

YOUR KEY TO THE WORLD'S FLUID HANDLING MARKETS

# FLUID HANDLING

INTERNATIONAL



**MEDIA PACK 2020**

**Reach out to over 13,000 fluid engineers**

## About us

Fluid Handling International is a bi-monthly publication dedicated to liquid and gas handling and transfer equipment in the oil, petrochemical, chemical, wastewater and water industries.

Each issue contains in-depth articles covering a wide range of technologies, from pumps and valves to meters and level measurement. Basically, if it concerns liquid movement, monitoring and measuring of any liquid or gas then we aim to have it covered.

Split into logical product sections, each edition of Fluid Handling International contains market analysis reports, regulations and up-to-date industry news.

Additionally the Fluid Handling International website is updated daily.

Read by engineers, managers and operations staff at all levels across a range of industries, the digital version is available free of charge to qualified personnel who have a direct responsibility for the running and management of their company's plants and facilities.

Whether it's print or online, we have a cost-effective solution for your company to help you achieve your sales targets this coming year.

## Why advertise in Fluid Handling International?

### 1 Well-established

In its 8th consecutive year, it is a well-established international publication with a track record, accumulated knowledge and vast network.

### 2 Focused on fluid handling

With a clear editorial focus on the key target sectors, your advertising is always in context and not diluted by advertisers, editorial or readers primarily interested in other areas.

### 3 Truly international and easy to read

With readers of the printed edition in 80+ countries, it is truly international. The editorial is comprehensive yet easy to read, mindful of readers who have English as a second or third language.

### 4 Read by decision-makers and entrepreneurs

Readers are doers, people already involved or wanting to get into the fluid handling industry.

### 5 Produced by professionals for professionals

The staff have extensive experience of publishing and the industry with more years than we wish to mention.

### 6 Present whenever and wherever fluid handling is discussed

We participate in each and every noteworthy international event globally. As an advertiser this means you too are properly represented.



# Leading companies trust Fluid Handling International to deliver their message

**GRACO**

## Rock Solid Pumps

Husky™ – Durability when you need it most.

- Long Life and Low Cost of Ownership
- High Flow Pumps for Recycled Packaging
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DISCOVER ALL ADVANTAGES

The only process that matters is yours.

From petrochem to paint and chemicals to refining, we're ready to support your process.

KEY

## STOP LETTING VALVE MALFUNCTIONS RUIN THE GAME FOR YOU.

The 10G/51/06 PGM offers built-in redundancy for 4 times when you need backup capability, so you never have to miss a game-winning touchdown again.

More than just a pressure reducing valve, it can be used as a...

- Level Control Valve
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Performance inside.

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Since ever committed to very high quality product, Dese Rubber Hoses has always focused its attention on R&D developing the X-Fight series of braided and spiral hoses, where half of the braided radius and higher performance are the key words to serve better a world which is always demanding more and more.

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The RTK® REflex Quick Change Seat with Fail-Safe Function combines a smart electric actuator with system-protecting Power off Positioning (POP) and a two-way control valve for maintenance ease. The valve disassembles in four easy steps without special tools, meaning fewer headaches and bigger savings.

safeguarded from power failure. Maintenance up to 85% faster. When you want both, get the all-in-one valve.

Learn more at [www.rtk.de](http://www.rtk.de).

**CIRCOR | RTK**

**VERDER**  
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## A PUMP SOLUTION FOR EVERY APPLICATION

Achema, Frankfurt Germany  
June 11-15 June, Hall 8.0, Stand C4

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Level Measurement  
Pressure Measurement

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## CUSTODY TRANSFER MEASUREMENT

**BRODIE INTERNATIONAL**

Brodie BiRotor Plus positive displacement meters offer unsurpassed accuracy and reliability. As the best in class meter for accuracy of custody transfer measurement, they set the industry standard.

Superior Performance  
Linearity: up to +/- 0.075%  
Repeatability: up to 0.025%  
Turndown Ratio: up to 30:1

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industry's top  
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**Tsurumi Pump**

## Giving flow to water and the future

For the past 90 years, Tsurumi Pump has worked continuously to combine water and power. The technology research to control it, using our original technology and customer-oriented ideas, we will continue to create the future from here forward.

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[www.tsurumipump.com](http://www.tsurumipump.com)



## Editorial calendar. The what, the where and the when

Every issue of Fluid Handling International highlights the most important industry news and the most innovative product releases. In-depth articles cover a wide range of pump, valve, measurement, monitoring and fluid transfer technologies.

