

# Valve World

**Media Kit  
2023**

**KCI**  
PUBLISHING



[www.valve-world.net](http://www.valve-world.net)

### Publishing company:



#### **KCI Publishing BV**

Leeuwenbrug 95  
7411 TH Deventer  
The Netherlands  
Tel: +31-575-585-270  
info.deventer@kci-world.com  
www.kci-world.com



#### **KCI Corporation**

36 King St E, Suite 701  
Toronto, ON M5C 1E5  
Canada  
Tel: +1-416-361-7030  
info.toronto@kci-world.com  
www.kci-world.com



#### **KCI GmbH**

Tiergartenstr. 64  
D - 47533 Kleve  
Germany  
Tel: +49 2821-71145-0  
info.kleve@kci-world.com  
www.kci-world.com



#### **KCI Shanghai Co., LTD**

Room 1408, 14F, ChunShenJiang Building  
#400 Zhejiang Mid. Road, Shanghai, 200001  
PR China  
Tel: +86 21 6351 9609  
info.shanghai@kci-world.com  
www.kci-world.com



#### **KCI Asia Pacific Co. Ltd.**

531A Upper Cross Street #03-100  
Hong Lim Complex  
Singapore 051531  
info.singapore@kci-world.com  
www.kci-world.com

#### **Director KCI Publishing B.V.:**

Elisa Hannan  
e.hannan@kci-world.com  
Tel: +31 575 585 291

#### **Editor in Chief:**

Joanne McIntyre  
j.mcintyre@kci-world.com  
Tel: +31 575 585 298

#### **Sales & Marketing:**

Mile Avramovic  
m.avramovic@kci-world.com  
Tel: +31 610 907 827

#### **Subscriptions:**

Renate Collet  
r.collet@kci-world.com  
Tel: +31 575 789 269

## Valve World: uniting the global flow control community

Valve World unites the global flow control community through a long-established and highly respected range of global multimedia. Publications, online and face-to-face platforms all focus on industrial valves, actuators and associated products with an assurance of strong quality technical content.

### Valve World magazine

Published ten times per year (printed and digital) the magazine focuses on end-user experience and practical applications. Each issue features a range of technical articles on topics such as valve design, fugitive emissions, fluid control, sealing technology, and actuation. It also covers topical issues such as maintenance & repair, high-temperature/high-pressure applications, abrasive service and standardisation.

### Online

With a substantial global following, the Valve World website includes daily news updates, a freely available technical article archive, feature stories, event updates and advertising opportunities.

### Social media

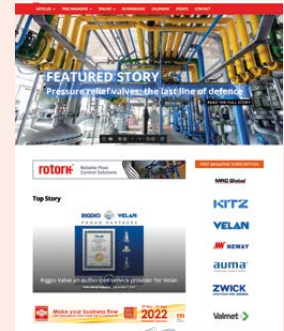
With extensive global reach, the Valve World social media channels reach flow control experts and users around the world. For example, over 28,000 members on LinkedIn receive multiple updates per week.

### Newsletter

The Valve World Weekly Update is circulated 47 times per year to over 31,000 global subscribers. The newsletter shares industry news as well as feature stories from the website.

### Conferences & Exhibitions

For over thirty years, Valve World events have brought our global community together to network, do business, and share knowledge. From China to Germany, the US to SE Asia, Valve World conferences & exhibitions are highly-respected across the industry for their technical content and global reach.



