

2012 MEDIA GUIDE

The Magazine for Pump Users Worldwide

PUMPS & SYSTEMS[®]

pump-zone.com



WATER/WASTEWATER
OIL & GAS
CHEMICAL
POWER GENERATION
PETROCHEMICAL
PULP & PAPER
MINING
FOOD & BEVERAGE
**ENGINEERING &
CONSTRUCTION**

PUMPS & SYSTEMS

Advertising Advantage

WHY ADVERTISE IN *PUMPS & SYSTEMS*?

- *P&S* has a high-quality, BPA-audited circulation.
- *P&S* has a 19-year history, making it well-respected and well-recognized in the industry.
- *P&S* provides quality editorial from the industry's top experts.
- *P&S* has an experienced, talented editorial team.
- *P&S* covers a wide range of processing industries.
- *P&S* has premier visibility at more industry tradeshow than any other publication.
- *P&S* reaches more than 40,000 rotating equipment specialists who purchase pumps, seals, motors and other ancillary products.
- *P&S* provides additional web and marketing avenues, including webinars and social networking sites.
- *P&S* is the only publication in the U.S. covering pumps and the complete systems in every issue.
- *P&S* has a verifiable lead-generation system.
- *P&S* readers are engaged and keep the magazine for future reference.

“We recognize *Pumps & Systems* magazine as the premier publication for our industry, and we are often reminded of this in how we see it on the desks of most of our customers and partners. We know that our advertising messages are getting to the right people, and we see the results of this in our lead tracking system. The staff at *Pumps & Systems* magazine is very well networked and informed on the topics that impact our industry, and they partner closely with us to ensure that our advertising objectives are aligned in the most effective manner. We regard our relationship with *Pumps & Systems* magazine as ‘necessary’ as opposed to an ‘advertising option’.”

**Kerry Baskins
Vice President
Grundfos Water Treatment USA**

“*Pumps & Systems* is our go-to resource for pump industry updates and effective advertising. The technical articles are industry-relevant and informative topics that attract readers in key pump and end-user industry roles, providing a valuable target audience. Plus, the quality lead information you receive after running an ad is worth every penny!”

**Lana K. DeLeon
TECO-Westinghouse
Round Rock, Texas**



Circulation Advantage

No other pump-related publication in the world can match the circulation quality of *Pumps & Systems*.

When trying to reach rotating equipment end users through trade publications, the magazine audience must be relevant and influential in the industry.

P&S covers ALL process industries, including municipal water

CIRCULATION BY BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT
Chemicals and Allied Products, Rubber and Miscellaneous Plastics Products	6,140	15.2
Engineering and Construction, Including Environmental, Consulting	6,022	15.0
Water/Wastewater	5,972	14.9
Oil & Gas	4,202	10.5
Pumps & Related Equipment Manufacturing, Distributing, Rental	3,514	8.8
Food and Kindred Products	3,119	7.8
Power Generation	2,890	7.2
Paper, Lumber and Wood	2,553	6.4
Power Generation and/or Water/Wastewater	1,500	3.7
Mining	1,088	2.6
Primary Metal Industries	992	2.5
Government Agencies	747	1.9
Other	747	1.9
Pharmaceuticals and Cosmetics	395	1.0
Marine	109	0.3
Agriculture	94	0.2
TOTAL QUALIFIED PRINT CIRCULATION	40,064	100.0

Business Publication Circulation Statement, June 2011

Pumps & Systems partners with you to build a custom marketing program.



Ask your account executive for special pricing on a customized multimedia package that includes print ads in *Pumps & Systems* magazine, online ads on pump-zone.com, webinars and digital ads in our *Pump Users Digest* and *Pump Industry Insider* e-newsletters. Multimedia ads are also available in our digital edition of *Pumps & Systems* magazine and our Manufacturer & Supplier Directory on pump-zone.com.



