

COVER

ABOUT
H&V NEWS

ABOUT RAC

HVN & RAC
ONLINE AND
PRINT REACH

ONLINE
AND PRINT
OFFERING AT
A GLANCE

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HVN AWARDS

RAC COOLING
AWARDS

IAQWS

H&Vnews rac

H&V NEWS & RAC MEDIA PACK

www.hvnplus.co.uk

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H&Vnews

ABOUT H&V NEWS

H&V News has been in print for over 60 years, and celebrated its latest evolution relaunching as a monthly title in April 2016. The new H&V News enables us to continue the coverage of industry issues and to add more analysis, opinion and debate, together with in-depth coverage of the technology on which the industry depends.

The 11,000 monthly circulation includes over 6000 building services contractors who rely on the essential content, in depth analysis and opinion to provide HVAC industry knowledge, insight and trends. Uniquely in the trade media sector, our focus is on the contractors and their supply chains allowing us to cover light industrial and commercial HVAC contracting. Our focus is on the contractors, as businesses, rather than on individual installers.

The H&V News brand runs the largest and most successful awards in building services, the H&V News Awards celebrated in front of an average audience of 1100+ professionals at the Grosvenor House Hotel, Park Lane, every April. Here we recognise industry achievements and innovation in a sector which is evolving rapidly to meet the challenges of the modern world. For firms and organisations wanting to raise their profile, awards sponsorship provides a well-proven platform to reach a high profile audience.

H&V News has also carved a reputation for bespoke thought-leadership events – both Question Time audience debates and Round Tables– providing a platform for lively discussion on subjects as diverse Indoor Air Quality, Skills Development, Offsite Manufacturing and BIM.

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ABOUT RAC

RAC is now published as a 'magazine within a magazine' alongside H&V News, bringing readers the best from both sectors. The publication for the refrigeration and air conditioning sectors can point to a history that stretches back to 1898 and it continues to help set the agenda on both industry issues and new technology. In the last decade, RAC has also been in the forefront of championing the cooling industry's efforts to reduce global warming through FGAS legislation and new product development.

The RAC Cooling Industry Awards, held every September at the Hilton, Park Lane, celebrate the industry's achievements in meeting the environmental challenges through innovation. The Cooling Awards, launched 16 years ago have long been the must-attend awards for the sector, attracting an average audience of 600 senior cooling, fridge and AC professionals.

The magazine is proud of its unrivalled relations with supermarket end users, which has seen it run the popular Retail Question Time event, featuring supermarket panellists. In the last three years, it has helped map out the future of refrigerants, through its F-Gas Question Times, featuring exclusive debate on the latest legislation and the innovation needed to meet it.

RAC provides bespoke roundtable discussion events on a variety of subjects, with the ability to bring experts together to discuss important topics, tailored to the needs of our commercial partners. Topics range from Supermarket Maintenance to Data Centre Cooling to the Future of Refrigeration.

H&V NEWS & RAC ONLINE AND PRINT REACH

	HVN	RAC
Unique monthly visitors	12,000	8500
Monthly page views	24,000	17,000
Page views per visit	2.5	2.5
Newsletter numbers for RAC & HVN	2500	1500

hvnplus.co.uk & racplus.com online

With the launch of a new platform for hvnplus.co.uk & racplus.com in 2015, the two websites digital offering becomes a core focus as we build on our status as the leading media brand for the building services sector.

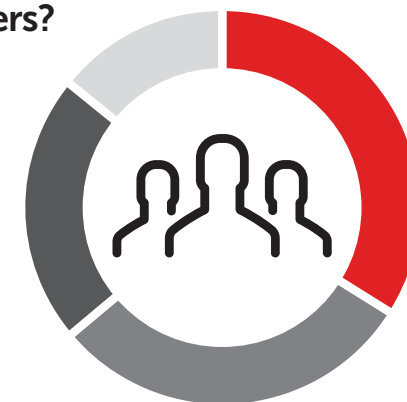
Who are our online H&V News users?

