In a crowd of flow control industries and advertising options, VALVE stands out.
Great journal! I’ve cut many articles out and sent them to colleagues. You cover all of our markets, and enhance our knowledge of common and esoteric matters.

Great publication that is passed through our office staff and sent to purchasing.

I have been receiving this magazine since 1986. My personal opinion: BEST magazine for the industry.

Keeps me abreast of changes in the valve industry, both products and business.

VALVE Magazine is one of the best magazines for the valve users community. You as a team are doing a great job with your efforts.

VALVE Magazine is one of the few industry newsletters/magazines that I make sure to at least scan for new information. I regularly find the content relevant and useful.

Sue Partyke  
sales  
spartyke@vma.org

Jill Lenahan  
production  
jill.pcomm@gmail.com

145 Harrell Road, Suite 119, Fredericksburg VA 22405  
540.374.9100 fax: 540.374.9265
VALVE Print and Digital Media Products
reach exactly the V/A/C professionals
you need.

And more of them.

VALVE MAGAZINE PRINT AND DIGITAL EDITION
The print edition of VALVE Magazine has always had strong penetration in the U.S. and Canadian valve markets—but with the digital edition, we’ve established a strong reach around the globe. Our foreign readership continues to grow and now slightly more than half (51%) of those who visited during the past year—representing 183 countries—are from outside the U.S. and Canada.

VALVEmagazine.com
VALVEmagazine.com is a vital hub where nearly 15,000 unique visitors a month come to find the industry news, information, and educational content that helps them do their jobs. They come back again and again, because VALVEmagazine.com is the one location where they can find:
- A steady stream of free, original Web-only editorial content
- New products and the latest applications
- The most up-to-date industry headline news
- Complete digital archives of VALVE Magazine and VALVE eNews
- Industry meetings & events

VALVEindustryBuyersGuide.com
A comprehensive online resource to help buyers from around the world locate manufacturers and providers. This one-of-a-kind buyers guide is devoted to all things valve, and includes more than 90 categories of products and services. If you’re not listed here, you’re missing an important element in your marketing mix!

VALVE eNews
By reaching both opt-in subscribers and visitors from VALVEmagazine.com, eNews delivers timely industry news—and your message—to the widest possible audience of flow control buyers and end-users. VALVE eNews should be an essential part of any multi-media campaign!

All issues are archived on VALVEmagazine.com, and available to anyone, any time.

VMA QUICKREAD*
Rated one of the association’s most valued benefits, QuickRead logo sponsorships are available only to VMA and VRC members. This popular weekly e-newsletter features news that’s hot off the press, from the latest valve industry happenings, current economic forecasts and domestic and international projects to important news about VMA meetings, industry data and other vital association reports.

* For VMA/VRC members only.
Reach the people who count...

...by purchasing power

![Valve Media Demographics](image)

29.9% Make final purchasing
decisions for valves, actuators
and controls

45.7% Recommend specific
products and services

10.7% Research products,
services

Reach decision makers
across all industrial flow
control industries

Oil & Gas

52.8%

Mining &
Extraction

18.5%

Refining &
Petrochemical

39.7%

Marine &
Defense

12.9%

Chemicals &
Pharmaceuticals

36.4%

Industrial &
Commercial
Construction

22.1%

...by job responsibility

![Valve Media Demographics](image)

Sales

34%

Other

26%

President/VP/Senior Mgmt

17%

Middle Mgmt

7%

Senior/Plant/M&O Engineer

9%

Consulting Engineer

7%

...by industry sector

12% VMA Members & Other Valve Manufacturers

9% Suppliers

13% EPC/AEC firms

14% Distributors

52% End users

Reach readers who respond to ads

Have you ever called a company or visited a company’s website after seeing an ad in VALVE Magazine?

YES 68%

Reach readers multiple times

![Valve Media Demographics](image)

38% Read the print edition only

26% Read the digital edition only

36% Read both print and digital editions

32% Food & Beverage

22.1%

26% Water & Wastewater

33.8%

Reader demographics are from July 2016 e-survey of VALVE Magazine readers
Print and Digital Magazine Readership Reaches Around the Globe.
VALVE's print edition has always had strong penetration in the U.S. and Canadian valve markets. Now with the digital edition, VALVE reaches around the globe.

