



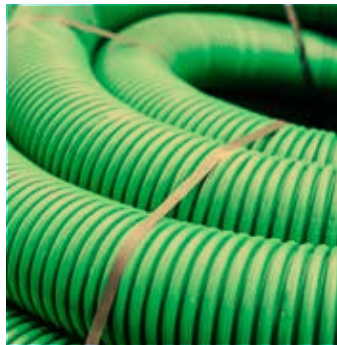
Media Kit
2021

GLOBAL.
INFLUENTIAL.
COMPELLING.
INFORMATIVE.
DYNAMIC.
INNOVATIVE.

THAT'S HOSE +
COUPLING WORLD.

Devoted to the world's most dynamic industrial markets, **Hose + Coupling World** engages a diverse global network of industrial & hydraulic hose producers, distributors and users, and inspires them to discover the very best information on Hoses, Couplings, Hose Accessories and related components with a focus on technology, innovation and industrial advancement.

Through powerful company Cover Stories, white papers, interviews and valuable technical content, **Hose + Coupling World** sets the agenda – all in an easy-to-read and share format, making it your most valuable marketing tool in 2021.



COMPELLING CONTENT. MULTI-PLATFORM REACH.

Hose + Coupling
World Magazine



Website



Hose + Coupling World
Expo & Conference



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

Market Research



Courses



Marketing Integration



Online Newsletter

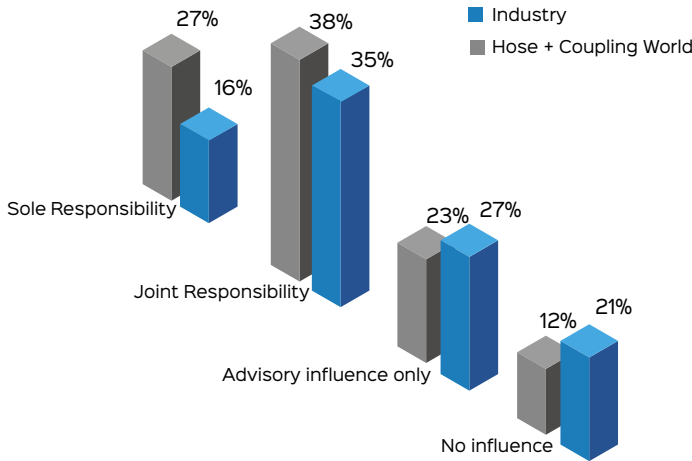


Interactive Digital
Publishing

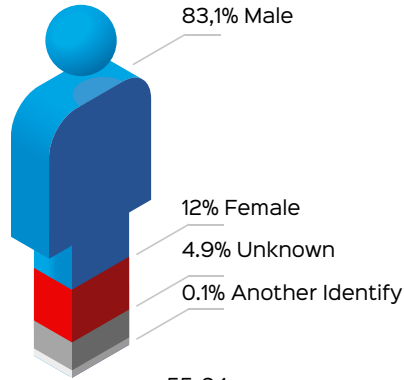
FAST FACTS

Purchasing Authority

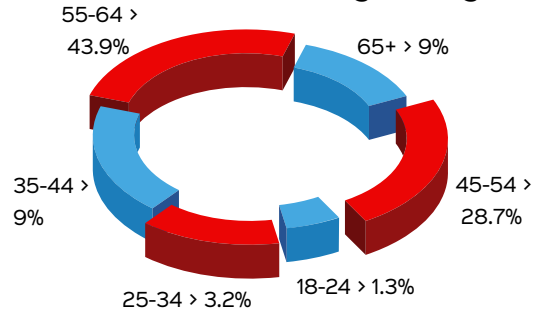
Over **73%** of readers have some degree of influence in the purchasing decision process.