- 31%** Contractors / installers
- 24%** End users / architects
- 15%** Research and development / trade associates and PR
- 14%** Distributors / merchants
- 16%** Building services designers / engineers



Who are our online RAC users?

- 34%** Contractors
- 30%** Manufacturers
- 22%** End users
- 14%** Service providers



Newsletters & Digital issues

Our digital issues will be transforming into targeted email alerts with increased use of video, blogs and interactive.

Print

11,000 copies



Conclusion

All the above will complement and support our many live events, including roundtables – and the H&V News Indoor Air Quality & Water Safety 2017 conference. The combination of magazine subscribers, online users, Twitter followers and LinkedIn group members has resulted in H&V News & RAC extending its reach to more than 20,000 professionals within the building services sector.

ONLINE AND PRINT OFFERING AT A GLANCE



Online

Website

Billboard	£1750 per month
MPU	£1550 per month

Webinars, webcasting and video production

Live audio webcast with slides	£POA
Live 45-minute webinar	£POA
On-demand video interview	£POA
On-demand video case study	£POA
Client-produced video hosted on hvnplus.co.uk	£POA

Newsletters and e-shots

H&V News newsletter advertising	£POA
Sponsored email	£POA
Case study-led lead generation:	Hosting and promotion of client case studies, interviews & whitepapers



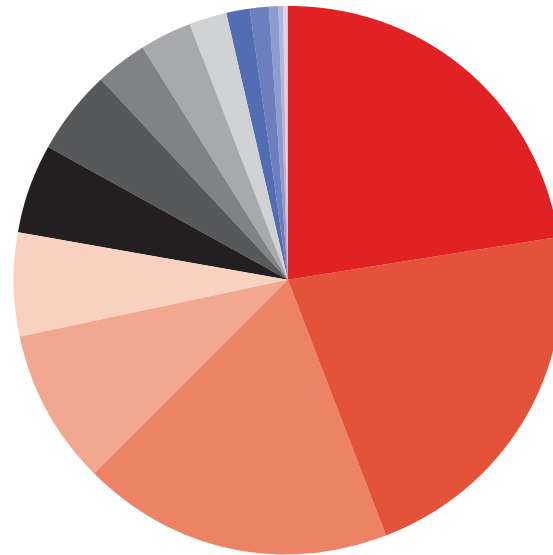
Print

Advertising

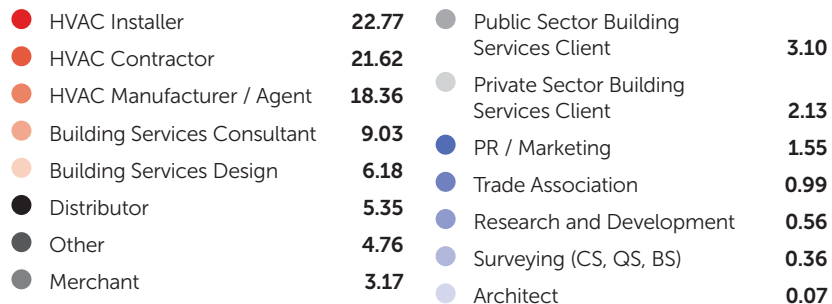
Double-page spread	£6,080
Full page	£3,200
Half-page, double-page spread	£3,200
1/4 page strip	£1500
1/2 page horizontal	£2250
1/2 page vertical	£2250
Advertorials	£POA
Gatefolds	£POA
False front/ inside front package	£POA
Bellyband to DPS centre spread	£POA

SUBSCRIBER BREAKDOWN

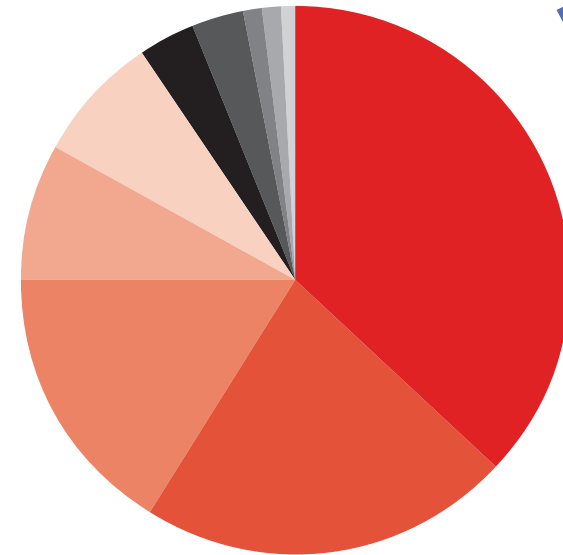
H&V News Subscriber breakdown by organisation type



