

# VALVE Magazine 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.



# VALVE Magazine EDITORIAL CALENDAR

ISSUE	FEATURE	END-USER MARKET	PRODUCT FOCUS	SPECIAL
<b>Winter 2021</b>	Using Thermal Power to Curb Emissions	Pharmaceuticals/ Medical	Severe Service Valves	<i>Knowledge Transfer</i>
<b>Spring 2021</b>	The Future of Manufacturing	Water & Wastewater	Materials & Coatings	<i>VMA's Strategic Plan</i>
<b>Summer 2021</b>	Supply Chain Challenges	Petrochemical/ Refining	Valves; Packings/ Gaskets/Seals	<i>Virtual Learning in the Valve Industry</i>
<b>Fall 2021</b>	2022 Market Outlook	Niche Markets	Valve Automation	<i>Post-COVID: How Has Our World Changed?</i>

## Additional Topics Covered With Our Rotating Columns

- Materials
- Actuators & Controls
- Maintenance & Repair
- WaterWorks
- Distribution
- Beyond Valves
- Standards
- Education & Training
- Know Your Valves
- Automation & Technology

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

## VALVE Magazine EDITORIAL GUIDELINES

Before submitting an article, please read the complete editorial guidelines on VALVEmagazine.com: [www.valvemagazine.com/pressroom/editorial-guidelines.html](http://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](mailto:jtibbs@vma.org)) and Barbara Donohue, Web Editor ([bdonohue@vma.org](mailto:bdonohue@vma.org)).

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

BONUS DISTRIBUTION			
WINTER	SPRING	SUMMER	FALL
<b>Power-Gen</b> (March 30-April 1, Orlando)	<b>ACE21</b> (June 13-16, San Diego)  <b>Valve World Americas Expo</b> (June 23-24, Houston)	<b>OTC21</b> (August 16-19, Houston)  <b>WEFTEC</b>	<b>VALVE Basics Seminar and Exhibits</b> (Fall 2021, Houston)

**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 Harrell Road, Suite 119, Fredericksburg, VA 22405, phone 540.374.9100, fax 540.374.9265, [spartyke@vma.org](mailto:spartyke@vma.org).

## 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 20,000+ buyers, end users, VMA members and other valve industry professionals.

### 1 OPTION

**\$550** members

**\$750** nonmembers

### 2 OPTIONS

**\$775** members

**\$960** nonmembers

### 3 OPTIONS

**\$995** members

**\$1,150** nonmembers

View our media kit online at [VALVEmagazine.com](http://VALVEmagazine.com) > Advertising > Media Kit

**VALVE Magazine MULTI-MEDIA OPPORTUNITIES 2021**

# VALVE Magazine PRINT RATES & PACKAGES

## VALVE Magazine Print Edition Rates

		VMA MEMBERS			NON-MEMBERS		
		1X	2X	4X	1X	2X	4X
Full	4C	\$5,525	\$5,275	\$4,925	\$6,630	\$6,330	\$5,910
	BW	\$4,000	\$3,750	\$3,400	\$5,015	\$4,500	\$4,240
2/3 page	4C	\$4,540	\$4,430	\$4,135	\$5,450	\$5,315	\$4,960
	BW	\$3,015	\$2,905	\$2,610	\$3,760	\$3,485	\$3,275
1/2 island	4C	\$4,365	\$4,215	\$3,940	\$5,240	\$5,055	\$4,730
	BW	\$2,840	\$2,690	\$2,415	\$3,585	\$3,230	\$3,010
1/2 page	4C	\$4,250	\$4,080	\$3,800	\$5,100	\$4,895	\$4,560
	BW	\$2,725	\$2,555	\$2,275	\$3,410	\$3,065	\$2,850
1/3 page	4C	\$3,450	\$3,355	\$3,270	\$4,140	\$4,025	\$3,925
	BW	\$1,925	\$1,810	\$1,745	\$2,400	\$2,170	\$2,060

### PREMIUM POSITIONS

Per issue rates based on annual contracts.

	VMA MEMBERS	NON-MEMBERS
Cover 2 or 3	\$5,585	\$7,000
Cover 4	\$5,975	\$7,520
Page 1	\$5,585	\$6,995
Opposite TOC or President's Column	\$5,150	\$6,410

### ADDITIONAL OPTIONS

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

Inserts: Available. Call 540.374.9100 for pricing and specifications.

## Advertising Deadlines

### Winter 2021

Reservations	Dec 8, 2020
Materials	Dec 20, 2020
Mail Date	Jan 20, 2021

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

## VALVE Magazine 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\*
- SPONSORED ARTICLE 3 months on VALVEmagazine.com or 1 issue of eNews

