

# PHAM News

Plumbing Heating & Air Movement

## Media Pack Print & Digital 2023



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

## ABOUT US

**PHAM News** is widely regarded as the leading technical publication for industry professionals and decision makers. The long established publication continues to evolve so that it reflects the key concerns of its readers and provides an authoritative commentary on the many challenges facing businesses operating in the domestic and light commercial sectors.

Produced in an attractive and accessible tabloid format, **PHAM News** delivers an unrivalled breadth of coverage to ensure that readers are kept abreast of the latest design trends and technical developments. Throughout the year, **PHAM News** targets specific areas of the plumbing and HVAC markets with monthly features that deliver

analysis, advice and insight across a comprehensive range of technologies.

**PHAM News** subscribers include installers and contractors, specifiers, manufacturers, merchants and distributors, local authorities, and training institutions.

Read our recent publications online at:  
<https://issuu.com/phamnews>

**PHAM News** industry partners:



## HEAD OFFICE

### **CHRIS EVANS - Sales**

CEvans@datateam.co.uk

### **PAUL FORSTER - Production**

PForster@datateam.co.uk

### **Digital copy to:**

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**Tel:** 01889 577222

## NORTHERN SALES

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## EDITORIAL OFFICE

### **CHRIS JONES - Managing Editor**

chris@phamnewsedit.co.uk

### **CAROL HITCHCOCK - Digital Editor**

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## CLASSIFIED

### **SHARON NUTTER**

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**Tel:** 07832 130307

# Advertising Opportunities **PHAM**News

## PRINT RATES

Rates as of **January 2023**, prices are per insertion. Display rates inclusive of full colour.

<b>Tabloid</b>	<b>1-3</b>	<b>4-7</b>	<b>8-10</b>
Double page spread	£5,055	£4,550	£4,095
Full page	£2,860	£2,575	£2,320
Half page	£1,965	£1,770	£1,590
Quarter page	£1,350	£1,220	£1,095
<b>A4 Equivalent</b>	<b>1-3</b>	<b>4-7</b>	<b>8-10</b>
Double page spread	£4,525	£4,070	£3,665
Full page	£2,720	£2,445	£2,200
Half page	£1,675	£1,505	£1,350
Quarter page	£1,125	£1,015	£915
<b>Special Positions</b>	<b>1-3</b>		
Front cover	£1,685		
Cover wrap	£6,055		

## Information centre

Promote your company's latest brochure, website, app or electronic material in a 6cm x 2 column panel, including an image and 75 words of text for as little as £150 per insertion.

## Products & Services Directory

The PHAM News A-Z Directory provides an excellent platform to build and maintain awareness for your company in every issue at an extremely cost effective rate. Take advantage of the discounted series rates to promote your products and services to over 29,000 readers.

**5 insertions** – £14.45 (per single column centimetre)  
**10 insertions** – £12.00 (per single column centimetre)

## E-SHOTS

We can offer you an exclusive e-shot to our current email database which totals just over 38,000, the majority of which are installers of various descriptions. The rate card price is £95 per thousand.

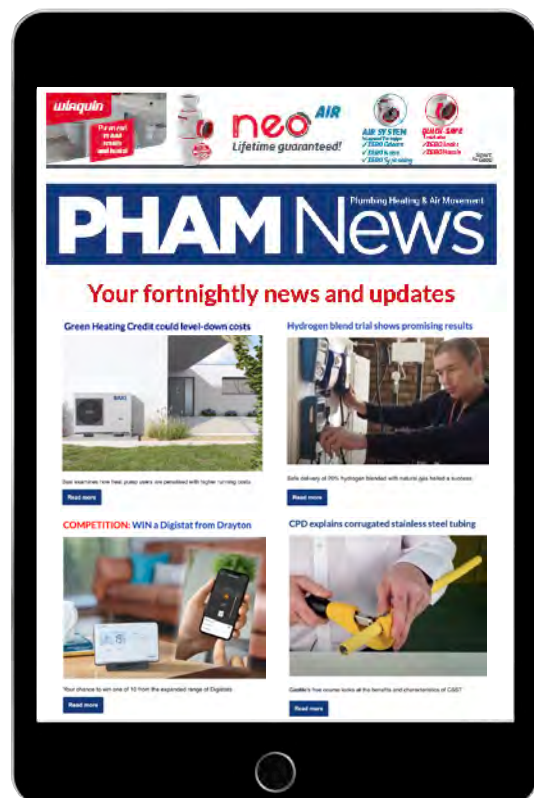
## DIGITAL ADVERTISING

Please talk to us about advertising on the PHAM News website, [www.phamnews.co.uk](http://www.phamnews.co.uk), and in our fortnightly newsletter, emailed to approx. 38,000 people. We have a number of different options available. See below for examples.