## EDITORIAL PROGRAM 2023

Issue	Deadline advertising materials	Special Topics	Bonus distribution
<b>February</b>	13 <sup>th</sup> January	Chemical Industry Special Cover Story: OMAL SpA, Italy	Fugitive Emissions Summit China, March 28 <sup>th</sup> - 29 <sup>th</sup> , Shanghai Hydrogen Tech Conference and Exhibition, April 4 <sup>th</sup> - 5 <sup>th</sup> , Messe Essen, Germany
<b>March</b>	10 <sup>th</sup> February	Oil & Gas / Refinery Special Cover Story: L&T Valves, India	Fugitive Emissions Summit China, March 28 <sup>th</sup> - 29 <sup>th</sup> , Shanghai Valve World Asia Conference & Expo, Suzhou, China, April 26 <sup>th</sup> - 27 <sup>th</sup> , 2023 Hydrogen Tech Conference and Exhibition, April 4 <sup>th</sup> - 5 <sup>th</sup> , Messe Essen, Germany
<b>April</b>	10 <sup>th</sup> March	Control & Smart Valves Special Cover Story: Available	Valve World Asia Conference & Expo, Suzhou, China, April 26 <sup>th</sup> - 27 <sup>th</sup> , 2023 OTC - Offshore Technology Conference, May 1 <sup>st</sup> – 4 <sup>th</sup> , Houston, Texas
<b>May</b>	14 <sup>th</sup> April	LNG Special Cover Story: Kingdom Flow Control, Taiwan	Valve World Americas Expo & Conference, June 7 <sup>th</sup> - 8 <sup>th</sup> , Houston, Texas
<b>June</b>	12 <sup>th</sup> May	Emission Control Special Cover Story: Nihon Koso, Japan	Valve World Americas Expo & Conference, June 7 <sup>th</sup> - 8 <sup>th</sup> , Houston, Texas
<b>August</b>	14 <sup>th</sup> July	Severe Service Special Cover Story: Available	
<b>September</b>	11 <sup>th</sup> August	Materials & Manufacturing Special Cover Story: FR Valve, China	Valve World Southeast Asia Expo & Conference, October 26 <sup>th</sup> -27 <sup>th</sup> , Singapore
<b>October</b>	15 <sup>th</sup> September	Power Generation Special Cover Story: Utmost Alloy, China	Valve World Southeast Asia Expo & Conference, October 26 <sup>th</sup> -27 <sup>th</sup> , Singapore
<b>November</b>	13 <sup>th</sup> October	Water & Waste Water Special Cover Story: Available	
<b>December</b>	10 <sup>th</sup> November	Actuation & Networks Special Cover Story: Available	

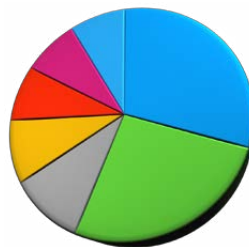
*Topics are subject to change at the discretion of KCI Publishing.*

## About Valve World Magazine

Valve World is a leading international magazine dedicated to valves, actuators and associated products with a global distribution. Valve World magazine is published 10 times per year, covering the valve/actuation sector and major end user markets (oil & gas, power generation, renewable energy, water & wastewater, petrochemicals, food etc.). The editorial team, assisted by experienced contributors with an engineering background, source and write technical articles for our readers who are active in project engineering, process and maintenance, procurement and operation management. Valve World provides in-depth coverage on research and development, emerging market trends, company reports and updates on valves and associated products. The content is distributed via print and digital, including global events, e-newsletters, website and social media.



**Market Breakdown**



**Geographical Breakdown**

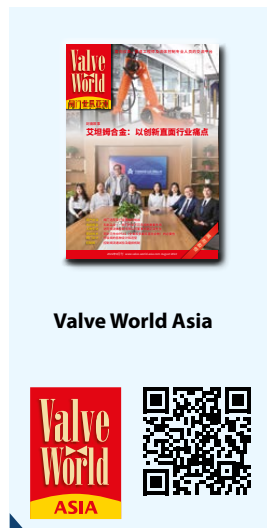
**Facts:** A4 format ▪ 10 issues per year ▪ Average printed and digital circulation: +10,000 copies

**Specials:** Conference & Exhibition Catalogues ▪ Conference Brochures

**Distribution:** Subscription; Printed & Digital ▪ Special Focus Issues to Target Audience ▪ Global Events ▪ Breakdowns

## Global Magazine:

## Regional Magazines:



### Markets and Products & services:

- Chemicals and petrochemicals
- Pharmaceuticals
- Power generation (Including nuclear)
- Petrochemicals
- Renewable energy (green hydrogen, hydropower, geothermal etc.)
- Oil & gas (on- and offshore), refining
- LNG
- Food & beverage

- Pulp & paper
- Mining
- Water and wastewater
- Control & smart valves
- Actuation & networks
- Pipes/piping/tubing/fittings/flanges
- Packings/gaskets/seals
- Test benches
- Flowmeters/process transmitters
- Instrumentation Equipment

- Controllers/switches/positioners
- Education and training
- Leak detectors/emission control
- Castings/forgings
- Coatings & linings
- Maintenance
- Inspection/expediting services
- Supply chain management
- Severe service valves
- Materials & maintenance



The **Valve World Cover Story** is a package of multi-media communications. The package includes the front cover with an editorial featured article and an extensive (and flexible) multimedia advertising campaign designed to increase brand awareness and brand recognition within the industry.

