

Renewable

ENERGY INSTALLER THE BUSINESS OF MICROGENERATION

SOLAR THERMAL

SOLAR PV

BIOMASS

HEAT PUMPS

WIND

HYDRO

Renewable Energy Installer is the magazine for microgeneration. With information on the latest news, products, legislation, training courses and case studies, we keep readers up-to-date and provide the information they need to take advantage of new business opportunities.

Renewable energy has never had a higher profile. With the introduction of the Feed-in Tariff and the Renewable Heat Incentive, interest in renewable and microgeneration technologies has burgeoned. Renewable Energy Installer is the perfect medium for you to reach potential customers and form solid business partnerships. The rising cost of conventional energy is a further reason to promote renewable energy.

Aimed at the MCS-accredited installer, this title will also be useful for architects, specifiers, building control officers and local government housing professionals. The drive to reduce reliance on fossil fuels means that anyone involved in designing, commissioning, installing and running domestic or commercial buildings will have to consider renewables and microgeneration. Renewable Energy Installer is the source you need to make informed decisions for your projects.



The government's definition of microgeneration covers:

- Small-scale combined heat and power
- Biomass; heat pumps
- Solar hot water production
- Micro wind turbines
- Solar photovoltaic panels
- Micro-hydro
- Fuel cells

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What is in the magazine?

News and analysis

Legislation, grants, projects

Expert advice, insider view

Technical information

Manufacturer guidance

Interviews

Expert and industry leaders; installers share their views

Industry events

News from conferences and exhibitions. If you can't be there, we can!

Training courses

The latest on training and education for the microgeneration sector

Case studies

The latest projects in depth

Installers play a key role

Microgeneration and renewable technologies offer householders, developers and local government with new choices about how they power and heat homes and buildings. With added government incentives, renewable energy is gaining ground as a credible and financially viable alternative to conventional energy.

The ability to easily generate electricity and heat on the site where they are used and reduce energy bills, is becoming a credible option for those looking to improve their homes, those in the private sector, housebuilders and social housing.

Government has set high targets for microgeneration, expecting it to help reduce the UK's carbon emissions and to ensure a diverse energy supply for all. With their technical know-how and their role as advisers to consumers, installers play a key part in achieving these targets.

Circulation

MCS-accredited installers

Specifiers

Architects

Training companies

Self-builders

Local Authority Building Control

Local government housing

Professionals

Manufacturers

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Advertising rates and dimensions

Advertising rates

Size	£
Front cover	4750
Inside front cover	2500
Inside back cover	2250
Back cover	3250
Full page	1950
Half page	1015
Quarter page	580

Classified section

Single for four insertions	464
Double for four insertions	932
Triple for four insertions	1400
Inserts	price on application

Production data

MECHANICAL DATA Adverts should be supplied digitally in one of the following formats: JPEG, TIFF, EPS or press PDF with all fonts embedded. Images should be no less than 300dpi at print dimensions and CMYK.

We can accept artwork via email and on CD. Any artwork supplied incorrectly may incur additional costs. Advert copy to be set can be supplied by email as a single Microsoft Word document with images or logos as separate attachments.

AMENDMENTS & NEW ARTWORK Once copy has been received it will be deemed to be the final and complete information. Alterations to copy will be accepted at our discretion. Changes to copy should be supplied without application from us. In the event of the copy instructions not being received by the copy date we reserve the right to repeat the copy last issued.

CANCELLATION You may be liable for payment in full for any adverts cancelled or for which copy has not been received within 14 days prior to artwork deadline date.

