

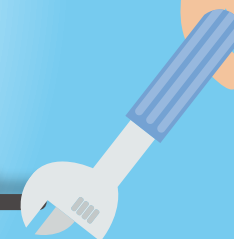
BRITAIN'S LEADING INSTALLER MAGAZINE

SINCE 1984



HPM

Heating & Plumbing MONTHLY
MEDIA PACK 2024



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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 the Plumbzine e-newsletter, our HPMMag website, HPM Awards 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.

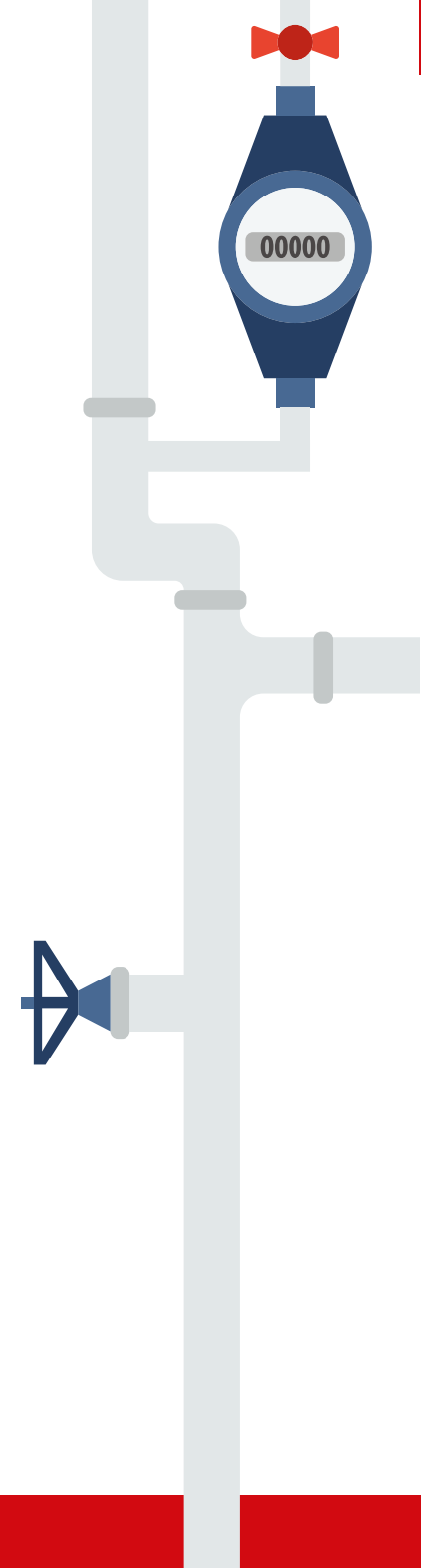
HPM is a go-to trusted source of information, while giving installers, plumbers and industry leaders a strong voice and the chance to engage and share their opinions.

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 our print, digital and live offerings, HPM provides a truly unique and timely information service.



Joe Ayling, Editor





WHO READS HPM ?

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.

Magazine circulation Print

5,000
monthly

Magazine circulation Digital

25,492
monthly

hpmmag.com

8,596
average monthly unique users

hpmmag.com

11,605
average monthly page impressions

Plumbzine newsletter readers

29,706


E-shot marketing Database

31,340

LinkedIn Followers:

2,200 
average monthly page impressions

Twitter followers

11,000 

Other Social media platforms

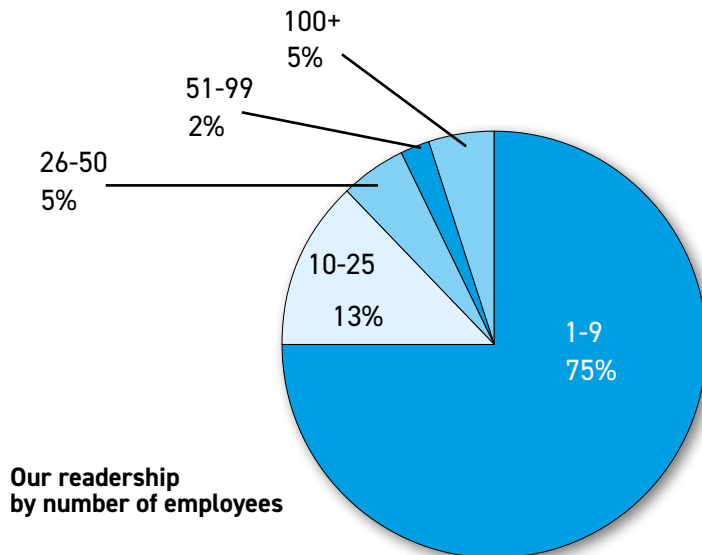
3,000  

*HPM magazine is fully ABC audited. Readers only qualify for a copy of the magazine if they meet our strict terms of control.

