

The leading online Plumbing & HVAC portal

Plumbing Park is the leading plumbing and HVAC online publication in the UK, with an unparalleled reputation and authority. Plumbing Park is essential reading for anyone who want to keep up-to-date with the latest Plumbing and HVAC product and company news as well as technology and regulatory changes.

A highly targeted publication

Our readers have responsibility for purchasing, specifying and installing plumbing and HVAC equipment. Plumbing Park provides advertisers with a unique opportunity to promote their products and services in a respected, authoritative medium to the key members of the plumbing and HVAC industry.

Over the last years, we have commissioned independent research companies to provide an objective and independent survey of our readers. They question readers to clarify their job function, buying or specifying involvement, and the impact of adverts in Plumbing Park.

In the latest survey,

- 86% of readers reported having direct purchasing influence within their company
- 69% of respondents reported having purchased or recommended a purchase or requested further information as a result of an advertisement in Plumbing Park.

Visits to the Plumbing Park site are steadily increasing with currently 30,000 visitors each month, representing over 200,000 monthly page impressions.

Delivering results

By advertising in Plumbing Park, you ensure that you are getting the very best coverage of the plumbing and HVAC market, and also that your adverts are reaching the key decision makers.

If your target is the plumbing and HVAC market, and you want to implement focused marketing campaigns that deliver documented results, fast - then advertise in Plumbing Park.

First for news and first with the news

Editorial calendar and features list

Plumbing Park is a regularly updated and accessible source of information, news, views, advice and opinion for contractors, installers, end users, designers, consultants, manufacturers and distributors of plumbing and HVAC products and solutions.

Conversely to print magazines, which often have a lead time of several months, we cover the latest news as and when they happen. We therefore have no need for a features list or an editorial calendar, and all topics will get immediately reviewed.

We are convinced this is a significant benefit of our online publication: When you read something in print magazines, it is likely that this information is already at least several weeks old. At Plumbing Park, we publish articles on a daily basis and our breaking news brings our readership the latest information they require and need for their job.

Complete coverage

We publish industry and product News on a daily basis, across the complete range of plumbing and HVAC products and services, including:

- air conditioning and refrigeration systems
- building management systems
- bathroom and shower suites and accessories
- kitchen furniture and appliances
- drainage and used water treatment
- outdoor plumbing
- fireplaces, stoves and flues
- gas fittings and detectors
- central heating systems
- boilers
- radiators
- hot water
- pipes, valves and fittings
- ventilation, air filtration and fans
- energy conservation and water management solutions
- tools and consumables
- consultancy and design services

We also publish case studies, white papers and market reports.

But Plumbing Park is more than just a plumbing and HVAC news publication - it is a forum of communication among plumbing and HVAC professionals. In addition to the latest product and company news, Plumbing Park also offers a comprehensive directory of plumbing and HVAC companies, a free jobs forum and a free classifieds service to our readers.

Advertising opportunities

Advertising banner

Advertising banners allow you to display your latest products and promotions, in a highly visible area of our site. Your banner can be linked to any page on your website (your home page, or the relevant product page for instance), giving you both sales lead and brand exposure.

Directory upgrade

Our visitors use the Plumbing Park directory to source suppliers of Plumbing and HVAC products and services. By upgrading your entry in the Plumbing Park directory, you will ensure that your company gets additional exposure - thus generating more leads from interested prospects. We offer 2 upgrade packages:

- With the silver package, you will get your full contact details, your company description and will be listed in all products categories relevant to your organisation.
- With the gold package, in addition to all the silver features, you will also get a guaranteed first page listing, an active hyperlink back to your site, and your logo to promote your brand.

Keyword sponsorship

With this new powerful option, you can "purchase" a specific keyword on Plumbing Park, e.g. "central heating" or "domestic boiler". Then, for the entire duration of your campaign, we will automatically generate an active hyperlink from this keyword to your website (home page of specific product page for instance). This hyperlink will appear on ALL instances where the keyword appears in the copy of ALL the articles we have published.

Section sponsorship

You can sponsor any of our top sections: Air conditioning, Bathroom & Shower, Heating, Installation, Pipework, Kitchen, Ventilation, Services, and Industry news. With this option, you get your company logo and your promotional message on the section's home page, together with your banner advert on the right hand side.

Newsletter sponsorship

With its circulation of 10,000 subscribers, the Plumbing Park email newsletter is extremely effective in reaching the leading plumbing & HVAC decision makers and opinion leaders.

Sales leads generation

With Plumbing Park's sales lead generation service, you get a special link on all the articles we will publish about your organisation. This special link will be highlighted to stand out on the page, so that readers can follow it to register their interest and send you their details.

Customised campaigns

We can also tailor advertising / promotional packages to suit your exact requirements. For instance, if you want to give strong exposure to your latest product range, we can devise a tailored marketing campaign with a combination of brand advertising and lead generation techniques.

Advertising rates

Cost-effective marketing that gets results

Actual decision-makers and those with purchasing responsibility form the core target of the publication, so you can be sure Plumbing Park is read by those who matter most to your business.

Advertising in Plumbing Park offers superior value for money: Compared to the cost of a stand at a trade show or even a 1 page advert in a printed magazine, advertising in the leading online Plumbing & HVAC magazine is a remarkably cost-efficient commercial investment.

Advertising package	£	Euro	\$
Banner advertising (price per month)	750	1175	1400
Keyword sponsorship (price per keyword per month)	500	750	950
Directory upgrade – silver (per annum)	250	375	450
Directory upgrade - gold (per annum)	400	600	750
Section sponsorship (price per month)	500	750	950
Newsletter sponsorship (per issue)	250	375	475
Sales lead generation (price per month)	95	150	170

Terms and conditions

General: All copy is subject to approval of the publisher as are all placement locations and durations. Publisher reserves the right to reject any misleading or objectionable copy. Advertiser assumes full responsibility and liability for their copy and illustrations.

Agency commissions: A commission of 10% of the gross amount of the billing is offered to agencies recognized by the publisher, *provided the account is paid in full within 30 days of invoice date.*

Billing details: Net total due 10 days from invoice date: 1% monthly finance charge on unpaid balance amounts for accounts exceeding 30 days. Contracts for 3, 6, or 12 months must be paid quarterly in advance of each insertion. Delinquent accounts result in termination of further advertising until the balance is paid in full, including finance charges.

Cancellations: Should the advertiser choose to cancel or break this agreement at any time during the contract period, advertiser must provide written notice by the first day of the month prior to cessation. Advertiser will remit all outstanding balances for ads run and will be short rated if the number of ads actually run did not meet the level required to entitle the rates paid.