



VALVE MEDIA 2024 MEDIA GUIDE

VMA VALVE
MANUFACTURERS
ASSOCIATION

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Valve Reaches the Right People at the Right Time, in the Right Way.

15,500+

► Magazine SUBSCRIBERS

33,500+

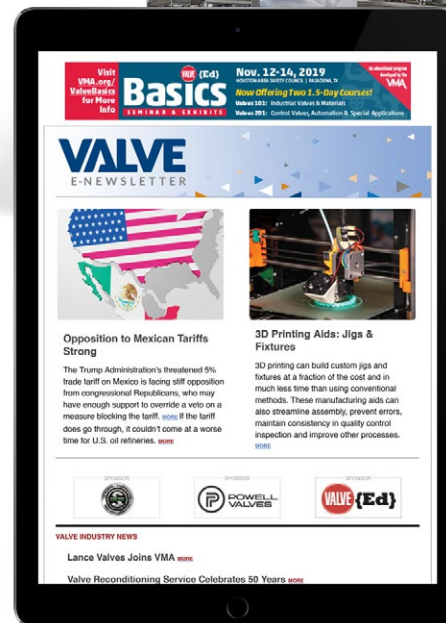
► Online VISITORS

22,000+

► E-Newsletter SUBSCRIBERS

21,000+

► Social FOLLOWERS



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All audience counts and metrics in this media guide reflect Valve Magazine's publisher data as of August 22, 2023. The metrics represent counts projected from our first-party audience data housed in Omeda (omeda.com) and online activity reporting from Google Analytics. Learn more about Gardner's Audience Promise here: gardnerweb.com/audiencepromise

The Markets You Serve Are the Markets We Serve.

01

Subscribers by Job Title



3,361	Sales/Marketing Management
3,327	Company Management
2,867	Manufacturing Production/Engineering
2,607	Purchasing/Other Management
781	Product Design/R&D/QC
477	MRO-Maintenance Repair
402	Consultant/Analyst
288	Automation/Systems Engineering
1,337	Other

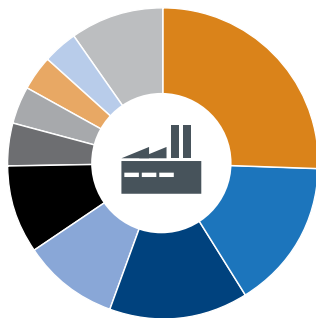
Subscribers by Products and Services*

Valves	13,592
Actuators	11,382
Packing/Gaskets/Seals	8,843
Pipes/Piping/Tubing/Fittings	8,752
Instrumentation Equipment	7,316
Flowmeters	7,193
Pumps/Compressors/Motors	6,956
Maintenance Equipment/Services	5,897
Leak Detectors	4,717
Software	3,737
Pollution Control Equipment	2,858
Controls	2,232
Other	1,575

*Subscribers can fit in more than one category

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Subscribers by Industry



6,550	Chemical/Petrochemical
3,969	Oil and Gas Production/Transmission
3,648	Water and Wastewater
2,535	Pulp and Paper
2,390	Power Generation and Storage
1,069	Food and Beverage
1,011	Mining
933	Pharmaceutical
918	Commercial Construction
2,442	Other

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Subscribers by Industry Role

End-User of Valves/Actuators	4,914
EPC/AEC	4,115
Valve Distributor/Sales/Mfg Rep	3,197
Supplier to Valve Industry	2,600
Product Design	2,515
Valve/Actuator/Controls Mfr	1,705
Other	3,164

Meet Our Readers



Regional Manager
Tyco International
Magazine Subscriber
Valve eNews Reader



Pipeline Engineer
Alberta Co
Magazine Subscriber
Valve eNews Reader
1,311 Website Visits in the Last Year



Account Manager
Fluid Flow Products
Magazine Subscriber
Valve eNews Reader
Receives e-Prints



Lead Valve Engineer
Alderley Systems Ltd
Magazine Subscriber
Valve eNews Reader



Senior Valve Engineer
ASC Engineered Products
Magazine Subscriber
Valve eNews Reader
Receives e-Prints



Global Business Line Manager
Crane ChemPharma Energy Flow Solutions
Magazine Subscriber
Valve eNews Reader
Receives e-Prints

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Projecting the Voice of a Growing, Thriving Industry.

2024 Editorial Calendar

ISSUE	COVERAGE	
Winter 2024 Closing Date 12/15/23	Clean Energy <i>Main Feature</i>	Natural Gas <i>End User</i> Actuators Valve Basics
Spring 2024 Closing Date 3/1/24	Challenges of PFAS <i>Main Feature</i>	Commercial Construction <i>End User</i> Pinch Valves Valve Basics
Summer 2024 Closing Date 6/3/24	Hydrogen Economy <i>Main Feature</i>	Mining <i>End User</i> Valve Modifications Valve Basics
Fall 2024 Closing Date 9/2/24	Oil and Gas  <i>Main Feature</i>	Refinery or Chemical Plants <i>End User</i> Solenoid Valves Valve Basics

Your Valve Editorial Team



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While the basic technology of many industrial valves remains much the same as when they were invented, new materials and solutions are always being discovered to refine the technology to today's market needs. Actuators and controls continue to become smarter and more reliable to meet industry demands, as Industry 4.0 is now commonplace in manufacturing and production facilities. In the coming year, we will explore markets and applications where valves and actuators play a significant role – from clean energy, hydrogen, offshore oil exploration and production, pharmaceuticals, and much more. It's an exciting time in manufacturing and we're excited to learn more and inform our subscribers and readers along the way. Reach out with your stories or ideas!