### Valve World Cover Story includes:

- Front cover of the Valve World magazine with photo, company name and title of article (designed in mutual agreement with the Editor-in-Chief).
- A feature article of four full-colour pages combining text and images, written in 'Valve World style'. Text will be mutually approved prior to publication.
- Minimum of 6 full-colour advertisements in Valve World magazine in pre-agreed issues.
- 200 copies will be made available on request for your own distribution amongst your clients and prospects.
- The feature article hosted in the cover story gallery on the Valve World website <https://valve-world.net/editorial-content/cover-gallery/> for a minimum of 1 year.
- Article hosted on Valve World homepage as main feature article for 1 week (month of publication).
- Article hosted on Valve World digital newsletter as main feature article (once in month of publication: 31,000 global self-subscribers).
- Article posted on Valve World LinkedIn Showcase Page (approx. 8,500 followers) and in the Valve World group (approx. 28,000 members).
- A supplementary package of (flexible) digital media services to complete the Cover Story Package.



### Example of two year Cover Story package:

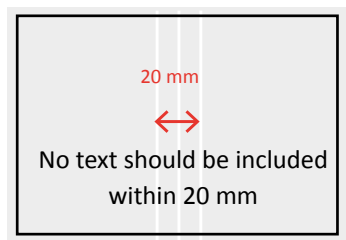
- Cover Feature + Editorial Article (4 pages with text and images)
- 12 full page (A4) full-colour advertisements in the magazine
- 12 advertisement links in digital publication
- Premium entry in Buyer's Guide (print and digital) – 1 year
- Valve World Homepage: Content Leaderboard Banner – 12 weeks
- Valve World Homepage: Top Leaderboard Banner – 2 weeks
- Valve World Homepage: Category Page Banner
- Valve World Weekly Update Newsletter: Text-link in Community Box (47 mailings/y)
- Valve World Weekly Update Newsletter: Product Showcase placements – 4 weeks
- 2 years subscription to Valve World Magazine print version

**Total Package Cost: EURO 61,200**

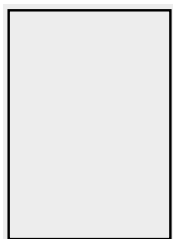


**\*\* (Adverts and invoicing spread over a 2 year period)**

## ADVERTISING FORMATS



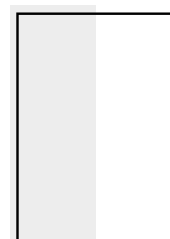
**2/1 page spread bleed**  
W: 426 mm x H: 303 mm



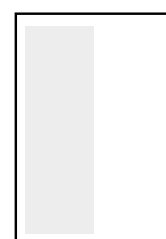
**1/1 page bleed**  
W: 216 mm x H: 303 mm



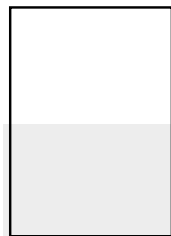
**1/1 page**  
W: 192 mm x H: 271 mm



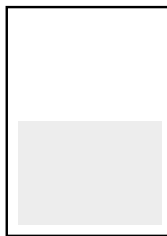
**1/2 page vertical bleed**  
W: 111 mm x H: 303 mm



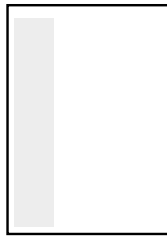
**1/2 page vertical**  
W: 90 mm x H: 271 mm



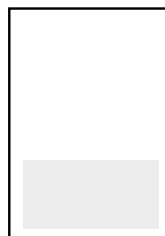
**1/2 page horizontal bleed**  
W: 216 mm x H: 148 mm