<table>
<thead>
<tr>
<th>Print Subscribers</th>
<th>Digital Subscribers</th>
<th>1.6 average Pass-along Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>21,000</td>
<td>9,786</td>
<td>33,600</td>
</tr>
</tbody>
</table>

= 64,386

VALVEmagazine.com is the go-to website for industry professionals.
VALVE Magazine readers are especially familiar with the VALVEmagazine.com site—among the 80% of readers who have visited, nearly half (47%) visit between one and three times a month, 13% visit weekly, and 2.4% daily.

<table>
<thead>
<tr>
<th>Average Unique Visitors per Month</th>
<th>Average Page Views per Month</th>
<th>Average Banner Impressions per Month</th>
<th>Average Banner Clicks per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>17,526</td>
<td>32,752</td>
<td>19,146</td>
<td>419</td>
</tr>
</tbody>
</table>

VALVE Magazine readers connect with colleagues and keep up with products and news via social media.
Educational and newsworthy content from the VALVEmagazine.com hub is regularly pushed out to social media. It’s actively read and commented on by a growing global audience.

VALVE email newsletters reach your target audience and they are engaged.
VALVE eNews by the numbers:
- **7,600** Opt-in subscribers
- **13.1%** Average open rate
- **793** Average clicks per issue
- **80%** of readers have clicked on a sponsored article
- **77%** have clicked on a sponsor’s logo

VMA QuickRead* by the numbers:
- **986** VMA Member subscribers
- **31%** Average open rate
- **54.2** Average clicks per issue
*available to VMA/VRC members only

Drive prospects right to your website.
After seeing products and services in the magazine, the Internet is the top go-to source to gain additional information.

<table>
<thead>
<tr>
<th>Internet / Websites</th>
<th>88.6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry and Product Catalogs</td>
<td>65.4%</td>
</tr>
<tr>
<td>Sales Representatives</td>
<td>64.0%</td>
</tr>
<tr>
<td>Print Publications</td>
<td>53.3%</td>
</tr>
<tr>
<td>Distributors</td>
<td>39.4%</td>
</tr>
<tr>
<td>Trade Shows</td>
<td>30.4%</td>
</tr>
<tr>
<td>Other</td>
<td>2.4%</td>
</tr>
</tbody>
</table>

Reader demographics are from July 2016 e-survey of VALVE Magazine readers
## EDITORIAL LINE-UP

<table>
<thead>
<tr>
<th>WINTER</th>
<th>SPRING</th>
<th>SUMMER</th>
<th>FALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning for Aging Plant Shutdowns</td>
<td>Where Valves Are Used: Fire Testing</td>
<td>The Increasingly Critical Need for Knowledge Transfer</td>
<td>Where Valves Are Used: Nuclear Plant Maintenance</td>
</tr>
<tr>
<td>Offshore Safety</td>
<td>Water Loss Control</td>
<td>Predictive Maintenance and Condition Monitoring</td>
<td>Internet of Things</td>
</tr>
<tr>
<td>When Valves Get Wet Torque Requirements</td>
<td>Hydraulic Fracturing: An Update</td>
<td>Heat Treatment: History, Specs, Trends</td>
<td>Adding Drains and Auxiliary Piping</td>
</tr>
<tr>
<td>Gearboxes</td>
<td>A Primer on Valve Bonnet Gaskets</td>
<td>Water Utilities: Safe and Secure?</td>
<td>Distributors’ Roundtable</td>
</tr>
<tr>
<td>Distribution Forecast</td>
<td>Trends in Actuation</td>
<td>Standards and Specifications</td>
<td>Non-metallic Materials for Valves</td>
</tr>
<tr>
<td>Back to Basics: Control Valve Final Control Elements</td>
<td>SHOW PREVIEWS: Valve Repair Conference; AWWA’s ACE 2018</td>
<td>SHOW PREVIEWS: VMA Fall Valve Basics Seminar &amp; Exhibits; WEFTEC 2018</td>
<td></td>
</tr>
</tbody>
</table>

## THE PR PACKAGE

From among the hundreds of releases we receive each year, VALVE Magazine runs just a handful per issue. To make sure your press or product releases are seen by our readers and website visitors, we have an offer just for you... Choose 1, 2 or 3 of the following—the more you choose, the better the rate! (Rates are net.)

- **1** One-sixth page 4C ad in VALVE Magazine: Send your 4C logo and 150 words of text and we’ll create an ad that’s run opposite the Editor’s Picks page. Appears in both print AND digital editions.

