VALVE Print and Digital Media Products reach exactly the V/A/C professionals you need.

And more of them.

VALVE MAGAZINE FAMILY OF PRODUCTS
The print edition of VALVE Magazine has always had strong penetration in the U.S. and Canadian valve markets—but with the digital edition, open-access online archive and VALVEmagazine.com website, we’ve established a strong reach around the globe. Our foreign readership continues to grow.

VALVEmagazine.com
VALVEmagazine.com is a vital hub where nearly 24,000 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 biweekly 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.
### Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>FEATURE</th>
<th>END-USER MARKET</th>
<th>PRODUCT</th>
<th>SPECIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2021</td>
<td>Using Thermal Power to Curb Emissions</td>
<td>Pharmaceuticals/Medical</td>
<td>Severe Service Valves</td>
<td>Knowledge Transfer</td>
</tr>
<tr>
<td>Spring 2021</td>
<td>The Future of Manufacturing</td>
<td>LNG Safety</td>
<td>Materials</td>
<td>Workplace Trends</td>
</tr>
<tr>
<td>Summer 2021</td>
<td>Supply Chain Challenges</td>
<td>Petrochemical/Refining</td>
<td>Valves; Packings/Gaskets/Seals</td>
<td>Virtual Learning in the Valve Industry</td>
</tr>
<tr>
<td>Fall 2021</td>
<td>2022 Market Outlook</td>
<td>Niche Markets</td>
<td>Valve Automation</td>
<td>Post-COVID: How Has Our World Changed?</td>
</tr>
</tbody>
</table>

### Additional Topics Covered With Our Rotating Columns
- Materials
- Actuators & Controls
- Maintenance & Repair
- WaterWorks
- Distribution
- Beyond Valves
- Standards
- Education & Training
- Know Your Valves
- Automation & Technology
- The Workforce

*NOTE: Editorial lineup is subject to change. Some articles will appear only on VALVEmagazine.com.*

### Editorial Guidelines

Before submitting an article, please read the complete editorial guidelines on:

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: Judy Tibbs, Editor-in-Chief (jtibbs@vma.org).

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

### BONUS DISTRIBUTION

<table>
<thead>
<tr>
<th>WINTER</th>
<th>SPRING</th>
<th>SUMMER</th>
<th>FALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>All in-person shows and events canceled due to the pandemic.</td>
<td>OTC21 (August 16-19, Houston)</td>
<td>Valve World Americas Expo (October 13-14, Houston)</td>
<td>VMA’s Valve Basics Event (November 2021, Houston)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WEFTEC (October 18-10, Chicago)</td>
<td>POWERGEN International (Jan. 26-28, 2022, Dallas)</td>
</tr>
</tbody>
</table>

### 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: Todd Luciano, Publisher, VALVE Magazine, 6915 Valley Ave., Cincinnati, OH 45244. Phone: 513.527.8809, fax: 513.527.8801, email: tluciano@pfonline.com.

View our media kit online at VALVEmagazine.com > Advertising > Media Kit
## 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></td>
<td></td>
</tr>
<tr>
<td>4C</td>
<td>$5,525</td>
<td>$5,275</td>
</tr>
<tr>
<td>BW</td>
<td>$4,000</td>
<td>$3,750</td>
</tr>
<tr>
<td>2/3 page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4C</td>
<td>$4,540</td>
<td>$4,430</td>
</tr>
<tr>
<td>BW</td>
<td>$3,015</td>
<td>$2,905</td>
</tr>
<tr>
<td>1/2 island</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4C</td>
<td>$4,365</td>
<td>$4,215</td>
</tr>
<tr>
<td>BW</td>
<td>$2,840</td>
<td>$2,690</td>
</tr>
<tr>
<td>1/2 page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4C</td>
<td>$4,250</td>
<td>$4,080</td>
</tr>
<tr>
<td>BW</td>
<td>$2,725</td>
<td>$2,555</td>
</tr>
<tr>
<td>1/3 page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4C</td>
<td>$3,450</td>
<td>$3,355</td>
</tr>
<tr>
<td>BW</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>VMA MEMBERS</th>
<th>NON-MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2 or 3</td>
<td>$5,585</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$5,975</td>
</tr>
<tr>
<td>Page 1</td>
<td>$5,585</td>
</tr>
<tr>
<td>Opposite TOC or President’s Column</td>
<td>$5,150</td>
</tr>
</tbody>
</table>

### ADDITIONAL OPTIONS

Special Ink: 2-color, metallic, neon and 5-color are available. Call 513.527.8809 for pricing.

Inserts: Available. Call 513.527.8809 for pricing and specifications.

