INFLUENTIAL. CREDIBLE. INFORMATIVE. COMPELLING. KNOWLEDGEABLE. INSIGHTFUL.

THAT’S VALVE WORLD AMERICAS.

Devoted to the world’s most dynamic industrial markets, Valve World Americas engages a diverse end-user community and inspires them to discover the latest information on Valves, Actuators and related components with a focus on technology, innovation and industrial advancement.

Through powerful company Spotlights, white papers, interviews and valuable technical content, Valve World Americas sets the agenda - all in an easy-to-read and share format, making it your most valuable marketing tool in 2022.
Media Habits have changed and valve professionals are constantly on the lookout for new ways to engage and interact with information that is relevant to them. **Valve World Americas** provides quality content across multiple platforms so that its community of users can choose when, where and how they connect with the brand.
FAST FACTS

Purchasing Authority
Over 75% of readers have some degree of influence in the purchasing decision process.

Industrial Sectors of Interest
On average, Valve World Americas readers have three industrial sectors of interest.

Well Educated Demographic
Nearly 100% of the readers have a four-year college degree or have attended college.

Builds awareness of your brand.
63% of readers keep their copy until the next issue arrives.
Total Spend
Over two in three community members expect to spend money over the next year as a result of Valve World Americas.

(Projected spending in USD)

- More than $1 Million: 32%
- $500,001 - $1 million: 15%
- $100,001 - $500,000: 12%
- $50,001 - $100,000: 7%
- $25,001 - $50,000: 4%
- $10,001 - $25,000: 3%
- $5,001 - $10,000: 2%
- $1,001 - $5,000: 1%
- Up to $1,000: 2%
- Nothing: 8%

Circulation
15,000+
Total Average Circulation (per issue)

- + Annual Procurement Report
- + Conference Catalogs

Objectives
Raising brand and product awareness is the most common objective held by Valve World Americas members, followed by sales related objectives.
IN EVERY ISSUE

1 - Spotlight On
Shine the Spotlight on your company’s latest innovations, new product developments, business growth and achievements in a two-page feature article.

2 - Projects, Tenders & New Business Leads
Check out new business opportunities through a curated list of exclusive upcoming projects and tender leads.

3 - Market Report
Stay up-to-date with the latest factors impacting the industrial valve market.

4 - New Technologies
Learn about the latest products and technologies available in valve actuation, automation, sealing and flow control innovation.

5 - End User Interviews
Exclusive interviews with end-users & EPCs discuss the latest projects, challenges faced by operators, technological advancements, vendor partnerships and more!

6 - White Papers & Technical Articles
Read in-depth articles highlighting technological advancements in valve design, automation, applications and more!

valve-world-americas.com
MEET OUR TEAM

Valve World Americas’ Editor-in-Chief Sarah Bradley began her career with KCI in 2011 overseeing editorial efforts in KCI’s Toronto office.

KCI Toronto Sales Manager Josh Gillen is responsible for account management in the Americas and overseeing daily sales operations.

Lindsay Jackson is responsible for event organization and marketing for KCI’s events and publications in the Americas.
COURSES

With in-person and remote learning options available, KCI’s educational portfolio has been developed through more than 30 years of unparalleled valve expertise.

INDUSTRIAL VALVE COURSE
Industrial valves are a complex subject. In order to make them do what they are supposed to do – control flow in a predictable way – it is crucial to understand not just how a valve works, but also all the processes associated with it, such as design, manufacturing, inspection and operation. Curated by a leading valve expert, the two 8-hours Industrial Valve courses, cover the most important topics addressed in Valve World.

FUGITIVE EMISSIONS COURSE
Taught by the industry’s leading subject matter experts, the Fugitive Emissions course is a one-day education program designed to jump-start your career or provide a refresher on fugitive emissions pertaining to valves. Professionals will gain a generalized outline of fugitive emissions standards and expand their understanding of LDAR, EPA requirements and testing procedures, and equipment used in mitigating fugitive emissions.
Sponsorship options include courses of 20 participants for $7,500 and the use of your products as examples by the instructors during our presentation.