**Website**



**Newsletter**



ALL SIZES IN mm (H x W)	TYPE	TRIM	BLEED
Tabloid double page spread	356 x 566 <i>Inc. 17mm gutter</i>	389 x 586	400 x 600
Tabloid full page	356 x 274	389 x 292	400 x 302
Tabloid half page - vertical	356 x 135	389 x 145	400 x 155
Tabloid half page - horizontal	178 x 274	198 x 292	203 x 302
Tabloid quarter page	178 x 135		
Tabloid quarter page - horizontal	90 x 274	110 x 292	115 x 302
Front cover strip	70 x 274	84 x 292	90 x 298
A4 double page spread	254 x 376 <i>Inc. 17mm gutter</i>		
A4 page	254 x 178		
A4 half page - vertical	254 x 88		
A4 quarter page	127 x 88		
A4 quarter page - horizontal	62 x 178		
A4 half page - horizontal	127 x 178		

## PRODUCTION DATA

**PHAM News** is produced digitally, therefore advertisement copy is to be supplied:

1. By email to [web@datateam.co.uk](mailto:web@datateam.co.uk)
2. On CD or DVD (Apple Mac compatible)
3. Via a web transfer service using [www.yousendit.com](http://www.yousendit.com) or [www.wetransfer.com](http://www.wetransfer.com)

### Preferred files

High resolution PDF with no security or password protection. All images must be CMYK and high resolution and all fonts must be embedded and subset (job options available upon request).

For advertisements supplied as image files, 600dpi minimum is recommended.

### Bleed

For bleed advertisements, please allow 5mm at the top, bottom and fore edge.

### Production Contact:

Paul Forster  
Tel: **01889 577222**  
Email: [PForster@datateam.co.uk](mailto:PForster@datateam.co.uk)

## PUBLICATION DEADLINES

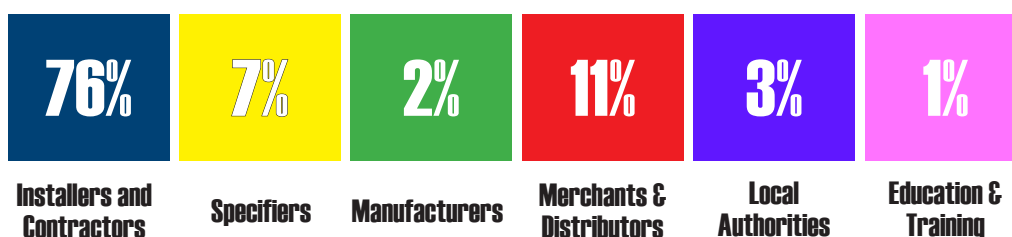
Publication Date: First week of month of cover date  
Copy date: 3 weeks prior to publication  
Cancellation: 6 weeks prior to publication



## READERSHIP

The circulation of PHAM News reflects a long established policy to only include bona fide plumbers, installers, contractors, merchants, distributors and named buying or specifying personnel.

NUMBER	DESCRIPTION
22,768	Plumbers, heating installers/contractors/engineers and air movement contractors (including members registered by Gas Safe Register, CIPHE, APHC, IDHEE, OFTEC, etc)
1,927	Heating and plumbing merchants, bathroom, ventilation and air conditioning distributors and agents
484	Local and central government personnel (specifiers/buyers)
623	Manufacturers/importers of heating, plumbing and air movement equipment (directors/technical personnel)
592	Building services consultants
237	Architects/surveyors (private practices)
518	House builders and housing associations (specifiers)
782	Facilities, premises and maintenance managers
440	Designers and estimators
318	Educational, training and research establishments (heads of department/technical research staff/lecturers)
344	Utilities (engineers and buyers within gas, electricity, water and oil companies)



**25,856**  
(Jan-Dec 2022 audit)

## FEATURES LIST

Each month PHAM News offers a variety of special interest subject areas in the print publication. This allows advertisers to select the most relevant issues for a targeted advertising campaign.

### FEBRUARY

- Pipes, Fittings & Valves
- Domestic Boilers
- Inclusive Bathrooms

### MARCH

- Heat Pumps
- Light Commercial Heating
- Ventilation & Heat Recovery
- Radiators & Towel Warmers

### APRIL

- Showers & Enclosures
- Energy Saving Products
- Electric Heating

### MAY

- Water Heating & Cylinders
- Heating Controls
- Test & Measuring Instruments
- Tools & Workwear

### JUNE

- Underfloor Heating
- Training & Education
- Water & System Treatment
- Pipes, Fittings & Valves

### JULY/AUGUST

- Bathroom Products
- Renewable Energy
- Oil Heating

### SEPTEMBER

- Radiators & Towel Warmers
- Light Commercial Heating
- Gas Safety
- Electric Heating

### OCTOBER

- Gas Boilers
- Ventilation & Heat Recovery
- Heat Pumps

### NOVEMBER

- Heating Controls
- Water & System Treatment
- Taps & Showers
- Tools & Workwear

### DECEMBER/JANUARY

- Underfloor Heating
- Water Heating & Cylinders
- Training & Education

**Editorial Deadline: 15th of the preceding month**

Managing Editor: Chris Jones | [editor@phamnewsedit.co.uk](mailto:editor@phamnewsedit.co.uk) | 01525 716 143 | 1b Station Sq, Flitwick MK45 1DP



@PHAMNews

