

+ Plumbing HVAC

THE VOICE
OF CANADA'S
MECHANICAL INDUSTRY

IMB

INTER-MECANIQUE DU BÂTIMENT

2019

Advertising Rates
& Editorial Calendars

Cover the Entire Canadian Market



+



=

Total
Market
Coverage



Now Canada's largest distribution with copies at **Wolseley** locations across Canada (excludes Quebec)

25,274 copies!

- ✓ 20,374 single mailed copies to subscribers with purchasing authority!
- ✓ 4,900 copies at 98 Wolseley branches!
- ✓ 47 Ontario branches
- ✓ 42 Western Canada branches
- ✓ 9 Eastern Canada branches



With Plumbing & HVAC you have it all!

- ✓ Quality third party editorial to engage the reader
- ✓ Qualified subscribers with purchasing authority
- ✓ Largest reach with 25,274 copies to 14,816 locations including 98 Wolseley branches
- ✓ Ad measurement to know how your investment is working

Compare Plumbing & HVAC to the rest!

	Plumbing & HVAC	Mechanical Business	HPAC
Total Circulation	25,274	22,280	21,319
Total Unique Locations	14,816	Not reported	Not reported
100% third party editorial	Yes	No	No
100% Purchasing Authority (single copy mailed)	Yes	No	No
Ad Study Research	Twice a year	Not offered	Not offered
Job Titles	Audited	not audited or disclosed	not audited or disclosed
Type of Work	Audited	not audited or disclosed	not audited or disclosed
Type of Market	Audited	not audited or disclosed	not audited or disclosed
Company Size	Audited	not audited or disclosed	not audited or disclosed

Time spent with each issue
50 minutes

Pass Along Readership
3.8 Readers per copy

Some other facts from the readership study:

What other magazines do our readers receive?

Competitor #1
63%

Competitor #2
55%

Only Plumbing & HVAC
23%

Which magazines do they read regularly?

Competitor #1
55%

Competitor #2
46%

Plumbing & HVAC
95%

Plumbing & HVAC Top Score from Jan/Feb study

150

Plumbing & HVAC Average Score from Jan/Feb study

110

Industry Average Score

80

Editorial that engages readers



The largest reach



Ad Studies that measure the impact of your investment



The lowest rate card

— The best value for your advertising dollar!

January/February

SIGNET | AD STUDY
 RESEARCH INC | ISSUE

Hot Water Heating

Advertising Close: Jan 11
Material Deadline: Jan 25

- Features:** Tankless DHW
HVAC: Keeping busy in slow times
Hydronic Heating: Homeowner education
Refrigeration: Ammonia system maintenance
Plumbing: Innovative plumbing tools

March

Commercial Systems

Advertising Close: Feb 15
Material Deadline: March 1

- Features:** MCEE show preview
HVAC: Zoning warm air systems
Hydronic Heating: Solar thermal heating & DHW
Refrigeration: Ammonia Part II
Plumbing: High-rise re-pipe

April

Spring Air Conditioning

MCEE Show Issue

Advertising Close: March 20
Material Deadline: April 3

- Features:** Efficient air conditioning
HVAC: Sizing residential AC
Hydronic Heating: Heat pumps & hydronics
Refrigeration: Pressure relief on secondary coolant systems
Plumbing: Mechanical pipe joining

May/June

Kitchen & Bath

Advertising Close: May 10
Material Deadline: May 24

- Features:** Innovative kitchen products
HVAC: Sizing AC, Part II
Hydronic Heating: Radiator control valves
Refrigeration: Flammable refrigerants
Plumbing: Drain inspection, repair

July/August

The Green Issue

Advertising Close: June 21
Material Deadline: July 5

- Features:** Emerging technologies
HVAC: High efficiency AC
Hydronic Heating: Heat pumps & hydronics
Refrigeration: Evaporator operation with EC motors
Plumbing: Underground repair

September

SIGNET | AD STUDY
 RESEARCH INC | ISSUE

Fall Heating

Advertising Close: Aug 16
Material Deadline: Aug 30

- Features:** Today's heating options
HVAC: Tuning up and firing up
Hydronic Heating: De-centralizing large systems
Refrigeration: Pneumatic pressure testing
Plumbing: PEX for different applications

October

**Plumbing & Water Quality
 CANADIAN HYDRONICS CONF.
 SHOW ISSUE**

Advertising Close: Sept 20
Material Deadline: Oct 4

- Features:** UV water treatment
HVAC: Heating product changes
Hydronic Heating: Decentralizing, part II
Refrigeration: Blast hardening gelato
Plumbing: Fire-stopping options