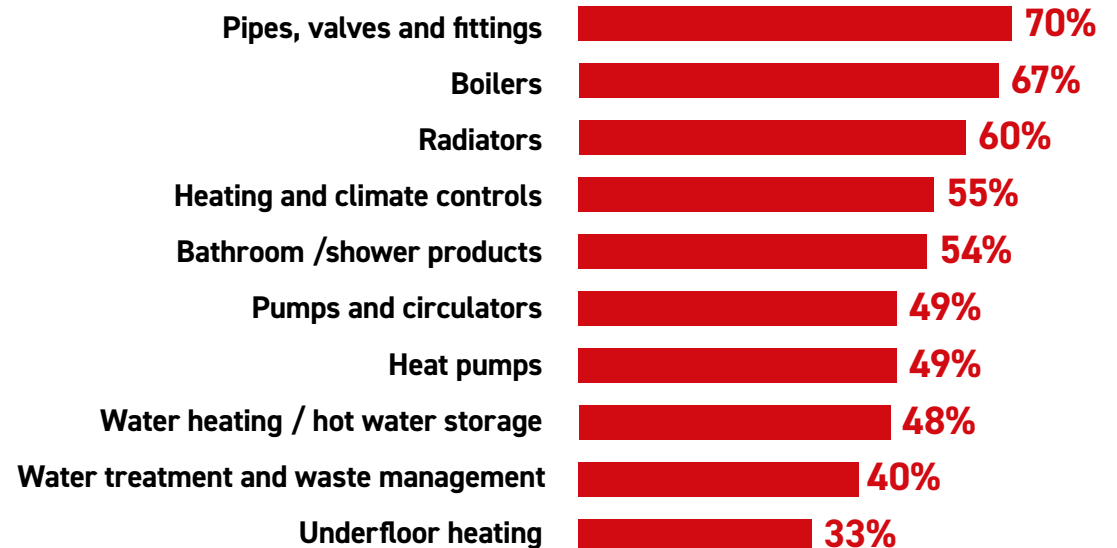
READERS WITH PURCHASING POWER

Can you afford not to reach this audience? *Benchmark Research

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.



AREAS OF SPEND



INFLUENCING BUYING DECISIONS

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



ADVERTISING & SPONSORSHIP -PARTNER OPPORTUNITIES

MULTI PLATFORM MARKETING - Produces a portfolio of editorial products across digital, print and combined cross-platform formats to serve our audience of industry professionals. This rich mix of content delivers an engaged audience, and offers a flexible and adaptive platform to support our partners' marketing goals.

PRINT ADVERTISING - Display advertising is appropriate for businesses looking to grow market share through increasing their brand awareness, to launch or promote specific products or materials, to promote rebrands and much more.

MAGAZINE

INSERTIONS

Double page spread £3900

Half page £1550

Full page £2400

Quarter page £1030

GENERAL CLASSIFIEDS AND RECRUITMENT

Full page £2000

Quarter page £600

Half page £1125

Eighth page £350

COVER RATES

Front cover package (including Double Page Spread Advertorial) £4400

Gatefold inside front £4000

Back cover £2850

Inside front cover £2850

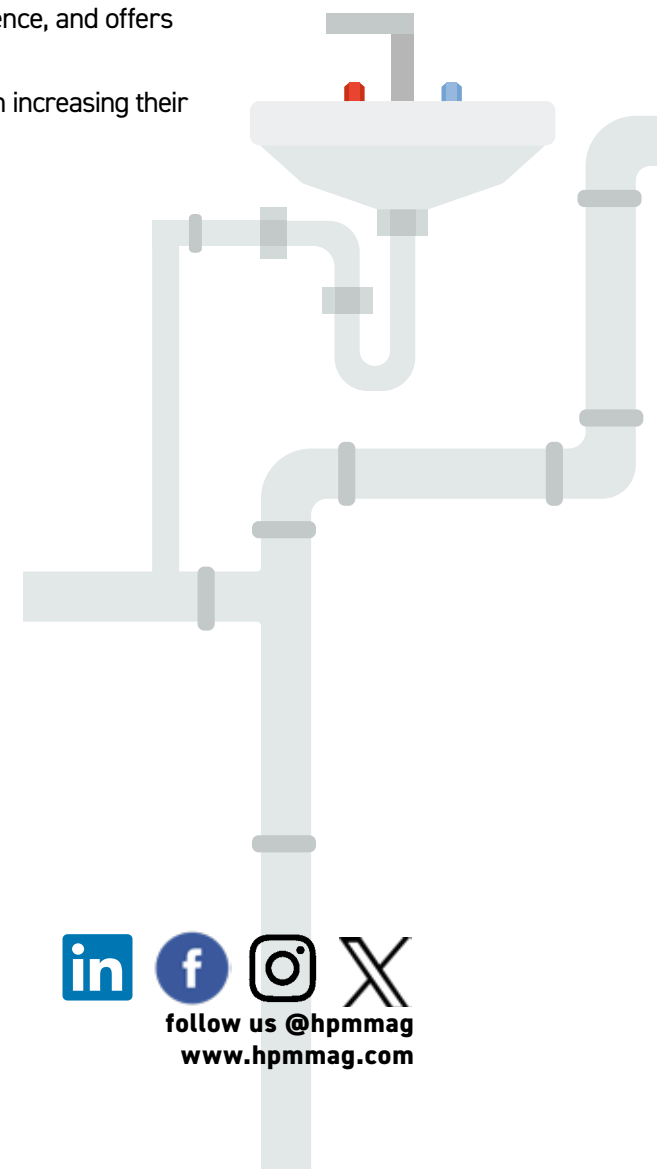
Inside back cover £2400

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



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DIGITAL TECHNICAL SPECIFICATIONS