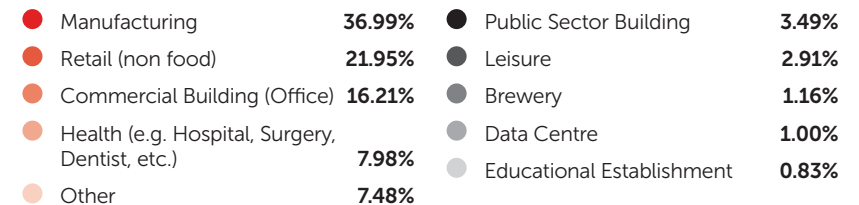
Natures of business



RAC Subscriber breakdown by organisation type



Natures of business



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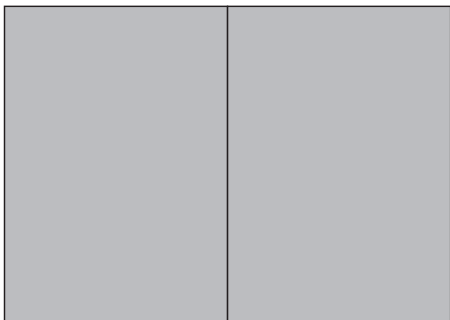
HVN AWARDS

RAC COOLING
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DISPLAY ADVERTISEMENTS

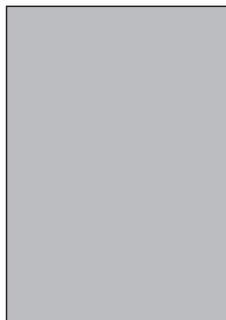
Double-Page Spread



Type: 275mm x 400mm
Trim: 297mm x 420mm
Bleed: 303mm x 426mm

£6,080 per insertion

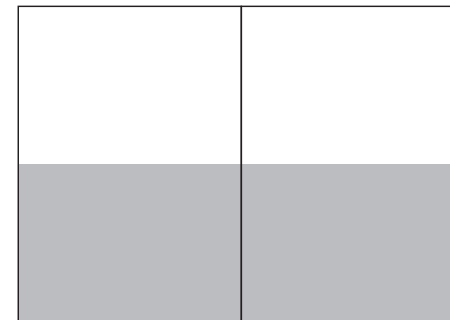
Full Page



Type: 275mm x 190mm
Trim: 297mm x 210mm
Bleed: 303mm x 216mm

£3,200 per insertion

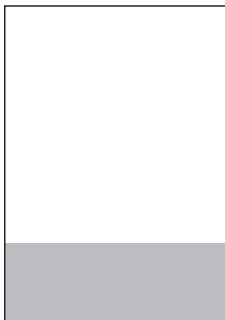
Half Double-Page Spread



Type: 134mm x 400mm

£3,200 per insertion

Quarter Page



Type: 70mm x 190mm

£1,500 per insertion

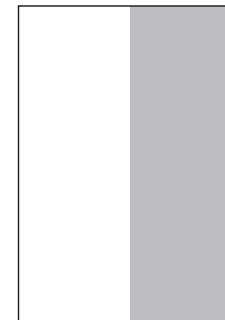
Half Page Horizontal



Type: 134mm x 190mm

£2,250 per insertion

Half Page Vertical



Type: 275mm x 93mm

£2,250 per insertion

H&V NEWS AWARDS SPONSORSHIP PACKAGES:

Marketing Campaign:

With ten months of promotion from July to April, your logo and company name can be seen more than 1,000,000 times during the complete campaign.