Editorial Advantage

The Leading Magazine for Pump Users Worldwide

Pumps & Systems has the world's largest circulation of any publication covering pump operations in each issue and is the voice of the pump and rotating equipment industry. We deliver relevant industry news coverage and powerful technical information to more than 40,000 BPA-qualified managers, engineers, operators and maintenance professionals around the world.

Editorial Departments

Maintenance Minders

Recommends maintenance and reliability tips for efficient operations



Sealing Sense

Discusses issues related to mechanical seals, compression packing, gaskets, expansion joints, sealing components and molded packing



Pump FAQs

Answers the toughest questions from readers about pump systems



Business of the Business

Analyzes market data from specific segments of the pump industry



Efficiency Matters

Explores ways to make pump systems more efficient



Pump Market

Analyzes relevant market data in the pump industry



In Addition to Pumps, Our Readers Will Purchase These Products Within the Next 12 Months

Instrumentation, Controls & Monitoring:

	Industrial	Municipal
Pressure Gauges & Sensors	63%	74%
Flow Meters	55%	69%
Temperature Gauges & Sensors	51%	48%
Level Gauges & Sensors	43%	61%
Vibration Instrumentation & Analysis Sensors	41%	37%
Drives	37%	54%
Control Panels	29%	59%
Alignment Tools	26%	20%
Condition Monitoring Sensors	20%	21%
Infrared Thermography Devices & Services	15%	10%

Ancillary Products/Services:

	Industrial	Municipal
Valves	65%	71%
Mechanical Seals/Seal Support System	57%	58%
Motors & Drives	56%	65%
Pipes & Piping System	55%	68%
Bearings	53%	41%
Couplings	52%	51%
Replacement Parts	51%	40%
Flow Meters	41%	57%
Filtration Systems	36%	32%
Lubricant & Lubrication Systems	32%	36%
Elastomeric Seals/Gaskets/Packing	30%	19%
Wear Rings	25%	27%
Coatings	24%	28%
Gears	22%	13%
Pump & Related Equipment Rental	21%	14%
Contract Maintenance Services	15%	11%
Pulsation Dampeners	13%	16%
Custom Casting	5%	2%
Employment Services	2%	1%

Results as a Percentage of Readers Surveyed by Litchfield Research - July 2011

Featured Columnists

Pump Ed 101

Explains difficult pump-related theories in easily understandable language



Joe Evans is responsible for customer and employee education at PumpTech, Inc., a pump and packaged system manufacturer and distributor with branches throughout the Pacific Northwest. He can be reached via his website www.PumpEd101.com. If there are topics that you would like to see discussed in future columns, drop him an email.

Pumping Prescriptions

Presents case studies and practical applications for an in-the-field approach to pumping



Dr. Lev Nelik (aka "Dr. Pump") is president of Pumping Machinery, LLC, an Atlanta-based firm specializing in pump consulting, training, equipment troubleshooting and pump repairs. Dr. Nelik has 30 years experience in pumps and pumping equipment. He can be contacted at www.PumpingMachinery.com.

Centrifugal Pump Hydraulics by the Numbers

Discusses equations and analyses regarding centrifugal pump hydraulics



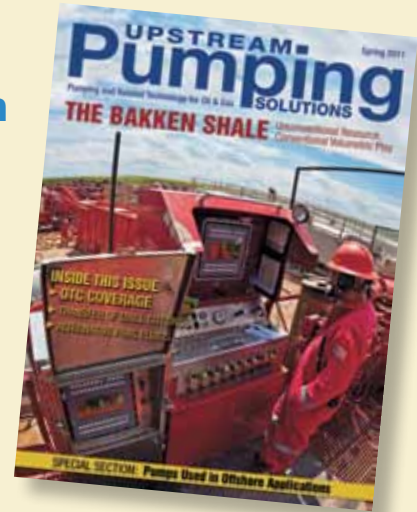
Terry Henshaw is a well-respected, retired engineer living in Magnolia, Texas. He worked in the pump industry for more than 50 years. He can be contacted at pumpprof@att.net.



