

# Media information 2023





## Media pack 2023

*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.

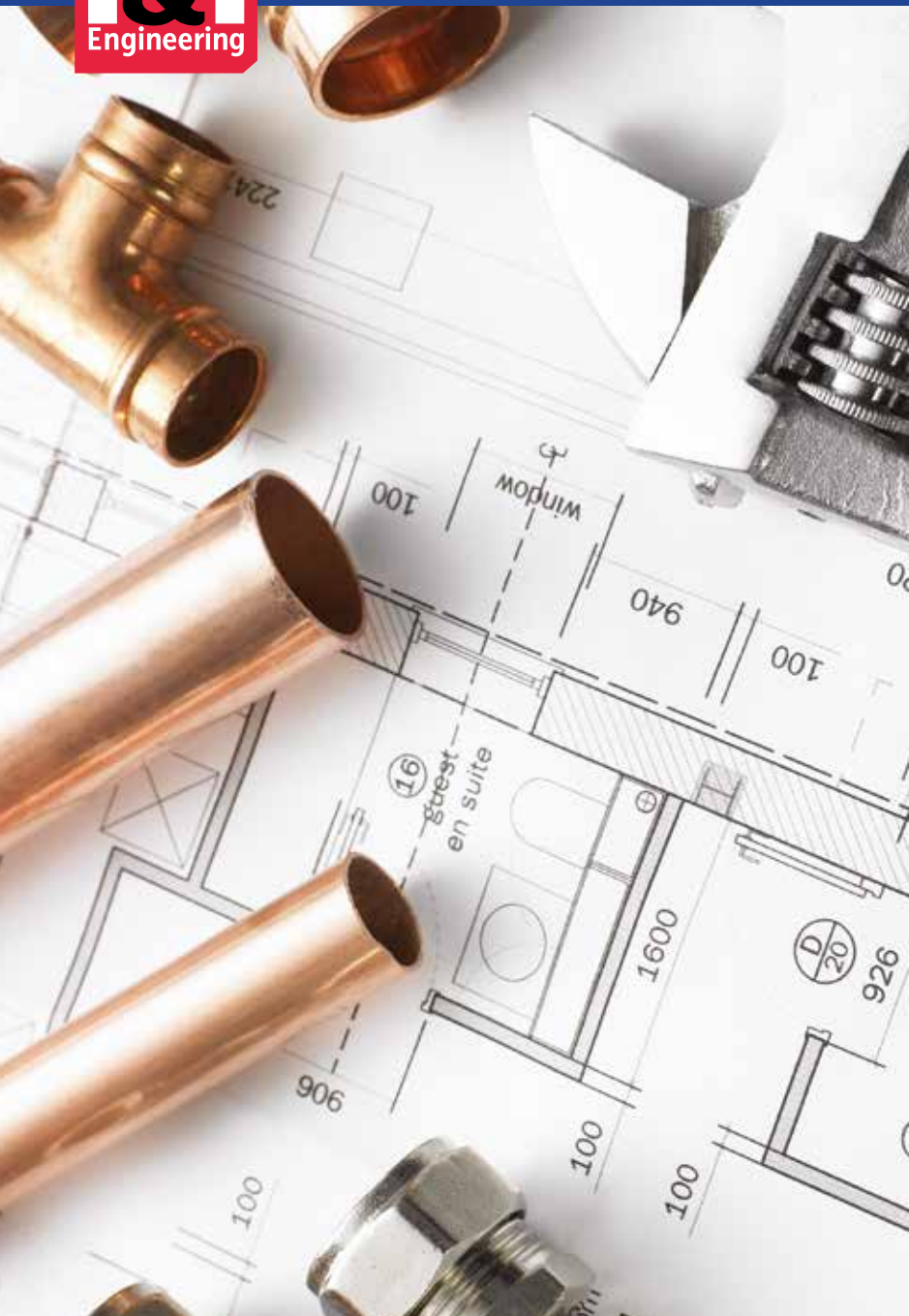
The CIPHE has a membership of 7,500, including over 150 manufacturers and distributors. The majority of members live in the UK, although over 1,000 are residents in Hong Kong.

**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+**



**CIPHE**

Chartered Institute of Plumbing  
and Heating Engineering



## Sponsorship packages

### GOLD PACKAGE

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

**SAVE 15%**

### SILVER PACKAGE

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

**SAVE 10%**

### BRONZE PACKAGE

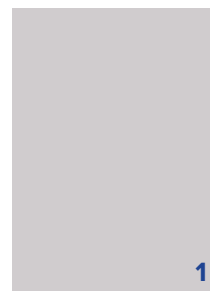
- ▶ Half page
- ▶ Sponsored e-newsletter

**SAVE 5%**

Additional  
**15% DISCOUNT**  
for CIPHE  
members



# Advertising rates & specifications

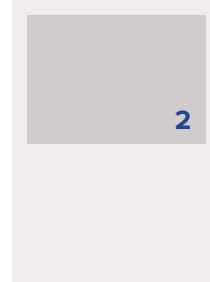


1

## Display

- ▶ 1. Outside back cover    £1,895
- ▶ 1. Inside front cover    £1,895
- ▶ 1. Inside back cover    £1,795
- ▶ 1. Full page    £1,495

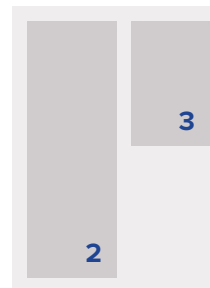
Trim: 190mm (w) x 270mm (h)  
Bleed: 196mm (w) x 276mm (h)



2

- ▶ 2. Half page    £950

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



3

- ▶ 3. Quarter page    £495

81mm (w) x 121mm (h)

## Classified

- ▶ Quarter page    £495
- ▶ Eighth page    £250
- ▶ Per SCC    £50

## Inserts

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

## Recruitment

- ▶ From £150 per week, please contact us for details.

## Please supply artwork as:

- ▶ CMYK high res (300dpi) PDF, TIFF or EPS
- ▶ We can accept artwork on CD (please include laser proof) or email: [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.



## Digital opportunities

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

### One-month tenancy

► **HOMEPAGE**

Sidekick 300x600 **£650**

Sidekick (MPU) 300x250 **£500**

Billboard 970x250 **£650**

► **CONTENT PAGES**

Sidekick 300x600 **£450**

Sidekick (MPU) 300x250 **£300**



Online  
now!

### 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.

► **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 and its position underneath the header ensures that it is the first thing members see.

**One issue £200**

**Series of two £150** per issue

► **SOLUS E-SHOT**

Exclusively promote your products to CIPHE members and supporters with a tailored e-shot to the member database of the CIPHE – the only Chartered body for the industry. A unique opportunity to drive 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.