November/December

Residential Construction

Advertising Close: Nov 8
Material Deadline: Nov 22

- Features:** Heating options for new construction
HVAC: New home installation
Hydronic Heating: Careers in hydronics
Refrigeration: Refrigeration and redundancy
Plumbing: Freeze protection

In addition to these special features, Plumbing & HVAC includes regular features on all aspects of plumbing, heating, hydronic heating, refrigeration, geothermal, solar thermal, air conditioning, heat pumps, ventilation, pipes, valves and fittings, pumps, controls, drain inspection and cleaning, tools, trucks, software and shop management

For more information contact:

(289) 638-2133 Mark Vreugdenhil (ext 1), Mark Tomlin (ext 3), Simon Blake (ext 2), Leah Den Hartogh (ext 4)

**Special for
2019**

Buy One More, Get One FREE!

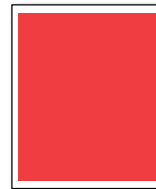
**Buy one more ad than 2018 and get an additional ad free! Must purchase at least three ads to qualify.
8x advertisers automatically qualify for special program**

Contact Mark T or Mark V for a custom quote!

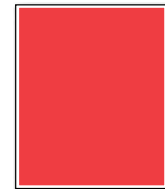
Prices include 4 color Rates Effective January 1, 2019

	1x	3x	6x	8x
Full Page	\$5,303	\$5,196	\$5,092	\$4,654
2/3 Page	\$4,408	\$4,315	\$4,225	\$3,872
1/2 Island	\$3,978	\$3,900	\$3,822	\$3,494
1/2 Page	\$3,451	\$3,377	\$3,311	\$3,028
1/3 Page	\$2,602	\$2,546	\$2,496	\$2,286
1/4 Page	\$2,125	\$2,080	\$2,036	\$1,863
1/6 Page	\$1,485	\$1,453	\$1,426	\$1,309

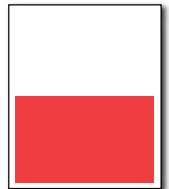
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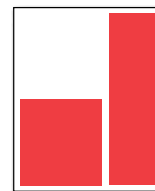
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8 x 9-7/8



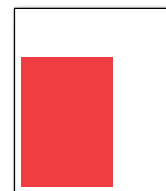
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9 1/4 x 11-1/8



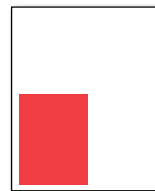
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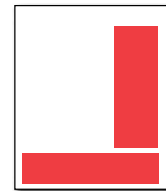
1/3 Page
5 1/4 x 5
1/3 Page Vert.
2 1/2 x 9-7/8



1/2 Page Island
5-1/4 x 7



1/4 Page
3-7/8 x 5



1/6 Page 8 x 2
1/6 Vertical 2-1/2 x 7

Contract and Copy Conditions

- The advertiser agrees to protect publisher against legal action based upon libelous statements, false or misleading statements or unauthorized use of photographs or other material in connection with advertisements placed.
- All advertising copy is subject to approval of the publisher.
- The word "Advertisement" will be placed above copy that in our opinion resembles editorial material.
- Production costs incurred on behalf of advertisers will be charged to them.
- Cancellations are not accepted after closing date.
- The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with policies covered by this rate card.
- The publisher will not be liable for material uncalled for beyond one year after last use.
- The advertiser and the advertising agency agree that **PLUMBING & HVAC** magazine shall be under no liability for failure to insert any advertisement.
- The advertiser and advertising agency assume a joint liability for payment of all advertising placed via the agency, in the event that one or the other should cease business prior to payment of outstanding invoices.

LEADER BOARD | 728 x 90px

BIG BOX | 300 x 250px

- ✓ Regularly updated editorial
- ✓ Fully linked Digital Editions
- ✓ New Training calendar!
- ✓ Leaderboard or Big Box

Check out our new training site, TrainingTrades.ca, on the next page!



2019 Rate Card • Gross

	RUN-OF-SITE (Based on 9,000 impressions)			
	1x	3x	6x	12x
Big Box	\$650	\$600	\$575	\$500
Leader Board	\$650	\$600	\$575	\$500

▲ Prices include video/flash options.

* Big Box ad positions include mobile platforms.

Enewsletters

Great open rates to over **13,000 subscribers!** Analytics provided to you with every issue!



