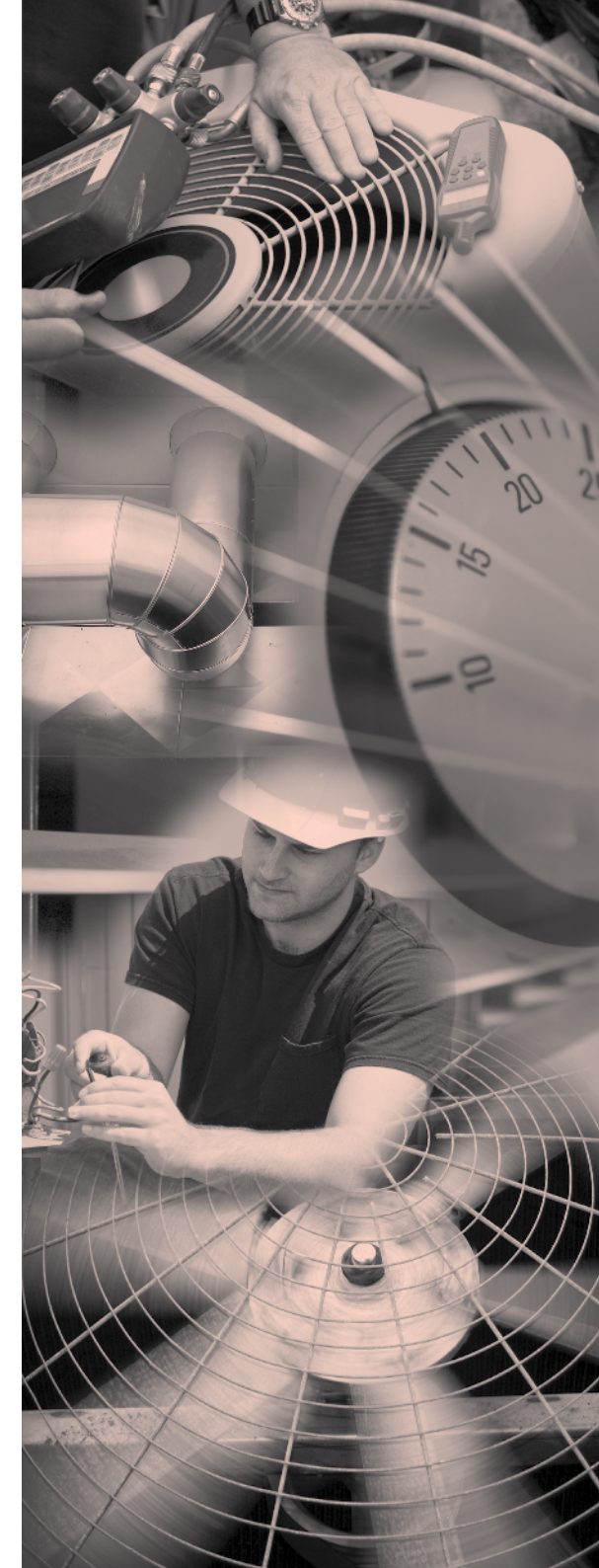


# H&Vnews

## Media Information 2012

The publication for the Heating,  
Ventilating and Air Conditioning Industry



# A message from the editor



**H&V News** is the leading magazine for the heating, ventilation and air conditioning market, focusing on news, practical advice on technology and regulation, new products and market intelligence.

Our fortnightly publication – supported by our digital daily news service online – means we are the most up to date magazine in the market. It's one of the reasons recent NPS research showed contractors and installers were more likely to recommend HVN than any other magazine in the market.

H&V News Building Services portfolio brings you more news stories than ever before, with new sections on products, projects, market data, contract leads, technical knowhow and advice on regulation. So it's packed with news and useful information for all our different types of readers.

Best wishes,

**Dennis Flower**  
**020 7728 4652**



To advertise in H&V News call us on **020 7728 4528**

**H&Vnews**

# Why advertise with H&V?

**H&V News is the industry's ONLY news magazine:** Weekly news, product emails and our new mobile site offers unrivalled reach into your target market.

**Attract key decision makers:** H&V News is widely acknowledged as the best quality business information available to the H&V sector - It is the favourite publication buyers and specifiers use to source new products and services from industry leading companies.

**Win business:** Every fortnight our editor selects the products that have caught his eye – and the Showcase section also gives you the chance to take space to advertise new launches and innovative products.