Gender

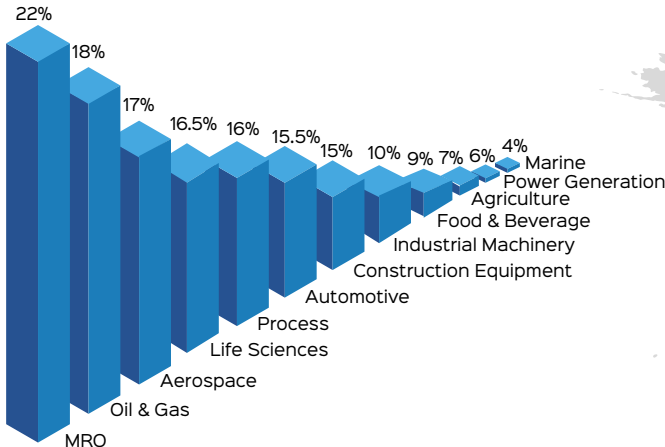


Age Range



Industrial Sectors of Interest

On average, **Hose + Coupling World** 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.

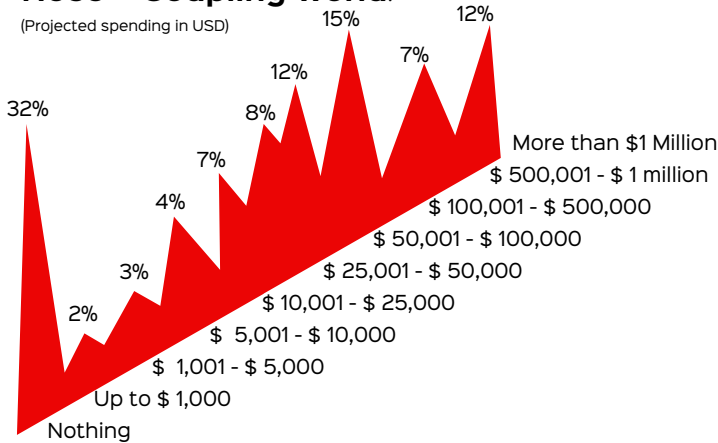
63%

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 **Hose + Coupling World**.

(Projected spending in USD)



Circulation

8,000+

Total Average Circulation
(per issue)

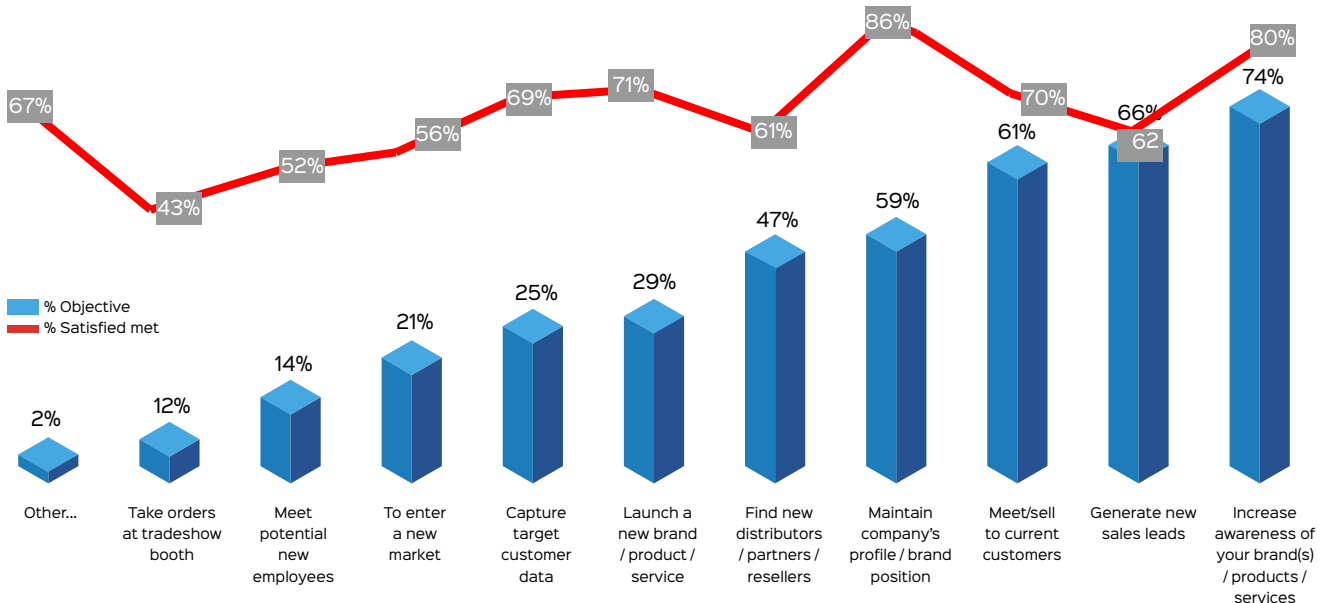


+ Annual Procurement Report
+ Conference Catalogs

6 Monthly Issues

Objectives

Raising brand and product awareness is the most common objective held by **Hose + Coupling World** members, followed by sales related objectives.