INDUSTRIAL VALVES MASTER CLASS

The Industrial Valves Master Class was designed to give a broader view of the different ancillary processes that surround a valve application, such as supplier auditing and prototype testing. The Master Class looks at the big picture, and includes topics on valve technology, such as control valves, fugitive emissions, and fire-safe testing.

For more information on courses, please contact Lindsay Jackson, l.jackson@kci-world.com.
AD SPECS

1/2 page horizontal
W: 265 mm x H: 202 mm

1/4 page vertical
W: 130 mm x H: 202 mm

1/8 page vertical
W: 96 mm x H: 130 mm

frontbox ad/toe ad
W: 50 mm x H: 25 mm

ADVERTISEMENT COPY REQUIREMENTS:

• Delivery of advertising material should be a PDF (PDF/X1a:2001) or TIFF (300 DPI).
• No text should be included within 10 mm of the right and left sides of the crop marks.
• All fonts embedded or Flattened.
• Full-color material should be provided in CMYK.
• Please send your advertising material to Lindsay Jackson, ljackson@kci-world.com +1-416-361-7030

Subscription Rates

1 year: (10 issues) USD $ 160
2 years: (20 issues) USD $ 290
3 years: (30 issues) USD $ 405

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

Advertisement price per insertion in USD

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The Valve World Americas News Update is sent weekly to over 18,000 recipients. It is free to subscribe and appears in your mailbox every week. Among other things, it contains the latest news and projects from the industry, making it a proactive method of reaching potential clients.

**NEWSLETTER LOGO BANNER**

Banner including link to your homepage
Format: .jpg
Size: max. 125 px * 40 px

1 YEAR
USD $ 5,250

2 YEARS
USD $ 8,950

**TOP BANNER**

Clickable logo banner in a prime position.

4 WEEKS
USD $ 2,000

**NEWSLETTER PRODUCT SHOWCASE**

You can add a box with information about your products, company news, events, etc.

Size: max. 175px x 175px

4 WEEKS
USD $ 2,676
The benefits of online exposure are obvious: fast, interactive, direct worldwide access, 24 hours a day. Valve World Americas community members connect to their target audience through a singular or multi-platform approach. From online News Updates to Web TV, the benefits are: brand recognition, global exposure, buyer education and quality, targeted leads. Visit us at www.valve-world-americas.com and get connected!

**WEBSITE**

**BANNERS SPECS**

**Leaderboard/Top Banner**
- 728 x 90 px
- USD $2,000/month

**Skyscraper Banner**
- 160 x 600 px
- USD $2,000/month
Valve World Americas’ social media channels connect our valve community members through one-of-a-kind platforms. End-users, engineers, suppliers, and international experts stay connected and highlight their companies to gain optimal exposure.

Ask about our social media campaign packages today!

/social media campaign packages

**SOCIAL MEDIA**

/cover

impact of sustained low oil prices on end users specifications Part 1

On board with Sandvik marine scrubbers: Resilient solutions for lower emissions

Latest News From Stainless Steel World

AECO introduces Ramatics 502 series valves

Web box

Company Logo + 5 URLs

USD $4,000/year

Large rectangle

728 x 90 px

USD $1,500/month

Video Slot

YouTube URL

USD $1,000/2 weeks

Content Leaderboard

Please inquire

/kcipub

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groups/5097589/

/VWAmericas

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CONFERENCE & EXPO

The world's largest valve event – the Valve World Americas Expo & Conference brings the leading valve companies and process industry end-users together as the meeting point for the flow control industry.

Learn about the latest in valve technology while networking with the industry's top professionals.
The premier valve event in Mexico returns 2022!

Valve industry leaders will showcase the latest innovations available to the Mexican valve market at the sold-out expo, while conference attendees can learn about cutting-edge valve technology in the Spanish-language conference sessions.
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Connecting the Valve World since 1989