### JANUARY/FEBRUARY

#### Industry focus: oil & gas

- *Pumps*
- *Valves*
- *Pipes*
- *Measurement & monitoring*
- *Leak detection*
- *Seals*

### MARCH/APRIL

#### Industry focus: chemical & petrochemical

- *Flowmeters*
- *Measurement & monitoring*
- *Valves*
- *Automation*
- *Pumps*
- *Pipes*

### MAY/JUNE

#### Industry focus: water & wastewater

- *Gaskets*
- *Valves*
- *Measurement & monitoring*
- *Pumps*
- *Pipes*
- *HSE*

### JULY/AUGUST

#### Industry focus: oil & gas

- *Level measurement*
- *Seals*
- *Pumps*
- *Valves*
- *Pipes*
- *Leak detection*

### SEPTEMBER/OCTOBER

#### Industry focus: water & wastewater

- *Pipes*
- *Valves*
- *Pumps*
- *Measurement & monitoring*
- *Automation*
- *Hoses & couplings*

### NOVEMBER/DECEMBER

#### Industry focus: chemical & petrochemical

- *Analysers*
- *Valves*
- *Digitalisation*
- *Pumps*
- *Measurement & monitoring*
- *Pipes*

The above features are guidelines only and we welcome any editorial submissions pertaining to the markets we serve.

# We're giving you more bang for your buck

Copies of **Fluid Handling International** are available at all the major events connected to the water, wastewater, oil, gas, chemical and petrochemical industries.

## JANUARY/FEBRUARY

- StocExpo

## MARCH/APRIL

- Chem UK
- Offshore Technology Conference
- Utility Week Live
- Global Petroleum Show
- Pipeline Technology Conference
- Pumps & Valves Asia
- IFAT

## MAY/JUNE

- Europump 2020 Annual Meeting
- ILTA - International Liquid Terminals Association
- ACE 2020 – AWWA
- Global Leakage Summit
- Pump Summit Americas

## JULY/AUGUST

- International Pipeline Expo
- Turbo Pump Symposium
- Gastech

## SEPTEMBER/OCTOBER

- WEFTEC
- Aquatech
- Euro Waste Water
- ADIPEC
- Hose Coupling World
- Flow Control India
- Tank Storage Asia

## NOVEMBER/DECEMBER

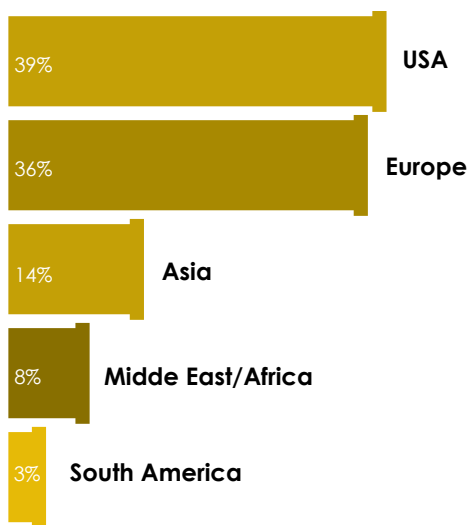
- Valve World Expo
- Oil & Gas Asia
- Waste Water and Environmental Monitoring

The events mentioned above do not form a comprehensive list, and are subject to change.