IN EVERY ISSUE

1 - Cover Story

Highlight your company's latest innovations, new product developments, business growth and achievements in a four-page article and cover story feature.

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 & hydraulic hose and coupling market.

4 - New Technologies

Learn about the latest products and technologies available pertaining to industrial & hydraulic hoses, couplings, fittings, crimpers, reels, expansion joints, and other hose accessories.

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 hose technology, maintenance and more!





MEET OUR TEAM



Angelica Pajkovic is Editor of Hose + Coupling World Magazine, overseeing content creation and works closely with the hose community to build the brand.



KCI Toronto Sales & Marketing Coordinator Jorge Garces is responsible for account management in the Americas and overseeing marketing operations for the Hose + Coupling World brand.



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

CONFERENCE & EXPO



The Hose + Coupling World Expo & Conference brings the leading hose manufacturers, distributors and end-users together as the meeting point for the

industrial & hydraulic hose industry. Learn about the latest in hose technology while networking with the industry's top professionals.





COURSES

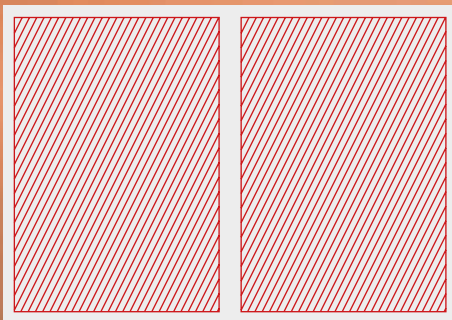
With in-person and remote learning options available, KCI's educational portfolio has been developed through more than 30 years of unparalleled industrial publishing expertise.

MANAGEMENT OF CHANGE COURSE

OSHA and EPA require companies to keep Management of Change (MOC) documentation. MOC is one of the most critical procedures for industrial plants, regardless of size, date of commission or the type of industry. Without MOC, workers and equipment are in constant danger of accidents, provoked by great or small changes in the plant that went unnoticed or unrecorded. This course will focus on a summary of the basic steps in documenting changes in the field: establishing procedure, process analysis, and an implementation plan, all culminating with the field safety review which helps to realistically predict possible outcomes or consequences of the change.

Sponsorship options include courses of 20 participants for USD \$7500 and the use of your products as examples by the instructors during the presentation.

AD SPECS



Double page horizontal

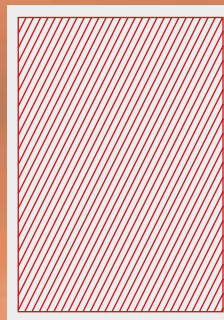
W: 426 mm x H: 303 mm

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



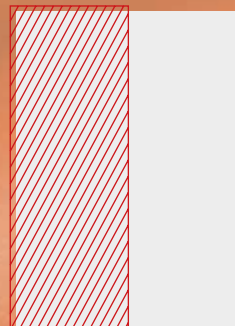
1/1 page bleed

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

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: (6 issues) \$ 125 USD

2 years: (12 issues) \$ 199 USD

3 years: (18 issues) \$ 275 USD

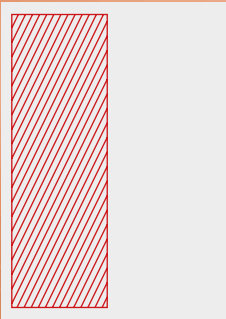


Months of Publication:

**February, April, June, August,
October, December**

Advertisement price per insertion in USD

	1X	3X	6X	8X
FULL-COLOR	Price per unit	Price per unit	Price per unit	Price per unit
2-paged spread	\$ 3,760	\$ 3,565	\$ 3,390	\$ 3,196
full page	\$ 2,810	\$ 2,667	\$ 2,525	\$ 2,383
half page	\$ 1,720	\$ 1,626	\$ 1,532	\$ 1,438
quarter page	\$ 1,000	\$ 958	\$ 900	\$ 827



