

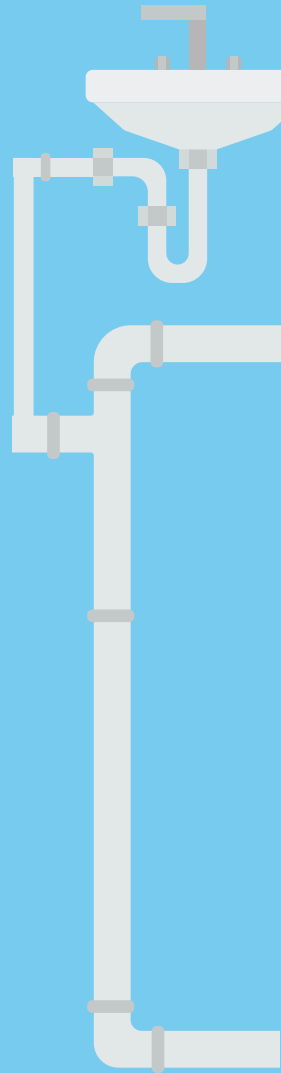
BRITAIN'S LEADING INSTALLER MAGAZINE

SINCE 1984



HPM

Heating & Plumbing MONTHLY
MEDIA PACK 2025



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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 magazine publication.

EDITORIAL QUALITY

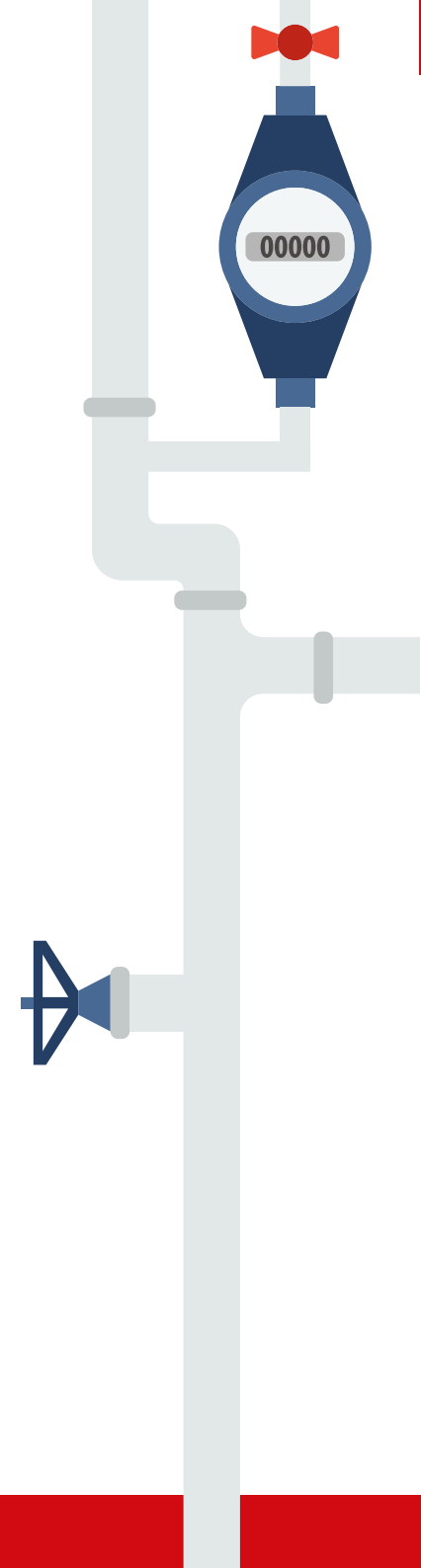
We know heating and plumbing installers need accurate information on latest news, launches, regulation and trends across the sector.

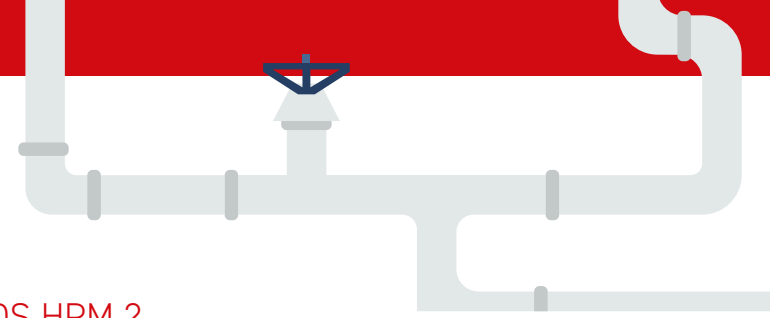
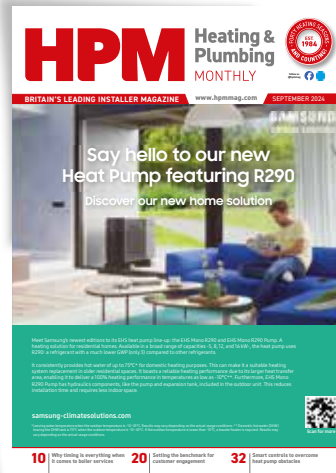
HPM is a go-to trusted source of information, while giving installers, plumbers and industry leaders a strong voice and the chance to engage and share their opinions.