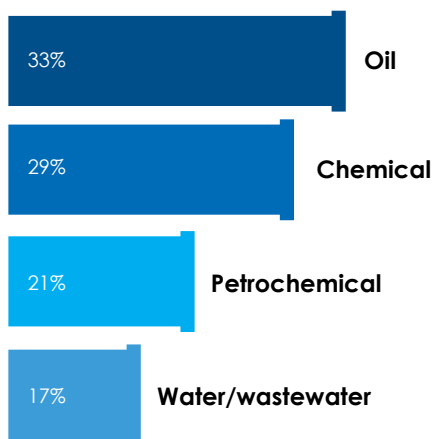


# Global distribution and readership

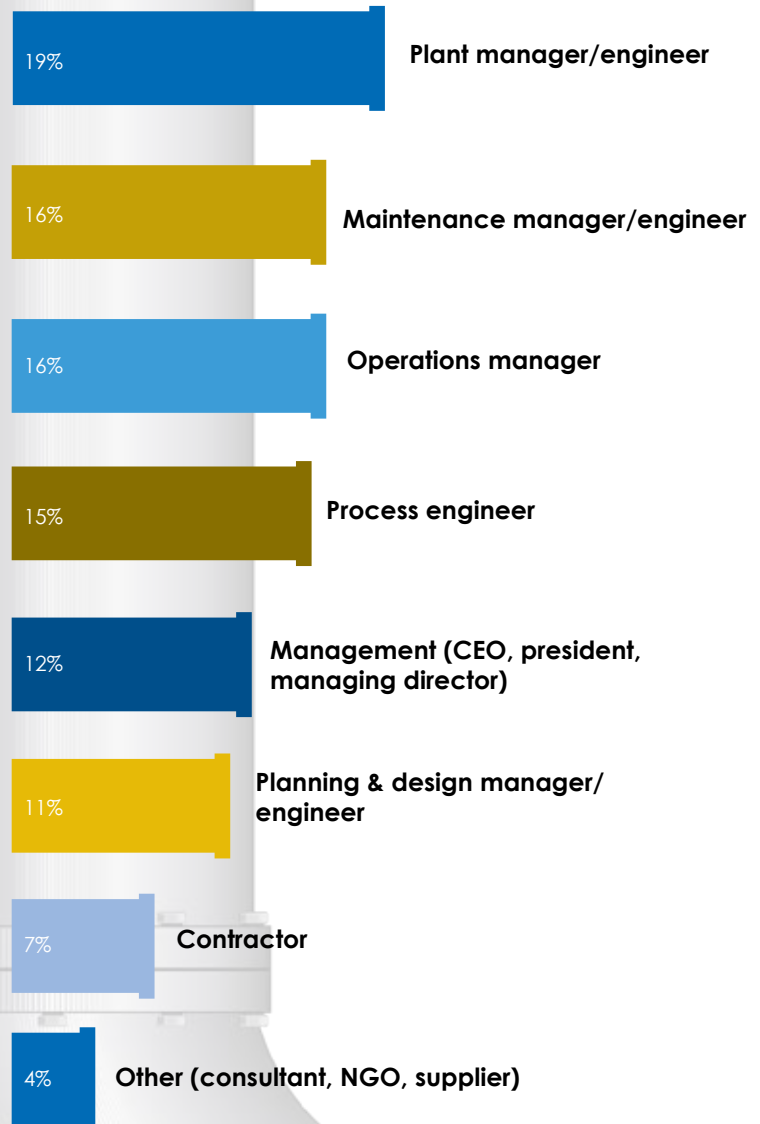
## Geographical profile



## Industry profile



## Reader profile



On average a further 1,000 copies of each issue are earmarked for event distribution

Sign up for free now at [www.fluidhandling.com](http://www.fluidhandling.com) to receive both the magazine and weekly newsletter.

Fluid Handling International is sent to over 13,000 engineers. 3,000 receive the regular print format and 10,000 prefer the digital version

# Cost-effective advertising options

Size		Rates Euro	USD
<b>Double page</b>	420mm (w) x 297mm (h) +3mm bleed	€4,925	\$5,550
<b>Full page</b>	210mm (w) x 297mm (h) +3mm bleed	€2,725	\$3,100
<b>Half page</b>	Horizontal -185mm (w) x 135mm (h) Vertical - 90mm (w) x 275mm (h) Island -135mm (w) x 185mm (h)	€1,650	\$1,850
<b>Third page</b>	Horizontal -185mm (w) x 90mm (h) Vertical - 60mm (w) x 275mm (h)	€1,430	\$1,625
<b>Quarter page</b>	Horizontal -185mm (w) x 60mm (h) Vertical - 90mm (w) x 135mm (h)	€1,220	\$1,380

## HOLD THE FRONT PAGE



Get that immediate impact by having your product and brand on the front page with our special cover/article cover: The first thing people see when they pick up the magazine.

### This includes:

Front cover photo and logo – visible on all social media shares on various global platforms

Description and smaller cover shot on contents page

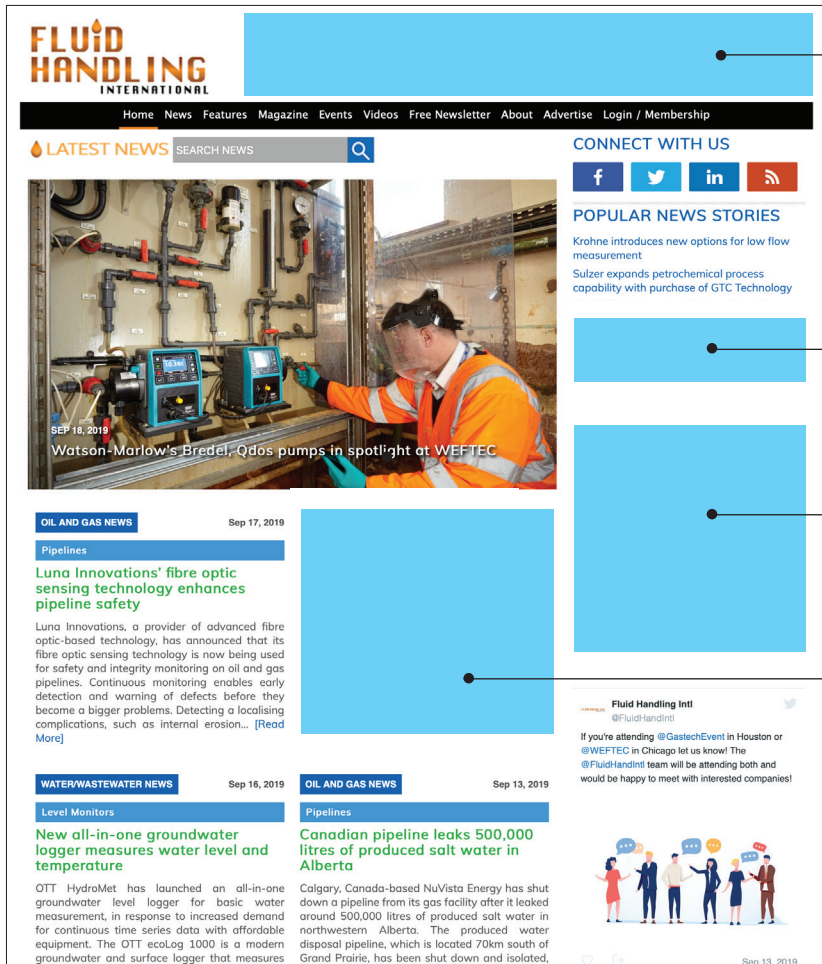
2-page cover feature/ technical article/case study on your company's products/services

