

HVP

HEATING VENTILATING & PLUMBING

2019 MEDIA INFORMATION

Celebrating 40 years supplying the plumbing and heating industry with breaking news and exclusive technical content

In partnership with:

PHEX
The Plumbing & Heating Exhibition

HVP MEDIA INFORMATION

Heating, Ventilating & Plumbing (HVP) magazine has been at the centre of the HVAC industry for 40 years, bringing its readers all the latest news, products and industry trends.

Covering the domestic and commercial heating and plumbing sectors, HVP provides the essential information installers and contractors need to grow and develop their business in a clear, unbiased format.

Every month, in-depth features cover a range of market sectors from boilers to bathrooms, heating controls to water treatment, and renewable energy to pipes and fittings. No matter what sector an HVAC installer specialises in, HVP brings everything they need straight to their door.

Each issue features the latest news and product launches, as well as special features and in-depth reports that get right to the heart of industry issues. HVP also hosts comment and opinions from leading manufacturers, associations and industry figures, with exclusive technical and installation articles.

Our online website www.hvpmag.co.uk offers daily news

updates, technical features, videos, competitions and opinion articles, along with a weekly newsletter that provides subscribers with the most topical information from across the industry.

For almost 25 years, HVP has been organising the leading regional series of trade events, PHEX. Each exhibition offers a unique experience for suppliers to meet, influence and sell to prime buyers and specifiers at exciting sports venues throughout the UK.

HVP is published by the Hemming Group, a family owned media organisation with over 120 years' of publishing experience. The company produces a host of high quality magazines, digital products and live events across a range of domestic and international business-to-business and public sector markets.

HVP magazine and www.hvpmag.co.uk - the media partner of choice for industry professionals.

Please contact us directly if you would like to discuss your company or client's potential involvement with the magazine.

The ONLY heating and plumbing magazine that qualifies the purchasing authority of its readers

90% read HVP to keep up to date with the latest products and services

Print, online and exhibition coverage

Digital reach in excess of 52,500

Exclusive partnership with Wolseley UK

Unique monthly circulation of nearly 40,000

Nearly 50% of our readers visit hvpmag.co.uk for the latest news



UNIQUE DISTRIBUTION

ENSURE YOUR SALES MESSAGE REACHES A UNIQUE AUDIENCE OF QUALIFIED BUYERS AND SPECIFIERS

For 40 years, HVP (Heating, Ventilating and Plumbing) has maintained a strong reputation throughout the market on its continual investment and strict control of circulation.

With our unique qualification of purchasing authority, HVP targets over 30,500 prime buyers and specifiers each month, directly involved in supplying, installing and servicing the heating, ventilating and plumbing market.

We invest heavily in our circulation to ensure that every individual installer and company is contacted on an ongoing basis to verify their details and requalify their request to receive a copy of the magazine.

This means that we - and our advertisers - can be absolutely sure that HVP continues to reach the right people every month, with no wastage.

On average, each copy of HVP is read by 3.4* people each month, ensuring that your promotion will reach over 104,500 potential customers.

*Qualified by readership survey in November 2017

Domestic & commercial installers and contractors	26,191
Merchants & Distributors	1,455
Manufacturers: heating ventilating & plumbing equipment	552
Purchasing & specifying executives within building contractors, estate developers	581
Utilities (private/public): coal, gas, oil, electricity, water	305
Local government specifiers	1,478
Education & research establishments	238

Total average net circulation: 42,851
January 2018 to December 2018



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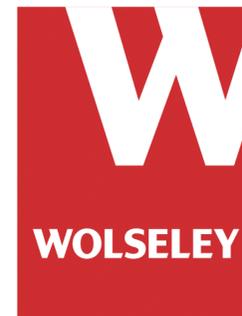
Unique monthly circulation of nearly 40,000

IN ADDITION: EXCLUSIVE WOLSELEY UK DISTRIBUTION

Since February 2015, HVP has been exclusively distributed through Wolseley UK, which has seen the magazine be made available in every branch of this leading national merchant group across the UK.

With over 425 branches and a customer base of over 80,000 plumbers and heating engineers, Wolseley UK is one

of the leading national merchant chains. With over 9,200 copies of HVP being distributed through every UK branch of the company, this partnership brings HVP's total circulation to over 40,000 plumbing and heating professionals, and offers our suppliers an unrivalled opportunity to reach the maximum possible number of potential new customers.



