

# Valve World

AMERICAS



**Media Kit**  
**2024**

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 2024.





# COMPELLING CONTENT. MULTI-PLATFORM REACH.

Valve World  
Americas Journal



Valve World Annual  
Procurement Report



Website



Valve World Americas  
Expo & Conference



Market Research

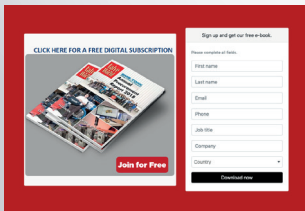


Courses

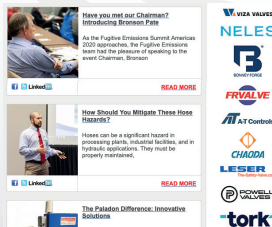


Media Habits have changed and valve professionals are constantly on the lookout for new ways to engage and interact with information that is relevant to them. **Valve World Americas** provides quality content across multiple platforms so that its community of users can choose when, where, and how they connect with the brand.

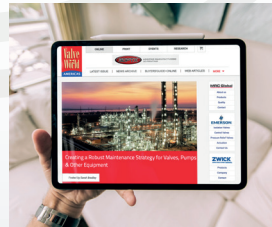
Marketing Integration



Online Newsletter



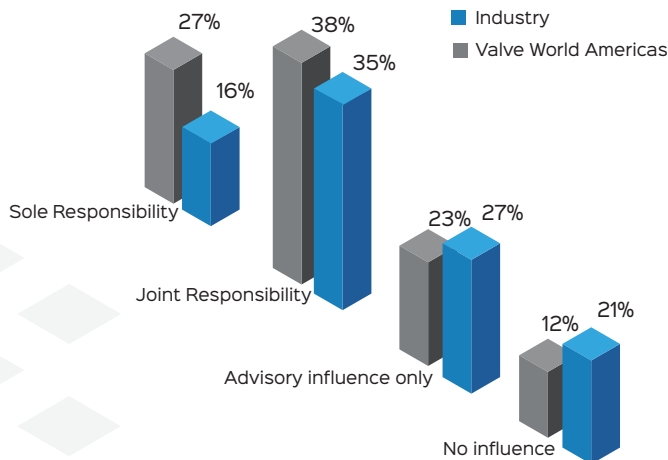
Interactive Digital  
Publishing



# FAST FACTS

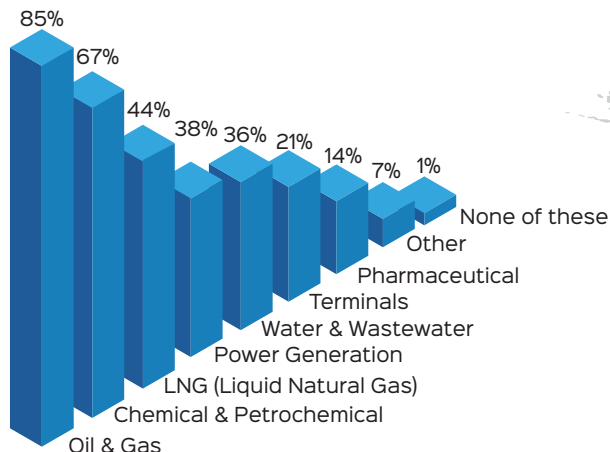
## Purchasing Authority

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

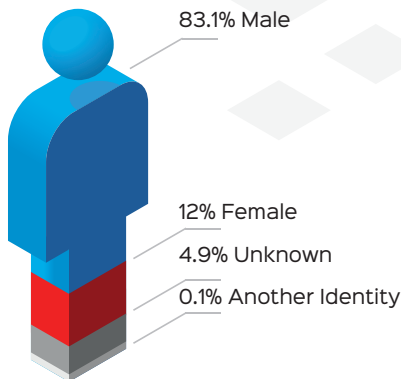


## Industrial Sectors of Interest

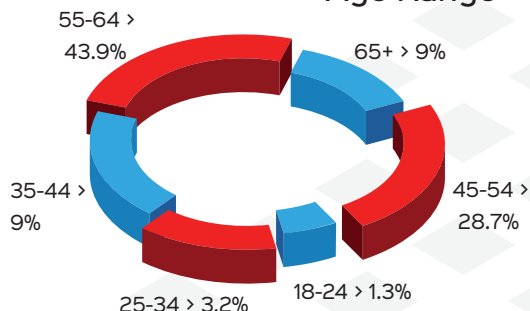
On average, Valve World Americas readers have three industrial sectors of interest.