Raise your brand profile:

Long-term affiliation with the H&V News Awards, this promotes strong brand recognition. Your involvement, including presentation of a key award and the hosting of a central table, ensures leading industry figures recognise the significance of your company; and encourages wider identification from existing and potential customers alike.

Marketing Campaign reach:

	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	Total
H&V News (print ads)	22,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	242,000
H&V News Awards website sessions	798	947	862	1374	1509	711	2159	1318	2016	4421	522	16,637
E-shots	33,763	72,681	50,827	66,346	86,829	0	16,629	20,470	56,373	20,198	15,928	440,044
H&V News website sessions	4964	4787	4577	5023	5661	4716	5758	4597	3964	3145	3145	50,337
Twitter (awards and brand accounts)	4734	4734	4734	4734	4734	4734	4734	4734	4734	4734	4734	52,074
LinkedIn (awards and brand accounts)	7766	7766	7766	7766	7766	7766	7766	7766	7766	7766	7766	85,426
Total	74,025	112,915	90,766	107,243	128,499	39,927	59,046	60,885	96,853	62,264	54,095	886,518

Effective business development:

With more than 1,100 attendees, this premier event is a unique opportunity for you and your team to network amongst the industry's elite. Use this unique event as a chance to host a table and thank your key clients, encourage fresh business and empower your sales teams to generate effective new leads.

We have sponsorship packages to meet all budgets which can extend your marketing reach and offer a range of benefits:

- **Headline Sponsorship**
- **Award Category Sponsorship**
- **Supporting Sponsorship**
- **On the night Partner Package**

RAC COOLING AWARDS

Why sponsor the RAC Industry Cooling Awards



Build and strengthen your brand and establish your company as a market leader.



Gain unprecedented press exposure in the industry's leading publication RAC as well as other prominent publications in building services.



Increase your profile and put your message in front of key contacts in the supermarket, food retail sector and other key end user customer sectors.



Establish yourself as a global thought leader to a room packed full of potential customers and partners.

	February	March	April	May	June	July	August	September	Total
RAC (print ads)	22,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	242,000
RAC Awards website sessions	709	821	1090	690	1017	736	794	2474	8331
E-shots	26,052	23,182	27,921	21,852	25,863	26,783	24,567	36,731	212,521
RAC website	4013	4675	4231	4078	3987	4789	5013	4987	35,773
Twitter (awards and brand accounts)	3269	3269	3269	3269	3269	3269	3269	3269	26,152
LinkedIn	261	261	261	261	261	261	261	261	261
Total	56,304	54,208	58,772	52,150	56,397	57,838	55,904	69,772	461,345

IAQWS

H&V News Indoor Air Quality & Water Safety Conference

The benefits of sponsoring the conference include:



Direct access and exposure to your key audience of facilities managers and manager of healthcare estates, large public sector estates, social housing & technical engineers.



A five-month, multi-platform advertising campaign.



Brand exposure; exhibition space; delegate passes; delegate access with face-to-face networking opportunities.

We offer bespoke sponsorship opportunities to meet all marketing budgets:



Standard package



Content lead sponsorship

Example of Job Titles:

- Head of Estates
- Head of Legionella Services
- Head of Maintenance
- Legionella Duty Holder
- Legionella Manager
- Commercial Operations Manager
- Compliance Technical Manager
- Chief Engineer
- Energy Sustainability Manager
- Engineering Surveyor
- Maintenance Manager - Mechanical
- Maintenance Operations Manager
- Water Systems Risk Manager
- Statutory Compliance Technician
- Senior Safety Practitioner
- Principal Services Engineer, Design and Construction

Example of Organisations:

- Cambridge University Hospitals NHS Foundation Trust
- Canary Wharf Management Limited
- Birmingham City Council
- Dorset Healthcare University NHS FT
- Building Engineering Services Association (BESA)
- Health and Social Services Department, States of Jersey
- Hampshire County Council
- King's College London
- Kirklees Council
- University Hospitals of Leicester NHS Trust
- Western Health and Social Care Trust
- WRAS
- The University of Warwick
- University Hospitals of Leicester NHS Trust
- University of Liverpool
- University of Nottingham