

# Media information 2024

**15%  
DISCOUNT**  
for CIPHE  
members





## Media pack 2024

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

**F**ounded 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, trainees and practitioners.

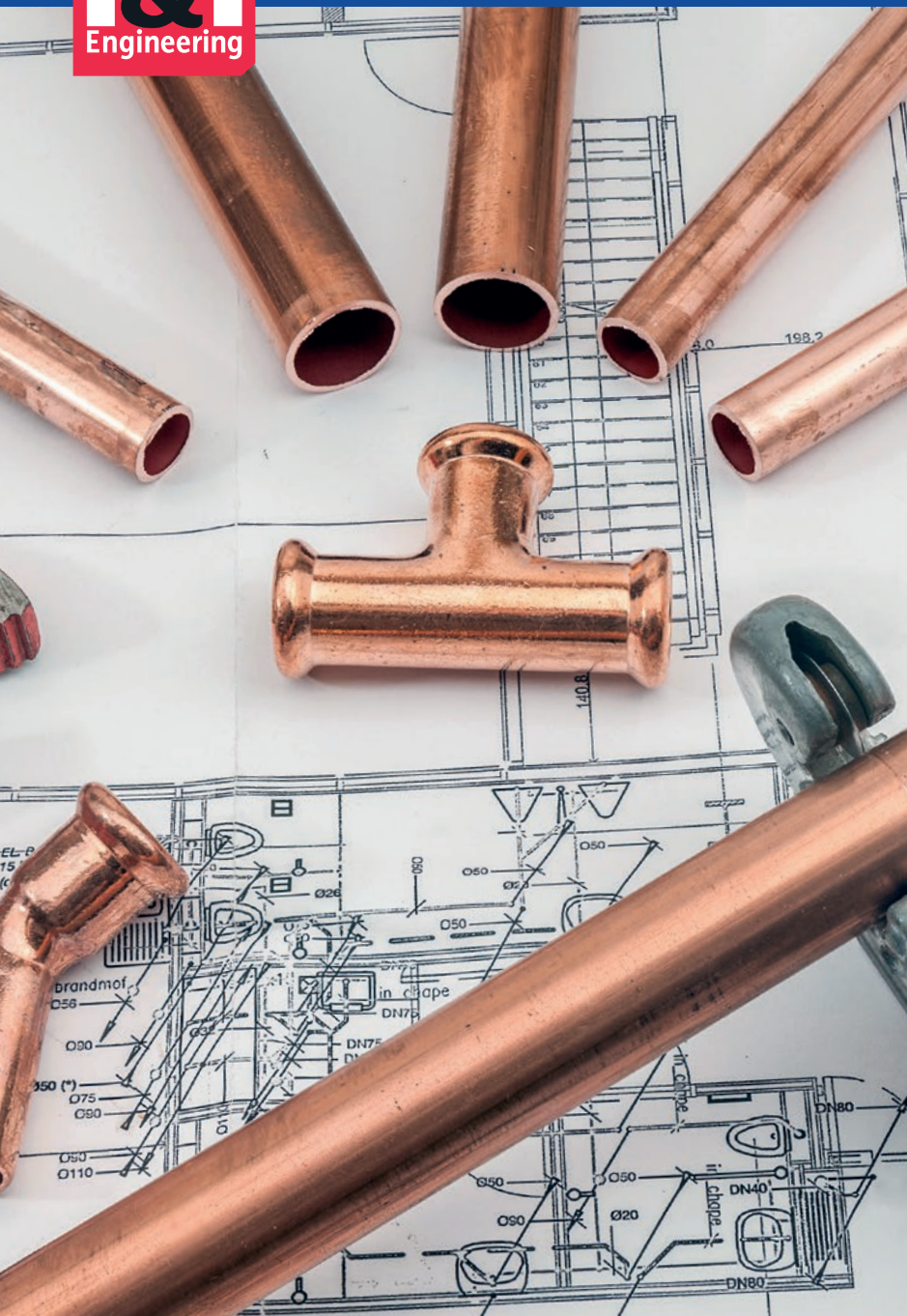
The CIPHE has a membership of 7,500, including over 150 manufacturers and distributors. The majority of members live in the UK, although over 1,000 are residents in Hong Kong.