Dimensions (height x width) A4 format

FULL PAGE

Bleed: 303mm x 216mm
Trim: 297mm x 210mm
Type: 277mm x 190mm

FRONT COVER

Trim: 212 x 199mm

HALF PAGE HORIZONTAL

125mm x 190mm

HALF PAGE VERTICAL

270mm x 90mm

QUARTER PAGE HORIZONTAL

62.5mm x 190mm

QUARTER PAGE VERTICAL

125mm x 90mm

SINGLE TRADE PANEL

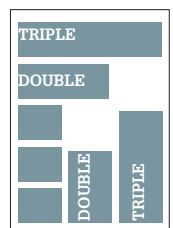
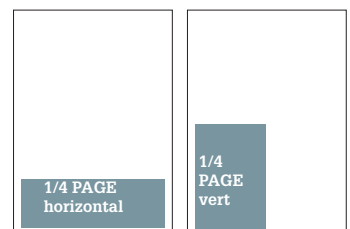
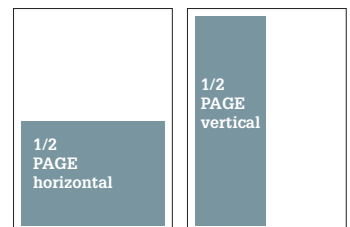
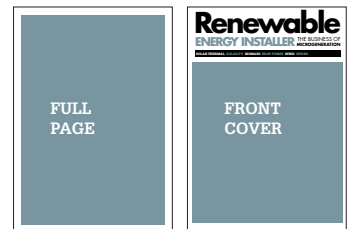
(Minimum 12 insertions)
45mm x 58mm

DOUBLE TRADE PANEL

(Minimum 12 insertions)
94mm x 58mm
45mm x 120mm

TRIPLE TRADE PANEL

(Minimum 12 insertions)
147mm x 58mm
45mm x 190mm



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Don't take our word for it... This is what the clients think about the Renewable Energy Installer magazine.

"Since starting our advertising campaign in Renewable Energy Installer magazine we have never looked back. The quality of the publication is second to none and the responses we received through our advertising and informative editorials, were regular and very high quality. We would highly recommend REI to anyone within the renewable sector".

Thomas Farquhar, Sales Manager
Easy MCS Ltd

"The Renewable Energy Installer is an excellent addition to the trade press. It allows NICEIC contractors and other readers to keep up to date with a wide range of technologies, installation practices, incentives and industry developments".

Nicola Scott, Sales & Marketing Manager
NICEIC



"Renewable Energy Installer provides quality well presented information to the market and is proving to be a valuable tool with regard to communicating the renewables message. The approach of the REI team is very much hands on and this approach has certainly proved beneficial when planning and implementing initiatives - whether these be providing technical articles or setting up an advertising programme".

Garry Broadbent, Managing Director
ICS Heat Pumps

"Hoval has a strong commitment to helping installers and their customers reap maximum benefits from our high-efficiency low carbon heat sources, such as biomass boilers, solar thermal and heat pumps. Consequently Renewable Energy Installer plays a key role in our marketing strategy, helping us to make installers aware of our products and our state-of-the-art training facilities."

Rebecca Chapman, Marketing Manager
Hoval

"The Renewable Energy Installer magazine is undoubtedly the leading magazine in the industry. I fully recommend it to anyone that is new to the industry. In addition, the newsletters are informative and timely."

Babak Daemi, Marketing Manager,
Ploughcroft



"BPEC has worked with Renewable Energy Installer since its inception both on the basis of advertising and editorial and have found it to be a very useful publication to work with in terms of promoting BPEC products and services."

Paul Cullen, Business Development Manager
BPEC

"Plumb Center views Renewable Energy Installer as a credible way to reach installers who are interested in renewable technologies. The quality of the editorial is excellent with the content being relevant, topical and interesting. It deals with complex issues such as legislation and technical information clearly and concisely and the product information is comprehensive and wide-ranging."

Julie Mclean, Brand Manager
Wolseley Group

"Navitron have been working with Renewable Energy Installer magazine since it first went to print. It is a fantastic publication that is aimed precisely at our target market, independent installers of renewable equipment, so the benefits of advertising in it should be fairly obvious.

Since we first made contact with REI, every member of their staff has been friendly, helpful and provided excellent communication. The price of advertising is also very reasonable and has been an ideal marketing platform for promoting new equipment and news from the company.

