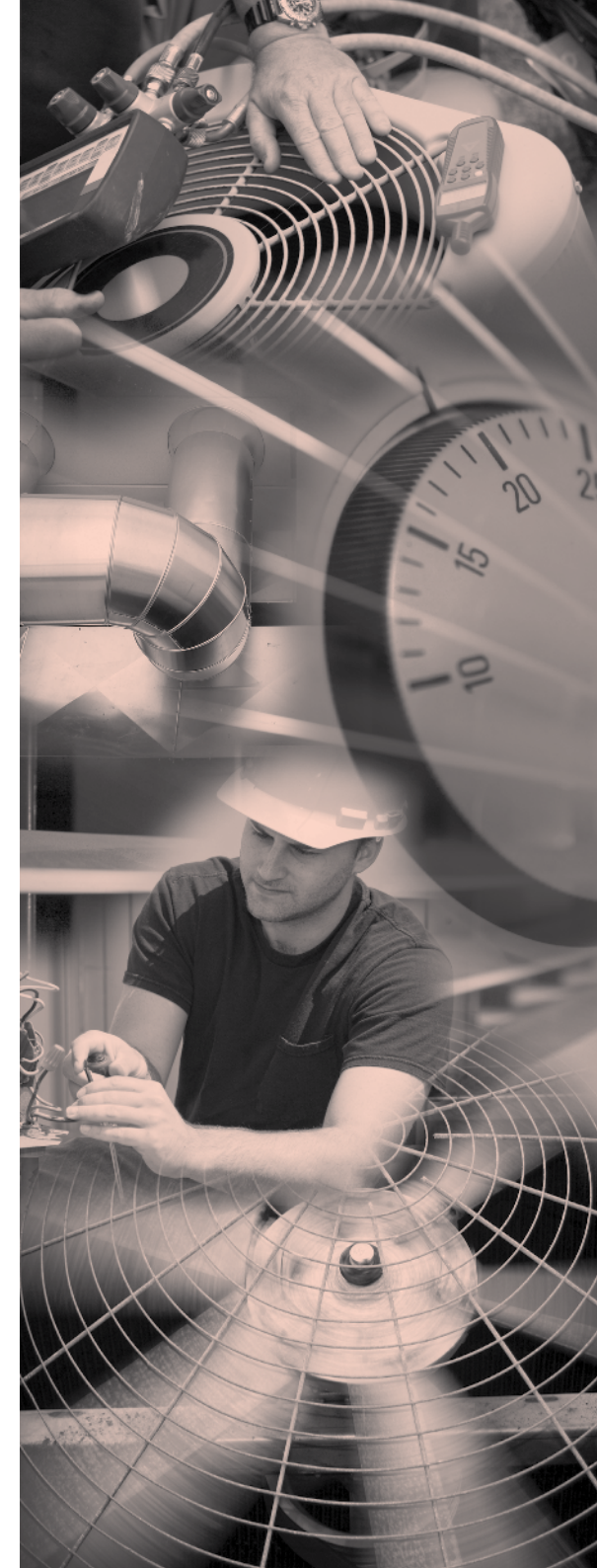


# H&Vnews

## Media Information 2010/11

The publication for the Heating,  
Ventilating and Air Conditioning Industry



# A message from the editor



**H&V News** is the leading magazine for the heating, ventilation and air conditioning market, focusing on news, practical advice on technology and regulation, new products and market intelligence.

Our fortnightly publication – supported by our new daily news service online – means we are the most up to date magazine in the market. It's one of the reasons recent NPS research showed contractors and installers were more likely to recommend HVN than any other magazine in the market.

The new design brings you more news stories than ever before, with new sections on products, projects, market data, contract leads, technical knowhow and advice on regulation. So it's packed with news and useful information for all our different types of readers.

Best wishes,

**Dennis Flower**  
**020 7728 4652**



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**H&V news**

**H&V News** is unique. It is the main fortnightly source of up-to-date, high quality information for the HVAC industry and is the only publication buyers and specifiers turn to to source new products and services from industry leading companies.

### **Unrivalled news coverage**

As the industry's only news magazine, H&V news has a team of journalists bringing you the important stories and interviews every fortnight. And every day they upload news to our website to help keep you even more up to date.

