



PlumbHeat

2018

MEDIA INFORMATION

PLUMBHEAT is the official publication of SNIPEF, the largest and most well respected trade body for plumbing and heating companies in Scotland and Northern Ireland, with more than 50% of employers being members.

Published quarterly, the new-style PlumbHeat carries full colour throughout and will feature articles on the work of SNIPEF, details on rules and regulations, industry news and product launches and, of course, interviews with leading figures in the industry. There is also a product showcase section, giving manufacturers the opportunity to promote new and improved lines to the membership.

The magazine is not only distributed to SNIPEF members but now covers every plumbing and heating company in Scotland and Northern Ireland with a circa 2,000 print run targeted at director level. As such, the publication offers extremely good marketing opportunities for companies that wish to advertise, inform or promote their products to key decision makers.



FORWARD FEATURES

SUMMER

Water treatment; Energy saving & renewable energy; Technology; Ventilation & heat recovery

AUTUMN

Wood burners & thermal stores; Tackling fuel poverty - modern boilers & heating controls; Mobile workforce management

WINTER

Underfloor heating; Heating controls; Off-grid options – LPG, oil and electric, CHP & biomass; Maintaining boiler efficiency; Boiler servicing ahead of winter.

REGULAR FEATURES

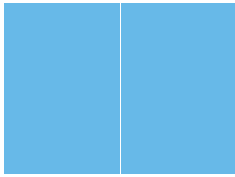
- Training & CPD
- Technical changes to legislation, standards, schemes, etc
- SNIPEF Awards
- SNIPEF benefits, including vehicle tracking and insurance, discounted and professional schemes, licensing scheme and accreditations, legal advice, debt collection, employment advice, technical advice, tools and work wear
- Gas safety week
- Cold weather



FOR ADVERTISING ENQUIRIES CONTACT: davidh@connectcommunications.co.uk TELEPHONE: 0131 561 0020



Dimensions (All sizes are displayed in millimetres and width x height)



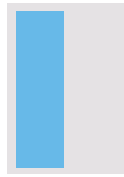
DOUBLE PAGE SPREAD

Type area: 266 x 395
Bleed 303 x 426
Trim: 297 x 420
£1850



FULL PAGE

Type area: 266 x 395
Bleed: 303 x 216
Trim: 297 x 210
£975



HALF PAGE PORTRAIT

Type area: 266 x 90
£700



HALF PAGE LANDSCAPE

Type area: 130 x 185
£700



QUARTER PAGE PORTRAIT

Type area: 130 x 90
£415



QUARTER PAGE LANDSCAPE

Type area: 62 x 185
£415

FULL PAGE PLACEMENTS

Inside front cover, inside back cover and outside back cover – £1095

Advertorials – add 10%

SERIES BOOKINGS

Discounts are available for series bookings:

- **2-3 insertions** – 10%
- **4 insertions** – 15%

WEBSITE ADVERTISING

HOMEPAGE

- Leaderboard £2,000 p.a
- Box advert £1,500 p.a
- Skyscraper £1,200 p.a.

PRODUCT SHOWCASE

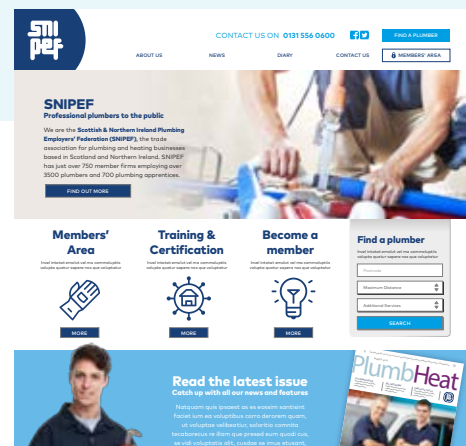
- Listing text + image
- 1 month £50
 - 3 months £100

SPECIAL REPORTS

- Editorial + up to 3 images
- 1 month £600
 - 3 months £1,200

OTHER OPPORTUNITIES

- Video upload
- 1 month £600
 - 3 months £1,200



TECHNICAL INFORMATION

Complete advertisements can be supplied as High Resolution press-ready PDF files or as InDesign, Photoshop or Illustrator documents incorporating the relevant fonts and files (EPS, Tiff or JPEG) Saved as 300dpi.

FREQUENCY

Published quarterly (March, July, September & December)

COPY DEADLINES

Four weeks prior to publication date

CANCELLATION DATE

Six weeks prior to publication date

ADDITIONAL INFORMATION

An economical way to distribute your literature

LOOSE INSERTS

- £150 per '000 under 18 grams
- Over 18g – price on application

MINIMUM CHARGE

£400

MAXIMUM SIZE

A4 (297 x 210mm)

BOUND INSERTS

Rates on application