

The Association of Plumbing and Heating Contractors (APHC) Limited 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 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:

Hot & Cold magazine registration
e-Bulletin registration
APHC 'supplier' logo usage
FREE listing on the APHC website (Approx. 50-100 words, plus logo and website link)
FREE half page advertorial in Hot & Cold magazine* (Approx. 350-400 words, plus images/logo)
x2 FREE bespoke e-shots to the APHC database
x1 FREE leaflet insertion into an APHC member mailing**
Submission of editorial, press releases & technical articles (Published at the discretion of APHC in various media)

*Available in the first year of new membership and on invitation thereafter.

**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 - 2015

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

Detail:	Cost:
Full Page Ad (297mm x 210mm + 3mm bleed)	£150 + VAT per issue
Half Page Ad (125mm x 190mm - no bleed)	£75 + VAT per issue
Leaflet Inserts*	£200 + VAT per issue

Magazine circulation approximately 900 installer members.

A minimum of 2 adverts must be booked (either x2 full page or x2 half page)

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).

Banner Adverts

Detail:	Cost:
Vertical Banner Ad e-bulletin* (202 x 300 pixels / portrait / 72dpi)	£50 + VAT per issue
Vertical Banner Ad Website** (202 x 300 pixels / portrait / 72dpi)	£50 + VAT per month

*e-Bulletin circulation approximately 2100 (900 member installers and 1200 non-member installers).

**Website currently has an average of 4500 visits per month.

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	£50 + VAT per e-shot

*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 900 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 annual membership, per supplier.

Hot & Cold Advertising Package:

Hot & Cold Advertising:	Cost per ad	Sub-Total	Discount	Total (+ VAT):
x2 Full Page Ads	£150	£300	N/A	£300
x2 Half Page Ads	£75	£150	N/A	£150
x4 Full Page Ads	£150	£600	£90 (15%)	£510
x4 Half Page Ads	£75	£300	£45 (15%)	£255

Booking Conditions:

All Hot & Cold Advertising Packages must be booked by **31st January 2015**.

If not enough bookings are confirmed to fill the additional advertising pages allocated, it may not be feasible to proceed with the advertising packages.

e-DM Campaign Package:

e-DM Package:	Circulation	Cost (+ VAT):
x1 Full Page Ad (Hot & Cold Magazine)	900 (members)	£150 per issue
x1 Vertical Banner Ad Website	Av. 4500 visits per month	£50 per month
x1 Bespoke Email	900 (members)	£50 per e-shot
x1 Leaflet Inserts (Hot & Cold Magazine)	900 (members)	£200 per mailing
SUB-TOTAL		£450
DISCOUNT		£50
TOTAL		£400

Booking Conditions:

Only x1 e-DM Campaign Package can be booked per supplier per annual membership.

If you are interested in securing 2015 bookings for any of the above, please contact the marketing department on:

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