

Valve Manufacturers Association

Media Kit 2026



About

VMA serves the growth and innovation of the US and Canadian industrial valve industry globally by providing the central forum to enhance a positive business operating environment, increase knowledge and collaboration, advance technology innovations, and facilitate business and government connections. We are a trusted source of information for manufacturers, distributors, service providers, repair companies and end users of industrial valves, actuators and controls.

Why Advertise with Valve?

We Reach the Right People at the Right Time, in the Right Way.

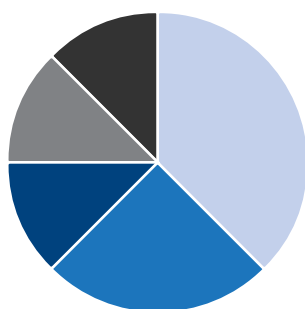
12,400+
Magazine
SUBSCRIBERS

16,000+
Online
VISITORS

8,000+
Valve News
SUBSCRIBERS

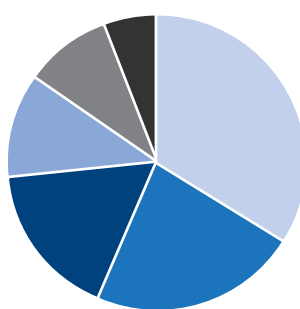
17,000+
Social
FOLLOWERS

Reach by Industry Role



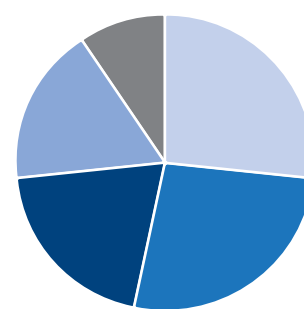
- End-User of Valves/Actuators
- Valve Distributor/Sales/Mfg Rep
- Other
- Supplier to Valve Industry
- Valve/Actuator/Controls Manufacturer

Reach by Job Title

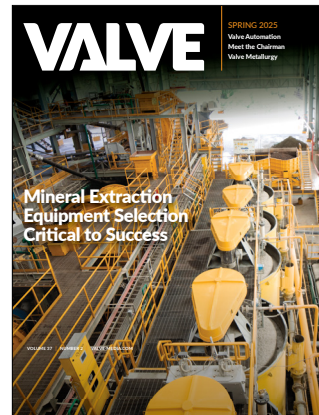


- Owner/CEO/President/Partner
- Other Management
- Sales & Marketing Management
- CFO, OOO, VP, Business/Product Line Head
- Manufacturing Production Management
- Purchasing

Reach by Industry



- Chemical/Petrochemical
- Oil & Gas Production/Transmission
- Water & Wastewater
- Power Generation & Storage
- Pulp & Paper



Publication Overview

Valve Magazine informs and educates the buyers, specifiers, manufacturers, distributors, and suppliers in the ever-changing industrial valve industry through a mix of articles, including technical reviews, practical applications, case studies, problem-solving examples, and issue-oriented features.

Available in both print and digital formats.

2026 Publication Calendar

Issue	Ad Space Deadline	Main Feature	Valve Basics
Winter 2026	02/04/2026	Automation for Manufacturing	Mounting kits
Spring 2026	04/21/2026	Nuclear	Position sensor fundamentals
Summer 2026	06/15/2026	Valve/Actuator Repair	Auxiliary connections
Fall 2026	09/14/2026	Chemical/Petrochemical	Controller selection
Winter 2027	12/16/2026	Pharmaceutical Focus	The Nuts & Bolts of Torque & Tension

Interested in contributing content for a future issue?

We'd love to hear your story idea!