Another Editorial Advantage

Different Circulation

Pumping and Related Technology for Oil & Gas



Pumps & Systems magazine, the voice of the pump and rotating equipment industry, also has a quarterly publication specifically for the upstream oil and gas pumping market.

Upstream Pumping Solutions offers drilling contractors and well completion professionals the practical, hands-on knowledge that readers in the oil and gas industry expect from **Pumps & Systems**.

Maintenance and troubleshooting tips, technical primers and case studies make **Upstream Pumping Solutions** an indispensable guide for approaching pumping problems in the field. An expert editorial advisory board featuring prominent upstream professionals offers input on topics including:

- Drilling
- Well Completion/ Stimulation
- Production
- Instrumentation and Monitoring
- Offshore
- Shale Coverage

Reaching a circulation of 10,000 leading upstream oil and gas maintenance and operations professionals, drilling contractors and OEMs, **Upstream Pumping Solutions** will also be distributed at key upstream shows annually:

- Offshore Technology Conference
- Society of Petroleum Engineers' ATCE
- Permian Basin International Oil Show/LAGCOE
- Global Petroleum Show/GO-EXPO

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For updates and to subscribe to the print or digital edition, please visit

www.upstreampumping.com

2012 Editorial Calendar

Issue/Cover	Special Reports	Practice & Operations	Tradeshows	Deadlines
JANUARY State of the Industry 2012 Then & Now (major improvements in the past 50 years)	Pump Business Special Report: Executive Insights from Leading Industry Executives and EAB Market Statistics Grinder & Chopper Pumps Pumps in the Food Industry SPECIAL SECTION: Instrumentation, Controls & Monitoring	Water and Wastewater/ Food Processing <ul style="list-style-type: none"> Metering Pumps Peristaltic Pumps Sludge/Slurry Pumps Variable Frequency Drives Sealless Pumps Progressing Cavity Pumps Infrared Thermography Submersible Pumps Alignment Tools Condition Monitoring Motors Flow Meters Sealing Technologies Sanitary Pumps Vibration Analysis 	International Poultry Expo Jan. 23 – 27 Atlanta, Ga.	Editorial Deadline 11/11/11 Ad Close/ Artwork Due 12/5/11
FEBRUARY The Aftermarket	Energy Efficient Pumps & Motors Parts Options SPECIAL SECTION: Pumps & Seals for Harsh Conditions	Oil & Gas/Chemical/Power Generation <ul style="list-style-type: none"> Variable Frequency Drives Impellers Bearings Mag Drive Pumps API Pumps Monitoring & Controls Lubricants Alignment Tools Multiphase Pumping & Metering Equipment Submersible Pumps 		Editorial Deadline 12/9/11 Ad Close/ Artwork Due 1/9/12
MARCH Dewatering Pumps	Pulsation & Water Hammer Rental Pumps Water Treatment Solutions SPECIAL SECTION: Groundwater, Agricultural & Irrigation Applications	Water & Wastewater/Mining/Pharmaceutical <ul style="list-style-type: none"> Membranes Filtration Reverse Osmosis Piping High Pressure Pumps RO Pumps Desalination Chopper Pumps Submersible Pumps Valves Compressors Generators Centrifugal Pumps Motors Lubricants Sealing Technologies 	WQA Aquatech USA March 6 – 9 Las Vegas, Nev. Interphex May 1 – 3 New York, N.Y. NGWA May 6 – 10 Garden Grove, Calif. Texas Water April 10 – 13 San Antonio, Texas	Editorial Deadline 1/13/12 Ad Close/ Artwork Due 2/6/12
APRIL Pumps in Oil & Gas Refineries	FSA Profile Sealing Technologies Monitoring in Refineries Metering Process Systems for Flexible Packaging SPECIAL SECTION: Personnel & Equipment Safety	Oil & Gas <ul style="list-style-type: none"> API Pumps Horizontal Pumping Systems Pressure Gauges & Sensors Monitoring & Controls Variable Frequency Drives Seals Piping AODD Pumps Outsourced MRO Motors Pressure Pumping Ultrasonic Flow Meters Mud Pumps 	Offshore Technology Conference April 30 – May 3 Houston, Texas	Editorial Deadline 2/10/12 Ad Close/ Artwork Due 3/5/12
MAY Pumps in Power Generation	Vertical Turbine Pumps PD Pumps for Slurry Applications Bearing Technologies Alternative Energy Sources SPECIAL SECTION: Instrumentation, Controls & Monitoring	Power Generation/Mining <ul style="list-style-type: none"> Condition Monitoring Seals Gear Pumps Centrifugal Pumps Impellers AODD Pumps Variable Frequency Drives Levels, Gauges & Sensors Dewatering Pumps Screw Pumps Boiler Feed Pumps 	Windpower Conference & Exhibition June 6 – 8 Atlanta, Ga.	Editorial Deadline 3/9/12 Ad Close/ Artwork Due 4/5/12
JUNE Water Treatment Solutions	Variable Frequency Drive Advancements MEI Regulations for Water Pumps High-Pressure Reverse Osmosis SPECIAL SECTION: Motors & Drives	Water and Wastewater <ul style="list-style-type: none"> Submersible Pumps Vertical Pumps Metering Pumps Desalination Systems Marine Pumps Motors & Drives Pump Stations Positive Displacement Pumps Centrifugal Pumps Sealless Pumps Vibration Analysis Sensors Flow Meters Alignment Tools Grinder Pumps Chopper Pumps Bearings Valves 	American Water Works Association Conference & Exhibition (AWWA) June 10 – 14 Dallas, Texas EASA June 24 – 26 Nashville, Tenn.	Editorial Deadline 4/13/12 Ad Close/ Artwork Due 5/8/12