- **2** VALVEmagazine.com: Your release will appear for 3 months on the Products page of the VALVE website, PLUS it will be included in the Sponsored Products section on the home page.

- **3** VALVE eNews: Your release (photo or logo + 150 words) will appear in the next issue of eNews, our biweekly e-newsletter with an opt-in audience of 8,000 buyers, end users, VMA members and other valve industry professionals.

### BONUS DISTRIBUTION

<table>
<thead>
<tr>
<th>WINTER</th>
<th>SPRING</th>
<th>SUMMER</th>
<th>FALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>VMA Valve Industry Knowledge Forum (April 11-13), Savannah, GA</td>
<td>Valve Repair Conference, Tour &amp; Exhibits (June 6-8), Houston</td>
<td>WEFTEC 2018 (Sept. 29-Oct. 2), New Orleans</td>
<td>Valves World Expo &amp; Conference, (Nov. 27-29), Düsseldorf, Germany</td>
</tr>
<tr>
<td>2018 Offshore Technology Conference (April 30-May 3), Houston</td>
<td>AWWA ACE18 (June 11-14), Las Vegas</td>
<td>VMA Valve Basics Seminar (Fall 2018), Houston</td>
<td>POWER-GEN International (Dec. 4-6), Orlando, FL</td>
</tr>
</tbody>
</table>

Exhibitors at the above events who advertise in VALVE Magazine receive a guaranteed Sponsored Product in VALVE eNews AND a laminated As Seen in VALVE Magazine placard.

**Shipping/Mailing and Contacts** VALVE Magazine advises advertisers to ship ad material by traceable mail services. VALVE Magazine cannot be held liable for lost materials or payments. Address all insertion orders, ad materials, Sponsored Product materials, cancellations and ad sales inquiries to: Sue Partyke, Advertising Director, VALVE Magazine, 145 Harrel Road, Suite 119, Fredericksburg, VA 22405, phone 540.374.9100, fax 540.374.9265, spartyke@vma.org.

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**PLUS OUR REGULAR COLUMNS:** Materials Q&A - Actuators & Controls - Maintenance & Repair - WaterWorks - Distribution - Beyond Valves - Standards - Education & Training

**EDITORIAL GUIDELINES**

Before submitting an article, please read the complete editorial guidelines on VALVEmagazine.com: www.valvemagazine.com/pressroom/editorial-guidelines.html

Please send queries for feature articles and columns 3-4 months in advance of publication dates (Jan. 20, April 20, July 20, Oct. 20).

Editorial contacts for print and web articles are: Judy Tibbs, Editor-in-Chief (jtibbs@vma.org); Kate Kunkel, Senior Editor (kkunkel@vma.org); or Genilee Parente, Managing Editor (gparente@vma.org).

For editorial consideration of new products and industry news, please email Chris Guy, Assistant Editor (cguy@vma.org).
VALVE Magazine Print Edition Rates

<table>
<thead>
<tr>
<th></th>
<th>VMA MEMBERS</th>
<th>NON-MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1X</td>
<td>2X</td>
</tr>
<tr>
<td>Full</td>
<td>$5,525</td>
<td>$5,275</td>
</tr>
<tr>
<td></td>
<td>$4,000</td>
<td>$3,750</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$4,540</td>
<td>$4,430</td>
</tr>
<tr>
<td></td>
<td>$3,015</td>
<td>$2,905</td>
</tr>
<tr>
<td>1/2 island</td>
<td>$4,365</td>
<td>$4,215</td>
</tr>
<tr>
<td></td>
<td>$2,840</td>
<td>$2,690</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$4,250</td>
<td>$4,080</td>
</tr>
<tr>
<td></td>
<td>$2,725</td>
<td>$2,555</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$3,450</td>
<td>$3,355</td>
</tr>
<tr>
<td></td>
<td>$1,925</td>
<td>$1,810</td>
</tr>
</tbody>
</table>

PREMIUM POSITIONS
Per issue rates based on annual contracts.

<table>
<thead>
<tr>
<th></th>
<th>VMA MEMBERS</th>
<th>NON-MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2 or 3</td>
<td>$5,585</td>
<td>$7,000</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$5,975</td>
<td>$7,520</td>
</tr>
<tr>
<td>Page 1</td>
<td>$5,585</td>
<td>$6,995</td>
</tr>
<tr>
<td>Opposite TOC or President’s Column</td>
<td>$5,150</td>
<td>$6,410</td>
</tr>
</tbody>
</table>

ADDITIONAL OPTIONS
Special Ink: 2-color, metallic, neon and 5-color are available. Call 540.374.9100 for pricing.

