

PROFESSIONAL

HEATING & PLUMBING

THE BUSINESS MAGAZINE FOR THE HEATING & PLUMBING INDUSTRY

INSTALLER



**2017
MEDIA INFORMATION**

Readership & distribution



PHPI has the highest ABC audited circulation in the heating & plumbing sector at 69,263 (Jan 1st to Dec 31st 2015).

The magazine is available free of charge from the counters of more than 2,000 heating & plumbing merchant branches across the UK.

We deliver nationally to merchants such as City Plumbing, Travis Perkins, PTS/Zenith, Graham and Plumbase, as well as a host of independents.

PHPI is placed in dispensers on trade counters by our own team of merchandisers, meaning that the magazine reaches the active installer directly at the point of purchase and all copies are picked up voluntarily.

Tailored content

Quality coverage ensures regular pick-up of the magazine. From the latest industry news, installation guidance and specification tips to product tests, competitions and advice on the successful running of a small business, PHPI provides its readers with a key source of reference on industry matters.



(69,263 – Jan 1st - Dec 31st 2015)



Editorial opportunities

ROOM HEATING & UHF

Take five

Over the next two issues, we'll be taking a step-by-step look at Adey's Best Practice approach to system installations. This month, we're covering the first two of the five steps - Clean and Flush.

CLEAN

1. Using open end of pipe attach the hose to valve connector (EVV) in the radiator valve before using the HighFlow System process. Do not use the connector for the return side of the system. Attach the HighFlow to the EVV connector using the wash plug provided.
2. Connect the main hose to the bottom of the HighFlow System with the drive of the HighFlow motor. Connect the remaining hose to the top of the HighFlow System.
3. Turn the HighFlow System with 180°C. Start the pump and operate the system for 15 minutes. Turn on the heating system to start the system down. The radiator should be at a minimum of 50°C.
4. Bleeding off all radiators in the system is a sign of a good clean. It is also a sign that the HighFlow System is working correctly. The radiator should be at a minimum of 50°C.
5. Periodically check the stage after HighFlow System operation. When necessary, remove the wash plug from the radiator using the wash plug provided.

THE INSTALLATION

Build-up: Wireless Switch
Model: iControl
Number of radiators: 10-15 (max)
Majority: floor-standing, for installation in the return of the system.

In the zone

Roger Bisby installs a Honeywell heating control that is both smart and user-friendly - just like the man himself.

PRODUCT TEST



I have tested the new smart heating controls. Honeywell are a little unusual for the people who have their head and their hands in the same place. They are a company that is a mix of a generalist and a specialist. They are a company that is a mix of a generalist and a specialist. They are a company that is a mix of a generalist and a specialist.



There is a lot of smart heating controls on the market. Some are smart, some are not. Some are smart, some are not. Some are smart, some are not. Some are smart, some are not. Some are smart, some are not. Some are smart, some are not.



CRICK HEATING 111

DOMESTIC HEATING & CONTROLS

NEW PRODUCTS

SMART BOILER
The new smart boiler is a game-changer for the heating industry. It is a smart boiler that is a game-changer for the heating industry. It is a smart boiler that is a game-changer for the heating industry.

SMART RADIATOR
The new smart radiator is a game-changer for the heating industry. It is a smart radiator that is a game-changer for the heating industry. It is a smart radiator that is a game-changer for the heating industry.

SMART THERMOSTAT
The new smart thermostat is a game-changer for the heating industry. It is a smart thermostat that is a game-changer for the heating industry. It is a smart thermostat that is a game-changer for the heating industry.

Step-by-step guides:

Our installation guides offer a practical demonstration of how to apply best practice when fitting products.

Product tests:

Our resident plumber, Roger Bisby, conducts hands-on tests of the latest products on the market.

Product pages:

Each issue includes a round-up of the latest market innovations.

Live long and prosper

UP TO £1,600 WORTH OF MIRA SHOWERS WITH CLEARSCALE TO BE WON!

We've teamed up with Mira to give you the chance to win one of four Sports Multi-fit showers with ClearScale.

Having the most advanced shower technology from Mira - and incorporating the 'new generation' open spray - ClearScale Shower is a truly exceptional shower. It's a shower that offers you the best of both worlds. It's a shower that offers you the best of both worlds. It's a shower that offers you the best of both worlds.

THE PRIZES
Four Sports Multi-fit showers with ClearScale to be won. Each shower is worth £1,600. The prizes are worth £1,600. The prizes are worth £1,600. The prizes are worth £1,600.

HOW TO ENTER
Visit www.mira.co.uk to enter the competition. The competition is open to all UK residents. The competition is open to all UK residents. The competition is open to all UK residents.

Up hill and down dale

The new SUV is a game-changer for the car industry. It is a new SUV that is a game-changer for the car industry. It is a new SUV that is a game-changer for the car industry.