"HVP has, for many years, enjoyed the highest number of registered buyers and specifiers in the industry, but it has always been clear to us that the distribution of magazines through merchant branches has the benefit of reaching installers when they are in purchasing mode. The opportunity to add some element of merchant distribution to our market-leading registered readership offers considerable benefits both to HVP and PHEX and its respective advertisers and exhibitors."

Mark Edginton, Associate Publisher of HVP

HVP SPECIFICATIONS

Frequency

10 times per annum, combined July/August and November/December issues

Copy

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

Email: s.taylor@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.

2019 RATES:

Full Colour

DPS	£6,050
Whole Page	£3,595
Half Page	£2,355
Quarter Page	£1,410

Guaranteed solus positions/colour

Front Cover Package	£4,990
Internal Feature Cover Package	£4,290
Inside Front Cover	15% extra
Outside Back Cover	15% extra

Loose or bound inserts are accepted by arrangement

Advertisement dimensions (All dimensions height x width)

Front cover	
Trim	268mm x 210mm
Bleed	274mm x 216mm

Full page

Type	254mm x 178mm
Trim	297mm x 210mm
Bleed	303mm x 216mm

Half page horizontal

Type	124mm x 178mm
Trim	145mm x 210mm
Bleed	151mm x 216mm

Half page vertical

Type	254mm x 86mm
Trim	297mm x 102mm
Bleed	303mm x 108mm

Double page spread

Type	254mm x 395mm
Trim	297mm x 420mm
Bleed	303mm x 426mm

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.

Quarter page vertical

124mm x 86mm

Quarter page horizontal

60mm x 178mm

PIPES, FITTINGS & VALVES 72

SAVE PIPE CLEANING TIME

Using the correct size of cleaning pipe... **Speedfit Technology**

TRUSTED BY THE BEST

John Guest

Why? Because the same precision engineering & attention to detail... **BT HEINEKEN**

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NEW FRAMES FOR WOODFORD

NEW TOOLS SUPPORT PRESS-FIT INSTALLS

THERMAL PERFORMANCE FROM ECOFLEX

SEPTEMBER 2017

PEUGEOT
MOTOR & MOTION

NEW GENERATION. NEW EQUIPMENT. NEW EXPERT.

MODULWORK FLEXIBLE SEATING AVAILABLE IN THREE LENGTHS HANDS FREE SLIDING SIDE DOORS

FROM £229 PER MONTH ON CONTRACT HIRE WITH FREE MOVE LEASE

FIND OUT MORE AT BUSINESS.PEUGEOT.CO.UK/EXPERT OR CALL 0800 976 7494

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SEPTEMBER 2017

BOILERS 50

SIZE MATTERS

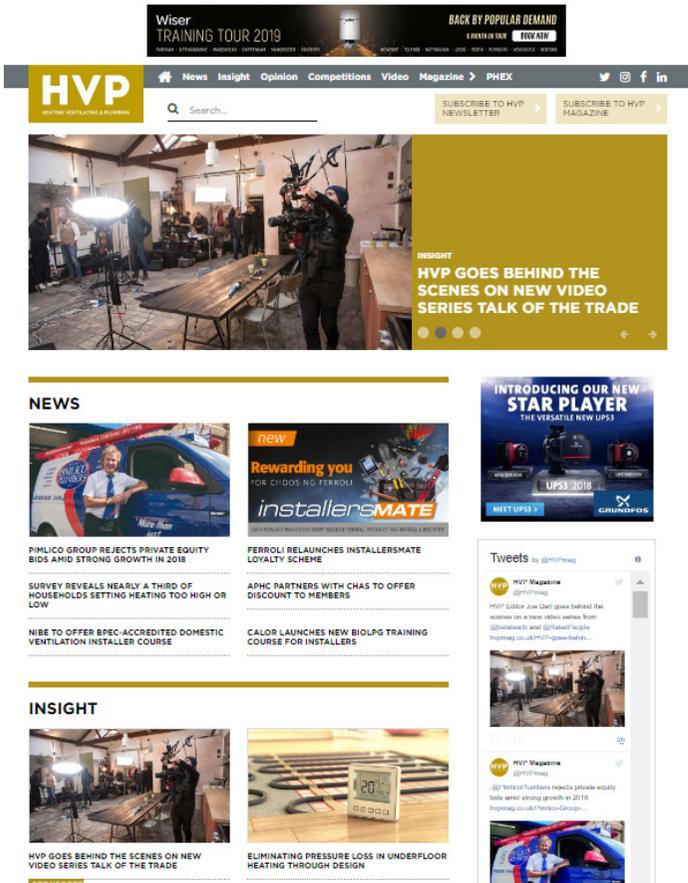
There are some key factors installers should consider when it comes to using a boiler... **Worcester Bosch**

