

product card book

Now in its 12th year this highly successful lead generator is published twice a year, in May and November and is circulated to the full readership of over 28,000

Unique Format: Cards in the unique Product Card Book are presented within a quality A5 book with 2 cards to a page. The cards are divided by perforated holes making it easy for the reader to tear out and reply. The book design has been complimented by many of the industry's leading advertisers and offers a longer shelf life and better 'pass on' value when compared to loose cards.

	1 card	2 cards	Cover packages also available		Production Info (height x width)
Mono	£595	£540	Front cover plus a card	£1,635	Card Size 105x145mm
2 colour	£695	£620	Inside Front Page / Outside Back Cover		Type Area 98x138mm
4 colour	£785	£705	(A5 colour page) plus a card	£1,510	Bleed Size 115x155mm

circulation

The circulation of PLUMBING, HEATING & AIR MOVEMENT NEWS reflects a long established policy to only include 'bona-fide' plumbers, installers, contractors, distributors and named buying or specifying personnel.

1. Plumbers, Heating Installers/Contractors/Engineers and Air Movement Contractors (including members registered by CIPHE, APHC, CORGI, IDHE, OFTEC etc)	21,279
2. Heating and Plumbing Merchants, Bathroom and Air Movement Distributors/Factors	1,935
3. Local and Central Government Personnel (Specifiers/Buyers)	663
4. Manufacturers/Importers of Heating, Plumbing and Air Movement Equipment (Directors/Technical Personnel)	568
5. Building Services Consultants	707
6. Architects/Surveyors (Private Practices)	384
7. Building Developers and Housing Associations (Specifiers)	425
8. Facilities, Premises and Maintenance Managers	783
9. Designers and Estimators	371
10. Educational, Training and Research Establishments (Heads of Department/Technical Research Staff/Lecturers)	501
11. Utilities (Engineers and Buyers within Gas, Electricity, Water and Oil Companies)	484
Total	28,100



Based on the average net circulation for the period
January - December 2008 (ABC audit pending)

