

The Association of Plumbing and Heating Contractors (APHC) is the leading Trade Association for the Plumbing and Heating Industry in England and Wales. We've been around since 1925 and represent approximately **900 installer members** (20,000 operatives) across England and Wales, from large companies working on commercial projects, to sole traders working in domestic properties.

We are a **not-for-profit** organisation and are committed to helping plumbing and heating contractors run professional and profitable businesses, by providing a source of expert knowledge, professional advice, support and savings. We also work closely with key organisations such as Government, Local Authorities, Training Bodies and other Industry Bodies to monitor existing legislation and help shape new legislation, ensuring our members interests are best represented and to help preserve the future of the industry.

## Supplier Membership Benefits:

APHC supplier members are plumbing & heating manufacturers, suppliers and merchants to the trade. As an APHC supplier member you will be kept up to date with the latest industry developments and campaigns that APHC are involved with and you will have many opportunities to show your support.

You will also be able to promote your brand, product or service to the professional plumbing & heating installers. Our marketing services are **exclusive to supplier members only** and help you get closer to the professional plumbing & heating installers.



As part of your annual supplier membership subscription you are entitled to the following:

<b>Hot &amp; Cold magazine registration</b>	
<b>e-Bulletin registration</b>	
<b>APHC 'supplier' logo usage</b>	
<b>FREE listing on the APHC website</b> (Approx. 50-60 words, plus logo and website link)	
<b>FREE half page advertorial in Hot &amp; Cold magazine*</b> (Approx. 400-450 words, plus images/logo)	<b>x1</b>
<b>FREE bespoke email to the APHC database</b>	<b>x2</b>
<b>FREE banner ad on the APHC e-bulletin</b>	<b>x1</b>
<b>FREE leaflet insert into an APHC member mailing**</b>	<b>x1</b>
<b>Submission of editorial and press releases</b> (Published at the discretion of APHC in various media)	

\*Available in the first year for new members only.

\*\*A5 maximum finished size and 20g maximum weight.

You also get exclusive access to a choice of additional low cost marketing services (*see overleaf*).

We're always open to new suggestions and bespoke opportunities on how we can work together. So, if you'd like to discuss your ideas, please contact the APHC marketing department.

For further details on supplier membership, please contact us on:

Tel: **+44 (0)121 711 5030**

Email: **marketing@aphc.co.uk**

# Additional Supplier Marketing Costs - 2013

## Hot & Cold Magazine (quarterly - Mar/Jun/Sep/Dec)

Detail:	Cost:
Full Page Ad (297mm x 210mm + 3mm bleed)	£300 + VAT per issue
Half Page Ad (125mm x 190mm - no bleed)	£175 + VAT per issue
Leaflet Inserts*	£200 + VAT per issue

Magazine circulation approximately 900 installer members.

Advert and insert bookings are limited. Please note that bookings are taken on a first come first serve basis.

\*A4 max. size and 20g max. weight (weights over 20g will be quoted for on request).

## e-Bulletin (bi-monthly - Feb/Apr/Jun/Aug/Oct/Dec)

Detail:	Cost:
Vertical Banner Ad (202 x 300 pixels / portrait / 72dpi)	£50 + VAT per issue

e-Bulletin circulation approximately 2175 (675 member installers and 1500 non-member installers).

e-Bulletin banner ad bookings are limited. Please note that bookings are taken on a first come first serve basis.

Maximum of 4 banner ads booked per year, per supplier.

## Website

Detail:	Cost:
Leader Banner Ad* (937 x 95 pixels / landscape / 72dpi)	£100 + VAT per month
Vertical Banner Ad** (202 x 300 pixels / portrait / 72dpi)	£50 + VAT per month

Website currently has an average of 4000 visits per month.

\*Leader Banner Ad - appears on the homepage.

\*\*Vertical Banner Ad - appears on other relevant pages except the homepage.

Website banner ad bookings are limited. Please note that bookings are taken on a first come first serve basis.

## Bespoke marketing

Detail:	Cost:
Bespoke Direct Mailing (Letter/Leaflet)*	£ - quoted on request.
Bespoke Email	£100 + VAT per email

\*Bespoke direct mailings will be quoted for according to your requirements and will be charged at cost only (postage and fulfilment).

Direct Mailing circulation approximately 900 installer members. Email circulation, approximately 675 installer members.

Bespoke mailings will be co-ordinated by APHC, due to data protection.

Maximum of 2 bespoke direct mailings and 4 bespoke emails can be booked per year, per supplier.

# Package Deals

Gold Package:	Cost per unit (+ VAT):	Total cost (+ VAT):
Full Page Ads (x2 issues)	£300 per issue	£600
Banner Ad - leaderboard (x2 months)	£100 per month	£200
Banner Ad - vertical rectangle (x4 months)	£50 per month	£200
Bespoke Email	£100	£100
<b>TOTAL</b>		<del>£1,100</del> <b>£880 (20% discount)</b>

Silver Package:	Cost per unit (+ VAT):	Total cost (+ VAT):
Half Page Ads (x2 issues)	£175 per issue	£350
Banner Ad - vertical rectangle (x6 months)	£50 per month	£300
Bespoke Email	£100	£100
<b>TOTAL</b>		<del>£750</del> <b>£600 (20% discount)</b>

If you are interested in securing 2013 bookings for any of the above, please contact the marketing department on:

Tel: **0121 711 5030** or Email: **marketing@aphc.co.uk**