

Renewable

ENERGY INSTALLER & SPECIFIER

INCORPORATING 'MOVING INTO RENEWABLES'



HEAT PUMPS

SOLAR

STORAGE

EV

LOW CARBON HOME

MEDIA GUIDE 2024

Why Renewable?

ENERGY INSTALLER & SPECIFIER



Renewable Energy Installer & Specifier (REI) is the go-to, information hub for professional installers, specifiers, engineers, manufacturers and suppliers of low carbon technologies for the domestic heat and energy sector, with a focus on domestic and small-scale commercial settings.

How do we do it?

Through our print and digital magazine, website and newsletters we share the latest news, ideas, interviews and data to guide and empower our community on their journeys through this fast-moving sector with a focus on:

- Heat pumps
- Solar PV and solar thermal
- Storage
- Smart tech
- Low carbon home
- EV
- Hydrogen

With a reputation for objective and insightful content, built over the last two decades, REI is the one-stop source for those delivering low carbon energy systems as well as an essential guide for those moving into the sector. REI delivers content vital to the industry through updates, in-depth articles, opinion pieces, and case studies.

Our community chooses us as the place to come for valuable, informative and timely content as well as specialist insight to enable them to do their job effectively through:

- An industry magazine and constantly updated website
- Regular industry newsletters
- On-the-pulse social media channels

Back in print

With many expressing a desire for this format, REI magazine has returned, with regular issues published around key industry events. Available in both print and digital formats, the magazine will include special focus topics alongside a roundup of key sector developments, insights from leading voices, interviews, latest news and key features.

Connecting suppliers with the community

The unique REI community brings those in the sector together to obtain, and share, information critical to business growth and planning. This enables suppliers to put beneficial products and services in front of key decision makers when they are highly engaged with relevant, valuable content.

As the hub where the industry connects and shares valuable insights, we do much more than just bring the latest news. REI is on the same journey as the community it serves offering updates, guidance and insight as the industry evolves.



OUR COMMUNITY YOUR AUDIENCE

STATISTICS

   Social media followers: 6484

Website visitors: 33598

www.renewableenergyinstaller.co.uk

Newsletter subscribers: 9423
41% of newsletter subscribers open and click often

Magazine subscribers:
Printed 5458 Digital 9423

ACTIVITIES:

Installers
Specifiers
Manufacturers
Suppliers

Installers make up almost
70% of our audience

ROLES:

MD/Owner
Director
Engineering/Technical
Management
Engineer

TECHNOLOGY FOCUS:

Heat pumps
Solar PV
Hydrogen

There are over
4500
MCS registered installers
in the UK

REI covers the subject areas I need as an installer – keep up the good work!

I read the October issue of REI with great interest, thank you for sending to me. There is a great deal of useful information and interesting articles.

I regularly visit the new website – it's excellent!

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MAGAZINE FORMAT IS BACK!

Pre-dating even the Feed in Tariff (FIT) scheme, the first issue of REI magazine was published back in 2008 and rapidly became the leading publication for all things renewable! Now, in response to popular demand, we have brought it back – in both print and digital format to complement our popular digital channels.

With valuable insights for installers, specifiers, engineers, manufacturers, and suppliers in the microgeneration sector, REI covers heat pumps, solar, storage, EV charging and domestic energy efficiency as well as the integrated home, smart controls and retrofitting.

The relaunch issue was published to coincide with October's main industry event and had a special solar & storage focus with a roundup of sector developments, insights from leading voices, news analysis and features.

Enthusiastically received by the industry, we will continue to support the sector with this valued industry publication,

- Feb 2024:** Heat Pumps, energy efficiency and retrofitting
- April 2024:** EV Charging, solar and the smart home
- July 2024:** Legislation, heat pumps, products and training
- Oct 2024:** Solar, storage and sector support

Published in print and digital format, you can view the issues on the website.

THE COMMUNITY

The magazine subscription is complimentary for installers and specifiers of domestic heat and energy system, covering all the core areas of interest to our community alongside a series of in-depth focus topics.

If you would like to receive issues of Renewable Energy Installer, complete the form on the website or contact **Rhian Burge: subscriptions@renewableenergyinstaller.co.uk** or on **01565 653283**.