Experience counts

Viessmann is a leader in the heating and plumbing industry. We have over 100 years of experience. We have over 100 years of experience. We have over 100 years of experience.

Special reports:

For launches and developments which don't coincide with features, PHPI offers special reports to ensure readers are kept up-to-date.

Feature articles:

Each issue incorporates two or three features spanning the breadth of the heating and plumbing sectors.

Competitions:

Giveaways pages feature prize values in the region of £250. For higher value prizes, half page and full page competitions are available. Minimum prize values are around £500 and £1,000 respectively.

Sponsorship packages

Supplements: Bound-in front cover + DPS advertorial packages are available for lead features throughout the year.

The Big Quiz: A three-page section, The Big Quiz is designed to test readers' knowledge. Prize incentives are used to boost enquiry levels.

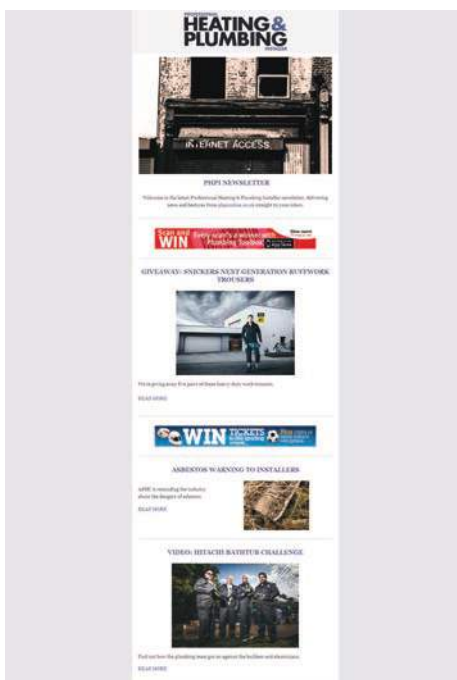
Regular pages: Annual sponsorship is offered for sections throughout the magazine. Bespoke pages are also available and we welcome ideas on content.

Website & social media

phponline.co.uk features the latest industry news, video reviews, technical updates and exclusive competitions, giving visitors instant access to all things heating and plumbing across all browsing platforms. We also offer a twice-monthly newsletter which is sent to around 15,000 installers.



We are also heavily involved in engaging with readers through social media.



Features list

January

[editorial deadline 10/11/16]

Domestic Heating & Controls | Bathrooms & Kitchens

February

[editorial deadline 30/11/16]

Heating & Renewables | Plumbing & Bathrooms

March

[editorial deadline 10/01/17]

Domestic Heating & Controls | Tools & Equipment | Business & Training

April

[editorial deadline 10/02/17]

Room Heating & UFH | Bathrooms & Kitchens | Water Heating & Pumps

May

[editorial deadline 10/03/17]

Heating & Renewables | Plumbing & Bathrooms | Commercial Vehicles

June

[editorial deadline 10/04/17]

Bathrooms & Kitchens | Domestic Heating & Controls | Light Commercial

July/August

[editorial deadline 10/05/17]

Heating & Renewables | Tools & Equipment

September

[editorial deadline 10/07/17]

Plumbing & Bathrooms | Room Heating & UFH

October

[editorial deadline 10/08/17]

Domestic Boilers | Tools & Testing Devices | Business & Training

November

[editorial deadline 08/09/17]

Heating & Renewables | Plumbing & Bathrooms | Water Treatment

December

[editorial deadline 10/10/17]

Top Products 2017 | Domestic Heating & Controls | Tools & Equipment

Submissions

Synopses should be emailed to stuart@hamerville.co.uk.

Feature articles are generally around 700 words and need to be generic in tone with an installer bias.

Accompanying images should illustrate products being fitted.

Rates & data

Space	1 insertion	Type (mm)	Trim (mm)	Bleed (mm)
DPS	£5,300	390x255	420x285	426x291
Full page	£3,100	180x255	210x285	216x291
1/2 page (H)	£1,900	180x124	210x140	216x146
1/2 page (V)	£1,900	88x255	103x285	106x291
1/4 page strip (H)	£1,350	180x60	210x73	216x76
1/4 page strip (V)	£1,350	45x255	50x285	53x291
1/4 page	£1,100		88x124	
1/8 page	£575		88x60	

Covers

Outside back: £3,800

Inside front: £3,700

Inside back: £3,600

Inserts Loose/bound inserts and specials: £POA

Advertising copy deadlines are approximately six weeks prior to publication

All prices are exclusive of VAT

Website

Size	Per four-week period	Specification (px)
Leaderboard	£900	728x90
Single MPU	£850	300x250

Newsletter

Space	Per newsletter	Specification (px)
Banner	£500	468x60

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