Advertising: Print

PRINT AD RATES

Display Ads (Full Color)

	1x	3x	6x	9x	12x
2-page Spread	\$9,624	\$9,140	\$8,822	\$8,759	\$8,693
Full Page	\$7,986	\$7,546	\$7,256	\$7,199	\$7,139
2/3 Page	\$5,592	\$5,374	\$5,119	\$5,057	\$4,996
1/2 Island	\$5,262	\$5,053	\$4,824	\$4,760	\$4,694
1/2 Horizontal	\$5,128	\$4,920	\$4,724	\$4,590	\$4,453
1/3 Page	\$3,804	\$3,677	\$3,548	\$3,460	\$3,332
1/4 Page	\$3,403	\$3,318	\$3,234	\$3,149	\$3,044
1/6 Page	\$ 995	\$ 995	\$ 995	\$ 995	\$ 995

(Showcase)

Preferred Position: Add 10% to Display Rate

No Spot Coloring.

Marketplace Advertising Rates

	1x	3x	6x	9x	12x
1 col x 1"	\$ 223	\$ 225	\$ 200	\$ 193	\$ 185
1 col x 2"	\$ 415	\$ 393	\$ 371	\$ 355	\$ 342
1 col x 3"	\$ 587	\$ 557	\$ 534	\$ 521	\$ 504
1 col x 4"	\$ 829	\$ 785	\$ 744	\$ 713	\$ 683
2 col x 2"	\$ 829	\$ 785	\$ 744	\$ 713	\$ 683

1 col = 2.25"

