

PLUMBHEAT

Media Pack 2010



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.



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RATES

	DIMENSIONS	(DEPTH X WIDTH)		COST PER INSERTION
SPACE	TYPE AREA (H x W mm)	BLEED (H x W mm)	TRIM (H x W mm)	FULL COLOUR
Double page	266 x 395	303 x 426	297 x 420	£ 1850
Full page	266 x 185	303 x 216	297 x 210	£ 975
Half page (Vertical)	266 x 90			£ 700
Half page (Horizontal)	130 x 185			£ 700
Quarter page (Vertical)	130 x 90			£ 415
Quarter page (Horizontal)	62 x 185			£ 415

SERIES DISCOUNT	2 - 3 insertions = 10% 4 insertions = 15%
FREQUENCY	Quarterly (March, June, Sept and 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	£ 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	
ARTWORK	Complete advertisements can be supplied as high resolution "press ready" PDF's, or InDesign, QuarkXpress, Photoshop or Illustrator documents incorporating the relevant fonts and image files (EPS, Tiff or JPEG) Saved as 300 dpi. NOT ACCEPTABLE: PowerPoint, Corel Draw, Publisher, Word. Please contact the Production Department on 0161 236 2782 for further information



Forward Features

Spring 2010	Summer 2010	Autumn 2010	Winter 2010
Tools	Bathrooms & Showers	Domestic Boiler Buyer's Guide	Biomass Boilers
Renewables (Rainwater Harvesting & Greywater)	Unvented Hot Water Systems	Underfloor Heating	Alternative Fuels
Testing Equipment	Training	Heating Controls	Training