## Gender



## Age Range



## Well Educated Demographic

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

Builds awareness of your brand.

# 63%

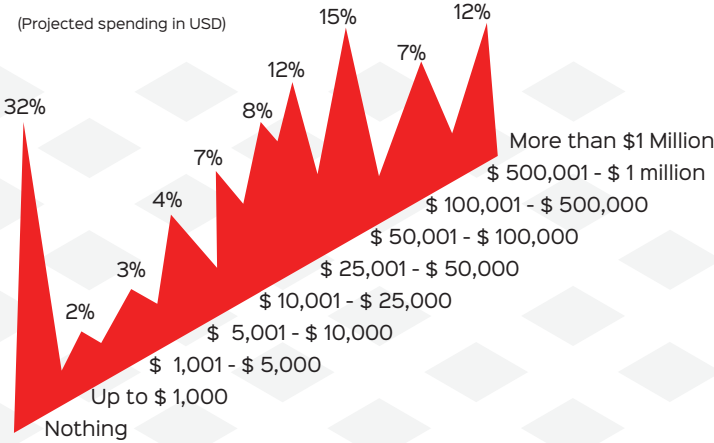
of readers keep their copy until the next issue arrives.



# 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)



# Circulation

15,000+

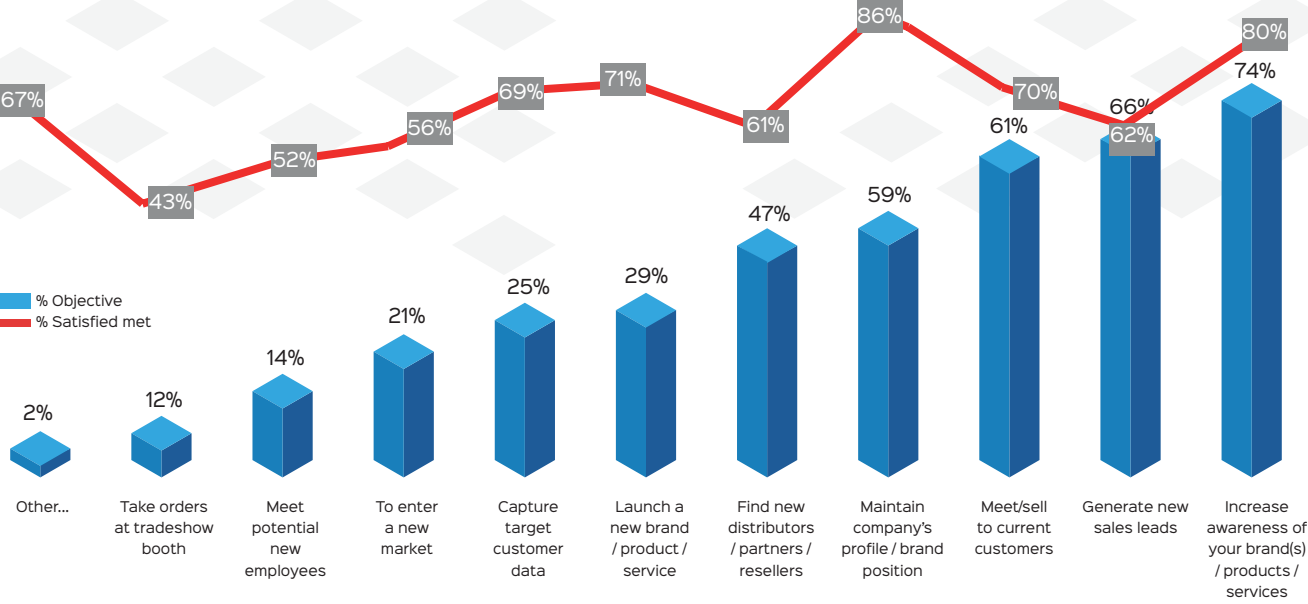
Total Average Circulation  
(per issue)

+ Annual Procurement Report  
+ Conference Catalogs

10 Monthly Issues

# 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 - End User Interviews

Exclusive interviews with end users to discuss the latest projects, challenges faced by operators, technological advancements, vendor partnerships, and more!

