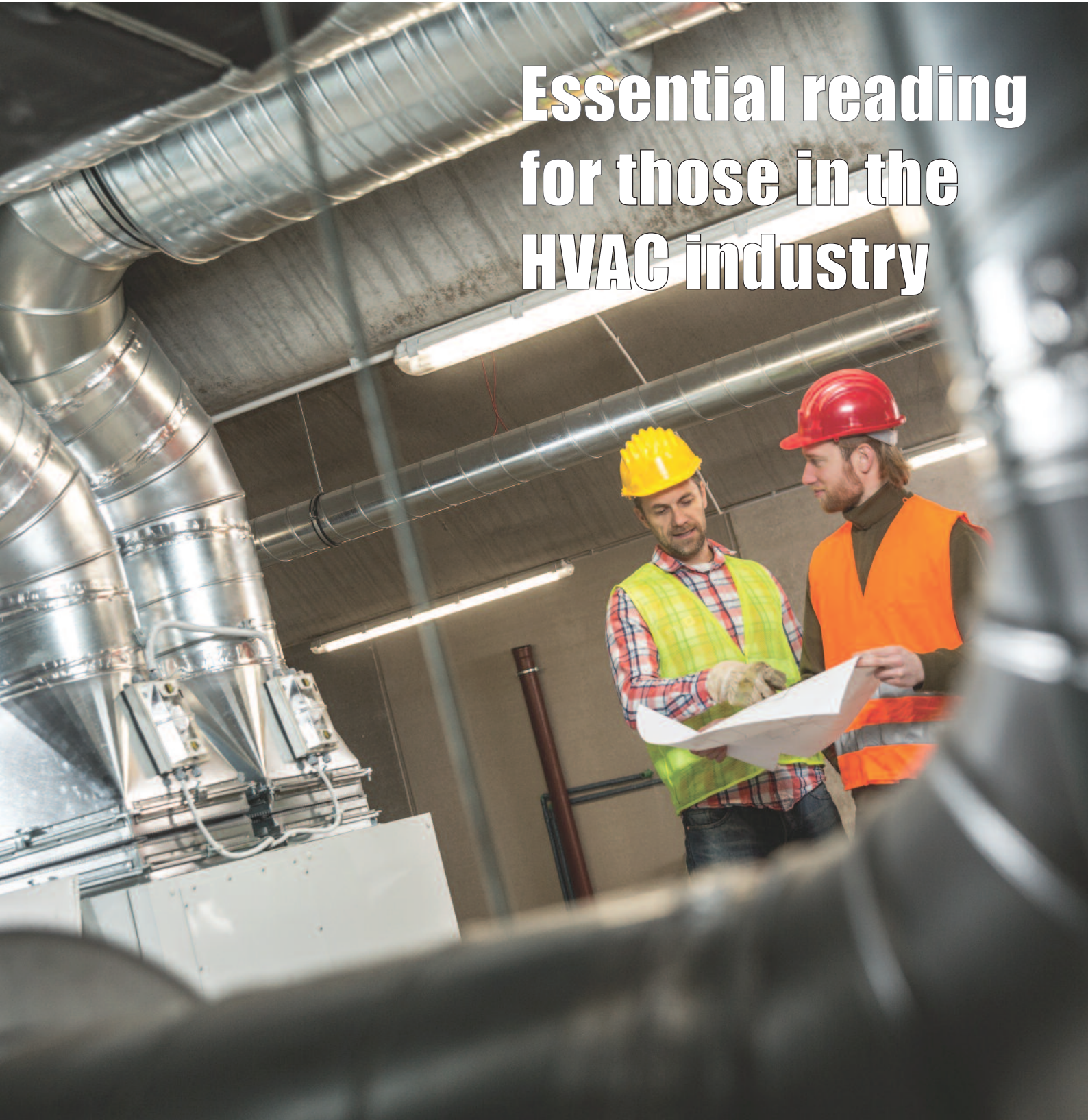




HEATING & VENTILATING REVIEW

- ▶ Digital
- ▶ Online
- ▶ Email
- ▶ Print

A photograph of two HVAC technicians in a mechanical room. They are wearing hard hats (one yellow, one red) and safety vests (one yellow, one orange). They are looking at a set of blueprints held by one of them. The room is filled with large, silver, insulated HVAC ducts and equipment.

# Essential reading for those in the HVAC industry

## HVR – a must for HVAC professionals!

With over half a century serving the Heating, Ventilating and Air Conditioning sectors, Heating & Ventilating Review (HVR) offers the best possible platform from which to promote your sales message.

HVR is a monthly magazine for the Commercial and Industrial HVAC sectors and is read by budget holders and allocators that you want to reach, predominantly M & E Contractors and Building Service Design consultants.

