THE MAGAZINE FOR THE CHARTERED INSTITUTE OF PLUMBING AND HEATING ENGINEERING

TO ADVERTISE email: harvey.falshaw@jamespembrokemedia.co.uk or call: 020 3198 3092
Chartered Institute of Plumbing and Heating Engineering

Open-rates for electronic communications
50%

Media pack 2020

Advertise in the magazine of the Chartered Institute of Plumbing and Heating Engineering

Founded in 1906, the Chartered Institute of Plumbing and Heating Engineering (CIPHE) is the professional body for the UK plumbing and heating industry. Membership is made up of consultants, specifiers, designers, public health engineers, lecturers, trainers, trainers and practitioners. The CIPHE has a membership of 7,500 including over 150 manufacturers and distributors. The majority of members live in the UK, although over 1,000 are residents in Hong Kong.

The CIPHE is a member of the Construction Industry Council and a licensed member of the Engineering Council (UK).

P&H Engineering is the official magazine of the CIPHE, containing technical articles, latest industry news and environmental and educational updates. It is sent to all members six times per year.

The magazine is kept as a reference tool by members, who are decision-makers in sourcing professional products, and is used extensively as a technical resource.

Our profile

7,500 circulation
60 approved training centres
15% of membership is based in Hong Kong
150,000 people working in the industry
98% are male 2% are female
150 manufacturers and suppliers are Industrial Associate Supporters
6 issues per year
50% open-rates for electronic communications

UK plumbing and heating industry is worth £13 billion+
Advertising rates & specifications

**Display**
1. Outside back cover £1,850
2. Inside front cover £1,850
3. Inside back cover £1,750
4. Full page £1,650

Trim: 210mm (w) x 280mm (h)  
Bleed: 216mm (w) x 286mm (h)

**Inerts**
1. We accept loose, shrink-wrapped along with the publicity. Price on application.

**Recruitment**
1. From £150 per week, please contact us for details.

**Classified**
1. Quarter page £935
2. Eighth page £500
3. Per SCC £90

Please supply artwork as:
1. CMYK high res (300dpi) PDF, TIFF or EPS
2. We can accept artwork on CD (please include laser proof) or email: artwork@jamespembrokemedia.co.uk
3. Responsibility cannot be accepted for any material that when accepted artwork is supplied at incorrect specification. All cancellations must be confirmed in writing and adhere to the eight-week notice period.

Responsibility cannot be accepted for any material that when accepted artwork is supplied at incorrect specification. All cancellations must be confirmed in writing and adhere to the eight-week notice period.

**Please supply artwork as:**
1. CMYK high res (300dpi) PDF, TIFF or EPS
2. We can accept artwork on CD (please include laser proof) or email: artwork@jamespembrokemedia.co.uk
3. Responsibility cannot be accepted for any material that when accepted artwork is supplied at incorrect specification. All cancellations must be confirmed in writing and adhere to the eight-week notice period.

**Please supply artwork as:**
1. CMYK high res (300dpi) PDF, TIFF or EPS
2. We can accept artwork on CD (please include laser proof) or email: artwork@jamespembrokemedia.co.uk
3. Responsibility cannot be accepted for any material that when accepted artwork is supplied at incorrect specification. All cancellations must be confirmed in writing and adhere to the eight-week notice period.

**Digital opportunities**

**One-month tenancy**
1. HOME PAGE 300×600 £650
2. Sidekick (MPU) 300×250 £500
3. Billboard 970×250 £650

**CONTENT PAGES**
1. Sidekick 300×600 £450
2. Sidekick (MPU) 300×250 £300

**SOLUS E-SHOT**
Exclusively promote your products to CIPHE members and supporters with a targeted email to the member database of the CIPHE – the only Chartered body for the industry. A unique opportunity for decision-makers in the plumbing and heating engineering industry to your website.
£2,000

**TWITTER**
Sponsorship opportunities are available and can be tailored to fit your marketing plan. Price on application.

**Brand new website**
www.pandhengineering.co.uk provides an online platform for all of the incredible features from the magazine, giving plumbers and heating engineers easy access to pertinent and useful technical advice while on site.

If you have any queries regarding the advert rates or have any ideas of what you would like to advertise, please contact us on: 020 3198 3092 or email: harvey.falshaw@jamespembroke.co.uk.
Sponsorship packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Discount</th>
<th>Inclusions</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>15% off</td>
<td>Inside front cover, MPU on <a href="http://www.pandhengineering.co.uk">www.pandhengineering.co.uk</a>, Sponsored e-newsletter, Sponsored Tweet on CIPHE Twitter account</td>
</tr>
<tr>
<td>BRONZE</td>
<td>5% off</td>
<td>Half page, Sponsored e-newsletter</td>
</tr>
<tr>
<td>SILVER</td>
<td>10% off</td>
<td>Full page, MPU on P&amp;H Engineering website, Sponsored e-newsletter</td>
</tr>
</tbody>
</table>

Additional 15% DISCOUNT for CIPHE members

P&H Engineering: 2020 features

March/April
- WORLD PLUMBING DAY
  - The future of water: war security and theft from vehicles, standards and enforcement; insurance claims for water damage.
- Mental health campaign: Dealing with anxiety.

May/June
- BATHROOM FOCUS
  - Charity work in the sector; fire protection and updates on progress from Hadde.
- Mental health campaign: Your responsibilities as an employer and the benefits of staff support.

July/August
- WATER RESOURCE FOCUS
  - Managing Legions in light of the Scotland inquiry: diversity in the plumbing and heating industry.
- Mental health campaign: Case studies / launch consultations / research.

September/October
- GET READY FOR WINTER
  - Servicing boilers and customer support.
- Mental health campaign: Your responsibilities as an employer and the benefits of staff support.

March/April
- WORLD PLUMBING DAY
  - The future of water: war security and theft from vehicles, standards and enforcement; insurance claims for water damage.
- Mental health campaign: Dealing with anxiety.

May/June
- BATHROOM FOCUS
  - Charity work in the sector; fire protection and updates on progress from Hadde.
- Mental health campaign: Your responsibilities as an employer and the benefits of staff support.

July/August
- WATER RESOURCE FOCUS
  - Managing Legions in light of the Scotland inquiry: diversity in the plumbing and heating industry.
- Mental health campaign: Case studies / launch consultations / research.

September/October
- GET READY FOR WINTER
  - Servicing boilers and customer support.
- Mental health campaign: Your responsibilities as an employer and the benefits of staff support.

November/December
- DESIGN AND INNOVATION FOCUS
  - Update on the low-carbon agenda – the latest innovations. Efficiency design: business support; the winners of 2020 companies that are succeeding, people making a difference and projects that have impressed us. CIPHE review and training issues that have come up over the year.
- Mental health campaign: Launch of ‘Wellbeing’ and ‘CPHE Guide to Wellbeing’.

Essential reading for the industry

As well as the latest industry news, campaigns and opinions, P&H Engineering features must read informative articles every issue including:

SmartTalk
Our regular business advice page helps members find out how to deal with invoicing and payments, estimating jobs, marketing their businesses, using social media, insurance and more.

The Fix
In our how-to section, we cover practical advice on everything from bathroom ventilation to planning complex heating and hot water systems, as well as regular CPD questions.

Note: Features plans are subject to change – please contact lizzie.hufton@jamespembrokemedia.co.uk for the most up-to-date information.
To find out more about advertising opportunities with P&H Engineering, contact:
harvey.falshaw@jamespembrokemedia.co.uk
020 3198 3092