



**MEDIA KIT
2018**

PUBLISHING COMPANY



KCI Publishing BV

Jacob Damsingel 17
7201 AN Zutphen
The Netherlands
Tel: +31-575-585-270
Fax: +31-575-511-099
info.zutphen@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
Fax: +1-416-361-6191
info.toronto@kci-world.com
www.kci-world.com



KCI GmbH

Tiergartenstr. 64
D - 47533 Kleve
Germany
Tel: +49 2821-71145-0
Fax: +49 2821-71145-69
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
Fax: +86 21 6351 9607
info.shanghai@kci-world.com
www.kci-world.com

PUBLISHING DIRECTOR:

Andre Davanzo
a.davanzo@kci-world.com
Tel: + 1-416-361-7030

ADVERTISING:

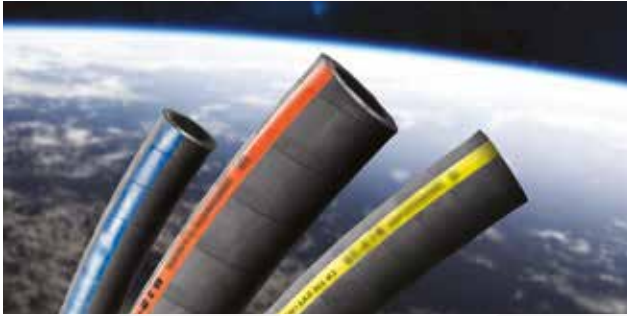
Josh Gillenj
gillen@kci-world.com
Tel: + 1-647-983-7030

EDITORIAL:

Sarah Bradley
s.bradley@kci-world.com
Tel: +1-416-361-7030

ADVERTISING MATERIAL:

Stephanie Matas
s.matas@kci-world.com
Tel: + 1-416-361-7030



About Hose & Coupling World

Hose & Coupling World magazine is geared towards establishing a global network of industrial hose and coupling producers, movers and users. By connecting with manufacturers, distributors, EPC and end-users, we are able to present the latest in technological advancements, end-user and EPC interviews, technical articles, case studies, show previews and more. *Hose & Coupling World* is published six times a year: February, April, June, August, October and December and is complimented by our *Hose & Coupling World* website: hose-coupling-world.com



Chemicals and petrochemicals



Solids and slurries



Oil and gas



Power generation



Food and beverage



Pulp and paper



Pharmaceuticals



Construction



Agriculture



Water and wastewater

6

Issues per year

44

Pages

6,000

Average readership: copies

- A4 format
- Full-color



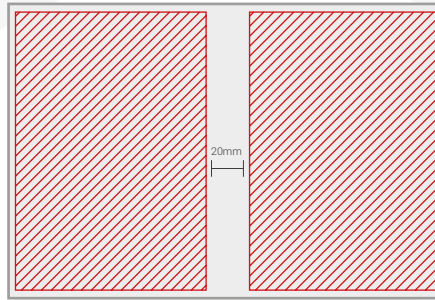
ISSUE	ADVERTISING DEADLINE	TOPIC	BONUS DISTRIBUTION
February	January 12, 2018	In the Spotlight: Kuriyama of America, USA Feature article: High Purity – Food & Beverage	NAHAD Convention
April	March 9, 2018	In the Spotlight: Proco Products, USA Feature article: Agriculture	OTC 2018 (Offshore Technology Conference), Apr. 30 – May 3, Houston, TX
June	May 11, 2018	In the Spotlight: AVAILABLE Feature article: Chemical / Petrochemical	TBC
August	July 13, 2018	In the Spotlight: AVAILABLE Feature article: Offshore & Subsea	Hose & Coupling World Conference & Expo
October	September 14, 2018	In the Spotlight: AVAILABLE Feature article: Onshore / Harsh Environments	Hose & Coupling World Conference & Expo
December	November 9, 2018	In the Spotlight: Diesse Rubber Hoses S.p.a. Feature article: New Technologies	TBC