**1/2 page horizontal**  
W: 192 mm x H: 131 mm



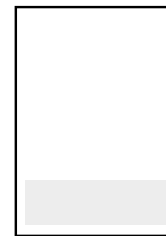
**1/3 vertical**  
Without bleed:  
W 64 mm x H 271 mm  
With bleed:  
W 73 mm x H 303 mm



**1/3 horizontal**  
Without bleed:  
W 192 mm x H 86 mm  
With bleed:  
W 216 mm x H 102 mm



**1/4 page square**  
Without bleed:  
W 90 X H 131 mm  
With bleed:  
W 110 X H 155 mm



**1/4 page horizontal**  
W 192 x H 70 mm  
W 216 X 78 mm

### Advert Copy Requirements

- Delivery of advertising material should be a PDF (PDF/X1a:2001), JPG (300 DPI) or EPS file.
- Full colour material should be provided in CMYK.
- No text should be included within 10 mm of the right and left sides of the crop marks

Advertising material to  
Mrs. Alejandra Escobar  
a.escobar@kci-world.com  
Tel: +31 575 789 273



## Advertising rates EURO 2023 (excl. VAT)

Number of insertions	1x	3x	6x	8x	10x
Full colour	Price per unit	Price per unit	Price per unit	Price per unit	Price per unit
2 pages spread	9220	8720	8270	7850	7470
full page	6090	5790	5520	5250	5000
half page	4390	4190	3990	3850	3660
1/3 page	3820	3580	3460	3350	3190
quarter page	3470	3350	3200	3090	2950

• **Special positions: Back Outside Cover Page - €6300, Front Inside Cover Page - €6300**

### NEW advertising opportunity in the digital version



#### • Link in digital publication €150 per advertisement

On the digital magazine, include a clickable link to your advertisement. This directs our digital subscribers to the webpage of your choice (your company website page, YouTube video, LinkedIn pages, etc.)



#### • Video in digital edition €200 per advertisement

On the digital magazine, host a video on your advertisement. This feature allows our digital subscribers to play the video while reading the magazine.



### Valve World Subscriptions

The Valve World Magazine is available as a Printed Publication and Digital On-Line

Subscription rate	printed	digital
1 year (10 issues)	EUR 99	FREE

### DIGITAL SUBSCRIPTIONS ARE NOW FREE!

Subscribe now and receive 10 digital issues per year of the Valve World magazine



For more information contact:  
Mr. Mile Avramovic  
m.avramovic@kci-world.com  
Tel: +31 610 907 827

**Months of publication:** February, March, April, May, June, August, September, October, November, December



The Buyer'sGuide+Online is an advertising and reference section which appears both in Valve World magazine and Valve World website. All entries listed are presented under classified product or service headings. This allows buyers to find potential suppliers for the products they need.



### Options & Rates 2023 Buyer'sGuide+Online

**Printed Magazine:** 10 issues per year

**Online:** 1 Year company profile with logo, 3 images and 400 words of text in Buyer's Guide section on Valve World website (1 year)



#### Digital Magazine:

10 issues per year

Clickable entries link direct to your Buyer'sGuide Company profile

Clickable company logos link direct to your website

**NEW:** Direct link to your company video

#### BASIC ENTRY:

**Company listing in the printed and digital magazine:**

Address details, fax, telephone, e-mail & web address.

#### Rates in Euros

	1 year	2 years	3 years
1 heading	1930	3490	4945
2 headings	3670	6630	9400
3 headings	5230	9435	13360

4 headings or more: please contact us

#### PREMIUM ENTRY: Basic Level **PLUS...**

5 extra information lines (22 characters including spaces)

10 bullets in the **Application Guide**.

#### Rates in Euros

	1 year	2 years	3 years
1 heading	2240	4050	5730
2 headings	4265	7685	10890
3 headings	6070	10910	15475

4 headings or more: please contact us

### Application Guide

- Aerospace
- Agriculture / Fertiliser
- Automotive
- Biotechnology
- Chemical
- Defence
- Food & Beverage
- LNG
- Medical
- Mining
- Nuclear
- Offshore
- Oil & Gas
- Onshore
- Petrochemical
- Pharmaceutical
- Power Generation
- Pulp & Paper
- Shipbuilding / Marine
- Waste Incineration
- (Waste) Water

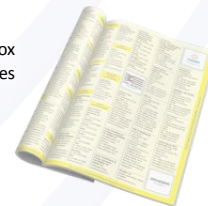


### Company Logos

Company logos and web addresses can be included in matchbox format adverts (3,5cm x 3,5cm) in the **Buyer's Guide+Online** pages in the Valve World Magazine. (Not online).