**Put your brand ahead of the competition:** H&V supplies the numbers that help readers make business decisions – we bring you the key market data, latest projects out to tender and contract leads from around the country to help give contractors and installers an competitive edge.

**Offer must have services:** Each issue focuses on a specific area of the HVAC industry informing readers of some of the Products, projects and people that will help readers conduct successful business. Align your brand alongside these special reports and be seen at the innovative forefront of this competitive industry.



To advertise in H&V News call us on **020 7728 4528**

**H&Vnews**

# The number one information provider

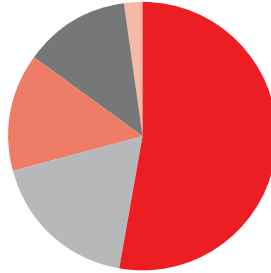
As a controlled circulation journal, we invest heavily in building precisely targeted circulation. You are guaranteed the highest quality and audience coverage for your sales and marketing message, ensuring exposure to the key decision makers in the H&V sector.

## What do readers think of H&V News?

According to NPS research:

- Nearly half of readers spend more than 20 minutes reading their copy
- **80%** of readers have requested further information after seeing advertising in H&V News
- **80%** of readers find H&V News useful to their business
- **75%** of readers would recommend H&V News to a colleague

## Analysis by industry sector



- Contractors/Installers **53%**
- Manufacturers/Distributors/Merchants **18%**
- End users/Surveyors/Architects **14%**
- Consulting engineers/Building Services Designers **13%**
- Others **2%**

Net circulation (November 2010): 13,482

## Analysis by areas of work



- Domestic heating **47%**
- Industrial/Commercial Heating **57%**
- Air Conditioning **53%**
- Air Movement and Ventilation **50%**

\*Publisher data

To advertise in H&V News call us on **020 7728 4528**

**H&Vnews**





# H&V News Advertising Rates

## Print Prices

	Display	Classified	Recruitment
<b>Double page Spread</b>	£5,060		
<b>Half Page DPS</b>	£3,575		
<b>Full Page</b>	£2,640	£2,112	
<b>Half Page</b>	£1,925	£1,056	
<b>Front Cover Strip</b>	£1,375		
<b>Back Cover Strip</b>	£1,375		
<b>Quarter Page</b>	£1,157	£528	
<b>Eighth Page</b>	£319	£264	
<b>Sixth Page Strip</b>	£990		
<b>Sixteenth Page</b>		£132	
<b>Tenders</b>		£56scc	
<b>Product Placement</b>	£275		
<b>INSERTS</b>	£165/1,000 Based on standard A5 10 gram inserts		

## Online Prices per month

<b>Leaderboard</b>	728x90	£1,000
<b>Top MPU</b>	300x250	£1,200
<b>Skyscraper</b>	160x600	£900
<b>Bottom MPU</b>	300x250	£800
<b>Bottom Leaderboard</b>	728x90	£800
<b>Button</b>	212x90	£600

Your banner on the Homepage or News page will be one of four banners on rotation. Total sponsorship of homepage **£3000 per month**.

## Email advertising/Weekly newsletters

Each week H&V News sends out an electronic alert to thousands of HVAC personnel. The News Alert keeps busy people up-to-date with the latest news and products, while job listings bring the latest career opportunities to those searching for their next job. The alert offers excellent advertising opportunities.

**2 advert positions per week, Skyscraper and Leaderboard: £975 per week**



To advertise in H&V News call us on **020 7728 4528**

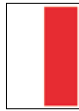
**H&Vnews**

# Size specifications (depth x width)



## Full page

275 x 190mm type  
297 x 210mm trim  
303 x 216mm bleed



## Half page vertical

275 x 93mm



## Double page spread

275 x 400mm type  
297 x 420mm trim  
303 x 426mm bleed



## Quarter page

134 x 93mm



## Quarter page strip

70 x 190mm



## Half double page spread

134 x 400mm



## Eighth page

70 x 93mm



## Half page horizontal

134 x 190mm



## Sixth page strip

45 x 190mm



To advertise in H&V News call us on **020 7728 4528**

**H&Vnews**

# HVNplus.co.uk

HVNplus.co.uk delivers up-to-date daily news, statistics and market information from the world of heating and ventilation as well as having an HVAR index, newsletters and useful industry information including events and links.