### **Products and Showcase**

Every fortnight our editor selects the products that have caught his eye – and the Showcase section also gives you the chance to take space to advertise your new launches.

### **Opportunities**

These are the numbers that help readers in their business – we bring you the key market data, latest projects out to tender and contract leads from around the country to help give contractors and installers competitive edge.

### **Projects and innovation**

We know readers really want to see products in action and our new section dedicated to exciting new projects is a great place to read about the difference the industry makes to clients.

### **Special reports**

Every issue we focus on a specific area of the HVAC industry, looking at some of the products, projects and people that will help readers build a practical knowledge.



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# The number one information provider

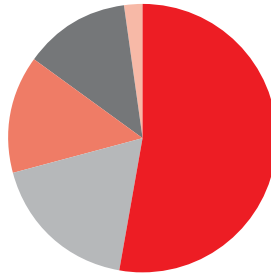
As a controlled circulation journal, we invest heavily in building precisely targeted circulation. Together with the independent assurance of an ABC Profile Audit, the most detailed and in-depth available, you are guaranteed the highest quality and audience coverage for your sales and marketing message.

## What do readers think of H&V News?

According to NPS research:

- Nearly half of readers spend more than 20 minutes reading their copy
- **80%** of readers have requested further information after seeing advertising in H&V News
- **80%** of readers find H&V News useful to their business
- **75%** of readers would recommend H&V News to a colleague

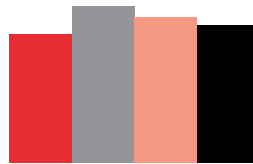
## Analysis by industry sector



- Contractors/Installers **53%**
- Manufacturers/Distributors/Merchants **18%**
- End users/Surveyors/Architects **14%**
- Consulting engineers/Building Services Designers **13%**
- Others **2%**

Net circulation (July 2010): 13,500

## Analysis by areas of work



- Domestic heating **47%**
- Industrial/Commercial Heating **57%**
- Air Conditioning **53%**
- Air Movement and Ventilation **50%**



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# Special Features 2010

## July

- 14 Special Launch Issue
- 28 Air Conditioning + Refrigerants/ Fans

## August

- 11 Pumps, Pipes, Fittings and Valves
- 25 HVAC Tall buildings supplement  
+ Installer Live Preview

## September

- 8 Solar Thermal
- 22 Carbon Cutting Technologies/Renewables  
+ H&V News Awards Launch issue  
+ Installer Live Review

## October

- 6 Off-Gas Heating/Annual Commercial Boilers  
Supplement
- 20 Condensing Boilers + Refurbishments

## November

- 3 Domestic heating + Controls
- 17 Industrial + Commercial Heating

## December

- 1 Water Heating + Refurbishments
- 15 Heat Pumps

### Editorial deadlines

The deadline for each feature is four weeks prior to the publication dates indicated.

### More information

For more information on editorial opportunities call Dennis Flower on **020 7728 4652** or email **dennis.flower@emap.com**

### H&V News

#### Emap Inform

**Greater London House**

**Hampstead Road**

**London NW1 7EJ**



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# Special Features 2011

Issue dates	Features	Supplements	Show previews & reviews
12th January 26th January	Underfloor Heating Regulation, Compliance and Certification		
9th February	Air Conditioning and Refrigerants		H&V News Awards – Shortlist Announced
23rd February	Humidification		
9th March	Fans	Renewables & Carbon Cutting Technology	
23rd March	Air Movement and Ventilation		Legionella preview
6th April 20th April	Chilled Beams and Ceilings Heat pumps		H&V News Awards – Preview
4th May 18th May	Ductwork and Ductwork Cleaning Grilles, Diffusers and Louvres	Annual Domestic Boilers	H&V News Awards Winners Review
8th June 22nd June	HVAC Hygiene/Water Treatment Carbon Cutting Technology		
6th July 20th July	Solar Thermal Air Conditioning & Refrigerants/Fans		
10th August 24th August	Pumps, Pipes, fittings and Valves Renewables/Carbon Cutting Technology		
7th September 21st September	HVAC Information Technology Off Gas Heating	Annual Commercial Boilers	H&V News Awards – Launch issue M&E Preview
5th October	Biomass and Biofuels		HVN show preview, PHEX preview Installer Live preview
19th October	Condensing Boilers and Refurbishments		
2nd November	Domestic Heating and Controls		HVN Show Review, Installer Live Review
16th November 30th November	Industrial and Commercial Heating Water Heating and Refurbishments	Commercial Buildings	



