

HVP

HEATING VENTILATING & PLUMBING

2018 MEDIA INFORMATION

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

In partnership with:



HVP MEDIA INFORMATION

Heating, Ventilating & Plumbing (HVP) magazine has been at the centre of the HVAC industry for over 39 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 the issue. 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, training videos, competitions and blogs, along with a weekly eNewsletter that provides subscribers with the most topical information from across the industry.

HVP also works closely alongside the PHEX Plumbing and Heating Exhibition, bringing installers and manufacturers a unique opportunity to meet face to face in a relaxed, friendly atmosphere.

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.

Joe Dart
Editor

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

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 Plumb Center

Unique monthly circulation of over 40,000

The majority of our readers are influenced by trade advertisements to seek further information on products



HVP UNIQUE DISTRIBUTION

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

HVP (Heating, Ventilating and Plumbing) is audited by the Audit Bureau of Circulation (ABC). Its strictly controlled and daily updated circulation is sent to around 30,800 active buyers and specifiers 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 issue of HVP is read by 3.4* people each month, ensuring that your promotion will reach over 104,700 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: 34,870
January 2017 to December 2017



IN ADDITION: EXCLUSIVE PLUMB CENTER DISTRIBUTION

Since February 2015, HVP has been exclusively distributed through the Wolseley Group, which has seen the magazine be made available in every branch of Plumb Center and Parts Center across the UK.

With over 450 branches and a customer base of over 80,000 plumbers and heating engineers, Plumb and Parts Center is one of the leading national merchant chains. With over 9,200 copies of HVP being distributed through every UK branch of Plumb Center, 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.

CONTACT DETAILS

ASSOCIATE PUBLISHER:

Mark Edginton

T 020 7973 4640

E m.edginton@hgluk.com

COMMERCIAL MANAGER:

Laurie Guy

T 020 3879 0017

E l.guy@hgluk.com

PRODUCTION MANAGER:

Sue Taylor

T 020 7973 4662

E s.taylor@hgluk.com

Unique monthly
circulation of over
40,000

"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, 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.

2018 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
The Speedfit Pipe Fitter is a revolutionary tool that allows you to clean pipes in minutes. It's the only tool that can clean pipes of any size, from 1/2" to 4" diameter. It's also the only tool that can clean pipes that are bent or curved. The Speedfit Pipe Fitter is made of high quality stainless steel and is built to last. It's the only tool that can clean pipes in minutes. It's the only tool that can clean pipes of any size, from 1/2" to 4" diameter. It's also the only tool that can clean pipes that are bent or curved. The Speedfit Pipe Fitter is made of high quality stainless steel and is built to last.

NEW FRAMES FOR WOODFORD
The new Woodford frames are made of high quality stainless steel and are built to last. They are the only frames that can be used for any size of pipe, from 1/2" to 4" diameter. They are also the only frames that can be used for pipes that are bent or curved. The new Woodford frames are made of high quality stainless steel and are built to last.

NEW TOOLS SUPPORT PRESS-FIT INSTALLS
The new tools support press-fit installs and are built to last. They are the only tools that can be used for any size of pipe, from 1/2" to 4" diameter. They are also the only tools that can be used for pipes that are bent or curved. The new tools support press-fit installs and are built to last.

THERMAL PERFORMANCE FROM ECOPLEX
The new Ecoplex is made of high quality stainless steel and is built to last. It is the only Ecoplex that can be used for any size of pipe, from 1/2" to 4" diameter. It is also the only Ecoplex that can be used for pipes that are bent or curved. The new Ecoplex is made of high quality stainless steel and is built to last.

Speedfit Technology
TRUSTED BY THE BEST
John Guest

Over 25 years of experience in the world of pipe fittings and valves. We are the only company in the world that can clean pipes in minutes. We are the only company in the world that can clean pipes of any size, from 1/2" to 4" diameter. We are also the only company in the world that can clean pipes that are bent or curved. We are the only company in the world that can clean pipes in minutes. We are the only company in the world that can clean pipes of any size, from 1/2" to 4" diameter. We are also the only company in the world that can clean pipes that are bent or curved.

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PEUGEOT
MOTOR & MOTION

NEW GENERATION. NEW EQUIPMENT. NEW EXPERT.

MODWORK 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 975 7496

NEW PEUGEOT EXPERT

VERSATILITY BUILT IN

Peugeot Expert is the most versatile van in the world. It's the only van that can be used for any size of pipe, from 1/2" to 4" diameter. It's also the only van that can be used for pipes that are bent or curved. Peugeot Expert is made of high quality stainless steel and is built to last.