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

With our 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 Digital

28,492

hpmmag.com

8,596

average monthly unique users

hpmmag.com

11,605

average monthly page impressions

Plumbzine newsletter readers

25,828

E-shot marketing Database

25,828

LinkedIn Followers:

2,200 

average monthly page impressions

Twitter followers

11,000 

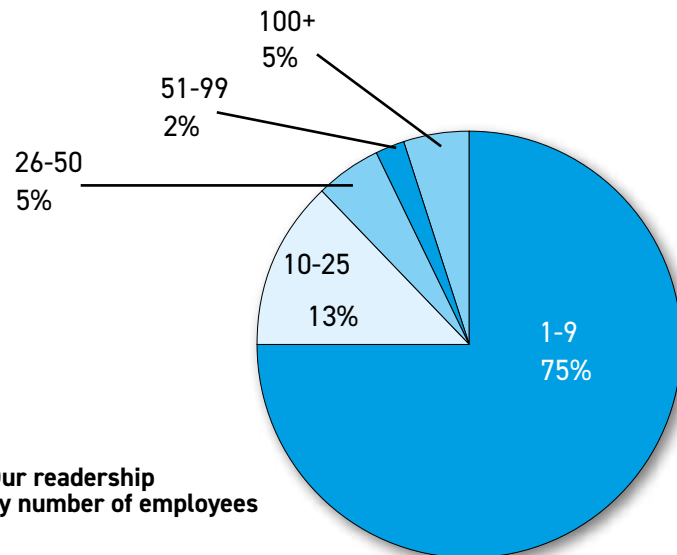
Other Social media platforms

3,000  

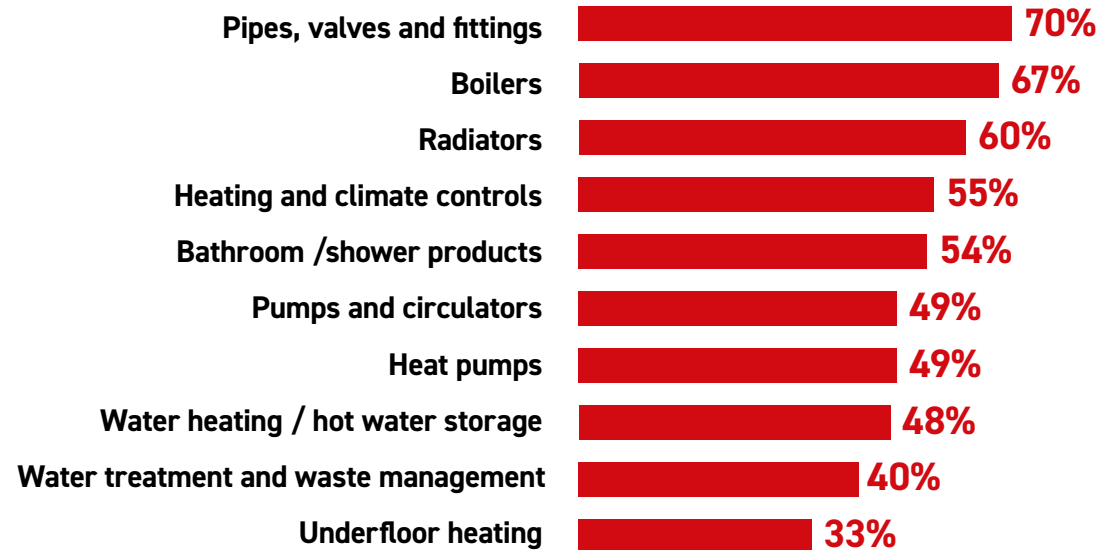
READERS WITH PURCHASING POWER

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*



HPM

Heating & Plumbing MONTHLY

If your marketing strategy is to stay ahead of your competitors, increase brand awareness through advertising and editorial articles and to generate great sales lead opportunities... then **HPM Magazine** is the brand to trust!