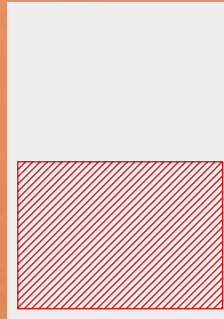
1/2 page vertical

W: 90 mm x H: 271 mm



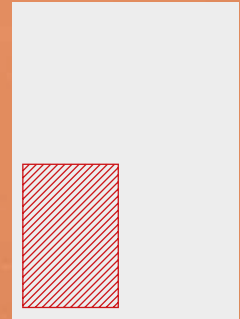
1/2 page horizontal bleed

W: 216 mm x H: 148 mm



1/2 page horizontal

W: 192 mm x H: 131 mm



1/4 page vertical

W: 90 mm x H: 131 mm



ONLINE NEWSLETTER

The **Hose + Coupling World** News Update is sent bi-weekly to over 8,500 recipients. It is free to subscribe and appears in your mailbox every other week. It contains the latest news and projects from the industry, making it a proactive method for reaching potential clients.

NEWSLETTER LOGO BANNER
The Logo Banner is linked to your website

Format: jpg
Size: max. 125 px * 40 px

TOP BANNER
Clickable logo banner in a prime position.

NEWSLETTER PRODUCT SHOWCASE

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

1 YEAR
\$ 3,500 USD

2 YEARS
\$ 5,500 USD

4 WEEKS
\$ 1,750 USD

4 WEEKS
\$ 1,750 USD

WEBSITE

The benefits of online exposure are obvious: fast, interactive, direct worldwide access, 24 hours a day. **Hose + Coupling World** 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 <https://hose-coupling-world.com> and get connected!



4,000+
MONTHLY
UNIQUE
VISITORS



1000+
PAGE 1
RANKING
KEYWORDS



4-5 MINS
AVG. TIME ON
ARTICLES

1 MONTH
USD \$1,175

3 MONTHS
USD \$1,500

1 YEAR
USD \$2,500

2 YEARS
USD \$4,600

1 YEAR
USD \$2,500

2 YEARS
USD \$4,600

LEADERBOARD

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

HOMEPAGE ROTATION BOARD

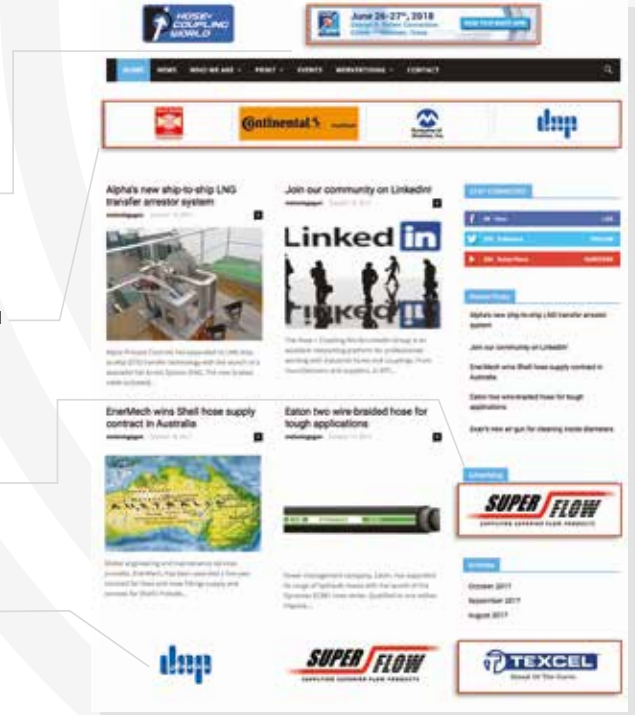
- Size: 285 x 75 pixels
(ration width/height = 3.8:1)
- File format: eps or jpg

ROTATION AD BOARD

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

BRAND WEB LINK

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



SOCIAL MEDIA

Hose + Coupling World's social media channels connect our hose 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.



/HoseCouplingWorld



@HoseCouplingW



/user/kcipub



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