**The editorial staff reserves the right to make changes in the program in order to keep abreast of current affairs*

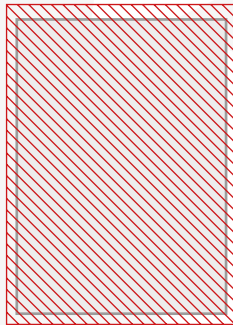
ADVERTISING FORMATS

double page spread bleed

W: 426 mm x H: 303 mm

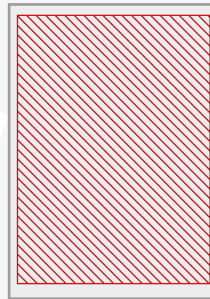


*No text should be included within **20 mm** of the center of the advert page.*



1/1 page bleed

W: 216 mm x H: 303 mm



1/1 page bleed

W: 192 mm x H: 271 mm



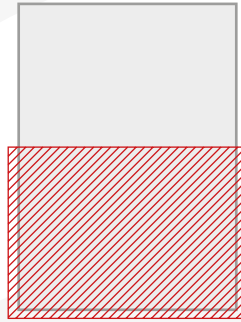
1/2 page vertical bleed

W: 111 mm x H: 303 mm



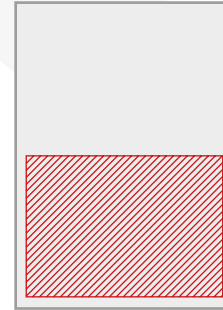
1/2 page vertical

W: 90 mm x H: 271 mm



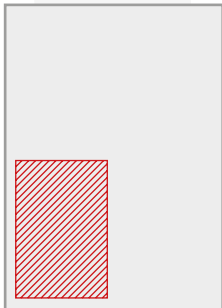
1/2 page horizontal bleed

W: 216 mm x H: 148 mm



1/2 page horizontal

W: 192 mm x H: 131 mm



1/4 page vertical

W: 192 mm x H: 131 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 Stephanie Matas, s.matas@kci-world.com +1-416-361-7030

Number of insertions	1X	3X	6X	8X
FULL COLOR	Price per unit	Price per unit	Price per unit	Price per unit
2-page spread	USD 3760/EUR 3322	USD 3565/EUR 3150	USD 3390/EUR 2995	USD 3196/EUR 2824
Full page	USD 2810/EUR 2482	USD 2667/EUR 2356	USD 2525/EUR 2230	USD 2383/EUR 2105
Half page	USD 1720/EUR 1520	USD 1626/EUR 1436	USD 1532/EUR 1353	USD 1438/EUR 1270
Quarter page	USD 1000/EUR 883	USD 958/EUR 846	USD 900/EUR 795	USD 827/EUR 730

Subscription Rates

1 year: (6 ISSUES) USD 125/EUR 96

2 years: (12 ISSUES) USD 199/EUR 153

3 years: (18 ISSUES) USD 275/EUR 211



Months of publication:

February, April, June, August,
October, December

Insert

Target *Hose & Coupling World* readers by sending a bound or loose insert. Rates available on request.

The Cover Story Package is a unique marketing mix of an editorial feature and an advertising campaign with enormous selling power.

Comprises:

- Your company featured on the cover of *Hose & Coupling World*.
- A feature article 4 x 1/1 page A4, full-color. The article is the product of *Hose & Coupling World* and will be written after an interview with you, in our style. We will send you the article after the text has been written so that you may check it, and once again after the illustrations have been added, so that we can be assured that it completely meets your wishes.
- Packages include 6 x 1/1 full-color advertisements.
- **300 copies** will be made available for your own distribution amongst your clients, prospects, at exhibitions, etc. All copies will be sent to one address free of charge.
- The feature article will be placed in the Cover Gallery on the *Hose & Coupling World* website.



The Cover Story Package includes both Online and Printed Media.

