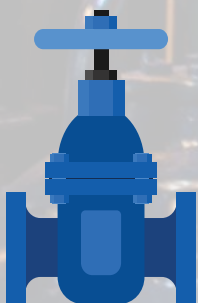


# PUMPS & VALVES

## Industrial Magazine

# MEDIA KIT

2022



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

Pumps and Valves Industrial Magazine | Media Kit 2022

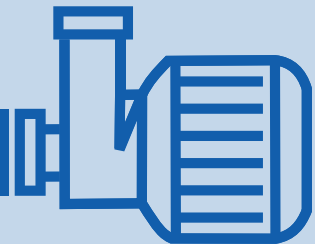
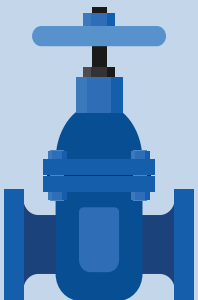


# About Us

Pumps and Valves Industrial Magazine is Africa's premier quarterly publication, a market leader in providing up to date news and information about the pumps and valves sector. We specialize in print and digital media marketing, and we help companies like yours to reach their desired audience in Africa. We connect, inform, and educate the pump, valves and related equipment industries by creating valuable partnerships between manufacturers and their customers. Whether you need to build brand awareness, educate the market, generate actionable leads, or all of the above, our integrated print and digital channels can get you a solid and measurable return on investment.

Our publication is distributed to all decision makers like technicians/operators, engineers, contractors, consultants, users, distributors and dealers, directors, general and project managers, owners, procurement and management professionals in key industries such as mining, food and beverage, construction/building, manufacturing, power generation, pulp and paper, irrigation, chemicals and petrochemicals, water and water waste, HVAC, oil and gas, fire suppression, plastics and rubber, marine, filtration, pharmaceuticals, energy, etc

With a print run of 12 500 copies per issue, our magazine reaches an audience of over 38 200 influential authorities and key decision makers through a variety of channels, including an interactive website, corporate and individual subscription and print distribution at all major industrial related exhibitions and expos, associations and NGOs.





# PUMPS & VALVES Industrial Magazine

## Why Advertise



A well-established readership that allows your company to:

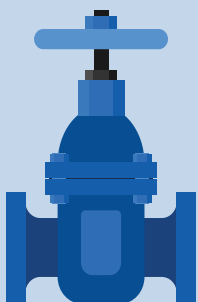
- Increase market share in the multi-billion dollar industries
- Highlight new industry products, services, expertise and capabilities to our qualified readership
- Emphasise strong brand recognition
- Associate with industry partners in successful ventures

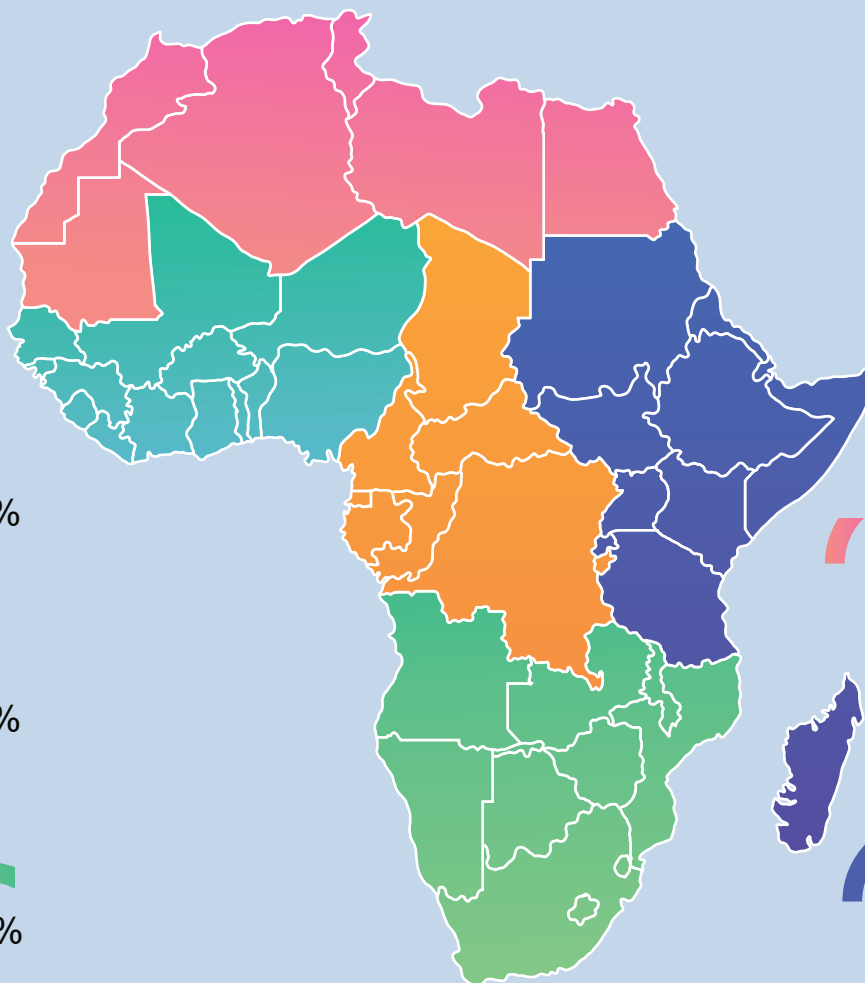
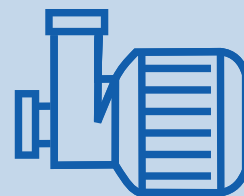
**When you advertise with us, we will provide:**