BOILERS 50

SIZE MATTERS
There are some key factors installers should consider when it comes to using a boiler, as David Haskins explains

ENERGY EFFICIENCY
The new Worcester Bosch boilers are made of high quality stainless steel and are built to last. They are the only boilers that can be used for any size of pipe, from 1/2" to 4" diameter. They are also the only boilers that can be used for pipes that are bent or curved. The new Worcester Bosch boilers are made of high quality stainless steel and are built to last.

30 YEARS TECHNICAL SUPPORT

With our technical support, you can be face to face with an expert in seconds.

This year we are celebrating 30 years of unparalleled technical support. Our team of technical advisors has extensive experience in advising you on the best technical support that is suited to your needs in the industry - getting to answer your calls in seconds while providing the best advice possible.

0300 123 2366 You can contact us in the following ways: www.worcesterbosch.com @WorcesterBosch

To find out more visit www.worcesterbosch.com/technicalsupport

WORCESTER
Bosch Group

PHEX EXHIBITION SERIES



The publishers of HVP magazine first launched their plumbing and heating exhibition series, PHEX, in 1994. Twenty-

four years on, PHEX is still recognised as the leading trade exhibition series for the domestic and light commercial installer and contractor sector.

The winning formula of PHEX has always been to cater for the individual needs of its exhibitors and visitors offering:

- Equal stand opportunities for all exhibitors
- Regional coverage on a national scale
- Easy-to-navigate exhibition halls
- Exciting sports venues offering stadium tours
- Free coach transport from local merchants
- Majority of boiler manufacturers in attendance.

For 2018 we will continue to strengthen our foothold in the North and South of England by returning to the iconic venues of Manchester United Football Club and Chelsea FC, attracting key buyers and specifiers from the plumbing, heating, local authority and merchant sectors.

Working closely with trade magazines, key associations and national and independent merchants, these venues will continue to be recognised annual industry events for exhibitors and visitors alike.

The core values of PHEX remain unchanged to this day: provide an exciting and lively environment for suppliers to meet, influence and sell to potential customers and re-establish client relationships.

PHEX MANCHESTER UNITED FC

3 and 4 October
Manchester



PHEX CHELSEA FC

14 and 15 November
London



partners, as well as an extensive two-day training and seminar programme.

In only four years, this event became the largest trade exhibition staged under the PHEX brand. For 2018, we will continue to develop the commercial contingency of our attendance and design a training and seminar programme with the exact needs of our visitors in mind.

To find out more about our exciting plans for 2018, please email the PHEX team:

m.edginton@hgluk.com

l.guy@hgluk.com

Tried and tested formula for 24 years

Direct sales route to qualified buyers

Level playing field for all exhibitors

National branding opportunity



In 2013, we recognised that there was a potential gap in the heating and plumbing market for a commercial trade exhibition and, in May 2014, PHEX+ was launched at the

Alexandra Palace in London.

PHEX+ expanded upon the traditional PHEX audience to include building services engineers, commercial contractors/installers, facilities managers, M&E engineers and commercial specifiers from the public sector.

The venue allowed us to offer a variety of shell and space only stand sizes for our domestic and commercial

PHEX+ ALEXANDRA PALACE

20 and 21 June





The latest news and legislation directly affecting the heating, plumbing and ventilation sector is available at www.hvpmag.co.uk. Readers of the website can also access vital information regarding building regulations, financial matters, technical guides, competitions and much, much more.

Visitors to www.phexshow.co.uk can register online for all upcoming events and find out key information regarding opening times and dates, directions to venues, who will be exhibiting and how to exhibit at PHEX.

Both websites have been adapted for mobile phone browsing enabling ease of navigation and access of vital information.

The following advertisement rates include placement on both websites throughout the duration of the campaign with a separate fee for the newsletter.

RATES:

MPU

250 high x 300 pixels wide	
3 months	£875.00 per month
6 months	£825.00 per month
12 months	£725.00 per month

Top banner position (run of site)

90 high x 1022 pixels wide	
3 months	£875.00 per month
6 months	£825.00 per month
12 months	£725.00 per month

Premium panel (run of site)

240 high x 120 pixels wide	
3 months	£675.00 per month
6 months	£625.00 per month
12 months	£525.00 per month

Panel (run of site)

120 x 120 pixels wide	
3 months	£575.00 per month
6 months	£525.00 per month
12 months	£425.00 per month

e-shot/e-bulletin option:

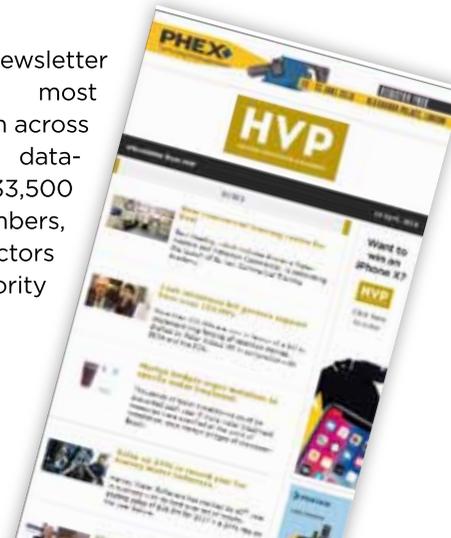
£1,650.00 – client product/company promotion emailed exclusively to the registered database that receive the HVP/PHEX newsletter. These will be mailed out under the HVP branding on Tuesday.

HVPTV

We will host a promotional/instructional video on the HVP website with supporting text and a link to the client's website. This is available at a rate of £250 per month inclusive of necessary layout of the promotion and also a mention in our weekly newsletter.

eNewsletter

A weekly eNewsletter highlights the most topical information across the market to a database of almost 33,500 registered plumbers, heating contractors and local authority specifiers.



eNEWSLETTER RATES:

Advert	duration	rate
Banner	2 mailings	£625
(56 high x 600 pixels wide)	4 mailings	£1,150
	8 mailings	£2,100
Premium Panel	2 mailings	£385
	4 mailings	£675
	8 mailings	£1,150
Panel	2 mailings	£280
	4 mailings	£485
	8 mailings	£775

CONTACT DETAILS

EDITOR:

Joe Dart
T 020 7973 4693
E j.dart@hgluk.com

ASSISTANT EDITOR:

Tom Hogarth
T 020 7973 4680
E t.hogarth@hgluk.com

SECTOR HEAD / ASSOCIATE PUBLISHER:

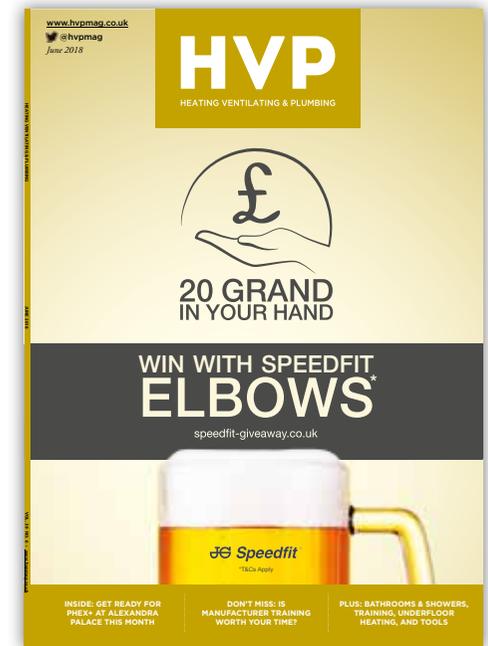
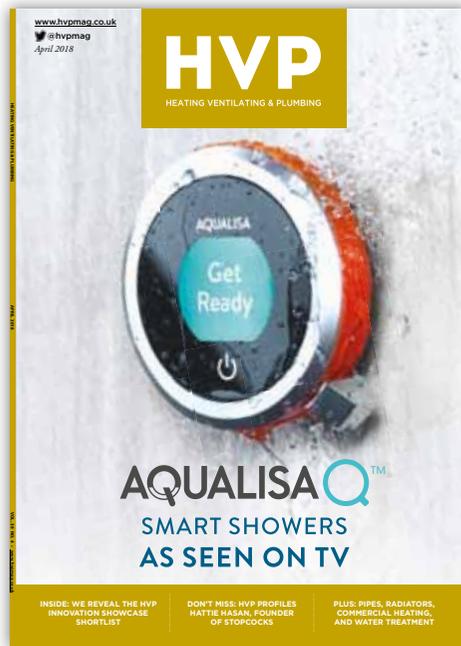
Mark Edginton
T 020 7973 4640
E m.edginton@hgluk.com

COMMERCIAL MANAGER:

Laurie Guy
T 020 3879 0017
E l.guy@hgluk.com

PRODUCTION MANAGER:

Sue Taylor
T 020 7973 4662
E s.taylor@hgluk.com



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The Hemming Group Ltd, 32 Vauxhall Bridge Road, London SW1V 2SS. Tel: 020 7973 6400