With a maximum of three matchboxes per page, randomly assigned, each logo will have Enormous Visual Impact.

Price per logo: 10 issues **€ 3000**, 5 issues **€ 1600**.



Highlight your company...order a FOOTER in the printed & digital magazine at the bottom of a Buyers' Guide page. **One Footer: €75**

**For more information and bookings contact: Vera Solís Esquivel: v.solis@kci-world.com Tel: +31-6 1052 4902**



## WEEKLY NEWS UPDATE



## Featured Story



Power generation: no magic bullet

RISE™ Robotics RISE  
TechnologyRISE™ Robotics advanced RISE™ Technology is the  
intersection of hydraulic performance and linear  
actuator efficiency.Acromatic pneumatic actuator  
packages

MRC Global

Valmet

VIZA VALVES

NEWAY

KITZ

VELAN

bauma

FT FORCE & TORQUE  
Pneumatic Actuator

## Valve World Weekly Update

Valve World Weekly Update has +31,000 global subscribers who receive 47 mailings of this digital newsletter each year! Subscribe to our free Valve World Weekly Update and get the latest news on valves and valve related products straight in your mailbox. Subscription is Free and easy via: <https://valve-world.net/>

## 1. Newsletter Top Banner

Your company logo linked to your website on a top position within the Valve World newsletter

Format: jpg, eps, ai  
325 px 50 px

4 weeks

Euro 2500

## 2. Newsletter Logo Banner

The Logobanner is linked to your website

Format: jpg  
Size: max. 125 px \* 40 px

1 year

EUR 5350

2 years

EUR 8750

## 3. Newsletter Showcase

A boxed advertisement promoting your company, news products or services. Links to your website

Format: gif  
Size: max. 175px x 175px

4 weeks

EUR 2150

## Press releases and industry news items are hosted for free!

We invite you to send your press releases (company, product, project news etc.) for consideration for inclusion in the news items section of the Newsletter. All news items must be of relevant interest to the valve industry and written in an informative style. All press releases and news items hosted subject to editorial discretion.

Please send your press releases and company news to: [press.vw@kci-world.com](mailto:press.vw@kci-world.com)

## Valve World Online

The substantial benefits of offering services over the internet are obvious: fast, interactive, direct worldwide access, 24 hours a day. The resulting synergies with our other media channels make the internet an even more powerful tool. We have combined the best brands and excellent content of our website with our traditional magazine to bring you the best of both worlds.



- 1. Top Leaderboard Banner**  
Displayed on Homepage and repeated on every subpage: Banner on top of page linked to your URL  
**Unique placement**

- Format: .jpg  
- Size: max. 728px x 90 px

2 weeks EUR 2,250

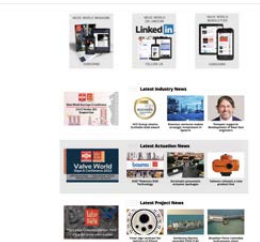
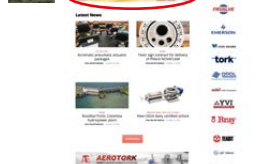


- 2. Content Leaderboard Banner**  
Displayed on Homepage: Banner linked to your URL

**3 positions available** (position subject to availability)

- Format: .jpg  
- Size: max. 728px x 90 px

1 month/4 weeks EUR 1,950



- 3. Homepage Logo Banner**  
Displayed on Homepage: Logo banner linked to your URL, placement in order of booking  
**Max. 20 positions available**