- Free advertisement design, layout and proofing
- A qualified journalist to write your editorial or technical article

**Pumps and Valves Industrial Magazine is read by** key industries such as :

- Mining,
- Food
- Beverage,
- Construction/building,
- Manufacturing,
- Power generation,
- Pulp and paper,
- Irrigation,
- Chemicals and petrochemicals,
- Water and water waste,
- Hvac,
- Oil and gas,
- Fire suppression,
- Plastics and rubber,
- Marine,
- Filtration,
- Pharmaceuticals,
- Energy, etc





## WEST AFRICA

**West ( 15 countries )** : Benin, Burkina Faso, Cabo Verde, Cote d'Ivoire, Gambia, Ghana, Guinea Bissau, Guinea, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone and Togo

27%

## CENTRAL AFRICA

**Central ( 9 countries )** : Burundi, Cameroon, Central African Republic, Chad, Congo, Democratic Republic of Congo, Equatorial Guinea, Gabon and Sao Tome and Principe

12%

## SOUTHERN AFRICA

**South ( 10 countries )** : Angola, Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland, Zambia and Zimbabwe

29%

## NORTH AFRICA

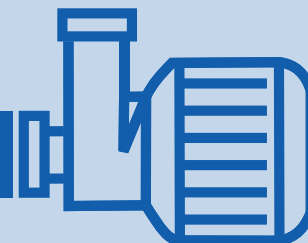
**North ( 7 countries )** : Algeria, Egypt, Libya, Mauritania, Morocco, Sahrawi Arab Democratic Republic, Tunisia

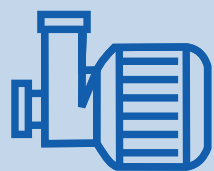
7%

## EAST AFRICA

**East ( 14 countries )** : Comoros, Djibouti, Ethiopia, Eritrea, Kenya, Madagascar, Mauritius, Rwanda, Seychelles, Somalia, South Sudan, Sudan, Tanzania and Uganda

26%





## January-March Issue

Bearings, Compressors, Couplings, Chopper pumps, Borehole pumps, Blowers, Hoses, Diaphragm, Pumps, Fire Pumps, Mechanical Seals, Positive displacement pumps, Hydraulics and hydraulic equipment, Motors and Drives, Engines, Pressure Sewer Systems, Valves, Submersible pumps, Stainless and Steel, Solar pumps, Rotodynamic pumps, Reciprocating pumps, Actuator, Transfer, Pumps, Globe valves, Pipes, Butterfly valves, Needle valves, Leak Detection, Pressure Gauges, Heat, Exchangers, Lubrication

**Material Deadline: 24/March/22**

## April-June Issue

Centrifugal pumps, Compressors, Chemical Pumps, Pumps consulting, Dosing and material equipment, Dry gas seals, Peripheral pumps, Instrumentation, control and monitoring, Expansion, Joints, Gearboxes, Motors and Drives, Hydraulics and pneumatics, Engines, Pressure Sewer Systems, Irrigation pumps, Pressure pumps, Boiler feed pumps, Vibration Analysis, Mixers, Agitators, Seals, Repair and after market, Speciality Pumps, Transfer Pumps, Actuators, Globe valves, Pressure regulators, Ball valves, Steel and alloys, Check valves, Pinch valves, Flowmeters, Pressure Gauges, Heat Exchangers

**Material Deadline: 24/ June/22**

## July-September issue

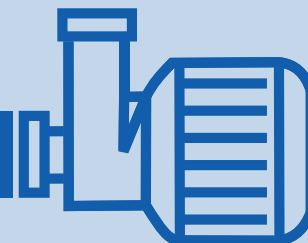
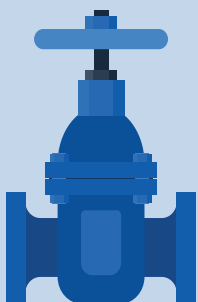
Centrifugal Pumps, Dewatering Pumps, Chemical pumps, Dosing and material equipment, Dry gas seals, Hoses, Vibration Analysis, Mixers, Agitators, Fire pumps, Mechanical seals, Positive displacement pumps, Rotary Pumps, Slurry pumps, Stainless and steel, Vacuum pumps, Pressure pumps, Seals, Repair and aftermarket, Specialty Pumps, Control valves, Gear Pumps, Gate valves, Safety valves, Pipes, Butterfly valves, Instrumentation and Automation, Diaphragm Pumps, Diaphragm valves, Piston valves, Water pumps, Analysers

