

# 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**

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## Why Oil Installer?

With a community of over 10,000 professionals, Oil Installer is the trusted voice of the domestic heating industry.

As the official publishing partner of OFTEC—the competent persons scheme that certifies installers of oil, solid fuel, and renewable heating systems—we’re dedicated to delivering authoritative content that informs, connects, and supports installers across the UK and Ireland.

### What we deliver:

- ✓ The latest OFTEC communications
- ✓ Essential industry news and developments
- ✓ Updates on legislation and compliance
- ✓ Technical insights and product innovation
- ✓ Industry voices

All designed to help installers stay informed, connected, and competitive.

### We also provide:

- ✓ Quarterly magazine in both print and digital format
- ✓ Monthly digital newsletter sharing timely updates
- ✓ Continuously updated website featuring latest news, technical content, training updates, and industry insight

## Supporting the transition to low carbon solutions

As government policy accelerates the shift from fossil fuels to renewable energy, the opportunities for installers have never been greater. We are committed to keeping you ahead of the curve with insights that help you navigate change, meet customer needs, and seize new business potential.

**Join us as we support the future of domestic energy—together.**

## Why advertise with us

Our targeted platforms engage a loyal, qualified audience of heating professionals who specify and install domestic heating solutions every day. Whether your aim is to build brand awareness, showcase innovation, or drive product uptake, Oil Installer offers direct access to decision-makers in this dynamic and evolving sector.

### QUARTERLY MAGAZINE

In print and digital formats with EVERY issue

Combined reach of more than 10,000 OFTEC registered installers / technicians

### DIGITAL CHANNELS:

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

Industry newsletter

Social media communities

Sign up for your free digital magazine and newsletter at: <https://oilinstaller.co.uk/subscribe/>

Non-OFTEC members can subscribe to the print magazine for £50 for 4 issues.

To request this, please email: [subscriptions@oilinstaller.co.uk](mailto:subscriptions@oilinstaller.co.uk)

# 2026 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: 297mm 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

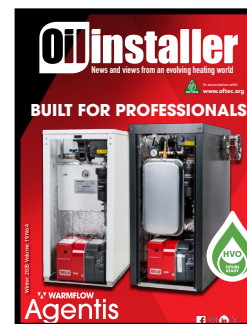


### HALF PAGE VERTICAL

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 your products or services support professionals in the domestic heating sector, we'd love to help you reach this highly engaged audience. Get in touch to plan a targeted, high-impact marketing campaign that puts your brand in front of the installers who matter most

Adrian Major, Advertising Manager

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

 07909 968982

# 2026 DIGITAL RATES AND SPECIFICATIONS

## WEBSITE

Regularly updated with the latest sector news, legislative changes, expert opinions, and insights from OFTEC and other key industry voices, our website is the central hub for the domestic energy community—a go-to resource for the 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

## DIGITAL NEWSLETTER

Our monthly digital newsletter delivers the latest updates and developments from the domestic heating sector directly to subscribers.

Tailored specifically to our professional community, the newsletter enjoys high engagement rates - making it an ideal platform to showcase your products and services and connect with a highly relevant, actively interested audience.

### ADVERTISING OPTIONS

**Leaderboard** £500

Dimensions: 75px high x 600px wide

**Standard Banner** £350

Dimensions: 75px high x 600px wide

## SPONSORED DIGITAL CONTENT

### Complete package:

**Includes a website article, newsletter inclusion as a featured post and a newsletter banner advert**  
Hosted on the website, your article is supported with social media posts and includes a 'featured news' slot and banner advert on one of the monthly digital newsletters (subject to agreement of content) - **£975**

**Newsletter only package:** a featured post on the newsletter with your choice of link destination - **£375**

**Guaranteed press release:** your press release shared in full on the website with links - **£175**

Digital adverts must be supplied as GIF, JPEG or PNG files in RGB colour. GIFs to have maximum three rotations.