“Great to see the relaunch of Renewable Energy Installer. I’m relatively new to the industry and found the articles very informative with just the right level of news and technical detail.”

“I just read your magazine ‘Renewable Energy Installer & Specifier’. I thought it was amazing, especially all the Q&A and interview sections.”

2024 SCHEDULE

Issue	Editorial Deadline	Advert Booking Deadline	Advert Copy Deadline	Publication Date
February Issue	19th January 2024	24th January 2024	31st January 2024	23rd February 2024
April Issue	7th March 2024	21st March 2024	28th March 2024	20th April 2024
July Issue	31st May 2024	13th June 2024	20th June 2024	15th July 2024
September Issue	31st July 2024	14th August 2024	21st August 2024	13th September 2024

ADVERTISING RATE CARDS & DIMENSIONS

MAGAZINE ADVERTISING RATES

Size	Single issue
Full Page	£2250
Half Page	£1245
Quarter Page	£750
Issue sponsorship:	£5,450
Cover image, full page article and full-page advert included.	

Advertorial priced as above

All advertising rates are exclusive of VAT

SPECIFICATIONS (height x width in mm)

FULL PAGE

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

HALF PAGE HORIZONTAL

Trim: 125mm x 190mm

HALF PAGE VERTICAL

Trim: 270mm x 90mm

QUARTER PAGE VERTICAL

Trim: 125mm x 90mm

QUARTER PAGE HORIZONTAL

Trim: 62.5mm x 190mm

WEBSITE

Size (height x width)	1 month
Masthead (100px x 320px)	£1750
Leaderboard (90px x 970px) (Mobile: 250px x 300px)	£950
MPU (100px x 320px)	£750

Sponsored Article

An article hosted on the website with links (subject to sight of content). Also includes a 'featured news' slot and banner advert on the newsletter

£1275

NEWSLETTER

Size (height x width)	2 mailings
Standard banner (75px x 600px)	£750
Square (200px x 200px)	£400
Solus eshot	£1750
A product / company promotion emailed under the REI brand to our newsletter recipients. Full details on request.	

Artwork production service: There is a charge of £150 for this service. Details on request.



REI WEBSITE

REI NEWSLETTER

Renewable

ENERGY INSTALLER & SPECIFIER

MASTHEAD

HEAT PUMPS • SOLAR • HYDROGEN • LOW CARBON • GREEN ENERGY • TRAINING • EVENTS • MORE • Q

LATEST

Woleley celebrates its first talent graduate
Woleley which is celebrating its first graduate of the talent graduate, John McLeod.
17 Mar 2022 2 min read

Grant UK's net zero heating show predict lands
Grant UK's net zero heating show predict lands of a product leader near zero.
16 Mar 2022 2 min read

British Gas completes first heat pump install in Devon
British Gas has completed its first air source heat pump installation at a home in Devon.
11 Mar 2022 2 min read

MOST READ

'The industry disrupter' named as a finalist in FDM Entrepreneur Tech awards
83% surge of installers are planning a move into renewables.
17 Mar 2022 2 min read

'Small scale wind' and its potential to transform the net zero agenda
Heat pumps to save college 250 tonnes of CO2 a year.
17 Mar 2022 2 min read

Case study - Flexible Panel Fixing service
BC SOLAR celebrates its 10th anniversary and shares insights from solar installer service.
17 Mar 2022 2 min read

Calling installers: small steps to make your business green
Recent highlights gender pay gap for installers.
17 Mar 2022 2 min read

LEADERBOARD 1

MORE

Woleley's new Edinburgh branch welcomes installers
Woleley has opened a brand new Pump & Parts contact branch on the outskirts of Edinburgh...
8 Mar 2022 2 min read

Burgiff Solar partners with Plymouth for carbon neutral status in record time
Burgiff Solar joins forces with Plymouth City Council to make the city carbon neutral by...
8 Mar 2022 2 min read

Grant UK extends G1+ rewards programme into renewables
Grant UK extends G1+ rewards programme into renewables.
7 Mar 2022 2 min read

Report highlights gender pay gap for tradesmen
Tradesmen in plumbing, heating and ventilation are in the top 10 lowest paying jobs that...
4 Mar 2022 2 min read

