

PROFESSIONAL

HEATING & PLUMBING

THE BUSINESS MAGAZINE FOR THE HEATING & PLUMBING INDUSTRY

INSTALLER



2016 MEDIA INFORMATION

Readership & distribution



PHPI has the highest ABC audited circulation in the heating & plumbing sector at 70,845 (Jan 1st to Dec 31st 2014).

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.



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Editorial opportunities

SHARK TALE

PHPI looks at how the SharkBite range can repair damaged pipes in minutes.

How many times has it happened to you that you've had a pipe burst and you've had to call for a plumber? Well, now you can avoid that call by using the SharkBite range of pipe repair products. The SharkBite range of pipe repair products is designed to be used on a wide range of pipe materials, including copper, PEX, CPVC, galvanized steel, and black iron. The SharkBite range of pipe repair products is designed to be used on a wide range of pipe materials, including copper, PEX, CPVC, galvanized steel, and black iron. The SharkBite range of pipe repair products is designed to be used on a wide range of pipe materials, including copper, PEX, CPVC, galvanized steel, and black iron.






1 Locate the leak in the pipe then remove the water if possible. Turn off the water supply to the pipe and drain the system.

2 Cut either side of the pipe to be repaired to a length of 100mm. Use a hand saw to cut the pipe. The SharkBite range of pipe repair products is designed to be used on a wide range of pipe materials, including copper, PEX, CPVC, galvanized steel, and black iron.

3 Push the SharkBite pipe repair tool into the pipe. The SharkBite range of pipe repair products is designed to be used on a wide range of pipe materials, including copper, PEX, CPVC, galvanized steel, and black iron.

4 Tighten the SharkBite pipe repair tool. The SharkBite range of pipe repair products is designed to be used on a wide range of pipe materials, including copper, PEX, CPVC, galvanized steel, and black iron.

Professional Heating & Plumbing Installer April 2015, 13

Wish granted

Roger Bisby finds out if the Aladdin Easyfit Isolator really is a fairytale product.

Every plumber has had one of those jobs where it is impossible to turn the main water off. Sometimes it is an old-fashioned copper pipe, other times the main water has been hidden behind a wall or in the roof of the garden. I have been there in the middle of the night on the house searching around looking for the main water. It is not too bad if you are being paid for the hour but when you have to leave a job in a hurry and you spend time trying to find the main water, you will likely lose your name of honour. Of course you have not found it but you have to return the job to the house and you have to need to fix it a situation before the time. It can be stressful and every plumber will tell you that you don't want it.

So the Aladdin Easyfit Isolator is just what you need. It is a fairytale product that you can use to isolate any pipe in your house. The quick turn is provided by your own hands and the integral hose save the time.

To use you also need the tool kit. The quality you should see is isolated and if you have a spare isolator for a job that really does the job. The right one will have the tool and other the equipment, you can turn it on to use the tool as an independent isolator.

This is a great little device that is completely over-engineered in the way that all plumbing things used to be when they were made in Britain.

"This is a great little device that is completely over-engineered in the way that all plumbing things used to be when they were made in Britain."

30 October 2014 Professional Heating & Plumbing Installer

TOOLS & TESTING DEVICES

BOSCH PROFESSIONAL IMPACT DRIVERS
Bosch has added three new products to its Professional range of cordless impact drivers with maximum torque of 60 Nm. The new 18V Li-Ion Professional range is added to the 10.8V Li-Ion range for the 10.8V Li-Ion Professional and the 10.8V Li-Ion Professional.

STANLEY TOOLS
The new 18V cordless power tool platform has been added to the Stanley 18V system. The new 18V cordless power tool platform has been added to the Stanley 18V system. The new 18V cordless power tool platform has been added to the Stanley 18V system.

FLIR SYSTEMS
FLIR has announced the new M560 Imaging Moisture Meter. The product is the first moisture meter to be equipped with a built-in thermal camera and a non-invasive moisture measurement (NIM) technology. The product is the first moisture meter to be equipped with a built-in thermal camera and a non-invasive moisture measurement (NIM) technology.

