

Oilinstaller

News and views from an evolving heating world

As the official publishing partner of OFTEC, we are committed to delivering industry news, insights, product developments, and training updates from the domestic energy solutions sector to 10,000+ registered heating technicians across the UK and Ireland.



An essential read for those involved in supply, installation and maintenance for the heating industry.



In association with
www.oftec.org

Oil Installer

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Why Oil Installer?

Published as part of the energy division of A&D Publishing, Oil Installer is at the heart of the heating industry with a community of 10,000+ members.

As the official publishing partner of OFTEC, the competent persons scheme which recognises installers who are approved to install oil, solid fuel and renewable heating equipment, we are committed to delivering industry news, insights, product, technical and training developments from the domestic energy solutions sector.

We deliver:

- ✓ The latest OFTEC communications
- ✓ industry news and developments
- ✓ Legislative updates
- ✓ Industry voices

Connect with peers and share best practice

As the channel for the key industry body, and the place where the community connects to share valuable insights, we do much more than just bring the latest news and information.

A quarterly magazine, monthly digital newsletter and regularly updated website packed with updates on training, legislation, technical topics, environmental issues and product developments equips those in the industry to share concerns, information, experience, ideas, and best practice in order to deliver most effectively.

We also provide:

- ✓ Monthly digital newsletter
- ✓ Four quarterly magazines in print and digital formats
- ✓ Regularly updated website
- ✓ Monthly digital newsletter

An evolving energy world

With the essential drive to reduce carbon emissions gathering pace, government is committed to the decarbonisation of domestic and commercial heating.

The resultant move away from fossil fuels and towards renewable technologies presents a huge opportunity for installers.

We are committed to being part of this evolving energy world and constantly bringing you the information you need to make the most of all the opportunities as you continue to deliver optimal solutions for home energy.

QUARTERLY MAGAZINE

In print and digital formats with EVERY issue offering a combined reach of more than 10,000 OFTEC registered installers / technicians

DIGITAL CHANNELS:

Website with quarterly digital magazine, industry news and back issue catalogue with 14,400 visitors

Industry newsletter

Social media communities



To sign up for the free digital Oil Installer magazine and newsletter, please visit: <https://oilinstaller.co.uk/subscribe/>
Non-OFTEC members can subscribe to the print version of Oil Installer for £50 for 4 issues. To request a subscription please email: subscriptions@oilinstaller.co.uk

2025 PRINT ADVERTS: RATES & SPECIFICATIONS

RATES

DPS	£3300
Full Page	£1900
Half Page	£1075
Quarter Page	£575

Premium Positions

Inside Front	+15%
Inside Back	+15%

Other Packages

Front Cover	POA
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Advertorial by arrangement

SPECIFICATIONS Height x Width in mm

DOUBLE PAGE SPREAD



Bleed: 303mm x 426mm
Trim: 97mm x 420mm
Type: 277mm x 400mm
Gutter: 26mm

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



FRONT COVER PACKAGE



QUARTER PAGE

HORIZONTAL

Trim: 62.5mm x 190mm



QUARTER PAGE

VERTICAL

Trim: 125mm x 90mm



The front cover package includes a fully branded cover takeover, a full-page editorial feature and a full page advert in the issue. Please enquire for availability

All adverts for the monthly print magazine should be supplied as a PDF with a resolution of 300dpi at print dimensions with all fonts embedded.

ADVERTISING CAMPAIGNS

If you have products or services that you believe to be beneficial to those operating in this sector, please get in touch to plan your high impact, targeted marketing campaign to present your brand to this valuable audience:

Adrian Major, Advertising Manager



adrian@oilinstaller.co.uk



07909 968982

2025 DIGITAL RATES AND SPECIFICATIONS

ONLINE

WEBSITE Height x Width in px

Regularly updated with the latest sector news, legislative updates, industry opinions and information from OFTEC and other key voices in the industry, the website is at the heart of the home energy sector and the place where the community goes for essential information critical to business success.

ADVERTISING OPTIONS

Masthead: £1250 per month

Dimensions: 100px high x 320px wide

Leaderboard: £875 per month

Dimensions: 90px high x 970px wide

(Mobile 250px high x 300px wide)

MPU: £625 per month

Dimensions: 100px high x 320px wide

SPONSORED ARTICLE

A sponsored advertorial style article with links. Hosted on the website it is supported with social media posts and a 'featured news' slot with banner advert on a digital newsletter (subject to content).