HVR Domestic, featured monthly, offers news and views targeting domestic contractors and installers.

HVR offers traditional display, recruitment and classified advertising along with digital and website opportunities.

HVR awards are our annual industry awards that celebrates excellence and innovation in the HVAC industry. These are generally held towards the end of the year at a prestigious venue in London. Visit our website [www.hvrawards.com](http://www.hvrawards.com) for further information.

## HVR Commercial & Domestic Features List 2023

### JANUARY

Pipes, valves and fittings  
Sustainability  
Humidification/dehumidification  
Light commercial solutions  
Wellbeing in buildings

### DOMESTIC FEATURES

Hybrid systems  
Water heating

### FEBRUARY

Ductwork and ductwork cleaning  
Fan coil units  
Indoor Air Quality  
Heat networks  
Low Carbon Buildings

### DOMESTIC FEATURES

Controls  
Radiators

### MARCH

Ventilation & heat recovery  
Commercial heating  
Sustainability  
Controls / Smart Buildings  
Air Conditioning

### DOMESTIC FEATURES

Pipes/Valves/Fittings  
Heat pumps

### APRIL

Heat Pumps Supplement  
Water heating  
Fans  
HVAC maintenance/servicing  
HVAC for Schools

### DOMESTIC FEATURES

HIUs & district heating  
Ventilation solutions

### MAY

Underfloor heating  
Air handling units

Hospitals & Healthcare  
Heat networks  
Security in HVAC  
Hybrids & alternative fuel

### DOMESTIC FEATURES

Boilers  
Underfloor heating

### JUNE

Heating systems  
Chillers  
Chimneys and flues  
Air Conditioning  
Listed buildings solutions

### DOMESTIC FEATURES

Alternative fuel sources  
Ventilation/Heat Recovery/Fans

### JULY

Fan coil units  
Combined heat and power  
Filters and air cleaning units  
Residential Heating/Ventilation  
Humidification  
Commercial heat pumps

### DOMESTIC FEATURES

Renewables  
Water treatment

### AUGUST

Fluid control  
Water treatment  
Training  
Social housing  
Renewables Special  
Space heaters & emitters

### DOMESTIC FEATURES

Radiators & towel rails  
Heating Innovation

### SEPTEMBER

Energy efficiency  
Underfloor heating  
Air handling units  
Air Conditioning  
Commercial Boiler Guide

### DOMESTIC FEATURES

Boilers  
Underfloor heating  
Health & Safety

### OCTOBER

Standards & regulation  
Sustainability  
Heat pump Supplement  
Water treatment  
Ductwork & ductwork cleaning

### DOMESTIC FEATURES

Pipes/Valves/Fittings  
Energy efficiency

### NOVEMBER

Commercial heating  
Energy efficiency  
Controls  
Ventilation  
Plant hire

### DOMESTIC FEATURES

Water treatment  
Hot water provision

### DECEMBER

Chimneys and flues  
Renewables  
Fans  
HVR Awards Review  
Air Conditioning

### DOMESTIC FEATURES

Radiators  
Ventilation

## WORD COUNT & DEADLINES

A full page editorial 700 words, 300 dpi high res images x 2

Optional author headshot

Deadline 5th month prior to publication

## Advertisement Rates

	1	3	6	9	12
Full page	£1,800	£1,730	£1,660	£1,590	£1,450
Half page	£1,184	£1,145	£1,105	£1,066	£988
Quarter page	£806	£785	£765	£745	£705
Double page spread	£2,920	£2,860	£2,795	£2,730	£2,670
Half page spread	£2,000	£1,795	£1,710	£1,650	£1,595
Half page gate posts	£1,184	£1,145	£1,105	£1,066	£988

### Inserts

- Up to 10g full run, £115 per thousand
- 11g and above: price on application
- Up to 10g split run, £125 per thousand
- Bound inserts: price on application

## Sizes (height x width)

Double Page Spread	Bleed 312 x 464mm Trim 306 x 458mm Type area 265 x 400mm	Half Page (Horizontal)	Bleed 159 x 235mm Trim 153 x 229mm
Full Page	Bleed 312 x 235mm Trim 306 x 229mm Type area 265 x 200mm	Quarter Strip (horizontal)	Bleed 82 x 235mm Trim 76 x 229mm
Half Page (Vertical)	Bleed 312 x 120mm Trim 306 x 114mm	Front Cover	Bleed 226 x 235mm Trim 220 x 229mm