SKIFFERS
Kick back and let Skiffers' new SpeedKick Boot do the work, while you enjoy yourself and your family. The product is the first moisture meter to be equipped with a built-in thermal camera and a non-invasive moisture measurement (NIM) technology.

SHICKERS WORKWEAR
A complete new generation of work clothes for professional tradesmen has been introduced to the market by Shickers. The product is the first moisture meter to be equipped with a built-in thermal camera and a non-invasive moisture measurement (NIM) technology.

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.

A LEAP IN THE PARK

WIN A THREE PARK BREAK AND SHOWER PACKAGE WORTH UP TO £1,500

The new Leap entrance from Mira can be used to deliver market-leading ease of installation and best-in-class aesthetics, operation and feel. The Leap entrance from Mira can be used to deliver market-leading ease of installation and best-in-class aesthetics, operation and feel. The Leap entrance from Mira can be used to deliver market-leading ease of installation and best-in-class aesthetics, operation and feel.

HOW TO ENTER
To be in with a chance of taking a Leap in the park, simply answer the following question correctly:
WHAT IS THE NAME OF MIRA'S PATENTED SCREWLESS INSTALLATION SYSTEM?
Toller & Bond (circ reference: 23)
Toller & Bond (circ reference: 24)

START YOUR ENGINES

MEET THE TEAMS

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

WASTE NOT

PROJECT FOCUS
LOUNGE WIZARD

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

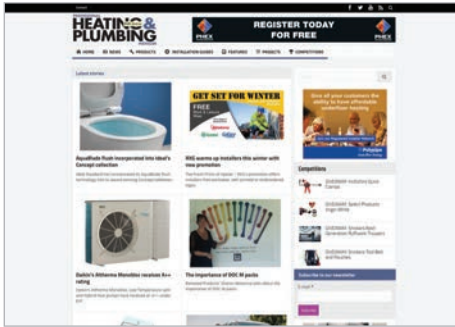
Supplements: Bound-in front cover + DPS advertorial packages are available for lead features throughout the year.

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

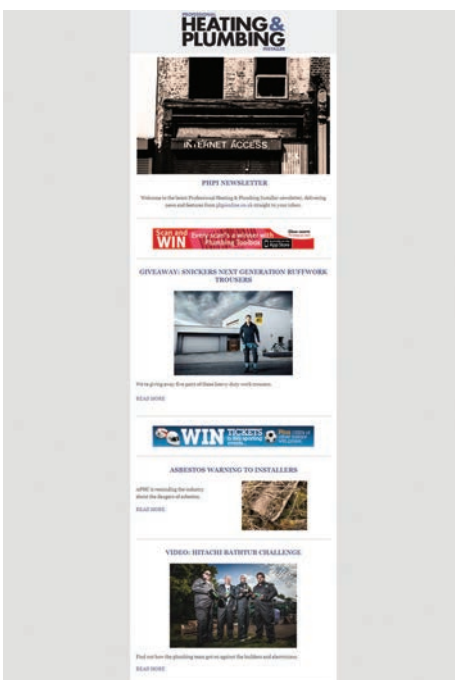
Regular pages: Annual sponsorship is offered for sections throughout the magazine. Bespoke pages are also available and we welcome ideas on content.

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



Features list

January

[editorial deadline 10/11/15]

Domestic Heating & Controls | Bathrooms & Kitchens

February

[editorial deadline 30/11/15]

Heating & Renewables | Bathrooms & Plumbing

March

[editorial deadline 08/01/16]

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

April

[editorial deadline 10/02/16]

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

May

[editorial deadline 10/03/16]

Heating & Renewables | Bathrooms & Plumbing | Commercial Vehicles

June

[editorial deadline 08/04/16]

Bathrooms & Kitchens | Domestic Heating & Controls | Light Commercial

July/August

[editorial deadline 10/05/16]

Heating & Renewables | Tools & Equipment

September

[editorial deadline 08/07/16]

Bathrooms & Plumbing | Room Heating & UFH

October

[editorial deadline 10/08/16]

Domestic Boilers | Tools & Testing Devices | Business & Training

November

[editorial deadline 09/09/16]

Heating & Renewables | Bathrooms & Plumbing | Water Treatment

December

[editorial deadline 10/10/16]

Top Products 2016 | 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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