## 3 - Market Report

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

## 3 - New Technologies

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

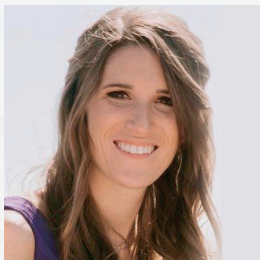
## 5 - White Papers & Technical Articles

Read in-depth articles highlighting technological advancements in valve design, automation, applications, and more!





# MEET OUR TEAM



Angelica Pajkovic is Editor of Valve World Americas, overseeing content creation and works closely with the valve community to build the brand.



KCI Toronto Sales Manager Mathijs Gordon 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.

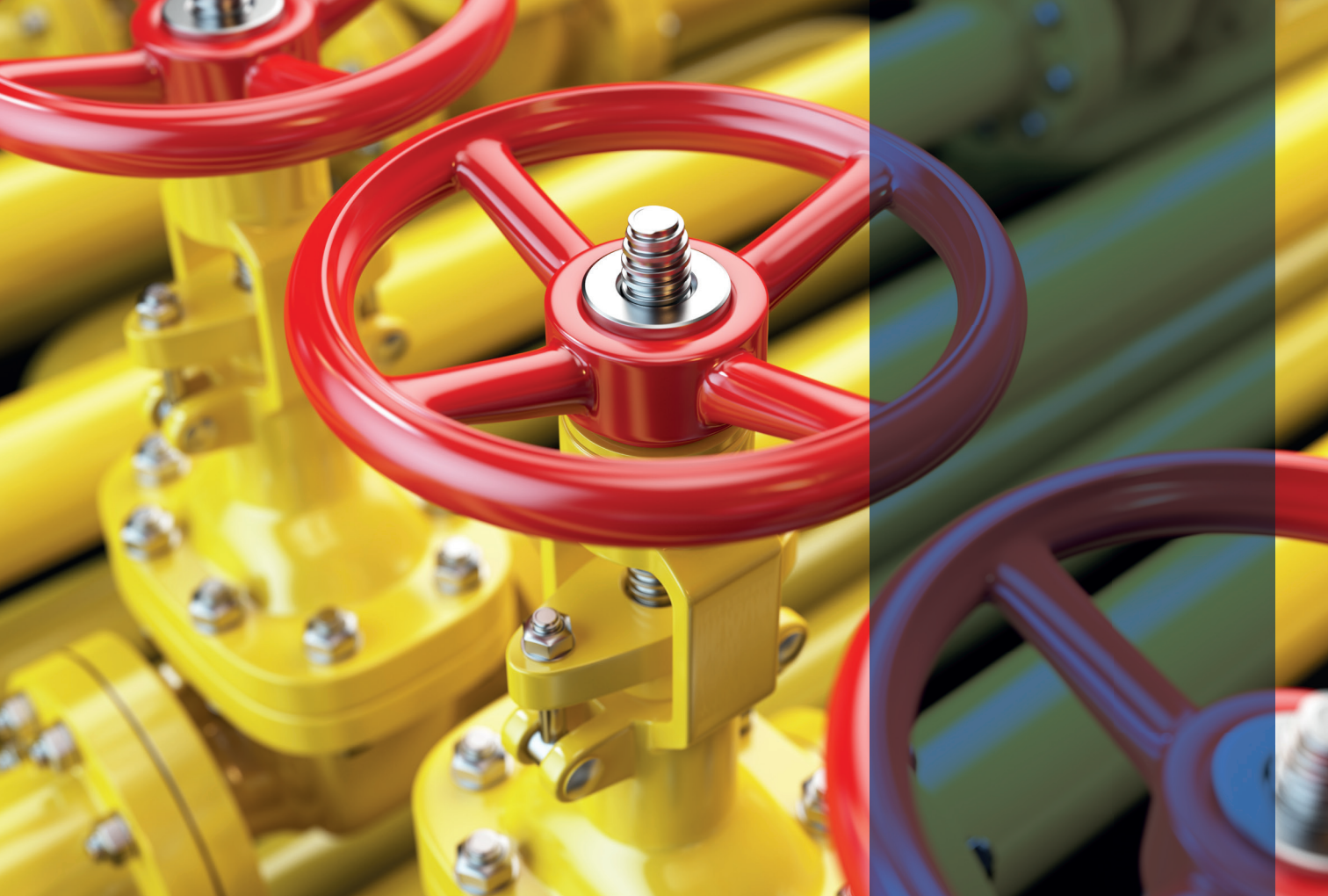
## INDUSTRIAL VALVE COURSE

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 eight-hour days of the Industrial Valve Courses cover the most important topics addressed in the publication. 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 check price and the use of your products as examples by the instructors during our to the presentation.