Jack Knight, Website & Media Manager
Navitron Ltd

"Renewable Energy Installer is doing a great job of providing timely and topical information for installers throughout the UK. It debates issues of the day (and we all know there are lots), provides a window on interesting products coming through, and helps to connect with the requirements of the MCS scheme - a must for any serious installer."

Steve Pester, Principal Consultant
BRE



"Renewable Energy Installer is the only real designated magazine dedicated purely to renewable technology. It has good case studies and is very informative. In fact, it is the first place I go to find out the latest information on what is happening."

Andy Buchan, Managing Director
Cotswold Energy Efficient Centre

"Renewable Energy Installer reaches Daikin UK's key market, keeping installers up to date with the latest news, product launches and industry issues. Our heating and renewables division has been working with the magazine for some time and is pleased with the platform it provides to educate and inform the market place."

Andrew Crown, Commercial Manager
Heating and Renewables, Daikin UK

"Hydratech has consistently used the Renewable Energy Installer as a prime advertising medium into the renewable sector for a number of years. Renewable Energy Installer has proved to be an ideal marketing platform to promote our range of specialist heat transfer fluids and definitely remains on our future list of advertising publications."

Noel Shapton, Sales Director
Hydratech / Evans UK

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Website and newsletter advertising rates and dimensions

The screenshot shows the website layout for Renewable Energy Installer. At the top, there's a navigation bar with categories: SOLAR THERMAL, SOLAR PV, BIOMASS, HEAT PUMPS, WIND, and HYDRO. Below this is a search bar and a 'BREAKING NEWS' section. The main content area includes a 'LATEST FEATURE' section with a large image of solar panels and a 'Talking Solar' article. There are also sections for 'NEWS', 'DIARY / EVENTS', 'PRODUCT REVIEWS', and 'RECRUITMENT'. A 'SUBSCRIBE TODAY' section is visible at the bottom left. The footer contains 'SUBSCRIBE', 'ADVERTISE', and 'STAY CONNECTED' information.

Production data

Size	Dimensions (height x width)
Full banner - top	60px x 468px
Medium rectangle	250px x 300px
Small rectangle	155 x 300px
Skyscraper	600px x 160px
Small	155px x 160px
Bottom banner	90px x 728px

Contact details

We can accept artwork via email to: lynn@andpublishing.co.uk. Images need to be set at a resolution of 72dpi, RGB and saved for web and devices. Once copy has been received this will be deemed to be the final and complete information. Alterations to copy will be accepted at our discretion. Any artwork supplied incorrectly may incur additional costs.

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2012 editorial schedule

ISSUE

FEATURES

January-
February

Main feature - heat pumps plus product round-up
What's new in micro hydro
Professional services
Supplement- Consumer focus on Ecobuild

March-April

Main feature - solar thermal
What's new in solar PV
Supplement- Ecobuild Preview

May-June

Main feature - biomass plus product round-up on stoves and burners
Helping the consumer choose
Spotlight on heat pumps
Health & safety
Supplement - Training

July-August

Main feature - solar PV plus product round-up
Spotlight on micro wind
Controls
Flat pack homes and eco homes
Supplement - Professional services

September-
October

Main feature - solar thermal
Spotlight on water saving and rainwater harvesting systems
Biomass
Supplement - Flat pack and eco homes

November-
December

Main feature - solar thermal plus product round-up
End of year overview including our top ten industry highlights
Biomass
The year ahead - what's in store for renewables?
Supplement - Training update

RENEWABLE ENERGY INSTALLER

Terms and Conditions

Current Conditions of Acceptance of all advertisements or other inserted material

The term ADVERTISER as used in these conditions means the party who books the space in the publication and is responsible for payment. The term PUBLISHER as used in these conditions means Ashley and Dumville Publishing Ltd.

These conditions shall apply to all advertisements appearing in or distributed with the publication and any supplementary or ancillary publication produced by the PUBLISHER. Where specific conditions apply this will be stated

1) The copyright in all advertisements shall belong to the ADVERTISER who hereby indemnifies the PUBLISHER against any claim, damage or expenses arising from any claim for breach of copyright in respect of any advertisement inserted in space booked by the ADVERTISER.