ONLINE DISPLAY ADVERTISING

Display advertising on hpmmag.com fulfils the same functions as print display advertising – brand awareness for your company, product or services. For the biggest impact, advertisers opt for the two largest creatives – the MPU and leaderboard slots to communicate a clear and strong message to our online readers.

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

PLUMBZINE NEWSLETTER-EBULLETIN

Sent out to 30000 + Subscribers the weekly Plumbzine Newsletter delivers the most relevant stories direct to our readers' inboxes.

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

SOLUS EMAILS

Solus emails are sent to 30000 + opted-in registered subscribers within The HPM branded template. This is a fantastic opportunity to communicate a specific message to your target audience. A solus email allows you to include a variety of text, images, and hyperlinks to drive traffic to your chosen URL and can promote products, case studies, competitions, events or as a means to grow your database.

Cost for a single Solus E-shot	£2,100
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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.



RESEARCH

A unique opportunity to demonstrate your company's knowledge and expertise by associating your brand with original and insightful market research.

HPM will work with you to shape incisive and newsworthy research topics, and will execute the research utilising our know-how, technology platform and unique market position. The research respondent group can be a broad cross section of our audience tailored to suit your particular requirements. The results are analysed and interpreted to produce a must-read report that, together with your branding will be published across all our platforms.

Reports are supported by a comprehensive marketing campaign targeting the print and online communities.

It will:

- Highlight your company's insight and expertise through alignment with the industry's critical issues.
- Help facilitate detailed analysis whilst gaining first hand views from industry experts.
- Create a starting point for further more focused engagement

Cost £6,000

PARTNERSHIP OPPORTUNITIES

PLUMBCASTS

The HPM Plumbcast provides listeners with the latest hot topics from across the UK industry. To ensure maximum exposure, each HPM Plumbcast is promoted to our subscriber database, banner advertisements, e-newsletter, and social network channels.

BENEFITS

- Reach new audiences
- Become one of our guest speakers
- Position your message with trusted, quality editorial content
- Review audience feedback and analytics

Cost £3,500



JANUARY – Modern central heating systems

- Boilers
- Smart Controls
- Underfloor Heating
- Water Treatment

FEBRUARY – Hot water storage and renewable energy

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

MARCH – High performance heating and bathrooms

- Bathrooms & Showers
- Radiators
- Smart Controls
- Water Treatment

APRIL – Efficient heating systems

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

MAY – New heating and plumbing projects

- Installer Show Preview
- Bathrooms & Showers
- Tools & Workwear
- Business Solutions
- Pumps & Circulators

JUNE – Installing underfloor heating

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

JULY – Bathroom installations

- Bathrooms & Showers
- Pipes, Valves & Fittings
- Pumps & Circulators
- Water Treatment

AUGUST – Environment special

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

SEPTEMBER – Getting ready for heating season

- Boilers
- Pipes, Valves & Fittings
- Smart Controls

OCTOBER – Home heating systems

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

NOVEMBER – Reliable heating and hot water supply

- 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.

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HPM

Heating & Plumbing MONTHLY

AWARDS

FRIDAY 23 FEBRUARY 2024
THE MIDLAND HOTEL, MANCHESTER

FREE TO ENTER

**CELEBRATING EXCELLENCE
IN HEATING AND PLUMBING**

WWW.HPMAWARDS.CO.UK

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CATEGORIES

EXPANDED TO INCLUDE MANUFACTURERS
WITHIN THE INDUSTRY

- Educator of the Year
- Heat Pump and Hybrid Installer of the Year
- Awareness Campaign of the Year
- Apprentice of the Year
- Installer of the Year
- Energy Savings Award
- Customer Engagement Award
- Bathrooms and Showers Installer of the Year

- NEW** Best use of Domestic Boilers
- NEW** Best use of Commercial Boilers
- NEW** Best use of a Radiator System
- NEW** Best use of Underfloor Heating
- NEW** Training & Product Support of the Year
- NEW** Best use of an Air Source Heat Pump
- NEW** Best use of a Ground Source Heat Pump
- NEW** Most Innovative Product
- NEW** Rewards Scheme of the Year

CATEGORY SPONSORS



HOST SPONSOR

hansgrohe

BROUGHT TO YOU BY MARK ALLEN

Mark Allen

HPM
Heating & Plumbing MONTHLY

MAIN EVENT SPONSOR

NIBE

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