

# Renewable

## ENERGY INSTALLER & SPECIFIER

INCORPORATING 'MOVING INTO RENEWABLES'



HEAT PUMPS

SOLAR

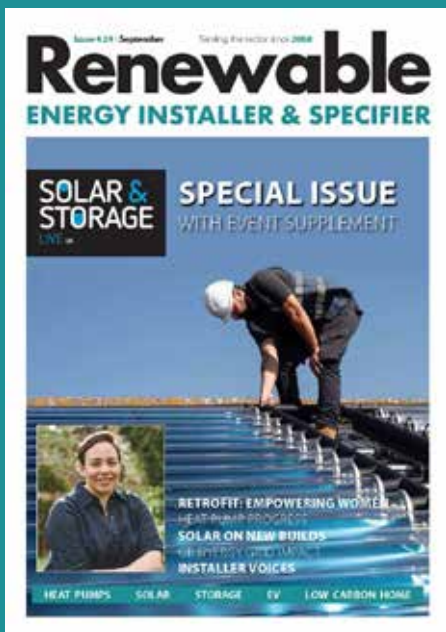
STORAGE

EV

LOW CARBON HOME

MEDIA GUIDE 2025

# 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 heat and energy sector, with a focus on domestic, commercial and industrial settings.**

### How do we do it?

Through our print and digital magazine, website, newsletters and social media channels, we share insightful content 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
- The low carbon home
- EV
- Hydrogen

### Supporting the sector since 2008

First published in 2008, to advocate for the adoption of a new concept called the Feed-in Tariff, our magazine has been informing and inspiring those in the sector ever since. Rapidly becoming the leading publication for all things renewable, REI covers all relevant technologies and services, analysing latest sector developments to deliver objective and insightful content.

With industry voices, latest news, opinions, analysis and case studies, 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.

Our community chooses us as the place to come for valuable, informative and timely content as well as specialist insight that supports sector growth.

As we work to solve, together, the challenges of heat and energy decarbonisation, we will continue to support this sector through our enthusiastically received:

- Industry magazine
- Constantly updated website
- Regular industry newsletters
- On-the-pulse social media channels.

### 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: 7,659

Website visitors: 55,200

[www.renewableenergyinstaller.co.uk](http://www.renewableenergyinstaller.co.uk)

Newsletter subscribers: 9,254  
41% of newsletter subscribers open and click often

Magazine distribution:  
Printed 5,500+ Digital 9,254

### ACTIVITIES:

Installers  
Specifiers  
Manufacturers  
Suppliers

Installers make up almost  
**70%** of our  
audience

### ROLES:

MD/Owner  
Director  
Engineering/Technical  
Management  
Engineer

### TECHNOLOGIES

Heat pumps  
Solar PV / thermal  
Storage  
EV charging  
Retrofit

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!  
There is a great deal of  
useful information and  
interesting articles.”

“ Quality Friday  
lunchtime reading.  
Another brilliant  
edition from Renewable  
Energy Installer.  
Leo Vincent, E3G ”

“ Outstanding!  
A great read as always -  
REI is back to its former  
glory!  
I regularly visit the new  
website too  
– it's excellent!”

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## PRINT AND DIGITAL MAGAZINE

REI dates back to autumn 1989 when founder Nick Smith volunteered at the Centre for Alternative Technology, Machynlleth to learn about the wonders of PVs, heat pumps and more.

Our first issue, published in 2008, advocated for the adoption of a new concept - the Feed-in Tariff. We've been informing and inspiring those that drive the microgeneration market ever since, rapidly becoming the leading publication for all things renewable.

The quarterly magazine, with a strong industry event presence, is published in both print and digital format and complements our extremely popular website, newsletters and social media channels.

With valuable insights for installers, specifiers, engineers, manufacturers, and suppliers, REI covers heat pumps, solar, storage, EV charging and domestic energy efficiency as well as the integrated smart home and retrofitting, with a roundup of sector developments, insights from leading voices, analysis and features.

- Feb/Mar 2025:** Solar, energy efficiency, heritage and retrofitting
- May/June 2025:** Legislation, smart homes and sector financing
- Aug/Sep 2025:** Products, training and industry developments.
- Nov/Dec 2025:** Solar, storage, software and sector support

Enthusiastically received by the industry, we will continue to support the sector with this valued industry publication as, together, we solve the challenges of heat and energy decarbonisation

### THE COMMUNITY

The magazine subscription is complimentary for installers and specifiers of domestic heat and energy systems.

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](mailto: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.”

## 2025 SCHEDULE

Issue	Editorial Deadline	Advert Booking Deadline	Advert Copy Deadline	Publication Date
February/ March	22nd January 2025	28th January 2025	5th February 2025	26th February 2025
May/ June	22nd April 2025	28th April 2025	7th May 2025	28th May 2025
August/ September	29th July 2025	4th August 2025	13th August 2025	3rd September 2025
November/ December	30th September 2025	6th October 2025	15th October 2025	5th November 2025

# ADVERTISING RATE CARDS & DIMENSIONS

## MAGAZINE ADVERTISING RATES

Size	Single issue
<b>Full Page</b>	<b>£2250</b>
<b>Half Page</b>	<b>£1245</b>
<b>Quarter Page</b>	<b>£750</b>
<b>Issue sponsorship:</b>	<b>£5450</b>
Cover image, full page article and full-page advert included.	

### Sponsored Content (advertorial style) 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
<b>Masthead</b> (100px x 320px)	<b>£1750</b>
<b>Leaderboard</b> (90px x 970px) (Mobile: 250px x 300px)	<b>£950</b>
<b>MPU</b> (100px x 320px)	<b>£750</b>

### 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)	1 mailing
<b>Standard banner</b> (75px x 600px)	<b>£475</b>
<b>Square</b> (200px x 200px)	<b>£275</b>
<b>Featured news article</b> A 'featured news' slot in our industry newsletter	<b>£375</b>

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



**REI WEBSITE**

**REI NEWSLETTER**

**Renewable ENERGY INSTALLER & SPECIFIER**

HOT PUMPS • SOLAR • HYDROGEN • LOW CARBON • GREEN ENERGY • TRAINING • EVENTS • MORE

**MASTHEAD**

**LEADERBOARD 1**

**LEADERBOARD 2**

**LEADERBOARD 3**

**Renewable ENERGY INSTALLER & SPECIFIER**

HOT PUMPS • SOLAR • HYDROGEN • LOW CARBON

**LEADERBOARD**

**STANDARD BANNER**

**BOX BANNER** **BOX BANNER** **BOX BANNER**

**REI MOBILE**

MASTHEAD

LEADERBOARD

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:

**Ashley & Dumville Ltd**  
**T/A A&D Publishing**

Registered in England No. 227716

Tel: +44 (0)1565 653283



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**Advertising Manager**  
**Adrian Major**

[adrian@renewableenergyinstaller.co.uk](mailto:adrian@renewableenergyinstaller.co.uk)

## EDITORIAL

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

**Linda Ram, Managing Editor**

✉ [linda@renewableenergyinstaller.co.uk](mailto:linda@renewableenergyinstaller.co.uk)

**Press release/event listing**

✉ [news@renewableenergyinstaller.co.uk](mailto: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](mailto: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 makes the booking 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% on the gross rate where the sum has not been paid by the due date  
b) A further 2%, making a total of 5%, 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.

***This version effective 29th November 2024***

**Ashley and Dumville Ltd,  
Registered in England No. 227716  
Vat Registration No. 318 251 419**



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SOLAR

STORAGE

EV

LOW CARBON HOME

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