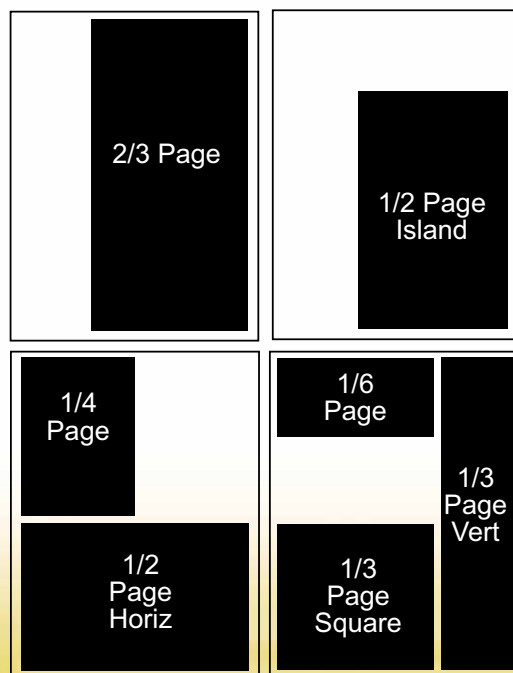
All Rates Are Gross

Reader Service

A reader service number is assigned to each ad (free of charge) unless we are instructed otherwise. Advertisers can receive mailing labels for readers who make inquiries.

Inserts

Please contact your account executive for rates, specifications and due dates.



PRINT AD SIZES

	width	x	height
Full Page – Trim Size	7 7/8	x	10 1/2
Full Page – Bleed	8 1/8	x	10 3/4
Live Area for Full Page Ad	7 3/8	x	10
Two-Page Spread - Trim	15 3/4	x	10 1/2
Two-Page Spread - Bleed	16	x	10 3/4
2/3 Page	4 1/2	x	9 1/2
1/2 Page Island	4 1/2	x	7 3/8
1/2 Page Horiz	7	x	4 1/2
1/3 Page Vert	2 1/4	x	9 1/2
1/3 Page Square	4 1/2	x	4 1/2
1/4 Page	3 3/8	x	4 1/2

Advertisers are encouraged to keep live material at least 1/4" from the edge of full page and two-page spread ads.

PRINT AD SPECS

Binding = Saddle Stitch Line Screen = 150

Digital File Submission Required

High-Resolution PDF-X3, TIF, EPS, InDesign CS5 and CS3 and QuarkXpress 6 files accepted ONLY. CMYK only—no RGB, no spot colors or Pantone color matching. Advertisers are encouraged to keep live material at least 1/4-inch from the edge of full page and two-page spread ads. A 1/2-inch gutter is also encouraged on two-page spreads.

Acceptable Software

Macintosh-based InDesign CS5 and CS3, QuarkXpress 6, Illustrator CS5 and CS3, Photoshop CS5 and CS3. Please convert all Adobe PageMaker files to TIF, EPS or PDF files. All images must be 300 dpi or greater (web images not accepted).

NO Microsoft Publisher, Microsoft Word, Corel Draw, BMP or low-resolution PDF files accepted.

Acceptable Media

DVD, CD or via email or FTP. Call 205-212-9402 for FTP instructions. A proof of the ad must be submitted with artwork to ensure accuracy.

Pumps & Systems magazine is not responsible for errors in ads not accompanied by a proof.

InDesign or QuarkXpress

- Package or collect for output (including all screen and printer fonts) as well as all images.
- If emailing, compress files before attaching.

Illustrator

- Convert all text to outlines. No spot colors.
- Save as an Illustrator EPS. CMYK color mode.

Photoshop

- Save as EPS, TIF or PDF. CMYK only—no RGB.
- File must be 300 dpi at the size it is to be used.

Online Advantage

Pumps & Systems offers a wide variety of electronic media options to complement your print program or as independent marketing opportunities.

PUMP-ZONE.COM

Pumps & Systems' website is the most useful and comprehensive site in the global pump market, presenting a variety of content and resources that are not available elsewhere.

Manufacturer and Supplier Directory

This comprehensive list of suppliers is the only directory of its kind that serves the pump marketplace. It generates leads and includes a search engine covering 64 major application categories.



Featured listings offer the viewer direct links to the company's website and includes a company profile, logo, product photos and video. It also provides readers with an opportunity to request information directly from your company.