REACTAD

The first 25 advertisers who commit with a ½-page ad or larger in the Fall issue will receive a complimentary analysis of their ad through our partnership with Signet Research, Inc.



Interested in contributing content for a future issue?

We'd love to hear your story idea! Contact Heather Gaynor at hgaynor@gardnerweb.com for guidelines.

Advertising and Sponsorship Opportunities.

▶ Valve Magazine

We are the industry leader in covering manufacturing technology and providing authoritative reporting from the front lines of the industry.



Display Advertising

By placing an ad in a respected magazine like *Valve*, you'll benefit from the credibility and trust associated with our publication and positively influence your buyers' perception of YOUR brand.

You receive:

- ▶ A highly visual and memorable showcase for your products and services for a targeted audience of 15,500 subscribers
- ▶ A longer lifespan for your marketing message in a medium that is often kept and referenced multiple times, ensuring that readers revisit your ad and retain its message
- ▶ An opportunity to shape consumers' perception and build awareness of your brand through ads that feature creative storytelling, impactful imagery and consistent branding



Premium Display Advertising

Stand out in front of your prospects and buyers (and competition) with a highly visual specialty presentation.

Opportunities include:

- ▶ Custom Insert
- ▶ Polybag Ride-Along
- ▶ Gate Fold Cover
- ▶ Cover Tip



Digital Edition Sponsorship

Maximum exposure for your company makes an impact with your exclusive sponsorship of the online magazine formatted to mirror the printed version.

You receive:

- ▶ A full-page ad on the opening page
- ▶ A leaderboard ad in the email announcing the Digital Edition
- ▶ Advertising on Valve-Media.com's latest issue landing page

▶ Valve-Media.com

Our website, e-newsletters and blog deliver up-to-the-minute manufacturing news, trends and updates the manufacturing community needs on a daily basis.



Valve-Media.com Display Advertising

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



E-Newsletter Display Advertising: Valve eNews

With content curated by *Valve* editors, *Valve eNews* is the premier bi-weekly e-newsletter for the latest insights and innovations in manufacturing processes, technologies, products and services.

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VMA Members Exclusive Marketing Options

Members of VMA receive exclusive access to additional advertising opportunities within the Valve Media Brand, which are detailed below. For more information, please contact your sales representative.

VMA QuickRead Sponsorship

Available to VMA Members Only

Take advantage of this exclusive annual sponsorship option and deliver your brand's message in the VMA members-only, bi-weekly e-Newsletter. Rated as one of VMA's most valued benefits, annual QuickRead sponsorships are only offered to VMA and VRC members.

This popular newsletter features up-to-the-minute and developing news about:

- ▶ VMA and Valve industry happenings and key data reports
- ▶ Current economic forecasts
- ▶ Domestic and international projects

▶ Performance Digital Programs



Valve e-Prints Package

Available to VMA Members Only

When you want to send a direct email message to a targeted selection of Valve's qualified readers, e-prints are the answer.

You receive:

- ▶ Customizable content tailored to resonate with your target audience
- ▶ The option to select your unique target audience of Valve subscribers based on industry, geography, facility-size, job title and/or operations performed
- ▶ A performance report including data about total delivered, open rate and click-through rate



Direct Traffic

Available to VMA Members Only

See a significant increase in your web traffic through this multi-channel, demand generation program designed to drive a targeted audience to your website's product page, online marketplace, event landing page or resource center (to name just a few).

You receive:

- ▶ A custom e-print delivered to your demographically selected audience
- ▶ Sponsored content advertisements in Valve e-newsletters
- ▶ Targeted paid promotion in social media channels



Webinar Sponsorship

Available to VMA Members Only

Benefit from top billing, position your company as a pioneer in manufacturing industry hot topics and secure valuable leads with this exclusive opportunity – only one sponsor per webinar!



