

Valve Manufacturers Association

Marketing Opportunities Guide 2027

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.

VMA offers a variety of advertising and sponsorships to promote your brand. To build a customized program, contact Kara Mortl to design a package that helps you accomplish your goals.

Why Advertise with *Valve Magazine*?

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

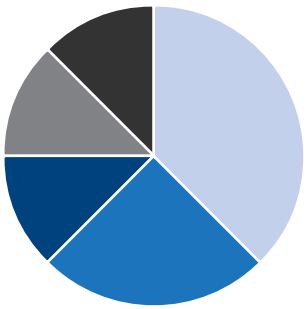
10,000+
Magazine
SUBSCRIBERS

16,000+
Online
MONTHLY VISITORS

8,000+
Valve News
SUBSCRIBERS

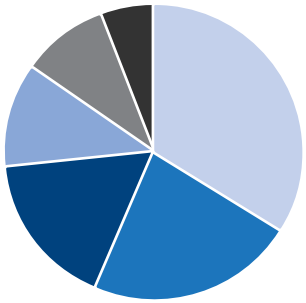
18,000+
Social
FOLLOWERS

Reach by Industry Role



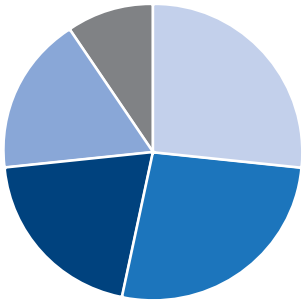
- End-User of Valves/Actuators
- Valve Distributor/Sales/Mfg Rep
- Other
- Supplier to Valve Industry
- Valve/Actuator/Controls Manufacturer

Reach by Job Title



- Owner/CEO/President/Partner
- Other Management
- Sales & Marketing Management
- CFO, COO, 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

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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.

2027 Publication Calendar

Issue	Ad Space Deadline	Main Feature	Valve Basics
Winter 2027	01/08/2027	Pharmaceutical/Biopharm	The Nuts & Bolts of Torque & Tension
Spring 2027	03/26/2027	Pulp & Paper	Valve Cleaning & Specifications
Summer 2027	06/25/2027	Automation	Understanding & Choosing Waterworks Valve Flanges
Fall 2027	10/08/2027	Valve Repair: Repair vs. Replace	The Mighty Steam Trap

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
10,000 +

2027 Advertising Rates

VMA offers a variety of vehicles to promote your brand in front of our audience, from advertising to event sponsorships. Contact Kara Mortl to build a custom program aligned to your goals.

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

A new international advertising section will begin in 2027 for the print edition. *Contact Kara Mortl for details.*

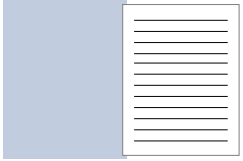
Ad Specifications

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



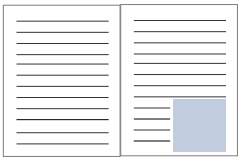
4.5"W x 7.0"H

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.

Materials due by the 20th of the month preceding placement.

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:

- Issue sponsorship banner to appear on cover of digital issue
- 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 twice monthly 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 acepted: JPG (high-quality only), PNG (24-bit or 8-bit)
- Max file size: 150k

CONTACT:
KARA MORTL
248.250.3655
KMORTL@VMA.ORG

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

Click to View VMA SmartBrief Media Kit

SmartBrief BY FUTURE B2B

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 Sponsorship & Exhibit 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 attendees by exhibiting at key events throughout the year.

VMA offers sponsorship opportunities throughout the year at different events and also through other programs and offerings – **ask for further information**

Contact Kara Mortl for VMA event sponsorship opportunities.
Learn more about VMA Events

Valve Forum: Conference & Exhibits

May 18-20, 2027 | 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

VMA Annual Meeting

September 22-24, 2027 | Park City, Utah

The Annual Meeting is where the leaders of the North American valve and flow control industry come together. VMA and VRC members hear from economists and industry experts, gain insights into trends, issues and opportunities impacting the industry, and build the relationships that carry their businesses forward. Sponsorship puts your company in front of this group of owners, presidents and senior executives, and shows you are investing in the industry's future

Learn more

Behind the Valve: VMA Regional Networking Events

Behind the Valve is a local event series that brings the industrial valve community together locally for practical learning, meaningful networking and a behind-the-scenes look at a member facility.

More information coming soon!



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 Digital Advertising
- VMA Event Exhibit & Sponsorship Opportunities
- VMA Sponsorship Opportunities

Kara Mortl
Advertising, Exhibit and Sponsorship Sales
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kmortl@vma.org

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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