VALVE Cross-Media Advertising Bundles

**Platinum**
- FULL PAGE AD in all four issues of VALVE Magazine print and digital
- EXCLUSIVE SPONSORSHIP for one issue of VALVE digital edition
- 300x250 ANNUAL BANNER on VALVEmagazine.com
- LEADERBOARD BANNER in 4 issues of Valve eNews
- ANNUAL SPONSORSHIP in VALVE eNews or QuickRead*
- SPONSORED ARTICLE 3 months on VALVEmagazine.com or in 1 issue of eNews

Member: $33,690
Nonmember: $40,700
**20% SAVINGS**

**Gold**
- FULL PAGE AD in all four issues of VALVE Magazine print and digital
- BELLY-BAND in 1 issue of VALVE digital edition
- 300x250 ANNUAL BANNER on VALVEmagazine.com
- ANNUAL SPONSORSHIP in VALVE eNews or QuickRead*
- SPONSORED ARTICLE in 1 issue of VALVE digital edition

Member: $27,575
Nonmember: $33,010
**18% SAVINGS**

**Silver**
- FULL PAGE AD in all four issues of VALVE Magazine print and digital
- 300x250 BANNER 6 months on VALVEmagazine.com
- ANNUAL SPONSORSHIP in VALVE eNews or QuickRead*
- INSERT OR AUDIO/VIDEO CLIP in 1 issue of VALVE digital edition

Member: $22,150
Nonmember: $26,300
**15% SAVINGS**

**Bronze**
- HALF PAGE AD in all four issues of VALVE Magazine print and digital
- 300x250 BANNER 3 months on VALVEmagazine.com
- ANNUAL SPONSORSHIP in VALVE eNews or QuickRead*

Member: $16,545
Nonmember: $19,260
**10% SAVINGS**

PLUS just for PR professionals! Look for our COST-EFFECTIVE PR PACKAGE on the editorial calendar page!

*QuickRead sponsorships are available for VMA members only

**Advertising Deadlines**

<table>
<thead>
<tr>
<th></th>
<th>Winter 2018</th>
<th>Spring 2018</th>
<th>Summer 2018</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reservations</td>
<td>Dec 15, 2017</td>
<td>Mar 2, 2018</td>
<td>Jun 1, 2018</td>
<td>Aug 24, 2018</td>
</tr>
<tr>
<td>Materials</td>
<td>Dec 29, 2017</td>
<td>Mar 16, 2018</td>
<td>Jun 15, 2018</td>
<td>Sep 7, 2018</td>
</tr>
<tr>
<td>Mail Date</td>
<td>Jan 19, 2018</td>
<td>Apr 20, 2018</td>
<td>July 20, 2018</td>
<td>Oct 20, 2018</td>
</tr>
</tbody>
</table>

VALVE Media print and digital advertising bundles save money and provide your company with maximum exposure for your message.
Address all insertion orders, ad materials, Sponsored Product materials, cancellations and ad sales inquiries to: Sue Partyke, Advertising Director, VALVE Magazine, 145 Harrell Road, Suite 119, Fredericksburg, VA 22405, phone 540.374.9100, fax 540.374.9265, spartyke@vma.org.

For editorial consideration, send all news/product releases to: Chris Guy, Assistant Editor, VALVE Magazine, phone 571.274.5224, cguy@vma.org

View our media kit online at VALVEmagazine.com > Advertising > Media Kit
Print & Digital Edition Magazine Ad Dimensions

Ads will be accepted in the specified dimensions only. Advertisers will be charged cost plus 35% for corrections or alterations for materials that do not meet specifications. Should an advertiser need an ad altered after it has been submitted to VALVE Magazine, advertiser must submit new ad, and mark it as new. VALVE Magazine is not responsible for making changes to ads.