LEADER BOARD | 728 x 90px

\$1,500 per month

BIG BOX | 300 x 250px

\$1,500 per month

2019 Rate Card • Gross

P&HVAC Product News		12, 247 subscribers			
	1x	3x	6x	12x	
Big Box	\$1500	\$1450	\$1400	\$1250	
Leader Board	\$1500	\$1450	\$1400	\$1250	

P&HVAC Industry News		12, 247 subscribers			
	1x	3x	6x	12x	
Big Box	\$1500	\$1450	\$1400	\$1250	
Leader Board	\$1500	\$1450	\$1400	\$1250	

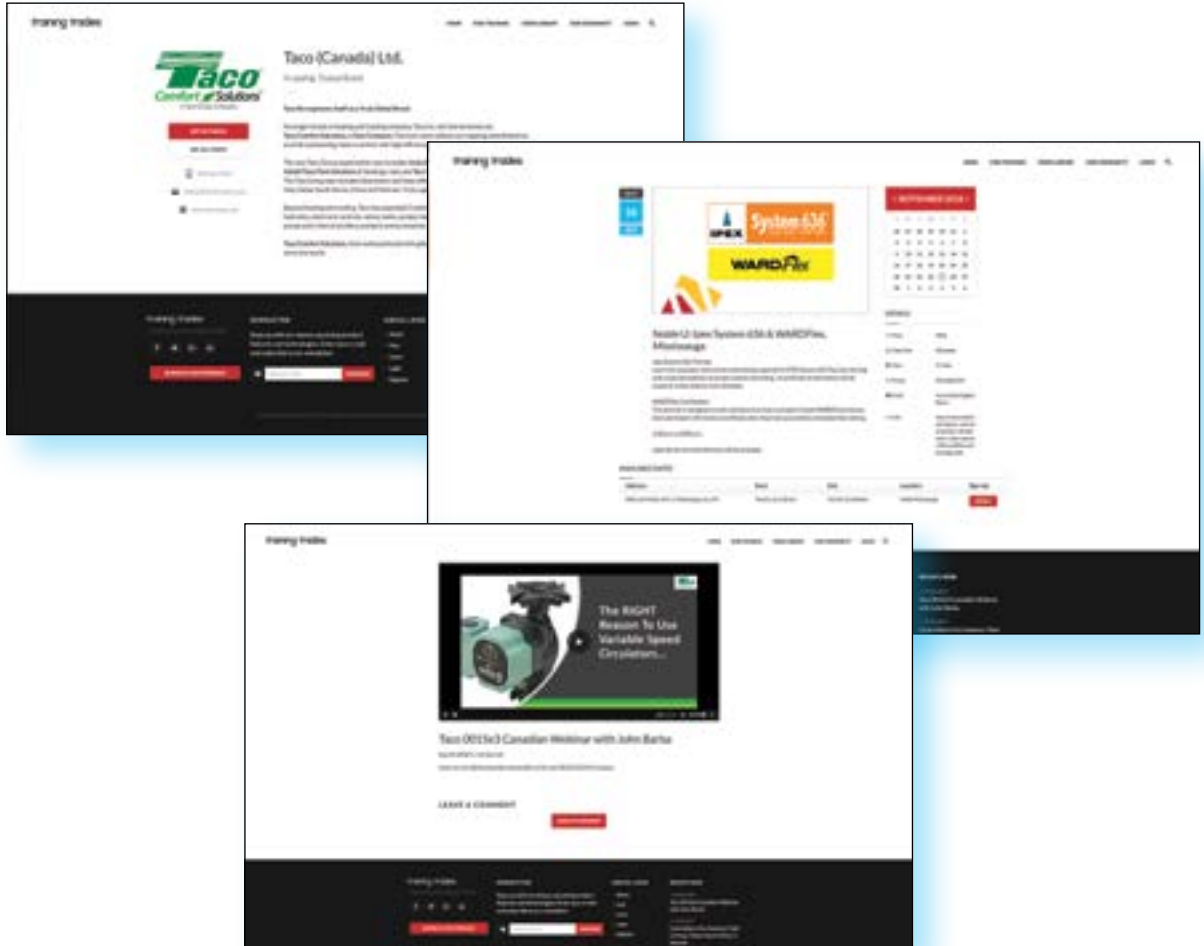
Eblasts

Target your custom message to your market. We can target your message to people with purchasing authority for your type of product. Only pay for the number of contacts you use! Only **\$300** per thousand names! Space is limited. Only two eblasts per month will be sold.

