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.
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.
FAST FACTS

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

Gender
83.1% Male
12% Female
4.9% Unknown
0.1% Another Identify

Age Range
55-64 > 43.9%
45-54 > 28.7%
35-44 > 9%
65+ > 9%
25-34 > 3.2%
18-24 > 1.3%

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)

- 32%: Nothing
- 12%: Up to $1,000
- 7%: $ 1,001 - $ 5,000
- 4%: $ 5,001 - $ 10,000
- 8%: $ 10,001 - $ 25,000
- 15%: $ 25,001 - $ 50,000
- 10%: $ 50,001 - $ 100,000
- 7%: $ 100,001 - $ 500,000
- 3%: $ 500,001 - $ 1 million
- 2%: More than $1 Million

Total Average Circulation (per issue)
+ Annual Procurement Report
+ Conference Catalogs

Circulation
8,000+

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

- 67%: To enter a new market
- 56%: Meet potential new employees
- 52%: Capture target customer data
- 29%: Launch a new brand / product / service
- 25%: Find new distributors / partners / resellers
- 14%: Meet to current customers
- 12%: Maintain company's profile / brand position
- 43%: Generate new sales leads
- 86%: Increase awareness of your brand(s) / products / services

hosecouplingworldexpoamericas.com
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!
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.
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.
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

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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

### Online Newsletter

- **1 YEAR**
  - 4 WEEKS $1,750 USD
  - 2 YEARS $5,500 USD
  - 1 YEAR $3,500 USD
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!

**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

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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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THAT’S YOUR WORLD
THAT’S HOSE + COUPLING WORLD.