Package A:

- 6 full page (A4) full-color advertisements
- Feature article (4 page article)
- Banner in Slide Show (Home Page online for 2 months)
- Web Box on Home Page with 5 deep links for 12 months
- Top Banner logo on Home Page (online for 2 weeks)
- A hyperlink in Companies box on the Home Page (online for 12 months)
- 4 Product Showcases in the Hose & Coupling World Bi-Weekly News Update

TOTAL COST: USD 26,000/EUR 22,970

Package B:

- 6 half page (A4) full-color advertisements
- Feature article (4 page article)
- Banner in Slide Show (Home Page online for 2 months)
- Web Box on Home Page with 5 deep links for 12 months
- Top Banner logo on Home Page (online for 2 weeks)
- A hyperlink in Companies box on the Home Page (online for 12 months)
- 4 Product Showcases in the Hose & Coupling World Bi-Weekly News Update

TOTAL COST: USD 19,000/EUR 16,790



The *Hose & Coupling World* Newsletter is sent bi-weekly, 24 times per year to over 8,500 subscribers. It is free to receive and each update includes new products, important industry news, and information about relevant hose and coupling related projects.

NEWSLETTER LOGO BANNER

The Logo Banner is linked to your website
 Format: jpg
 Size: max. 125 px * 40 px

1 YEAR
 USD 3,500/ EUR 3,000

2 YEARS
 USD 5,500/EUR 4,700

TOP BANNER

Clickable logo banner in a prime position.

4 WEEKS
 \$ 1750 USD

NEWSLETTER PRODUCT SHOWCASE

- A banner placed in the News Update with information about your products, events, etc.
- Format: gif
- Size: 175 x 175 pixels

4 WEEKS
 USD 1,750/EUR 1,500



LEADERBOARD

- Size: 728 x 90 pixels
- File format: eps or jpg

1 MONTH
USD 1,175/EUR 1,000

HOMEPAGE ROTATION BOARD

- Size: 285 x 75 pixels
(ration width/height = 3.8.1)
- File format: eps or jpg

3 MONTHS
USD 1,500/EUR 1,275

ROTATION AD BOARD

- Size: 285 x 75 pixels
- File format: eps or jpg

1 YEAR
USD 2,500/EUR 2,100

2 YEARS
USD 4,600/EUR 3,900


BRAND WEB LINK

- Size: 344 x 90 pixels
- File format: eps or jpg

1 YEAR
USD 2,500/EUR 2,100

2 YEARS
USD 4,600/EUR 3,900

Valve World Annual Procurement Report




The *Valve World Annual Procurement Report* is a special publication dedicated to procurement issues in the field of flow control. Over 100 valve and valve associated product manufacturers are featured in Company Profiles and a complete buyers' guide. Circulation is 10,000 to select worldwide procurement departments, distributors, and manufacturers.

Stainless Steel World Annual Procurement Report




An annual publication with a global distribution of approximately 10,000. The *Stainless Steel World Annual Procurement Report* features technical information and articles about current global procurement-related issues in the field of CRAs. Includes approximately 100 fully illustrated and informative 'Company Profiles' concisely highlighting company news, products and services plus a Buyers' Guide of stainless manufacturers, fabricators, suppliers

Managing Aging Plants USA Expo & Conference Catalog



Published and distributed for the Managing Aging Plants USA Expo & Conference, the catalog contains the Conference Program, exhibitor list, floor plan, and category listings. Distributed to all participants on-site, a full range of advertising opportunities are available including the Cover Story feature, editorial, and advertisements.

Valve World Expo & Conference Catalog



Produced in conjunction with Valve World Conference & Exhibition, the catalog contains the full Conference Program, exhibitor list, floor plan, and category listings. Distributed to all participants on-site, a full range of advertising opportunities are available including the Cover Story feature, editorial, and advertisements.