Together with H&V News magazine (printed circulation of 13,500\*\*), Emap's building services portfolio gives advertisers maximum reach within the HVAC sector

The internet is now firmly cemented as an essential business tool with 97% of business decision makers having acted upon information seen on a b2b website.\*

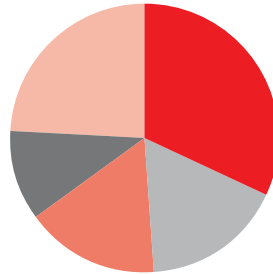
HVNplus.co.uk provides extensive reach into the market, with the average traffic for the site being:

■ **10,045** monthly visits\*\*

■ **19,837** monthly page impressions\*\*

■ **2.10** page views per visit\*\*

## Who are our users?



- Contractors/Installers **32%**
- Consultants/ building services designers **17%**
- End users/ architects **16%**
- Consulting engineers/Building Services Designers **11%**
- Other: (Research & development, Trade Associates and PR) **24%**



\*Source: IPSOS MORI/AOP Nov 2008 \*\*Source: Webtrends (1 Nov '10 – 1 Nov '11 average)  
\*\*\*Publisher data



To advertise in H&V News call us on **020 7728 4528**

**H&Vnews**

# Webcasting, video production & lead generation

## HVN TV

### Live webcasting for Heating & Ventilation management

Live audio webcast with slides	£3,000
Podcast/audio webcast	£4,200
On-demand video interview	£5,000
On-demand video case study	£8,000
Client video (not produced by HVN) can be hosted on HVN	£POA

### Case study-led lead generation:

Hosting and promotion of client case studies, interviews and research generate business leads on a CPL basis.

50 leads at £75 CLP	£3,750
100 leads at £70 CPL	£7,000
150 leads at £65 CPL	£9,750
200 leads at £60 CPL	£12,000

Powered by

BrightTALK™



Example: Podcast player

Example: Registration page



To advertise in H&V News call us on **020 7728 4528**

**H&Vnews**

# Email solutions

## Solus emails

The solus email format carries exclusive content provided entirely by the sponsor, sent via hvnplus.co.uk. This is the ideal platform to promote new products and services, press releases, white papers, events etc.

Our targeted email newsletters and alerts allow you to get your message delivered straight into the inbox of our registered users. HVNplus.co.uk distributes 8 emails every month to opted-in subscribers.

**Investment: Solus email £1000**



Can't see the images? [Try the browser friendly version](#)  
The content below is the sole responsibility of the sponsor.  
Designated trademarks and brands are the property of their respective owners.

Forward to [a friend](#)

**London Beerfest**  
Bringing the Spirit of Oktoberfest to the City of London

There are just four weeks to go until London Beerfest transforms Old Billingsgate Market (located close to St Paul's) into a traditional Oktoberfest with live music, dancing and a host of other entertainment. For an unbeatable party, live music, drinks and unlimited steins of delicious Bitburger beer.

Why take your clients all the way to Munich when you can experience the look, drink and entertainment of Oktoberfest in the heart of the City of London?

Book tickets for this popular event. [Request a quote for your advertisement](#)  
Contact [james.dale@hvnworld.com](mailto:james.dale@hvnworld.com)  
[www.londonbeerfest.com](http://www.londonbeerfest.com)

— IMG —

If you'd rather not receive third party e-mails from partners of H&V News please unsubscribe yourself [here](#).  
Please visit our [Privacy Policy](#) and [Terms and Conditions](#) if you have any questions.

**H&Vnews**

Enag Limited, Company number: 573204 (England) Registered Office: Greater London House, Hempstead Road, Mill Hill



To advertise in H&V News call us on **020 7728 4528**

**H&Vnews**

# Email solutions

## Email newsletters and daily news emails

HVNplus.co.uk send out daily news alerts to registered users who have requested to receive the latest news direct to their inbox.

## Weekly emails

Our sponsorship package includes all inventory on the email (MPU, sky, top banner and bottom leaderboard).

**Investment: Channel sponsorship £1000**

**Channel/geographical emails £210cpm per position per email (sky & leaderboard)**



## H&V news

WEEKLY NEWSLETTER 08/11/2011

Find your perfect job faster  
1. Sign up for Jobs by Email  
2. Choose a CV profile  
3. Search online

**LATEST NEWS**  
**FMB director general on 'indefinite leave' after budget dispute**  
The director general of the Federation of Master Builders Richard Diment has taken leave from the organisation after a budget dispute. Construction News understands...

**Renewable company launches £10m 'Ecobonds'**  
Ecotricity, the UK's largest renewable energy company, is launching a second issue of its popular 'Ecobonds', worth £10 million.

**Energy report slammed by trade association**  
RenewableUK, the country's largest renewable energy trade association, has strongly criticised the flawed energy report "Thinking About The Affordable".