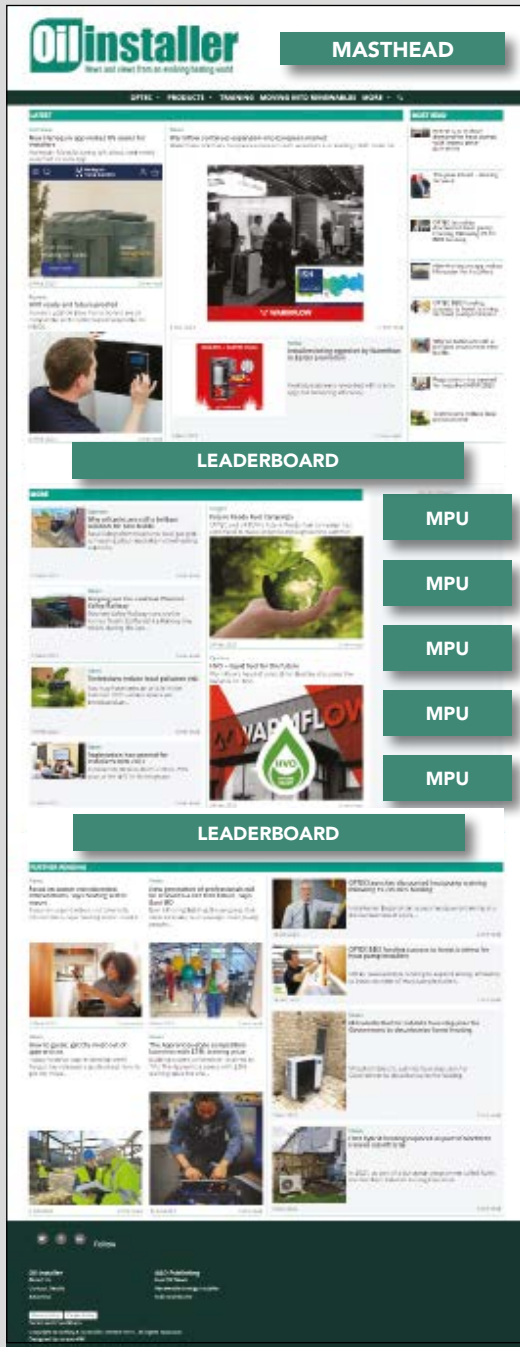




# 2026 DIGITAL RATES AND SPECIFICATIONS



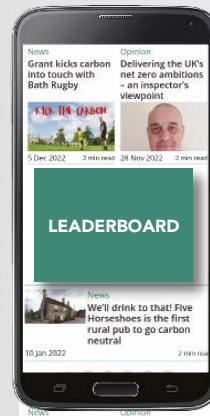
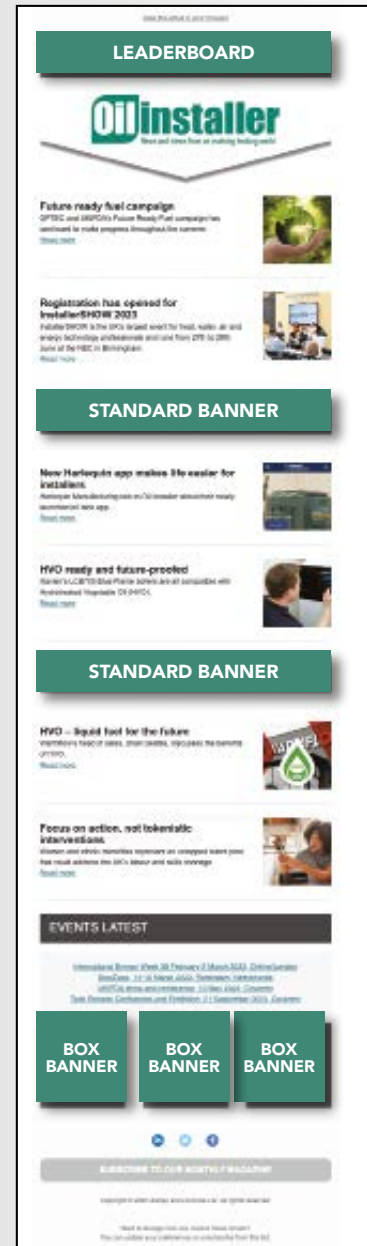
## WEBSITE



## MOBILE



## NEWSLETTER



# PRODUCTION & CONTACT DETAILS

## COPY DETAILS – WEBSITE AND NEWSLETTER

We can accept artwork via email to: [adrian@oilinstaller.co.uk](mailto: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 :  
**Euromedia Associates**  
Registered in England No. 2662317  
Tel: +44 (0)1257 267677  
Email: [Hello@euromediaal.com](mailto:Hello@euromediaal.com)



**Managing Editor**  
**Margaret Major**  
[margaret@oilinstaller.co.uk](mailto:margaret@oilinstaller.co.uk)

**Content Editor**  
**Liz Boardman**  
[liz@oilinstaller.co.uk](mailto:liz@oilinstaller.co.uk)

**Advertising Manager**  
**Adrian Major**  
[adrian@oilinstaller.co.uk](mailto:adrian@oilinstaller.co.uk)

**Accounts**  
**Sheila Helm**  
[sheila.helm@euromedia-al.co.uk](mailto:sheila.helm@euromedia-al.co.uk)


**Subscriptions**  
[subscriptions@oilinstaller.co.uk](mailto:subscriptions@oilinstaller.co.uk)

## EDITORIAL

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

Margaret Major, Managing Editor  
Liz Boardman, Content Editor

 [margaret@oilinstaller.co.uk](mailto:margaret@oilinstaller.co.uk)  
 [liz@oilinstaller.co.uk](mailto: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](mailto: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 Euromedia Associates.

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.

**Euromedia Associates Ltd,  
Registered in England No.2662317  
Vat Registration No.582161642**

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