<table>
<thead>
<tr>
<th>Trim size – 8½ x 11½</th>
<th>Printing – Web offset</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD SIZE</td>
<td>LIVE AREA</td>
</tr>
<tr>
<td>Full page bleed</td>
<td>8½ x 11½</td>
</tr>
<tr>
<td>Full page non-bleed</td>
<td>7½ x 10½</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>4½ x 9¼</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4½ x 7</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3½ x 9½</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7 x 4</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4½ x 4½</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2½ x 9½</td>
</tr>
<tr>
<td>Full spread bleed</td>
<td>16½ x 11½</td>
</tr>
<tr>
<td>Half spread bleed</td>
<td>16½ x 5½</td>
</tr>
</tbody>
</table>

Shipping & Mailing Instructions

Please note: VALVE Magazine advises advertisers to ship ad materials by registered mail or traceable mail services. VALVE Magazine shall not be held liable for lost materials or payments.

Address all insertion orders, ad materials, cancellations and ad sales inquiries to: Sue Partyke, Advertising Director, VALVE Magazine, 145 Harrell Road, Suite 119, Fredericksburg, VA 22405; phone 540.374.9100; fax 540.374-9265; spartyke@vma.org

File Preparation Instructions

PDF Files (preferred): PDF/X-1a or high-resolution, CMYK composite PDF files are acceptable. All colors and continuous-tone images must be converted to CMYK, offset crop marks by 12 points, embed all fonts. DO NOT downsample. Compression should be set at JPEG-high quality.

Live File Formats: QuarkXpress, Adobe Photoshop, Adobe Illustrator and Adobe InDesign files are acceptable. Please include all fonts and placed images with live files.

Proofs: Supply two hard-copy, full-color proofs.

Additional Rates, Commissions, Discounts, Billing

Short Rates & Rebates

Advertisers will be short-rated if, within a 12-month period from date of first insertion, they fail to use the amount of space on which billings have been based. Rate protection will not apply in short-ratings. Advertisers will be rebated if, within a 12-month period from date of first insertion, they have purchased sufficient additional space to warrant a lower rate.

Agency Commissions & Billing

A 15% commission on space, color, and position rates will be given to bona fide ad agencies only. No cash discounts. No agency commission on production or mechanical charges. There will be a 2% per month charge on all accounts more than 30 days past due. If payment is not received within 30 days of billing, agency commissions are forfeited. Advertiser and its agency are jointly responsible for payment to VALVE Magazine.

Advertising Policy

VALVE Magazine accepts advertising from valve and actuator manufacturers, and from suppliers who are VMA members, at a discounted rate. The advertising must be related to valves, actuators or related products, or their applications. The publisher reserves the right to reject any advertisement that is not related.

VALVE Magazine also accepts advertising from non-VMA member valve and actuator manufacturers that qualify for VMA membership under its bylaws. This advertising must be related to valves, actuators or related products or applications that meet VMA criteria for membership. The publisher reserves the right to reject any advertisement that is not in compliance with VALVE Magazine advertising policy.

Advertising is separate from the editorial process. When appropriate information originating from, or authorized by, advertising company representatives is included as editorial content, the content is considered on its merit, and the source of the information and/or the affiliation is clearly identified.

VMA/affiliate members may advertise in their own name. Units or divisions must advertise in the name of their parent company. A member in good standing is defined as a company whose annual dues are not more than 60 days in arrears.

Except for reserved covers or opposite Table of Contents space or opposite VMA President’s Letter, positioning of advertising within the magazine is at the discretion of the editors. Every attempt will be made to comply with placement requests.

Advertisements are not acceptable if they compare the cost, attributes, deficiencies, or applications of one company’s products to another’s by name.

Advertising accounts must be kept current within 30 days. Companies whose accounts fall more than 60 calendar days past due (from invoice date) will be ineligible to advertise until their account is paid in full. Advertising agencies will lose their 15% ad agency commission if account is not paid by 30 days from invoice date. After 90 days, the unpaid balance will be sent to collection.

No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher’s stated policies will be binding on the publisher.

Advertiser and agency agree to indemnify and hold harmless the publisher from and against any claims resulting from design, patent or copyright infringement, libel, violation of privacy, plagiarism or any other suits based on the contents or appearance of the advertisement.

Although every effort is made to ensure a high level of print quality and to notify advertisers when inferior materials are received, the publisher is not liable for poor print quality resulting from problems with the supplied materials. No make-goods will be given to advertisers who do not supply a hard copy proof of ads submitted digitally.

The publisher reserves the right to hold the advertiser and/or agency responsible for any monies due.

Proper notification will be given of any rate change. Space orders may be canceled at the time the rate change becomes effective without a short rate adjustment on space already run, provided the contract has been earned up to the date of cancellation.