Contact Heather Gaynor at hgaynor@vma.org



Estimated Subscribers

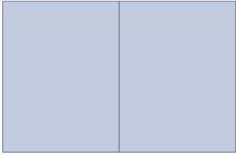
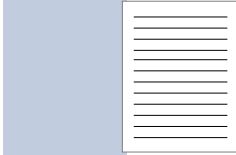
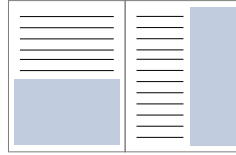
12,400



2026 Advertising Rates

Placement	Member			Non-Member		
	1x	2x	4x	1x	2x	4x
Full Page	\$ 6,200	\$ 5,900	\$ 5,500	\$ 7,500	\$ 7,200	\$ 6,700
Island	\$ 4,900	\$ 4,700	\$ 4,400	\$ 5,900	\$ 5,700	\$ 5,400
1/2 Page	\$ 4,800	\$ 4,600	\$ 4,300	\$ 5,800	\$ 5,500	\$ 5,200
1/3 Page	\$ 3,900	\$ 3,800	\$ 3,700	\$ 4,700	\$ 4,500	\$ 4,400
1/4 Page	\$ 3,500	\$ 3,300	\$ 2,400	\$ 4,100	\$ 3,800	\$ 3,500
Premium Positions						
Front Inside Cover*	\$ 6,700	\$ 6,400	\$ 6,000	\$ 7,700	\$ 7,400	\$ 6,900
Back Inside Cover	\$ 6,400	\$ 6,100	\$ 5,700	\$ 7,400	\$ 7,100	\$ 6,800
Back Outside Cover*	\$ 7,000	\$ 6,700	\$ 6,300	\$ 8,000	\$ 7,700	\$ 7,200

Ad Specifications

2 Page Spread With Bleed  16.5"W x 11.125"H (16.25"W x 10.875"H trim size)	Covers & Full Pages  7"W x 9.875"H	Covers & Full Pages with Bleed  8.375"W x 11.125"H (8.125"W x 10.875"H trim size)	1/2 Page  7.0"W x 4.5"H 3.375"W x 9.875"H
Island  4.5"W x 7.0"H	1/3 Square  4.5"W x 4.5"H	1/4 Square  3.375"W x 4.5"H	



**Reserve your
space TODAY!**

CONTACT:

KARA MORTL
(248)-250-3655
KMORTL@VMA.ORG

Artwork Requirements

- A high resolution pdf is the preferred file format.
All images must be 300 dpi. (Images from the web are not print quality.)
- Fonts embedded.
- Name files clearly, indicating your company name and publication.
- For ads with bleed, export pdfs with 1/8" (.125") bleed settings.
No crop marks.
- Color requirements—All full color ad artwork must be process color (CMYK). No spot colors.

Digital Advertising



Valvemagazine.com

Display Banner Advertising

The most trusted and visited website for content about industrial manufacturing technologies, products and processes.

Packages Per Month	VMA Member	Non-Member
Premium – Run of site; includes 1 Leaderboard, 1 Medium Rectangle, 1 Billboard	\$1,600/month	\$2,000/month
Basic – Run of site; includes Medium Rectangle	\$1,000/month	\$1,500/month

Ad Specs: Leaderboard-728px x 90px • Medium Rectangle-300px x 250px
Billboard-970px x 250px

Digital Edition Sponsorship

Make an impact with your exclusive sponsorship of the online magazine formatted to mirror the printed version.

You receive:

- Full-page ad on the opening page
- Leaderboard ad in the email announcing the Digital Edition
- Advertising on Valvemagazine.com's latest issue landing page

	VMA Member	Non-Member
Digital Edition Sponsorship	\$5,300 per issue	\$6,900 per issue



VMA Insider Annual Sponsorship

\$2,400 (\$200 per month)

VMA Insider is a bimonthly newsletter sent exclusively to 2,500 VMA and VRC members highlighting association activities, government affairs and deeper insight and analysis into relevant industry news.