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## 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: $33,665  
Nonmember: $41,555  
**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*

Member: $28,208  
Nonmember: $34,718  
**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: $24,410  
Nonmember: $31,210  
**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: $16,830  
Nonmember: $20,285  
**10% SAVINGS**

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**PLUS just for PR professionals!**

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

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**VALVE Media print and digital advertising bundles save money and provide your company with maximum exposure for your message.**
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 – 8¼ x 10½</th>
<th>Printing – Web offset</th>
<th>AD SIZE</th>
<th>LIVE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page bleed</td>
<td>8¼ x 11½</td>
<td>7½ x 10½</td>
<td></td>
</tr>
<tr>
<td>Full page non-bleed</td>
<td>7¼ x 10¼</td>
<td>7¼ x 10¼</td>
<td></td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>4½ x 9¼</td>
<td>4½ x 9¼</td>
<td></td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4½ x 7</td>
<td>4½ x 7</td>
<td></td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3¼ x 9½</td>
<td>3¼ x 9½</td>
<td></td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7 x 4¼</td>
<td>7 x 4¼</td>
<td></td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4½ x 4¼</td>
<td>4½ x 4¼</td>
<td></td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2¼ x 9¼</td>
<td>2¼ x 9¼</td>
<td></td>
</tr>
<tr>
<td>Full spread bleed</td>
<td>16½ x 11¼</td>
<td>15¼ x 10½(¼ gutter)</td>
<td></td>
</tr>
<tr>
<td>Half spread bleed</td>
<td>16½ x 5½</td>
<td>15¼ x 4½(¼ gutter)</td>
<td></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: Todd Luciano, Publisher, VALVE Magazine, 6915 Valley Ave., Cincinnati, OH 45244. Phone: 513.527.8809, fax: 513.527.8801, email: tluciano@pfonline.com

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 related.

VMA will also consider accepting advertising from non-member, supplier companies for products and services that are not similar to primary valve, actuator, or service products of VMA member companies. Allowed supplier advertising includes items or services purchased essentially in their final form and used to sell, manufacture, or apply to valves or actuators. Terms or services that appear to duplicate proprietary parts, accessories, or designs of VMA member company products or services are specifically excluded from supplier advertising. The publisher reserves the right to review any supplier advertising before accepting it, as well as 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.

VALVE MULTI-MEDIA OPPORTUNITIES 2021
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.

Print and Digital subscribers
22,182

1.6 average pass-along readers
32,000

= 54,182 total readership

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.

Average unique visitors per month
26,800

Average page views per month
43,400

Average banner impressions per month
70,800

Average banner clicks per month
715

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.

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.

Internet / Websites
88.6%

Industry and Product Catalogs
65.4%

Sales Representatives
64.0%

Print Publications
53.3%

Distributors
39.4%

Trade Shows
30.4%

Other
2.4%

VALVE email newsletters reach your target audience and they are engaged.

VALVE eNews by the numbers:
29,626 subscribers
11% average open rate
933 average clicks per issue
28.9% of readers have clicked on a sponsored article

VMA QuickRead* by the numbers:
1,184 VMA Member subscribers
24.6% average open rate
43 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.
**Valve Industry Buyers Guide**

With a new and vastly improved Buyers’ Guide platform, search functions are faster and more flexible, listings can include more company/product information and take advantage of social media, and companies can update their own listings! PLUS, companies can highlight their VMA membership with the appropriate VMA or VRC member logo.

In addition to the two current rate packages (Free and Enhanced) the Buyers’ Guide now offers a third package that takes advantage of all the great marketing options available on the new platform!

**FREE – Basic Listing**
- Company name/location
- One category
- Contact info
- VMA affiliation (if any)

**$899/year – Featured**
- + video
- + additional uploads
- + social media feeds
- + company hours
- + features
- + gallery with up to 9 images

**$499/year – Enhanced**
- + company profile
- + summary description
- + detailed description
- + email, URL, fax
- + gallery with up to 3 images

For even more exposure:
- Banner advertising
  - $2500 – Leaderboard
  - $1250 – Skyscraper

For more information, check out the official media kit at ValveIndustryBuyersGuide.com/Advertise.

To place an order, call 804/469-8790 or email adsupport@associationmediagroup.com.

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**MA Media Kit Online**

Address all insertion orders, ad materials, Sponsored Product materials, cancellations and ad sales inquiries to: Todd Luciano, Publisher, VALVE Magazine, 6915 Valley Ave., Cincinnati, OH 45244. Phone: 513.527.8809, fax: 513.527.8801, email: tluciano@pfonline.com.

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

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**Valve Magazine Digital Edition**

<table>
<thead>
<tr>
<th><strong>Digital Issue Sponsorship</strong></th>
<th>VMA MEMBERS</th>
<th>NON-MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive; letter opposite cover, belly band and email notification</td>
<td>$2,800</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Belly Band</strong></th>
<th>VMA MEMBERS</th>
<th>NON-MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner ad across cover; can be animated</td>
<td>$2,000</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Digital Insert</strong></th>
<th>VMA MEMBERS</th>
<th>NON-MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside editorial page or sponsor’s ad page; can be animated</td>
<td>$1,020</td>
<td>$1,275</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Audio or Video</strong></th>
<th>VMA MEMBERS</th>
<th>NON-MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio, Video or HTML 5 animation can be added to your digital ad</td>
<td>$1,020</td>
<td>$1,275</td>
</tr>
</tbody>
</table>

---

**Valve eNews**

<table>
<thead>
<tr>
<th><strong>Leaderboard Banner</strong> (600 x 100)—per issue</th>
<th>VMA MEMBERS</th>
<th>NON-MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,920</td>
<td>$2,400</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Annual Sponsorship</strong></th>
<th>VMA MEMBERS</th>
<th>NON-MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,500</td>
<td>$1,800</td>
<td></td>
</tr>
</tbody>
</table>

**VMA QuickRead**

**VMA Members only**

<table>
<thead>
<tr>
<th><strong>Annual Sponsorship</strong></th>
<th>VMA MEMBERS</th>
<th>NON-MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,250</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

---

**Valve Industry Buyers Guide**

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