£975

BY EMAIL

ENEWS Height x Width in px

Launched alongside the new website, a monthly Oil Installer digital newsletter will be delivered to all subscribed individuals to share the latest updates and developments from the world of home energy solutions.

Our industry newsletters contain insights specifically tailored to our communities and enjoy a very high level of engagement offering an excellent opportunity to raise your brand profile and engage with those who have an active interest in the sector.

ADVERTISING OPTIONS

Leaderboard £500

Dimensions: 75px high x 600px wide

Standard Banner £350

Dimensions: 75px high x 600px wide

Square £250

Dimensions: 200px x 200px

Web and email adverts should be supplied as GIF, JPEG or PNG files and should be supplied in RGB colour. GIFs must have no more than three rotations.



2025 DIGITAL RATES AND SPECIFICATIONS

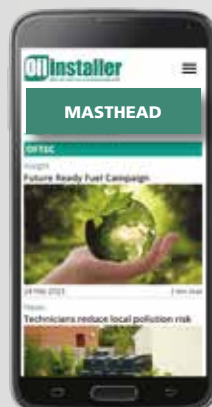
Oil Installer

WEBSITE



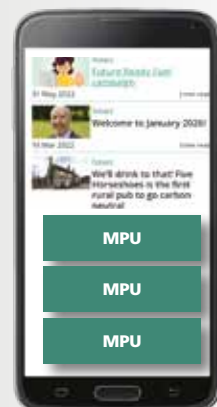
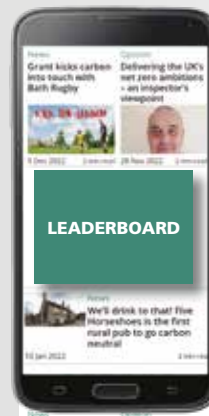
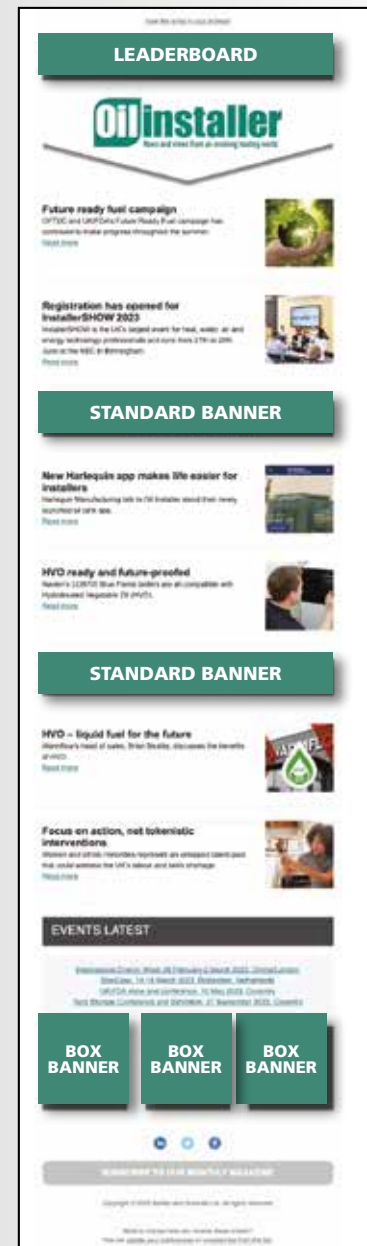
Oil Installer

MOBILE



Oil Installer

NEWSLETTER



PRODUCTION & CONTACT DETAILS

COPY DETAILS – WEBSITE AND NEWSLETTER

We can accept artwork via email to: adrian@oilinstaller.co.uk

Adverts should be RGB, supplied digitally in one of the following formats: JPEG, PNG or GIF. If you send an animated GIF please set the number of rotations to three. We also require the URL to which the advert should link. 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. 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.

Publication is monthly and artwork should be supplied by the stated deadline. Any artwork supplied incorrectly may incur additional costs.

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.

Oil Installer is published by :

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T/A A&D Publishing

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Tel: +44 (0)1565 653283



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If you have something to communicate, promote, celebrate or contribute please get in touch with:

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margaret@oilinstaller.co.uk
liz@oilinstaller.co.uk



07786 267527

ADVERTISING CAMPAIGNS

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

Adrian Major, Sales Manager



adrian@oilinstaller.co.uk



07909 968982

TERMS & CONDITIONS

CURRENT CONDITIONS OF ACCEPTANCE OF ALL ADVERTISEMENTS OR OTHER INSERTED MATERIALS

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.

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. 318251419**

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