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**

\*QuickRead sponsorships are available for VMA members only

**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.

Trim size – 8 $\frac{3}{8}$ x 10 $\frac{7}{8}$	Printing – Web offset	
Live area – 7 $\frac{5}{8}$ x 10 $\frac{3}{8}$	Binding – Saddle-stitch	
	AD SIZE	LIVE AREA
Full page bleed	8 $\frac{3}{8}$ x 11 $\frac{1}{8}$	7 $\frac{5}{8}$ x 10 $\frac{3}{8}$
Full page non-bleed	7 $\frac{5}{8}$ x 10 $\frac{3}{8}$	7 $\frac{5}{8}$ x 10 $\frac{3}{8}$
2/3 page vertical	4 $\frac{1}{2}$ x 9 $\frac{7}{8}$	4 $\frac{1}{2}$ x 9 $\frac{7}{8}$
1/2 page island	4 $\frac{1}{2}$ x 7	4 $\frac{1}{2}$ x 7
1/2 page vertical	3 $\frac{3}{8}$ x 9 $\frac{7}{8}$	3 $\frac{3}{8}$ x 9 $\frac{7}{8}$
1/2 page horizontal	7 x 4 $\frac{1}{2}$	7 x 4 $\frac{1}{2}$
1/3 page square	4 $\frac{1}{2}$ x 4 $\frac{1}{2}$	4 $\frac{1}{2}$ x 4 $\frac{1}{2}$
1/3 page vertical	2 $\frac{1}{8}$ x 9 $\frac{7}{8}$	2 $\frac{1}{8}$ x 9 $\frac{7}{8}$
Full spread bleed	16 $\frac{1}{2}$ x 11 $\frac{1}{8}$	15 $\frac{3}{4}$ x 10 $\frac{3}{8}$ ( $\frac{1}{2}$ gutter)
Half spread bleed	16 $\frac{1}{2}$ x 5 $\frac{1}{8}$	15 $\frac{3}{4}$ x 4 $\frac{3}{4}$ ( $\frac{1}{2}$ gutter)

### 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 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.

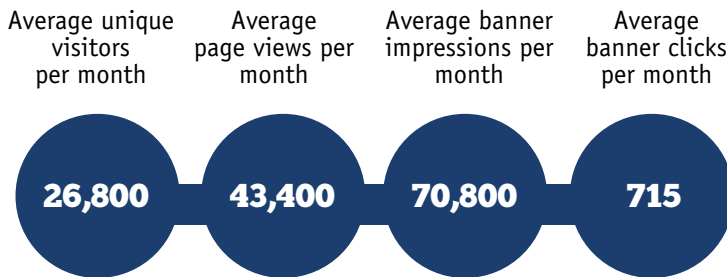
**Print and digital magazine readership reaches around the globe.**

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.



**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:

- 29,626** subscribers
- 11%** average open rate
- 933** average clicks per issue
- 28.9%** of readers have clicked on a sponsored article

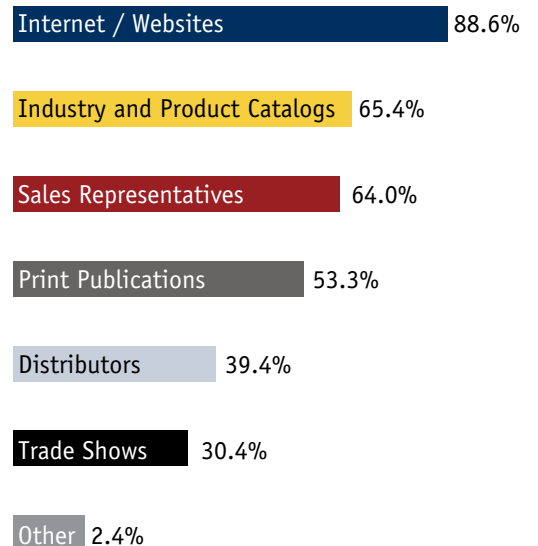
VMA QuickRead\* by the numbers:

- 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 MEDIA DIGITAL & ONLINE RATES



## VALVE Magazine Digital Edition

	VMA MEMBERS	NON-MEMBERS
per issue		
<b>Digital Issue Sponsorship</b> Exclusive; letter opposite cover, belly band and email notification	\$2,800	\$3,500
<b>Belly Band</b> Banner ad across cover; can be animated	\$2,000	\$2,500
<b>Digital Insert</b> Inside editorial page or sponsor's ad page; can be animated	\$1,020	\$1,275
<b>Audio or Video</b> Audio, Video or HTML 5 animation can be added to your digital ad	\$1,020	\$1,275



## VALVEmagazine.com

	VMA MEMBERS	NON-MEMBERS
per quarter		
<b>Leaderboard Banner</b> 600 x 100; run of site	\$2,240	\$2,800
<b>Horizontal Banner</b> 600 x 100; home page only	\$1,730	\$2160
<b>Square Banner</b> 300 x 250; run of site	\$2,000	\$2,500
<b>Sponsored Article</b> 1500 word limit	\$2,400	\$3,000
<b>Sponsored New Release</b> 150-word text + logo or image; Home and Products page	\$550	\$750
<b>Case Study or YouTube Video</b>	\$550	\$750

*NOTE: banners guaranteed minimum 25% SOV.*



## VALVE eNews

<b>Leaderboard Banner</b> (600 x 100)—per issue	\$1,920	\$2,400
<b>Annual Sponsorship</b> Linked logo in every issue; plus six press releases per year	\$1,500	\$1,800



## VMA QuickRead

VMA Members only		
<b>Annual Sponsorship</b> Linked logo in every issue; plus six press releases per year	\$1,250	N/A

## 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)

### \$499/year – Enhanced

+ company profile  
+ summary description  
+ detailed description  
+ email, URL, fax  
+ gallery with up to 3 images

### \$899/year – Featured

+ video  
+ additional uploads  
+ social media feeds  
+ company hours  
+ features  
+ gallery with up to 9 images

### For even more exposure: Banner advertising

\$2500 – Leaderboard  
\$1250 – Skyscraper

For more information, check out the official media kit at [ValveIndustryBuyersGuide.com/Advertise](http://ValveIndustryBuyersGuide.com/Advertise).

To place an order, call 804/469-8790 or email [adsupport@associationmediagroup.com](mailto:adsupport@associationmediagroup.com).

**View our media kit online at [VALVEmagazine.com](http://VALVEmagazine.com) > Advertising > Media Kit**

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](mailto: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](mailto:cguy@vma.org)