**Material Deadline: 24 / September /22**

## October-December Issue

Bearings, Dewatering Pumps, Couplings, Chopper pumps, Blowers, Borehole pumps, Peripheral pumps, Instrumentation, control and monitoring, Expansion Joints, Gearboxes, Rotary pumps, Slurry pumps, Stainless and steel, Vacuum pumps, Valves, Boiler feed pumps, Submersible pumps, Solar pumps, Rotodynamic pumps, Reciprocating pumps, Control valves, Gate valves, Safety valves, Pressure regulators, Gear Pumps, Ball valves, Automation and control, Irrigation pumps, Plug valves, Water pumps, Gaskets, Remote monitoring

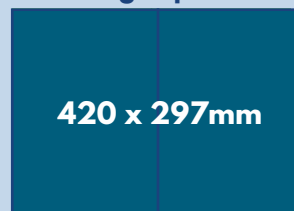
**Material Deadline: 10/ December /22**



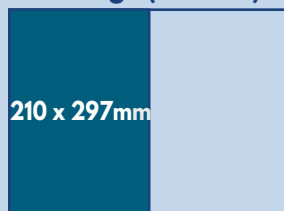




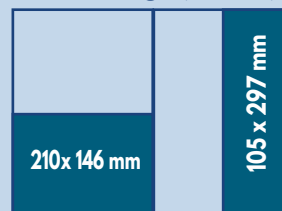
**Double Page Spread | DPS**



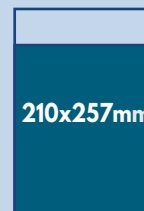
**Full Page (Vertical)**



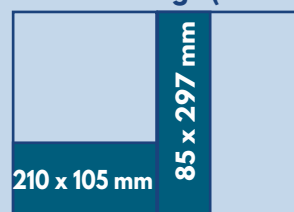
**Half Page (H or V)**



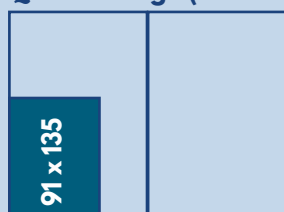
**Front Cover**



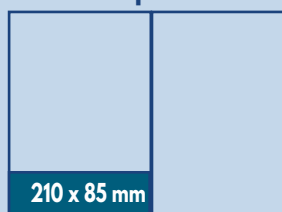
**One Third Page (H or V)**



**Quarter Page (Vertical)**



**Strip Advert**



**Back Cover**



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.

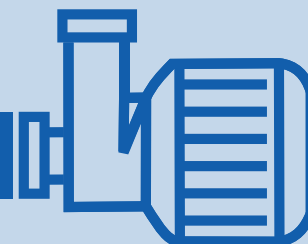
This includes:


- Front Page advert or photo
- 2-page cover feature/ technical article/case study on your company's products/services



**MATERIAL REQUIREMENTS:**  
High resolution files in PDF, JPG or TIF format must be supplied and the resolution should be no lower than 300dpi. All graphics should be CMYK.  
**FREE ADVERT DESIGN IS AVAILABLE:**  
Requirements: High resolution logo, high resolution images and contact information in editable Word format.

| Advert Space       | Single Edition          | 2-3 Editions per (edition) | 4 – 6 Editions per (edition) |
|--------------------|-------------------------|----------------------------|------------------------------|
| Quarter Page       | US\$ 620 / ZAR 9 800    | US\$ 465 / ZAR 7 400       | US\$ 430 / ZAR 6 900         |
| Third Page         | US\$ 700 / ZAR 11 200   | US\$ 520 / ZAR 8 300       | US\$ 490 / ZAR 7 800         |
| Half Page          | US\$ 950 / ZAR 14 800   | US\$ 710 / ZAR 11 200      | US\$ 655 / ZAR 10 500        |
| Full Page          | US\$ 1 500 / ZAR 24 000 | US\$ 1 100 / ZAR 16 800    | US\$ 1 000 / ZAR 15 500      |
| Double Page Spread | US\$ 2 000 / ZAR 32 000 | US\$ 1 500 / ZAR 24 000    | US\$ 1 400 / ZAR 22 200      |
| Front Page         | US\$ 2 200 / ZAR 35 400 | US\$ 1 650 / ZAR 26 500    | US\$ 1 500 / ZAR 24 000      |
| Back Outside Cover | US\$ 1 800 / ZAR 28 400 | US\$ 1 300 / ZAR 20 700    | US\$ 1 200 / ZAR 18 500      |