**Special price of only  
€5,500/\$6,250!**

# We make online advertising easy for you

We don't just regurgitate the same old news on [www.fluidhandlingmag.com](http://www.fluidhandlingmag.com). Many of our articles are unique and fully researched, leading to more visitors returning to our site and subscribing to our weekly newsletter.

So whether you're interested in website promotion, reaching our 10,000+ newsletter subscribers, webinars or want to send a dedicated email blast, we have the right solution for you.



**TOP BANNER**  
**630 x 100 pixels: €650/\$750**  
 Prime position, always above the fold on every landing page

**SIDE BANNER**  
**300 x 100 pixels: €425/\$480**  
 Maximum visibility while the user scrolls down

**RIGHT-HAND SIDE BANNER**  
**300 x 300 pixels: €525/\$620**  
 Cost-effective and ideal for logos

**NEWS SECTION BANNER**  
**290 x 290 pixels: €425/\$500**  
 Another prime position spot, above all the top news

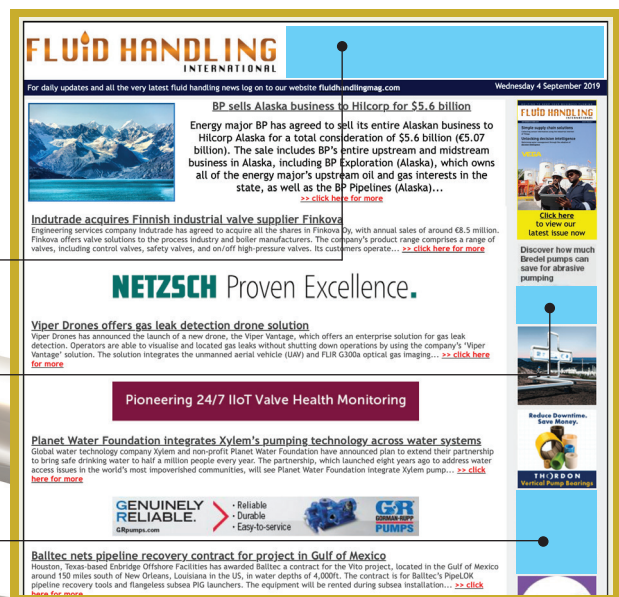
## Advertise on our e-newsletter

Every week we send our e-newsletter of industry news, product releases and exclusive web content to over 10,000 subscribers.

**BANNER**  
**Banner 468 x 60 pixels: €650/\$750**

**BANNER**  
**Banner 120 x 60 pixels: €290/\$330**

**BANNER**  
**Banner 120 x 120 pixels: €350/\$395**



**Newsletter prices (per month – total 4 newsletters)**



# Our subscribers are your potential customers

Why share your message with other advertisers when you can have them all to yourself? Our dedicated email blast service allows you to mail your HTML to our 10,000+ subscribers. We can even put it together for you if you like. With high penetration and open rates this is becoming ever more popular. However, to avoid saturation of our subscribers' inboxes we limit to sending just one a month, so make sure you book yours in as soon as possible. **Personalised email blast: €2,175/\$2,590**



## Webinars

Products can be technical and complicated with solutions difficult to put into words. Webinars allow you to interact directly with your audience – look at it like an online exhibition where you're the only exhibitor. By booking your webinar through Fluid Handling International we'll promote your webinar through all our channels - print, digital and social media. Contact us for more details.



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Weekly news direct to your inbox



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With hyperlinks to company websites and adverts



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