Rate: Featured Listing \$2,500/year
Basic Listing \$395/year



PumpChat

PumpChat is the world's most popular online community for pump professionals. PumpChat has developed a loyal following, with hundreds of questions and answers posted each month. Ask about sponsorship.

SOCIAL MEDIA drives traffic to pump-zone.com

Pumps & Systems maintains an active social media presence to build relationships in the social media world to build relationships with our readers and drive traffic to our website. In 2011, three of the top 10 referring sources to pump-zone.com have been our social media sites.



LinkedIn

The *Pumps & Systems* LinkedIn Group has more than 3,500 members.



Facebook

The *Pumps & Systems* Facebook page provides another avenue to engage the reader and further our online conversation with more than 500 followers.



Twitter

@PumpsSystemsMag is updated daily with the most relevant, up-to-date industry news and information. Follow the *P&S* editors: @michellesegrest @LoriDitoro

PUMPCONNECT

The place to connect with pump users worldwide

The social networking site for pump users worldwide to discuss questions, share ideas, post events and blog about industry issues and business challenges. Ask your account executive about advertising on this high-traffic site.



Advertising: Digital

WEB AD SIZES & RATES

Run of Site	Price per 1,000 impressions	Pixels
Leaderboard (In Rotation)	\$ 150	728 x 90
Super Ad	\$130	960 x 65
Super Ad Expands to		960 x 400
Rectangle (In Rotation)	\$ 100	300 x 250
Tile Ad #1 (In Rotation)	\$ 75	120 x 60
Tile Ad #2 (In Rotation)	\$ 75	120 x 60
Tile Ad #3 (In Rotation)	\$ 75	120 x 60
Tile Ad #4 (In Rotation)	\$ 75	120 x 60

Minimum order 5,000 impressions.

All dimensions are in pixels.

All web ads link to the advertiser.

Image (GIF, JPG or PNG file)

Flash (SWF file)

Rich Media (Custom HTML and Javascript snippets as well as third-party tags)

PUMPS & SYSTEMS

Leaderboard 728 x 90

Super Ad 960 x 65

Super Ad Expanded 960 x 400

Rectangle 300 x 250

Tile 1 120 x 60

Tile 2 120 x 60

Tile 3 120 x 60

Tile 4 120 x 60

Other rich media ad units and functionality may be available. Please contact your account executive for more information.

* All ad sizes may not be available in a given month depending on the inventory that has been sold.

Job Shop

30-day Listing \$420

Manufacturer & Supplier Directory

Featured Listing \$2,500 per year
Basic Listing \$395 per year

WHITE PAPERS

www.pump-zone.com

- ✓ Reach your target audience
- ✓ Capture quality leads
- ✓ Share an educational or technical message

White Paper
\$1,900 per month

For more information:
205-345-0477

E-NEWSLETTERS

Pump Users Digest

Pump Users Digest is our monthly newsletter delivered to more than 22,000 opt-in subscribers worldwide. Content includes original features, article links, industry news, event listings and market coverage.

Rates per month per newsletter

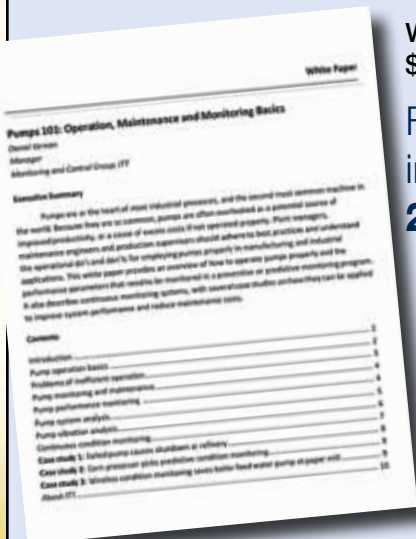
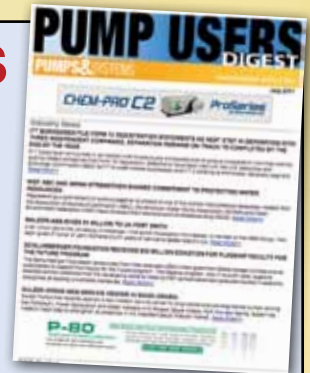
Banner #1 \$1,800 (468 x 60)
Banner #2 \$1,440 (468 x 60)
Banner #3 \$1,200 (468 x 60)

