

# PLUMBHEAT



## Media Pack 2012

**PLUMBHEAT** is the official publication of SNIPEF, which is the largest and most well respected trade body for plumbing and heating companies in Scotland and Northern Ireland, with well over 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 and

beyond, plus, new to Plumbheat, will be a faxback reader reply service with each and every advertiser having their own unique reply number.

The magazine is not only distributed to SNIPEF members but now covers every plumbing and heating company in Scotland and Northern Ireland with a 3500 print run targeted at director level and, as such, the publication offers extremely good marketing opportunities for companies that wish to advertise, inform or promote their products to key decision makers.



For advertising enquiries contact: [paula.english@excelpublishing.co.uk](mailto:paula.english@excelpublishing.co.uk) or [peter.jones@excelpublishing.co.uk](mailto:peter.jones@excelpublishing.co.uk) Tel: 0161 236 2782



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## Media Pack

### Rate Card

	Type Area (H x W mm)	Bleed Area (H x W mm)	Trim Area (H x W mm)	Cost
A: <b>DPS</b>	266 x 395	303 x 426	297 x 420	£1850
B: <b>Full Page</b>	266 x 185	303 x 216	297 x 210	£975
C: <b>Inside Front</b>	266 x 185	303 x 216	297 x 210	£1095
D: <b>Inside Back</b>	266 x 185	303 x 216	297 x 210	£1095
E: <b>Outside Back</b>	266 x 185	303 x 216	297 x 210	£1095
F: <b>Half Page: Portrait</b>	266 x 90			£700
G: <b>Half Page: Landscape</b>	130 x 185			£700
H: <b>Quarter: Portrait</b>	130 x 90			£415
I: <b>Quarter: Landscape</b>	62 x 185			£415



### Forward Features

#### Spring 2012

LPG – Compliance & Safety  
Rainwater Harvesting  
Energy Efficiency  
Ground Source Heat Pumps  
Training

#### Summer 2012

Water Heating & Pumps  
Heating Controls  
Water Treatment  
Tools & Testing Devices  
Training

#### Autumn 2012

Domestic boiler buyers guide  
Underfloor heating  
Secure oil storage  
Renewable Technologies (including solar thermal, heat pumps, biomass and rainwater harvesting)  
Training

#### Winter 2012

Bathrooms & showers  
Use of CAD  
Heating alternatives (incorporating non-mains gas and renewable)  
Spotlight on safety  
Training

#### Series Discount

2 - 3 insertions = 10%  
4 insertions = 15%

#### Frequency

Quarterly (March, June, Sept & Dec)

#### Copy dates

4 weeks prior to publication date

#### Cancellation dates

6 weeks prior to publication date

#### INSERTS

An economical way to distribute your literature

#### Loose Inserts

£ 150 per '000 under 18 grams (over 18g - price on application)

#### Minimum Charge

£ 300

#### Maximum Size

A4, (297 x 210mm)

#### Bound

Rates on application

### Technical Information

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

#### For advertising enquiries contact:

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