## Classified Advertising

### BUYERS & SPECIFIERS GUIDE

Size	Duration	Prices
Single Panel (2.5cm x 4.5cm)	12 months	£475
Double Panel (5.5cm x 4.5cm)	12 months	£750
Triple Panel (7.5cm x 4.5cm)	12 months	£995

### WEB GUIDE

Size	Duration	Price
Panel	12 Months	£295

## HVR Digital

### Online Advertising Opportunities

*Prices are per month*

Homepage Banner	(980 x 90 pixels)	£600.00
Skyscraper	(125 x 250 pixels)	£300.00
Button Banner	(125 x 125 pixels)	£400.00
Home Page Pop-up Banner	(250 x 250 pixels)	£450.00
Footer	(980 x 360 pixels)	£500.00
Run of Site Banner Blitz	(980 x 90 pixels)	£700.00
Carousel Banner	(1200 x 150 pixels)	£600.00

**To book your advertising contact Lisa Troup  
+44 (0)1622 699166 [ltroup@datateam.co.uk](mailto:ltroup@datateam.co.uk)**

## Some of our on-line advertising options

Heating and Ventilating Review incorporates a comprehensive directory of air conditioning and refrigeration suppliers on the web. All relevant companies can have a free listing in all categories, but there are opportunities to increase your profile and generate more enquiries.

The site can deliver highly targeted annual campaigns to generate enquiries and ensure that your company is found first when customers are actually looking for the products or services you supply.

### 1. Upgrade your company listing

Link to your website, company logo on all your pages, full use of the Heating and Ventilating Review News enquiry system, priority positioning compared to free entries, and one editable product page or press release.

### 2. Publish specific pages on your products

Buyers search for specific products. Ensure they find yours by publishing specific pages relevant to your main products. This will generate more enquiries of better quality.

### 3. Be seen before your competitors

Company listings are displayed 15 to a page. Guarantee a top position for a year when customers look in a category or search for a keyword that matches your products by reserving a priority position.

### 4. Communicate by email

Broadcast in the newsletters your customers read with a press release in weekly newsletter. Or list rental for direct marketing is also available.

### 5. High profile sponsorship

Influence customers before they search for a supplier with a range of banner options:

- Site Sponsor (shared button banner on all pages of site)
- Homepage banner
- Banner blitzer (run of site banners)

### 6. Recruitment advertising

Basic job listing for one month, or upgrade to a Hot Job (one month listing plus two weeks featured on the Heating and Ventilating Review homepage and weekly newsletter.

### 7. Featured Employer/Agency packages

#### **Bronze package**

(Includes up to 10 standard job listings/month + dedicated page and CV submission form in Job Centre & 50% discount on all Hot Jobs)

#### **Silver package**

(As above, with up to 50 standard job listings/month)

#### **Gold package**

(As above, with up to 100 standard job listings/month)

# HVR Readership Profile 2023

## Purchase/influence to purchase

- Air conditioning/refrigeration
- Insulation
- Ventilation
- Pumps
- Commercial heating
- Controls
- Air handling
- Domestic heating

## Industry/business sector

- Contractor/installer
- Public sector HVAC end user
- Manufacturer/Distributor
- Private sector HVAC end user
- Consulting engineer
- Other
- Maintenance/Facilities manager

## Primary Job Function

- Senior management/board member
- Facilities Manager
- General Manager
- Service/maintenance
- Manufacturer
- Project engineer

## Contacts

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Editor  
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## HVR Website Advert Specifications

All banner positions appear on all pages unless otherwise stated. Exclusive options are available on request. All dimensions are measured in pixels (width x height). All artwork must be supplied as either a static image or animated .gif file (recommended file size < 1 mb). We accept tags and HTML adverts. Flash is not supported.

### Billboard: 970 x 250

Large rectangular position appearing above the website.

### Leader: 970 x 90

Rectangular position that sits next to the logo above the main navbar.

### Carousel: 1200 x 120

Large rectangular position that displays below the main navbar.

### Sidescraper: 240 x 900 (600 x 200 for mobile insert)

Large vertical positions that fill the left and right panels outside the website. Will scroll with the website. On a mobile the Mobile Insert will display instead. This insert will be repeated down the homepage as well as above/below article pages.

### Button: 120 x 90

Small box positions that appear down the left side of the website.

### Skyscraper: 120 x 600

Long vertical position that appears down the left side of the website.

### Headline Banner: 728 x 90

Rectangular position that displays above the headlines on the homepage. Will also appear in the middle of all articles.

### MPU: 300 x 250

Boxed positions that appear down the right side of the website.

### Floating Footer: 970 x 90

Long rectangular position that sticks to the footer of the browser window. Will scroll with the website.

### Pop-out: 300 x 300

Boxed position that sticks to the left or right side of the browser window. Will scroll with the website.