After a recent survey we asked our readers how they engage with HPM magazine. The results are conclusive:

97%

FIND **HPM** MAGAZINE IMPORTANT FOR THEIR BUSINESS TO BE KEPT UP-TO-DATE WITH THE LATEST LEGISLATION, PRODUCT INNOVATION AND TECHNICAL INFORMATION

81%

READ **HPM** MAGAZINE ON A REGULAR BASIS

86%

HAVE MADE A PURCHASING DECISION ON WHAT THEY HAVE SEEN IN **HPM** MAGAZINE

61%

WOULD LIKE TO SEE MORE TECHNICAL INFORMATION & CASE STUDIES

33%

WOULD LIKE TO SEE MORE MANUFACTURERS PROMOTING THE LATEST PRODUCTS AND SERVICES

To book your next marketing campaign contact: Sarah Knight ☎ 07860 715086 ✉ sarah.knight@markallengroup.com
or Jessica Nobbs ☎ 01322 221144 ✉ jessica.nobbs@markallengroup.com



ADVERTISING & SPONSORSHIP -PARTNER OPPORTUNITIES

MULTI PLATFORM MARKETING - Produces a portfolio of editorial products across digital 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.

DISPLAY ADVERTISING - This type of 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 | Full page | £2400 |
| Half page | £1550 | Quarter page | £1030 |

GENERAL CLASSIFIEDS AND RECRUITMENT

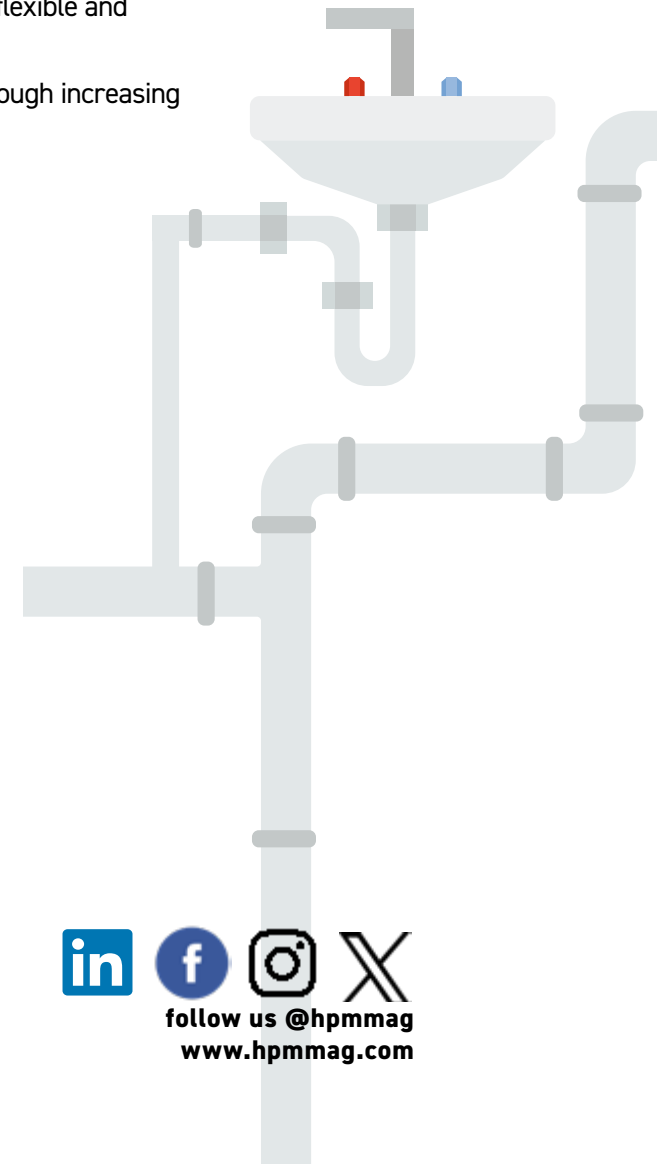
| | | | |
|--------------|-------|-------------|-------|
| Full page | £2000 | Half page | £1125 |
| Quarter page | £600 | Eighth page | £350 |

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 |

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 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 |
|--------------------------------|--------|

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 our core readership.

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

Webinars

HPM webinars can provide listeners with the latest hot topics from across the UK industry. To ensure maximum exposure, webinars can be 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 content
- Review audience feedback and analytics

Cost £3,500

CONTACT US...

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