**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 four 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

**4**  
issues  
per year

**150**  
manufacturers  
and suppliers are  
Industrial Associate  
Supporters

**98%**  
are male

**2%**  
are female

**50%**  
open-rates  
for electronic  
communications

UK plumbing and heating  
industry is worth

**£13 billion+**





## Sponsorship packages

### GOLD PACKAGE

- ▶ Inside front cover
- ▶ MPU on P&H Engineering website
- ▶ Sponsored e-newsletter
- ▶ Sponsored post on CIPHE X account

**SAVE 15%**

### SILVER PACKAGE

- ▶ Full page
- ▶ MPU on P&H Engineering website
- ▶ Sponsored e-newsletter

**SAVE 10%**

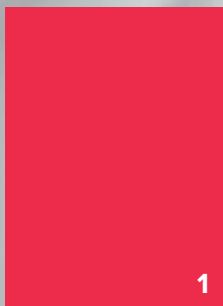
### BRONZE PACKAGE

- ▶ Half page
- ▶ Sponsored e-newsletter

**SAVE 5%**

Additional  
**15% DISCOUNT**  
for CIPHE  
members

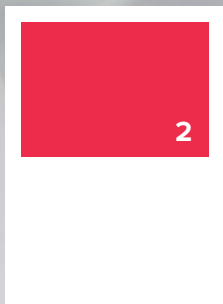
# Advertising rates & specifications



## Display

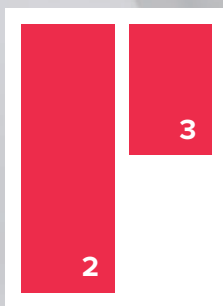
	Non-member	Member	Saving
▶ 1. Outside back cover	£1,895	£1,611	£284
▶ 1. Inside front cover	£1,895	£1,611	£284
▶ 1. Inside back cover	£1,795	£1,526	£269
▶ 1. Full page	£1,495	£1,271	£224

Trim: 190mm (w) x 270mm (h)  
Bleed: 196mm (w) x 276mm (h)



	Non-member	Member	Saving
▶ 2. Half page	£950	£808	£142

Horizontal: 166mm (w) x 121mm (h)  
Vertical: 81mm (w) x 246mm (h)



	Non-member	Member	Saving
▶ 3. Quarter page	£495	£421	£74

81mm (w) x 121mm (h)

## Classified

	Non-member	Member	Saving
▶ Eighth page 81mm (w) x 58.5mm (h)	£250	£213	£37
▶ Per SCC	£50	£43	£7

## Inserts

▶ We accept loose, shrink-wrapped along with the publication.  
Price on application.

- ▶ Please supply artwork as:  
CMYK, high res (300dpi), PDF, TIFF, JPG or EPS
- ▶ Please email artwork to your advertising contact  
or [artwork@jamespembrokemedia.co.uk](mailto:artwork@jamespembrokemedia.co.uk)

Responsibility cannot be accepted for poor reproduction when advert artwork is supplied at incorrect specification. All cancellations must be confirmed in writing and adhere to the eight-week notice period. James Pembroke Media Limited and their clients reserve the right to reject adverts without prejudice.



Chartered Institute of Plumbing and Heating Engineering



## Digital opportunities

### P&H Engineering website

[www.pandhengineering.co.uk](http://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.

### One-month tenancy

#### ► HOMEPAGE

Sidekick 300x600 or Billboard 970x250

Non-member **£650**

Member **£553** Save **£97**

MPU 300x250

Non-member **£500**

Member **£425** Save **£75**

#### ► CONTENT PAGES

Sidekick 300x600

Non-member **£450**

Member **£383** Save **£67**

MPU 300x250

Non-member **£300**

Member **£255** Save **£45**



#### ► E-NEWSLETTER

Sent out monthly to members with news and tips from the CIPHE. As there is only one advert in each issue it guarantees exclusive promotion of your company.

#### ONE ISSUE

Non-member **£200** Member **£170** Save **£30**

#### SERIES OF TWO (cost per issue)

Non-member **£150** Member **£128** Save **£22**

#### ► SOLUS E-SHOT

Exclusively promote your products to CIPHE members and supporters with a tailored e-shot to the member database of the CIPHE. A unique opportunity to drive decision-makers in the industry to your website.

Non-member **£2,000**

Member **£1,700** Save **£300**

#### ► X (formerly known as Twitter)

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

[www.pandhengineering.co.uk](http://www.pandhengineering.co.uk)

# CIPHE

Chartered Institute of Plumbing  
and Heating Engineering