CONFERENCE & EXHIBITIONS



Hose & Coupling World Americas 2018 Conference and Exhibition

October 16– 17, 2018

The Hose and Coupling World Conference and Exhibition is a new event that is being introduced in Houston, Texas in 2018. The two-day conference and exhibition is organized by KCI Corporation. It will take place on October 16 & 17th, 2018 at the George R. Brown Convention Center. The 2-day conference and exhibition is supported by the National Association of Hose and Accessories Distributors (NAHAD). Following the success of this first event, the Hose and Coupling World Conference and Expo will partner with Stainless Steel World in 2019 in Maastricht, Netherlands.

The Hose and Coupling World event aims to bring together a community of end-users, OEMs, equipment managers, engineers, distributors and suppliers for an exciting conference and exhibition that will help address the ever-changing world of industrial hose and couplings.

www.hose-coupling-world.com

EXHIBITION

Josh Gillen
Phone +1 416-361-7030
j.gillen@kci-world.com

CONFERENCE

Sarah Bradley
Phone: +1 416-361-7030
s.bradley@kci-world.com

CONFERENCE & EXHIBITIONS



Pump Summit Americas 2018 Conference & Exhibition

June 26–27, 2018, Houston, Texas

Pump Summit Americas is a biennial conference and exhibition that aims to bring the focus back to pumps across multiple industries including water & wastewater, chemical processing, pulp & paper, power generation, oil & gas, petrochemical, and food & beverage.

Pump Summit Americas 2018 will take place June 26–27th, 2018 following the success of the first event on June 13th-14th, 2016.

The George R. Brown Convention Center in Houston, Texas will once again play host to the two-day conference and exhibition.

pumpsummitamericas.com



Fugitive Emissions Summit Americas 2018 Conference & Exhibition

June 26–27, 2018, Houston, Texas

Fugitive Emissions Summit Americas aims to bring together a community of end users, EPC's, distributors, manufacturers, and suppliers for an exciting conference and exhibition that will help address the ever-changing world of fugitive emissions regulations and control. There will be a strong emphasis on LDAR programs and how all industries affected by current regulations can interpret and meet the regulations whether it be downstream or upstream.

americas.fugitive-emissions-summit.com/about-fugitive-emissions-summit-americas-2018/

EXHIBITION

Josh Gillen
Phone +1 416-361-7030
j.gillen@kci-world.com

CONFERENCE

Sarah Bradley
Phone: +1 416-361-7030
s.bradley@kci-world.com



**MANAGING
AGING PLANTS
Conference & Expo
USA 2018**

Managing Aging Plants USA Conference & Exhibition

November 13–14, 2018, Houston, TX, USA

The 2nd Managing Aging Plants USA aims to bring together end-users (such as materials and metallurgical engineers), reliability inspectors, plant managers, and maintenance directors from a variety of refining and process industries to address aging-related challenges. The goal is to create a community that can work together to better understand the impact of aging infrastructure so safe and sustainable solutions can be found and implemented.

Just some of the key topics that will be discussed include best practices for aging assets, corrosion, materials damage mechanisms, reliability, risk-based inspection (RBI), safety.

www.managingagingplants.com

EXHIBITION

Josh Gillen
Phone +1 416-361-7030
j.gillen@kci-world.com

CONFERENCE

Candace Allison
Phone 001-416-361-7030
c.allison@kci-world.com

SOCIAL MEDIA & HOSE & COUPLING

Hose & Coupling World's social media channels connect the hose and coupling communities through one-of-a-kind platforms. End-users, engineers, suppliers and international experts stay connected and highlight their companies, to gain optimal exposure.

SOCIAL MEDIA PACKAGE:

- 3 news items per month on different social media channels
- Text without logo
- Editorial content only – non-commercial

1 YEAR

USD 2960/EUR 2915

2 YEARS

USD USD 5100/EUR 4505



/HoseCouplingWorld/



@HoseCouplingW



groups/Hose-Coupling-World-5125745