Eblast 2019 Rate Card

Price per thousand names			
1x	3x	6x	12x
\$300	\$290	\$280	\$260

TrainingTrades.ca



Promote your training opportunities to contractors free of charge!

Trainingtrades is a free community where you can promote your training opportunities to contractors. Our goal is amalgamate all the industry training opportunities in one site to allow manufacturers to promote their training courses and videos to contractors. Training builds sales and this is part of our commitment to help grow your business.

Step 1

Build your profile



Step 2

Add your course



Step 3

Add your training video or webinar



The more you train, the more you will sell!

Add your training opportunities today!

Call Mark at (289) 638-2133 ext 1
or email Mark@plumbingandhvac.ca.

powered by:

Plumbing
+HVAC
THE VOICE
OF CANADA'S
MECHANICAL INDUSTRY

Space Close: 5th of previous month
Material Close: 12th of previous month

Directory: Space Close: June 13,
Material Close: June 27

In every issue...

President's Editorial • News • Industry News • Calendar of Events • New Products
• Welcoming New Members • Management or Motivation • Best Practices tear off cards, etc.



February

- Balancing Air Pressure in Homes
- Pilot Project of a Recirculation Loop for Water-Cooled Equipment



August

- 2017-2018 Building Mechanicals Resource Guide
- The Most Complete Directory in Quebec



March

- Frequent Errors when Installing Air Ducts
- Design and Maintenance of Pure Water Systems



September

- New Trucks
- Retrofit of an Old Ventilation System



April

- MCEE 2019 Official Show Guide



October

- Insulation of Mechanical Systems; why bother?
- Building Information Modeling (BIM)



May

- Sustainable Development and Energy Efficiency
- (Energy Loops, Smart Buildings of Today and Tomorrow, etc.)



November

- Air Ducts Leaks
- Comparative Study of Hydronic Systems and VRF Systems



June

- Kitchen and Bathroom Annual Showcase
- MCEE New Products Contest Winners



December

- The Pro's Toolbox
- Steam Heating Systems

Plus, in each issue: **Best Practices tear-off cards**

Subjects may vary depending on circumstances, emerging technologies, etc.



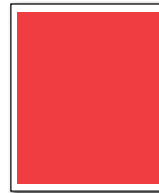
4-Colour Rates

effective January 01, 2015 (\$CAD)

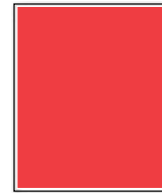
Frequency	1 x	3 x	6 x	10 x
1 page	\$2595	\$2420	\$2295	\$2240
2/3	2370	2230	2135	2065
1/2 island	2120	2000	1910	1860
1/2 h./v.	2030	1930	1840	1795
1/3	1795	1710	1660	1620
1/4	1640	1570	1525	1485

Inserts 1 pg.+ flap \$1770, 11 x 17 : \$1995 **Polybag outserts** \$1600

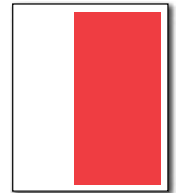
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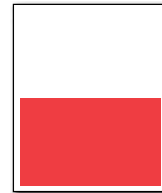
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No Bleed**
7 x 10



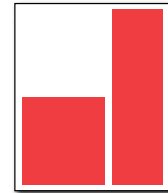
**Full Page
BLEED**
8-3/8 x 11-1/8



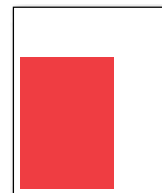
2/3 Page
4-5/8 x 10



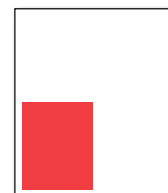
**1/2 Page
Horizontal**
7 x 4-7/8



1/3 Page
4-5/8 x 4-7/8
1/3 Page Vert.
2 1/8 x 10



1/2 Page Island
4-5/8 x 7



1/4 Page
3-3/8 x 4-7/8

Additional Sizes available on request

100% REACH IN QUEBEC!

Every licensed mechanical contractor in Quebec receives a copy of IMB.

PUBLISHED 10 TIMES A YEAR

by the CMMTQ, the Corporation of Plumbing and Mechanical Contractors of Quebec.

FREE TRANSLATION provided by the editor guarantees any technical terms are translated properly.

To reach all of Canada, you must **INCLUDE FRENCH CANADA!**
To reach French Canada, you need IMB!

+ Plumbing HVAC

THE VOICE
OF CANADA'S
MECHANICAL INDUSTRY

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