ENERGY EFFICIENCY

When it comes to energy efficiency... **Worcester Bosch**

SEPTEMBER 2017

DIGITAL ADVERTISEMENT RATES



In an increasingly digital world, HVP breaks stories for the heating and plumbing industry online first, providing the latest news when our readers need it, alongside a wealth of technical articles including installation guides, case studies, technical insight and more.

Visitors to www.hvpmag.co.uk can also register for the email newsletter and print magazine, enter our regular competitions, watch unique video content and access a backlog of HVP issues from any device.

The website, newly redesigned and refreshed for 2019, is fully functional from desktop to mobile, allowing HVP readers to access all of our content from the office, the job site and on the road, whenever they need it.

Our new digital platforms and renewed focus allows HVP to create leading digital content and campaigns above and beyond what the industry has seen before, with sponsored content packages, in-depth technical articles and more.

RATES:

MPU (run of site)

250 high x 300 pixels wide	
3 months	£775.00 per month
6 months	£725.00 per month
12 months	£625.00 per month

Top banner position (run of site)

90 high x 728 pixels wide	
3 months	£875.00 per month
6 months	£825.00 per month
12 months	£725.00 per month

NEW - Sponsored digital content package

HVP now 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

£1,650.00 - 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.

Newsletter

Our weekly email newsletter highlights the most topical information across the HVAC market to a database of almost 33,000 registered plumbers, heating contractors and local authority specifiers.



NEWSLETTER RATES:

Advert	Duration	Rate
Banner (80 high x 650 wide)	2 mailings	£625
	4 mailings	£1,150
	8 mailings	£2,100
MPU	2 mailings	£485
	4 mailings	£775
	8 mailings	£1,250

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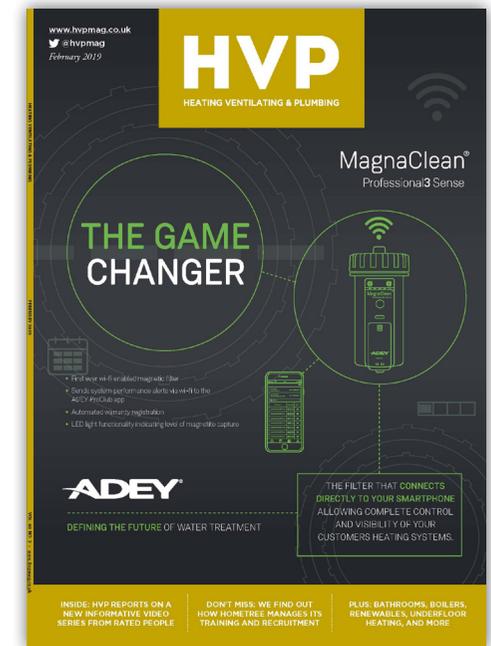
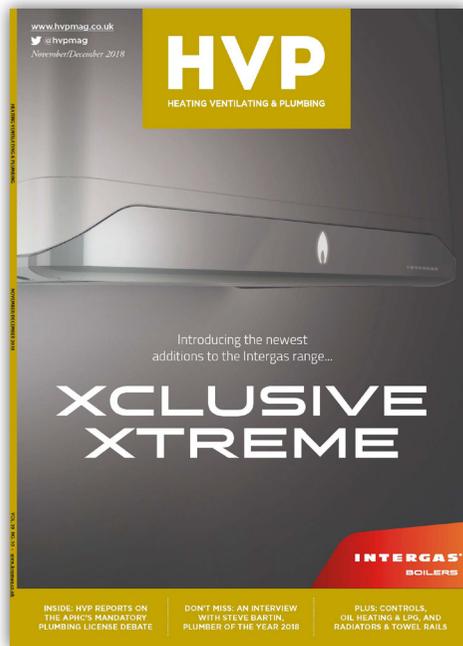
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