2) All advertisements must comply with the British Code of Advertising Practice.

3) The PUBLISHER reserves the right to refuse, withdraw or otherwise deal with an advertisement submitted to them at their absolute discretion and without explanation.

4) Series discounts apply to advertisement orders placed in advance and completed within 12 months of date of first insertion. Failure to complete a series may result in a surcharge.

5) The PUBLISHER may where necessary stipulate special charges and conditions for special requirements.

6) In no circumstances does the placing of an order confer the right to renew on similar terms.

7) The advertisement rates quoted are net of any tax that may be chargeable, which will be added.

8) The PUBLISHER reserves the right to increase the advertisement rates at any time or to amend the terms of contract as regards space or frequency of insertion. In such event the ADVERTISER has the option of cancelling the balance of a contract without surcharge. If the ADVERTISER cancels the balance of a contract except in the circumstances of an increase in

advertisement rates all unearned series discount will be surcharged. The PUBLISHER reserves the right to surcharge in the event of insertions not being completed within the contractual period.

9) The PUBLISHER reserves the right to refuse stop-orders, cancellations or transfers unless they are received by 4.00 p.m. on the day before the copy deadline stated at the time of booking. The PUBLISHER reserves the right to make a 50% charge for advertisements cancelled on this day and 100% charge for advertisements cancelled after the copy date. The PUBLISHER also reserves the right to refuse stop-orders, cancellations or transfers of loose inserts unless they are received not less than 3 days before the date of dispatch of the publication.

10) Where the ADVERTISER has undertaken to supply inserts which have been accepted and approved by the PUBLISHER, the PUBLISHER reserves the right to charge the rate agreed if they fail to arrive at the agreed time and place for insertion. Furthermore, unless the ADVERTISER has agreed to pay any excess postage, the PUBLISHER reserves the right to withdraw the insert in the event of a higher postage rate being applied. When a PUBLISHER does refuse to accept inserts the cost incurred in producing inserts shall be borne by the ADVERTISER.

11) Copy must be supplied without application from the PUBLISHER. In the event of the copy instructions not being received by the copy date the PUBLISHER reserves the right to repeat the copy last issued.

12) The PUBLISHER cannot accept responsibility for changes in dates of insertion and copy unless these are confirmed in writing and in time for the changes to be made. The PUBLISHER reserves the right to charge for any additional expense involved in such changes.

13) Copy matter provided for journals printed by litho and photogravure must conform to the PUBLISHER'S requirements and any additional work involved may be charged for.

14) Provided copy is received by the stipulated copy date the PUBLISHER will provide a proof of black and white display advertisements if it is practicable to do so. Any extra proofs will be charged for. Colour proofs will only be supplied

at the request of the advertiser and these will be charged for.

15) One voucher copy will be provided for each display advertisement.

16) The ADVERTISER shall be responsible for the insurance of all blocks artwork, and other advertisement material delivered by them to the PUBLISHER and the PUBLISHER cannot accept any liability for any loss or damage. After six months the PUBLISHER reserves the right to dispose of artwork, films and other advertisement material, with or without prior notification to the ADVERTISER or their agent. THE PUBLISHER may exercise this right without giving further notice to the ADVERTISER.

17) Credit terms (account holders only) are net and must be settled by the last day of the month following the date of invoice. Advertisements for non-account holders must be prepaid. If an account is overdue the PUBLISHER reserves the right to suspend insertions. The PUBLISHER also reserves the right to charge interest at the rate of 1.5% per month for each month or part of a month for which an account is overdue.

18) Failure by advertising agents to pay accounts in accordance with our terms and conditions will make the following reductions in commission otherwise allowed to agencies:

- a) 3 per cent, on the gross rate where the sum has not been paid by the due date
- b) A further 2 per cent making a total of 5 per cent on the gross rate where the sum owing remains unpaid one month or more after the due date.

19) Complaints regarding reproduction of advertisements must be received in writing within one calendar month of the cover date.

Ashley and Dumville Publishing Ltd,
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