You receive: Sponsor recognition banner in all issues for 12 months

- Available for VMA Members only
- 5 sponsorships available

Digital Art Requirements

Static Image Files

- 144 dpi
- File formats accepted: JPG (high-quality only), PNG (24-bit or 8-bit)
- Max file size: 150k

CONTACT:

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Valve News: Powered by SmartBrief

8,000 eNewsletter Subscribers Weekly

Valve News: Powered by SmartBrief, presented by the Valve Manufacturers Association, offers targeted valve and actuator news and information specifically designed for professionals in critical industry sectors such as oil & gas, power generation, chemical processing, water, nuclear and manufacturing. It is sent out on a weekly basis.

Valve News: Powered by SmartBrief

Above-the-Fold Takeover (Billboard + News 1)	\$975/issue
Billboard	\$750/issue
News 1: Rectangle-Text	\$750/issue
News 2: Rectangle-Text	\$525/issue
News 3: Rectangle-Text	\$300/issue
Featured Content	\$750/issue
SmartSocial Meta	\$40 CPM
SmartSocial LinkedIn	\$65 CPM

- 5x minimum on Display & Native Advertising
- Upgrade any Above-the-Fold Takeover or News 1-3 ad placement to a Video-Text ad for a premium

Member Companies
receive a 10%
discount



Audience Engagement Exclusive Opportunities

SmartBrief offers a variety of options designed for:

- 100% share of voice
- Quick and efficient execution
- Customizable audience segments
 - Mass engagement

Pricing Options

- Special Report Single Issue \$3,825
- Dedicated Send \$7,350
- Spotlight \$7,350
- Year in Review \$7,350



For more information
[SmartBrief Ad Specs Here](#)

[Click to View VMA
SmartBrief Media Kit](#)



Contact Your VMA SmartBrief Representative for Details:

Elizabeth Kaufman | Senior Account Director, Energy & Industrial
San Francisco, CA | 240-529-3722 | Elizabeth.Kaufman@futurenet.com



VMA Events **Sponsorships & Exhibiting Opportunities**

VMA meetings and conferences are known for bringing valve industry professionals together to network and gain expert insights on current events and issues that impact the industry. Align your company through sponsorship and engage with attendings by exhibiting at key events throughout the year.

[Learn more about VMA Events](#)

2026 Upcoming Event Opportunities

Valve Forum: Conference & Exhibits

April 13-15, 2026 | The Woodlands, TX

The most dynamic gathering place for all those in the valve industry value chain. The event offers education, case studies and trends on technical topics, manufacturing operations, business and end use markets, and networking & business opportunities, geared towards emerging leaders and experienced professionals. 150 attendees. Exhibits & Sponsorships available.

[Learn more](#)

Valve Basics Seminar

April 13, 2026 | The Woodlands, TX

One-day, hands-on learning experience derived from VMA's Valve Basics program, this event provides an overview of valves, actuators and automation, and how they are used in various applications. Designed for anyone in the industrial valve sector and end users, the content is ideal for those looking for a refresher or who are new to the industry. 30 attendees.

Sponsorships exclusive to members.

[Learn more](#)

Valve Repair Seminar

June 9-10, 2026 | Pasadena, TX

Valve repair focused presentations from industry leaders, with curated networking opportunities. 50 attendees. Sponsorships available.

[Learn more](#)

VMA Annual Meeting

September 9-11, 2026 | Quebec City, QC, Canada

The premier event for VMA members only, and geared toward leaders, this event offers analysis and deep dives into issues facing the industrial valve and flow control industry. This event is open to VMA/VRC members only. Sponsorships exclusive to members

[Learn more](#)



Contact Us

VMA is proud to partner with Big Red M and SmartBrief

Contact Big Red M for:

- Valve Magazine
- Digital Edition Sponsorship
- Valvemagazine.com Banner Advertising
- VMA Event Exhibiting & Sponsorship Opportunities
- VMA Sponsorship Opportunities



KARA MORTL

Advertising, Exhibiting & Sponsorship Specialist

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Contact SmartBrief for:

- Valve News: Powered by SmartBrief
- Exclusive Newsletter Opportunities
- Special Report Single Issue
- Dedicated Send
- Spotlight
- Year in Review



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