H&V NEWS & RAC MEDIA PACK

www.hvnplus.co.uk
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.
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

<table>
<thead>
<tr>
<th></th>
<th>HVN</th>
<th>RAC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unique monthly visitors</strong></td>
<td>12,000</td>
<td>8500</td>
</tr>
<tr>
<td><strong>Monthly page views</strong></td>
<td>24,000</td>
<td>17,000</td>
</tr>
<tr>
<td><strong>Page views per visit</strong></td>
<td>2.5</td>
<td>2.5</td>
</tr>
<tr>
<td><strong>Newsletter numbers for RAC &amp; HVN</strong></td>
<td>2500</td>
<td>1500</td>
</tr>
</tbody>
</table>

**Who are our online H&V News users?**

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

**Who are our online RAC users?**

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

**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.

**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

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>£1750 per month</td>
</tr>
<tr>
<td>MPU</td>
<td>£1550 per month</td>
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</table>

## Webinars, Webcasting and Video Production

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live audio webcast with slides</td>
<td>£POA</td>
</tr>
<tr>
<td>Live 45-minute webinar</td>
<td>£POA</td>
</tr>
<tr>
<td>On-demand video interview</td>
<td>£POA</td>
</tr>
<tr>
<td>On-demand video case study</td>
<td>£POA</td>
</tr>
<tr>
<td>Client-produced video hosted on hvnplus.co.uk</td>
<td>£POA</td>
</tr>
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</table>

## Newsletters and E-shots

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
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<tbody>
<tr>
<td>H&amp;V News newsletter advertising</td>
<td>£POA</td>
</tr>
<tr>
<td>Sponsored email</td>
<td>£POA</td>
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</tbody>
</table>

## Print

### Advertising

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Double-page spread</td>
<td>£6,080</td>
</tr>
<tr>
<td>Full page</td>
<td>£3,200</td>
</tr>
<tr>
<td>Half-page, double-page spread</td>
<td>£3,200</td>
</tr>
<tr>
<td>1/4 page strip</td>
<td>£1,500</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>£2,250</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>£2,250</td>
</tr>
<tr>
<td>Advertorials</td>
<td>£POA</td>
</tr>
<tr>
<td>Gatefolds</td>
<td>£POA</td>
</tr>
<tr>
<td>False front/inside front package</td>
<td>£POA</td>
</tr>
<tr>
<td>Bellyband to DPS centre spread</td>
<td>£POA</td>
</tr>
</tbody>
</table>
SUBSCRIBER BREAKDOWN

H&V News Subscriber breakdown by organisation type

- HVAC Installer: 22.77%
- HVAC Contractor: 21.62%
- HVAC Manufacturer / Agent: 18.36%
- Building Services Consultant: 9.03%
- Building Services Design: 6.18%
- Distributor: 5.35%
- Other: 4.76%
- Merchant: 3.17%
- Private Sector Building Services Client: 3.10%
- PR / Marketing: 2.13%
- Trade Association: 1.55%
- Research and Development: 0.99%
- Architect: 0.56%
- Surveying (CS, QS, BS): 0.36%
- Other: 0.07%

RAC Subscriber breakdown by organisation type

- Manufacturing: 36.99%
- Retail (non food): 21.95%
- Commercial Building (Office): 16.21%
- Health (e.g. Hospital, Surgery, Dentist, etc.): 7.98%
- Educational Establishment: 7.48%
- Public Sector Building: 3.49%
- Leisure: 2.91%
- Brewery: 1.16%
- Data Centre: 1.00%
- Other: 0.83%

Natures of business
DISPLAY ADVERTISEMENTS

Double-Page Spread

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

£6,080 per insertion

Quarter Page

Type: 70mm x 190mm

£1,500 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

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:

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

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.**

### RAC COOLING AWARDS

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

- **About H&V News**
- **About RAC**
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- **Online and Print Offering at a Glance**
- **Subscriber Breakdown**
- **Display Advertisements**
- **HVN Awards**
- **RAC Cooling Awards**
- **IAQWS**
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