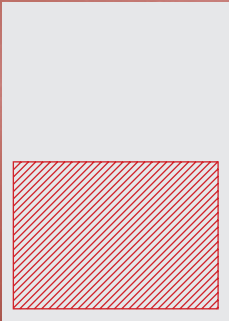
## INDUSTRIAL VALVES MASTER CLASS

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, [ljackson@kci-world.com](mailto:ljackson@kci-world.com).

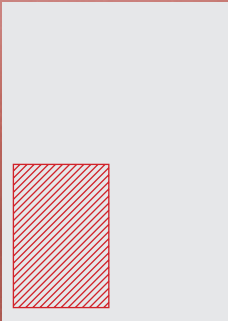


# AD SPECS



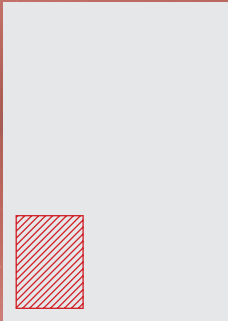
**1/2 page horizontal**

W: 254 mm x H: 195 mm



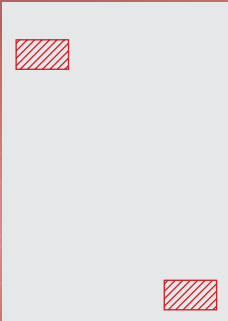
**1/4 page vertical**

W: 124 mm x H: 195 mm



**1/8 page vertical**

W: 97 mm x H: 124 mm



**frontbox ad/toe ad**

W: 50mm 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, [l.jackson@kci-world.com](mailto:l.jackson@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