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# H&V News Advertising Rates

## Print

	Display	Classified	Recruitment
Double Page Spread	£4600	-	-
Half Page DPS	£3250	-	-
Full Page	£2400	£1920	£5500
Half Page	£1750	£960	£3000
Front Cover Strip	£1250	-	-
Back Cover Strip	£1250	-	-
Quarter Page	£1052	£480	£1600
Eighth Page	£290	£240	-
Sixth Page Strip	£900	-	-
Sixteenth Page	-	£120	-
Tenders	-	£51 scc	-
Product Placement	-	£250	-
Inserts	£150/1000		

## Online Prices per month

Leaderboard	728x90	£1000
Top MPU	336x280	£1200
Skyscraper	160x600	£900
Bottom MPU	336x280	£800
Bottom Leaderboard	728x90	£800
Button	212x90	£600

Your banner on the Homepage or News page will be one of four banners on rotation.

## Email advertising/Weekly newsletters

Each week H&V News sends out an electronic alert to thousands of HVAC personnel. The News Alert keeps busy people up-to-date with the latest news and products, while job listings bring the latest career opportunities to those searching for their next job. The alert offers excellent advertising opportunities.

**2 advert positions per week, Skyscraper and Leaderboard:**  
£975 per week



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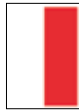
**H&Vnews**

# Size specifications (depth x width)



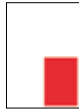
## Full page

275 x 190mm type  
297 x 210mm trim  
303 x 216mm bleed



## Half page vertical

275 x 93mm



## Quarter page

134 x 93mm



## Quarter page strip

70 x 190mm



## Double page spread

275 x 400mm type  
297 x 420mm trim  
303 x 426mm bleed



## Half double page spread

134 x 400mm



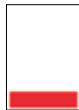
## Half page horizontal

134 x 190mm



## Eighth page

70 x 93mm



## Sixth page strip

45 x 190mm



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# Production Information

## Ad production contact

Jo Lambert

e: [jo.lambert@emap.com](mailto:jo.lambert@emap.com)

t: 020 7728 4110

f: 020 7728 4100

Emap Inform Production, Greater London House,  
Hampstead Road, London, NW1 7EJ

Deadline 14 days prior to publication date

## Copy Requirements

Please supply high res PDFs to Pass4Press standards  
([www.pass4press.com](http://www.pass4press.com))

Please ensure all fonts are embedded and colour spacing  
is CMYK. All images should be saved using the  
ISOcoated\_v2\_300\_eci Colour Profile ([www.eci.org](http://www.eci.org))

File resolution should be 300dpi and all high resolution  
images must be embedded within the file. Do not use OPI  
settings.

If an accurate, validated hard copy proof is not supplied,  
emap cannot be held responsible for the reproduction of  
these advertisements.

Digital proofs must be 100% of the final size and must be  
produced from the exact pdf file supplied. Digital proofs  
can be accepted from a range of devices. Please check the  
FOGRA website ([www.fogra.org](http://www.fogra.org)) for a list of FOGRA 39L  
accredited devices, based on the forthcoming ISO 12647-7  
proofing standard.

All proofs must include the UGRA/FOGRA media wedge  
CMYK v2.2. This should be included outside the page  
area.

Emap will make all reasonable efforts to ensure that  
the content is printed within the ISO 12647-2 printing  
condition. Emap can take no responsibility for adverts  
that have been incorrectly supplied - the file content and  
construction is the responsibility of the sender.

## File Delivery

Artwork can be supplied via email to  
**[jo.lambert@emap.com](mailto:jo.lambert@emap.com)**

We can also accept files uploaded via ftp. Details are  
available on request.

As ftp is not a managed/tracked service, please ensure  
you confirm your file has been uploaded by sending an  
email to the production contact above.



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