- Format: .jpg  
- Size: 160 px x 60 px

1 year EUR 4,450

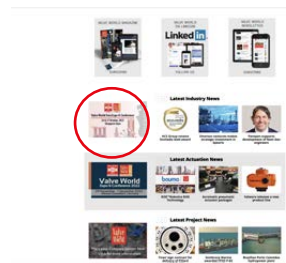


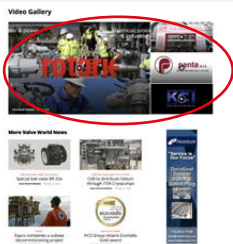
- 4. News Category Banner**  
Displayed on Homepage: Banner linked to your URL

**3 positions available** (position subject to availability)

- Format: .jpg  
- Size: max. 325px x 200 px

1 month/4 weeks EUR 1,950





## 5. Company Video

Displayed on Homepage: YouTube video linked to your website or to YouTube

4 positions available in latest company videos

1 month/4 weeks EUR 2,250



## 6. Skyscraper Homepage

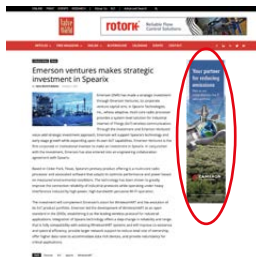
Displayed on Homepage: Advertisement linked to your URL

Unique placement

- Format: .jpg

- Size: max. 160px x 600 px

1 month/4 weeks EUR 1,950



## 7. Skyscraper Category Page

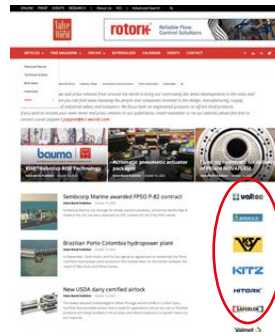
Displayed in categories page: Advertisement linked to your URL

Unique placement

- Format: .jpg

- Size: max. 160px x 600 px

3 months/12 weeks EUR 1,950



## 8. Category Page Banner

Positioned on multiple category pages: advertisement linked to your URL. Category defined by topic, material or application

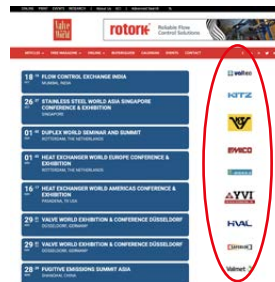
Position: Right hand column, next to content, top to bottom in order of booking

Repeated in sidebar of every news page in your chosen category

- Format: .jpg

- Size 160 px x 60 px

1 year EUR 1,250



## 9. Calendar Page Banner

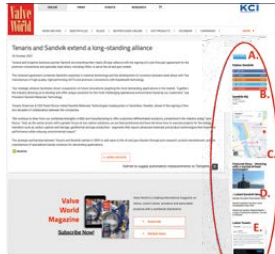
Positioned on calendar page: advertisement linked to your URL

Position: Right hand column, next to content, top to bottom in order of booking

- Format: .jpg

- Size 160 px x 60 px

1 year EUR 1,250



## 10. Branded Sidebar on Subpage

Displayed next to own press release – choice of items

A. Logo banner

B. Social Media box

C. Location

D. Other news

E. Tweets Other news

3 months/12 weeks EUR 1,950

### Valve World Conferences & Exhibitions

Our conferences & exhibitions are respected platforms where our communities network and share market, technical, product and commercial knowledge. Our portfolio includes our flagship biennial Valve World Conferences & Exhibitions in Europe, the Americas and in Asia, as well as additional events globally for Valve World's sister brands. Each event is programmed to help resolve the dedicated needs of local industrial sectors.

### Conferences & Exhibitions

   26 & 27 April 2023 Suzhou, CHINA 	   7 & 8 June 2023 Houston, USA 	  27 & 28 September 2023 Mexico City, MEXICO 	   26 & 27 October 2023 SINGAPORE 	   3 - 5 December 2024 Düsseldorf, GERMANY 
--	---	---	--	--

For more information regarding Valve World 2023 and 2024 events, please contact Mr. Mile Avramovic, [m.avramovic@kci-world.com](mailto:m.avramovic@kci-world.com), tel: +31 610 907 827.





**DIGITAL SUBSCRIPTIONS  
ARE NOW **FREE!****

**SCAN TO SUBSCRIBE** and receive  
**10 DIGITAL ISSUES PER YEAR**  
**of VALVE WORLD MAGAZINE**