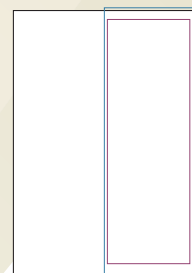
£1,890

Height x width (mm)

Type 124 x 178

Trim 145 x 210

Bleed 151 x 216



HALF PAGE VERTICAL

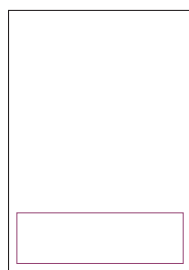
£1,890

Height x width (mm)

Type 254 x 86

Trim 297 x 102

Bleed 303 x 108

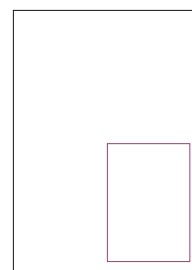


QUARTER PAGE HORIZONTAL

£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



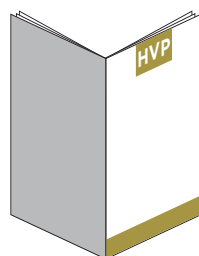
INSIDE FRONT COVER

£3,295



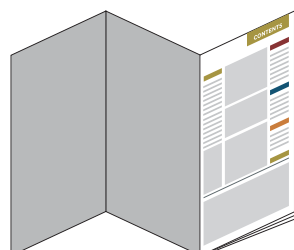
INTERNAL FEATURE COVER PACKAGE

£4,090



OUTSIDE BACK COVER

£3,295



INSIDE FRONT COVER GATEFOLD

£4,995

Loose or bound inserts are accepted by arrangement

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.

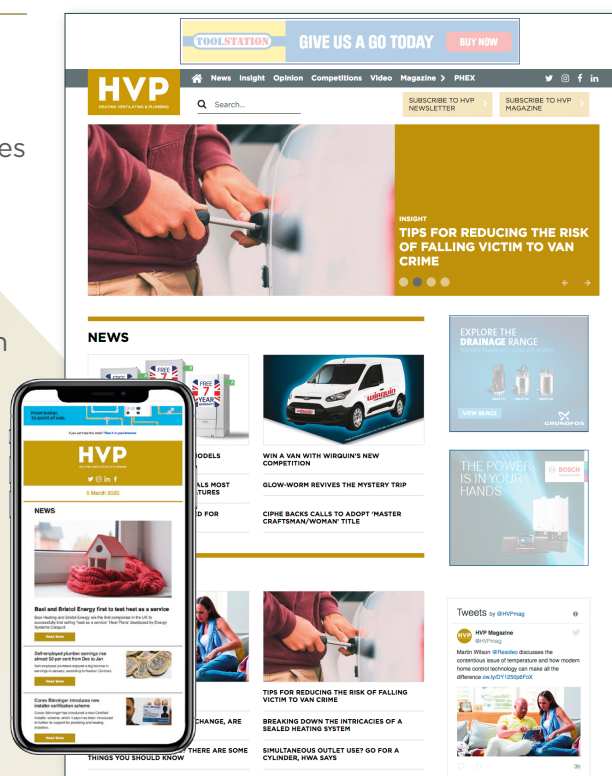
The website is fully functional from desktop to mobile, allowing HVP readers to access all of our content out on site and on the road, whenever they need it.

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

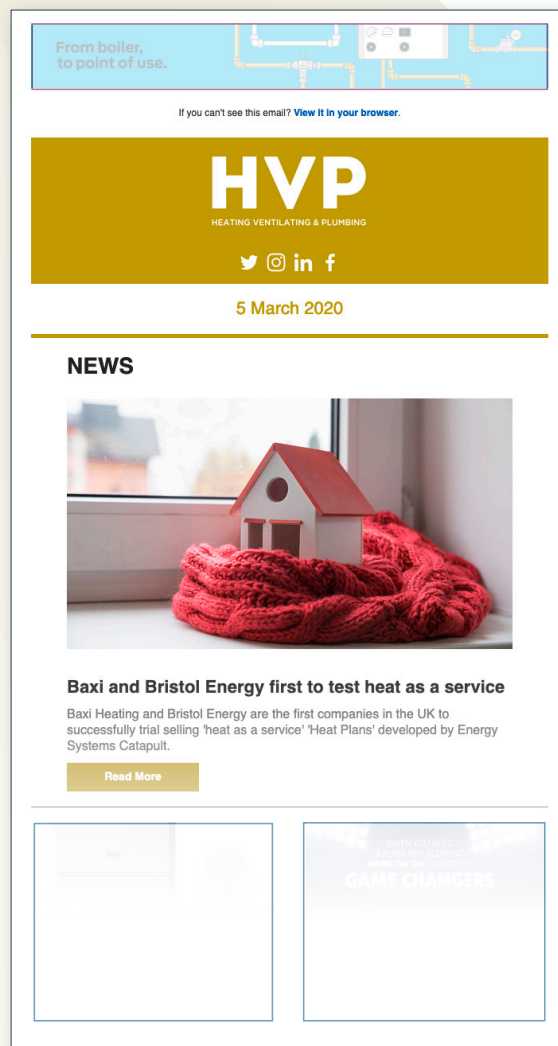
MPU:
300 (w) x 250 (h) pixels
2 mailings: £850
4 mailings: £1,600
8 mailings: £3,000

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**.



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