**Balfour Beatty wins £290m Scottish energy deal**  
Scottish Hydro Electric Transmission has awarded Balfour Beatty a £290 million contract to replace the electricity transmission line between Beatty and Wharry Burn.

**Green energy firm secures £510k Scottish deal**  
A Co Down renewable energy firm has secured new business in Scotland worth £540,000.

**Europe to push back UK's feed-in tariff**  
The European Commission is to study the UK's planned December cuts to the Feed-in Tariff and the likely effects on the nation's obligations under its Renewable Roadmap.

**Wind turbine proposal at Somerset farm**  
A 54-metre high wind turbine that could generate enough electricity to power a small village is being planned for a farm near Maesbury Castle.

**Report backs Scottish renewables under independence**  
Report backs Scotland's renewable energy policies, despite previous warning against businesses investing in the renewables sector in Scotland.

**UPDATES**  
**Download Contract Leads - 9 November 2011**  
Download the latest HVAC contract leads here

**JOB OF THE WEEK**  
**Rollalong**  
Senior Designer / Lead Designer  
Over 10 years experience

**MORE JOBS**  
Experienced Electrician  
- Salary 7K  
- £0.00 per annum +  
- Competitive Salary

**Technical Services Team Leader (Co-ordinator)**  
- Competitive Salary + Benefits

**CONTRACTS MANAGER**  
- Negotiable + Car or Allowance + Benefits

**CONSTRUCTION MANAGER**  
- Negotiable

**Technical Account Manager - Domestic Heating and Heat Pumps - 430K Basic**  
- Basic up to 430k plus Car Allowance

**HVAC INDEX**

The HVAC Index is an online tool analysing the top contractors and consultants in the building services sector.

**DIRECTORY**  
**The Specifier's Guide 2011**  
Click here to find out more

**H&V NEWS AWARDS**  
**H&V NEWS AWARDS 2011**  
AWARDS HEADLINE SPONSOR  
PIPE CENTER  
Click here to find out more

**H&V NEWS LINKEDIN**  
**LinkedIn**  
Click here to join our LinkedIn group

**Subscribe to H&V News today for all the latest news**

© Emap Ltd. 2011.  
You have received this email because you have subscribed to this newsletter. To stop receiving this newsletter, please [click here](#) and update your email preferences.  
Terms and Conditions | Privacy Policy | Contact Us  
Emap Ltd. Registered Office: One London House, Harewood Road, London NW11 7EU.  
Registered in England and Wales, no. 431023 VAT number: GB456 4204 42



To advertise in H&V News call us on 020 7728 4528

# H&V news

# Production Information

## Ad production contact

Jo Lambert

e: [jo.lambert@emap.com](mailto:jo.lambert@emap.com)

t: 020 7728 4110

f: 020 7728 4100

Emap Inform Production, Greater London House,  
Hampstead Road, London, NW1 7EJ

Deadline 14 days prior to publication date

## Copy Requirements

Please supply high res PDFs to Pass4Press standards  
([www.pass4press.com](http://www.pass4press.com))

Please ensure all fonts are embedded and colour spacing  
is CMYK. All images should be saved using the  
ISOcoated\_v2\_300\_eci Colour Profile ([www.eci.org](http://www.eci.org))

File resolution should be 300dpi and all high resolution  
images must be embedded within the file. Do not use OPI  
settings.

If an accurate, validated hard copy proof is not supplied,  
emap cannot be held responsible for the reproduction of  
these advertisements.

Digital proofs must be 100% of the final size and must be  
produced from the exact pdf file supplied. Digital proofs  
can be accepted from a range of devices. Please check the  
FOGRA website ([www.fogra.org](http://www.fogra.org)) for a list of FOGRA 39L  
accredited devices, based on the forthcoming ISO 12647-7  
proofing standard.

All proofs must include the UGRA/FOGRA media wedge  
CMYK v2.2. This should be included outside the page area.

Emap will make all reasonable efforts to ensure that  
the content is printed within the ISO 12647-2 printing  
condition. Emap can take no responsibility for adverts  
that have been incorrectly supplied - the file content and  
construction is the responsibility of the sender.

## File Delivery

Artwork can be supplied via email to  
**[jo.lambert@emap.com](mailto:jo.lambert@emap.com)**

We can also accept files uploaded via ftp. Details are  
available on request.

As ftp is not a managed/tracked service, please ensure  
you confirm your file has been uploaded by sending an  
email to the production contact above.



To advertise in H&V News call us on **020 7728 4528**

**H&V**news