1X

4X

8X

### FULL-COLOR

1/2

\$ 5,750

\$ 5,500

\$ 6,721

1/4

\$ 2,475

\$ 2,225

\$ 2,050

1/8

\$ 1,585

\$ 1,390

\$ 1,200

### FRONT PAGE

Toe ad

\$ 1,850

\$ 1,800

\$ 1,750

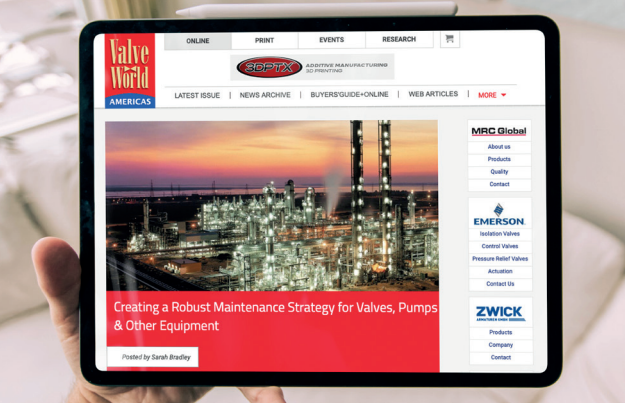
Front Box

\$ 1,850

\$ 1,800

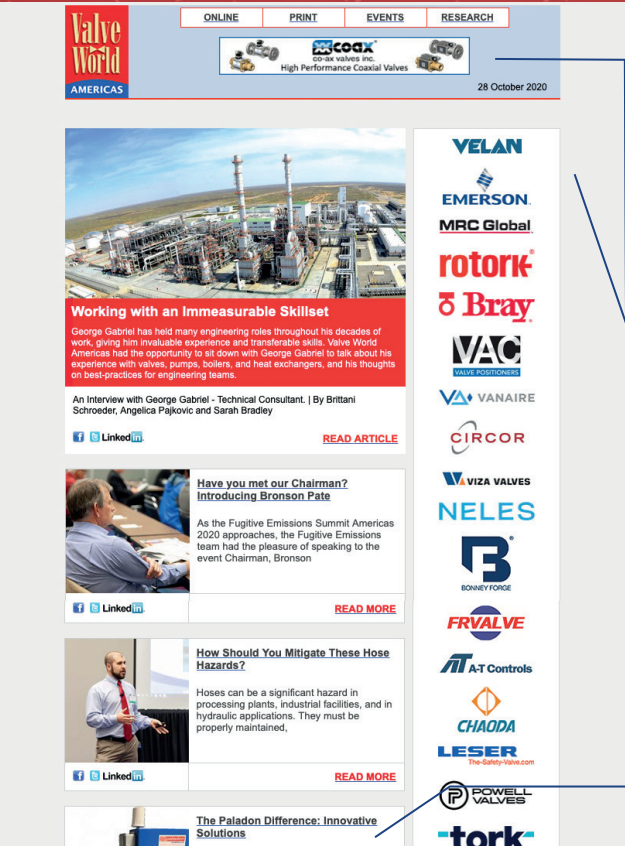
\$ 1,750





## VALVE WORLD AMERICAS NEWSLETTER

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**

# WEBSITE

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](http://www.valve-world-americas.com) and get connected!



**5,000+**  
MONTHLY  
UNIQUE  
VISITORS



**100+**  
PAGE 1  
RANKING  
KEYWORDS



**4-5 MINS**  
AVG. TIME ON  
ARTICLES



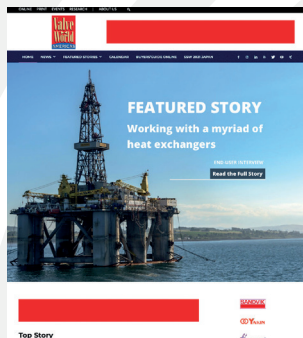
**6,000**  
ORGANIC  
IMPRESSIONS  
PER MONTH



**10,000**  
MONTHLY  
PAGE VIEWS

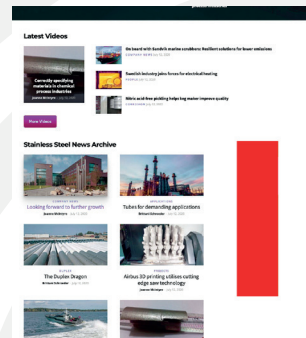


# BANNERS SPECS



## Leaderboard/Top Banner

728 x 90 px  
USD \$2,000/month

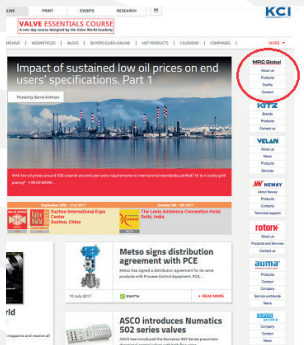


## Skyscraper Banner

160 x 600 px  
USD \$2,000/month

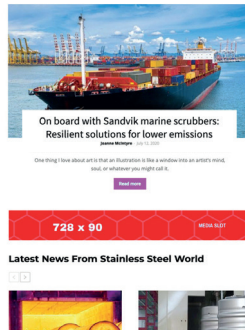






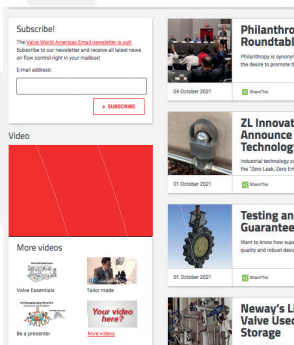
### Web box

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

# SOCIAL MEDIA

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!



/VWAmericas



/user/kcipub

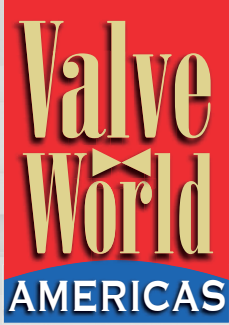


/showcase/valve-world-americas/



@ValveWorldAM





# 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.







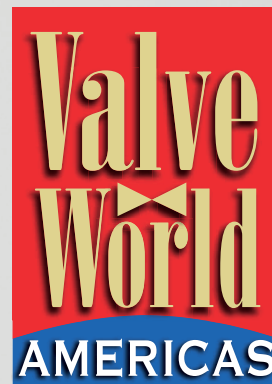
The premier valve event  
in Mexico returns **2024!**

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. For more information about the event contact Sara Mathov: [s.mathov@kci-world.com](mailto:s.mathov@kci-world.com).



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CREDIBLE.  
INFORMATIVE.  
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KNOWLEDGEABLE.  
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**THAT'S YOUR WORLD  
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Connecting the Valve World since 1989