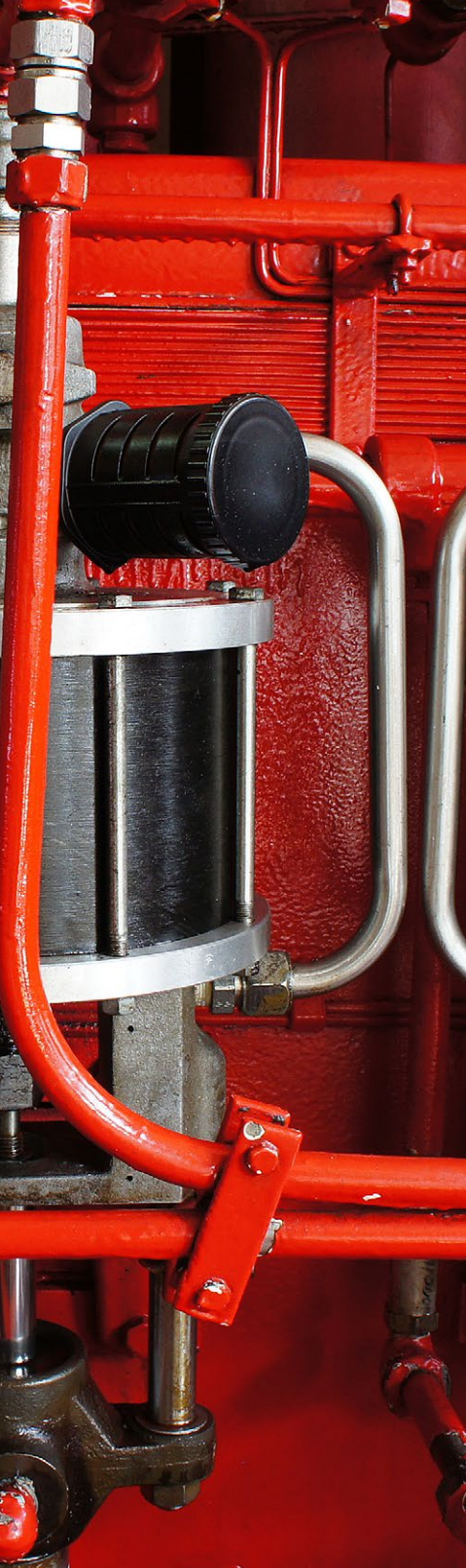
Gated Content Marketing

Available to VMA Members Only

Fill your sales pipeline with qualified leads who show an active interest in your products, solutions and content with this lead generation program. Feature your technical, solutions-based white paper, case study or eBook on Valve-Media.com.

You receive:

- ▶ A co-branded landing page on Valve-Media.com
- ▶ A digital marketing program targeting your selected audience
- ▶ Registrant information including name, company, email address, phone number and country



► Content Marketing Programs



Native Advertising

Available to VMA Members Only

Native Advertising delivers your brand's story through a feature style article, published to the same editorial standards Valve technical readers have come to expect. Submit your own article or work with Gardner's editorial team to craft a solutions-focused story to educate and engage the industrial manufacturing audience.

You receive:

- ▶ Exclusive positioning in the sidebar ad well alongside your article
- ▶ Multi-channel promotion including featured content placement Valve-Media.com, e-newsletter advertising and paid promotion in search engines and social media channels
- ▶ A monthly performance report including page views and engagements



Sponsored Microsite

Available to VMA Members Only

Establish your company as a thought leader in the manufacturing space with an exclusive, category-specific microsite hosted within the trusted Valve environment. Through original content, existing editorial, downloadable documents, images and video, visitors will advance through a learning path on a specific technology.

You receive:

- ▶ A multi-channel digital promotion program to drive readers to your co-branded microsite
- ▶ Demand and lead generation opportunities embedded throughout your microsite
- ▶ A quarterly performance report including impressions, engagement and an audience profile



NEW FOR 2024! Content Boost

Available to VMA Members Only

Bring new life to existing Valve's editorial and increase awareness for your products and services. You choose the article and we'll deploy a digital marketing campaign to drive readers to the page.

You receive:

- ▶ Your call to action embedded within the article
- ▶ Digital marketing promotion including featured content placement and targeted paid promotion in social media channels
- ▶ A monthly performance report including page views and engagements

► Digital Display Advertising



Offsite Display Retargeting

Available to VMA Members Only

Amplify your brand and marketing message by reaching Valve-Media.com visitors after they navigate away from the site and continue their browsing experience.

You receive:

- ▶ Extended reach to the Valve audience through web display advertising
- ▶ A monthly activity report including number of impressions and clicks



Offsite Video Retargeting

Available to VMA Members Only

As one of the fastest-growing mediums in marketing, how-to and demo videos are increasing in popularity for buyers to find products and process information.

You receive:

- ▶ A pre-roll advertising campaign on YouTube targeting Valve channel subscribers and website visitors
- ▶ A monthly activity report including number of impressions, views and clicks



Get Detailed Specs and File Submission Guidelines at:

[GARDNERWEB.COM/ADCENTRAL](https://www.gardnerweb.com/adcentral)



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Experienced, Expert Media Consultants to Guide Business Growth

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VMA Membership Comes with Benefits

Check out the full suite of options that are available with an annual membership. In addition to special advertising pricing for Valve, learn more about the Valve Industry Buyers Guide and additional association sponsorship offerings.

Contact Heather Rhoderick at hrhoderick@vma.org or visit vma.org for details.



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