Pump Industry Insider

Pump Industry Insider is delivered monthly to more than 5,000 opt-in subscribers worldwide who are also advertising partners. Content includes industry news, event listings, exclusive market coverage, contracts & orders and mergers & acquisitions.

Rates per month per newsletter:

Banner #1 \$1,440 (468 x 60)
Banner #2 \$1,080 (468 x 60)
Banner #3 \$ 840 (468 x 60)



More Advantages

PUMPS & SYSTEMS LIVE WEBINAR SERIES

Webinars work! Experience immediate results through our proven live webinar series marketing campaign. Our webinars average more than 500 high-quality leads for the sponsors.

- Produce an unparalleled editorial presence
 - ✓ We promote you as the foremost authority on your topic
- Benefit from tremendous branding exposure
 - ✓ In print, on the web, through targeted email blasts and at major tradeshows
- Impressive lead generation
 - ✓ Direct leads from your direct audience

“Newsletters, email campaigns, ad space, presence at industry shows... the sheer comprehensiveness of the **Pumps & Systems** webinar marketing campaign made sure that Simerics was ahead of the game before the webinar event even started.”

– Tom Colbey, Sales & Marketing, Simerics, Inc.



REPRINT SERVICES

Reprints are cost-efficient sales tools that can be used for impressive presentations, tradeshow handouts, direct-mail pieces and educational materials. **Pumps & Systems** can provide quality reprints of your ad or editorial material with your advertisement printed anywhere within the article. Printed on 80-pound enamel stock trimmed to magazine size. Available in quantities as small as 500. Contact your account executive for pricing.

SURVEYS

You provide the questions. We will supply the answers. Enjoy immediate survey results with this valuable service from **Pumps & Systems**. Prices vary by quantity.

DIGITAL EDITION

The digital version of the print issue of *Pumps & Systems* is delivered each month to subscribers worldwide.

Use digital blow-ins (not pop-ups) to overlay images across a page and link directly to your website. Animate your ad with image files or Flash. Integrate multimedia audio clips, video clips and Flash files into the ad or directly inside ad pages. Standard print ads can be hot-linked to “deep links” on your website for additional fees. Sponsor an issue survey to create an interactive experience. Call for rates.



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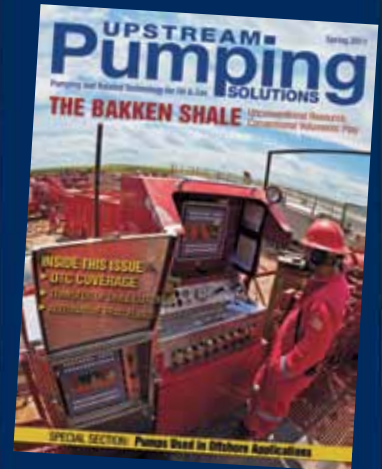


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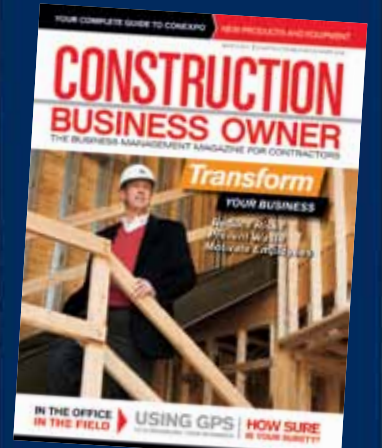


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www.constructionbusinessowner.com



www.scproductsmag.com

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