MPU

MPU

MPU

MPU

MPU

LEADERBOARD 1

FURTHER READING

Renewable energy protecting the past as well as the future
Renewable energy protecting the past as well as the future as Stonehenge heritage gets secure...
28 Feb 2022 2 min read

'Small-scale wind' and its potential to transform the net zero agenda
What part does small scale wind play in net zero? Crossflow CEO, Martin Barnes, shares...
16 Feb 2022 3 min read

Besa wins leading trade association award
The Building Engineering Services Association (BESA) has won the Training Institute of the Year award...
16 Feb 2022 3 min read

MPU

MPU

MPU

MPU

Newsletter Signup

LEADERBOARD

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HEAT PUMPS • SOLAR • HYDROGEN • LOW CARBON

Are you planning to move over to renewables?
A new study has revealed what percentage of installers are planning to expand into renewables in the next three years. Find out more here.

Calling installers!
Practical (and practical) advice about making your business greener, plus insights from the installers who made a switch to green. Also read more about how to get financial support.
Read more>>>

Rural, off-grid social housing in need of a retrofit
Retrofit costs and increasing control of heat and water was the focus for an innovative funding this European-based case study. See how they did it.
Read more>>>

STANDARD BANNER

Survey insights from solar company celebrating 40th anniversary
A 40th anniversary celebration for this solar company and may mean insights from their extensive solar installer survey.
Read more>>>

Can small scale wind transform the net zero agenda?
Crossflow CEO, Martin Barnes, shares his thoughts with us and asks what role it practical approaches can help reduce organisational carbon footprints.
Read more>>>

'True industry disrupter' is named a finalist in entrepreneur awards
Industry news announced as a finalist in the 'entrepreneur' category at this year's FDM Entrepreneur in Technology Awards.
Read more>>>

Heat pumps to save college 250 tonnes of CO2 a year
Supporting the carbon footprint of St George's College in Weybridge thanks to the installation of air source heat pumps, which will save the school around 250 tonnes of CO2 per year.
Read more>>>

Enjoyed this newsletter? Forward to a friend

EVENTS LATEST

Fulham, London 1-3 March 2022
 Low Carbon Homes Manchester Retrofit Summit, online 22-23 March 2022
 Low Carbon Homes Essex Retrofit Summit, online 24-26 Mar 2022
 Installer-KW 2022, MEC, Birmingham, 21-23 June 2022
 Low Carbon Homes Birmingham Retrofit Summit, online 20-22 September 2022
 Solar & Storage Live, Birmingham 16-17 October 2022

BOX BANNER

BOX BANNER

BOX BANNER

FIND OUT ABOUT ADVERTISING OPPORTUNITIES

MASTHEAD

SATEST

Venture develops 'first of its kind' heat pump and ventilation system

14 Mar 2022 3 min read

British Gas completes first heat pump install in Devon

LEADERBOARD

ADVERTISMENT

MPU

MPU

MPU

MPU

MOST READ

LEADERBOARD

ADVERTISMENT

MPU

MPU

MPU

MPU

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COPY DETAILS – WEBSITE AND NEWSLETTER

We can accept artwork via email.

Adverts should be RGB, with a maximum file size of 120kb and supplied digitally in one of the following formats:

JPEG, PNG or GIF with the required URL link specified. Animated GIF maximum rotations of three.

Any artwork supplied incorrectly may incur additional costs.

COPY DETAILS – PRINT

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 with no spot colours.

We can accept artwork via email and by file transfer. Any artwork supplied incorrectly may incur additional costs. Advert copy to be set by ourselves can be supplied by email as a single Microsoft Word document with images and/or logos as separate attachments at no less than 300dpi at print dimensions and CMYK with no spot colours.

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 by the artwork deadline date.

Renewable Energy Installer is published by:
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T/A A&D Publishing
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EDITORIAL

If you have something to communicate, promote, celebrate or shout about please get in touch with

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Press release/event listing

✉ news@renewableenergyinstaller.co.uk

ADVERTISING CAMPAIGNS

To plan your high impact, targeted marketing campaign and present your brand, services and products to this valuable audience please get in touch with

Adrian Major, Advertising Manager

✉ adrian@renewableenergyinstaller.co.uk

☎ 07909 968982

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 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 Ltd,
Registered in England No. 227716
Vat Registration No. 318 251 419

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