The screenshot displays the website's layout with several ad positions labeled:

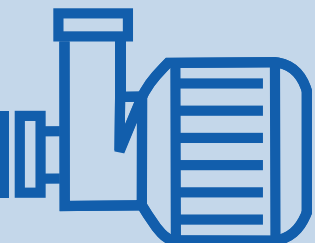
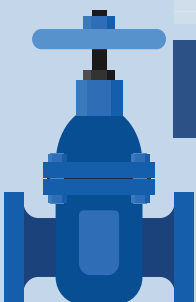
- Leaderboard**: Located at the top of the page, below the navigation bar.
- Featured Video**: A red play button icon with the text "Featured Video" on a dark background.
- Square Button**: A blue square button with white text.
- Pop-Under**: A blue rectangular area labeled "Pop-Under".
- Large Rectangle**: A large blue rectangular area labeled "Large Rectangle".
- Wide Sky-Scraper**: A tall, narrow blue rectangular area labeled "Wide Sky-Scraper".
- Half -Page**: A large blue rectangular area labeled "Half -Page".
- Square Banner**: A blue square area labeled "Square Banner".
- Full Banner**: A wide blue rectangular area at the bottom labeled "Full Banner".

# Online Rates

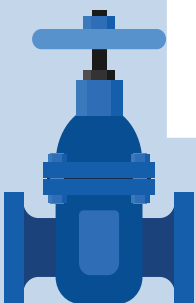
| Banner Size     | Units in Pixels         | Price per month     |
|-----------------|-------------------------|---------------------|
| Leaderboard     | 728 x 90                | US\$ 900/ZAR 13,800 |
| Large Rectangle | 336 x 280               | US\$ 850/ZAR 13,200 |
| Square Banner   | 250 x 250               | US\$ 700/ZAR 10,500 |
| Wide Skyscraper | 160 x 600               | US\$ 830/ZAR 12,600 |
| Square Button   | 125 x 125               | US\$ 650/ZAR 9,900  |
| Full Banner     | 1200x300                | US\$1100/ZAR16,350  |
| Pop-under       | 720 x 300               | US\$ 880/ZAR 13,700 |
| Featured Video  | Min 30 sec / Max 5 mins | US\$ 950/ZAR 14,400 |

## ONLINE ADVERTISING MADE EASY AND EFFECTIVE FOR YOU

Advertising your content on the website allows you to reach not just our subscribers but other visitors as well. We have an interactive website which is always up to date and attracts unique visitors every day. Visitors of Pumps and Valves News Africa scan more than 28,000+ pages of information per month. This creates prime opportunity for advertisers to promote their brand amid relevant information.



# Monthly E-Newsletter



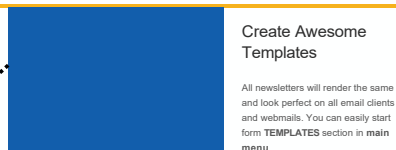
**Top Banner  
800px X 120px  
&  
Featured Article**



The drag&drop simplicity combined with the endless customization properties of a Professional Tool.

[Check it Now!](#)

**Featured Video  
(Embedded YouTube)  
&  
Featured Article**



**Middle Banner  
800px X 120px  
&  
Featured Article**

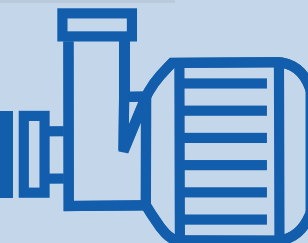


**Skyscraper Banner  
160px X 600px  
&  
Featured Article**

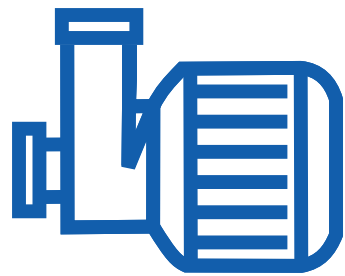
The **Pumps and Valves Industrial Magazine's** monthly E-Newsletter highlights key stories from the current issue of the magazine. Take advantage of the sponsorship opportunities available alongside these focused articles with advertisement banners. Our monthly newsletter is emailed to 11 000+ subscribers. Our subscribers are your potential customers.

Top banner plus featured article US\$ 800  
Banner plus featured article US\$ 620  
Featured video US\$ 650

| Advert Type                          | Cost                   |
|--------------------------------------|------------------------|
| Top Banner & Featured Article        | US\$ 800<br>ZAR 12,500 |
| Featured Video & Featured Article    | US\$ 620<br>ZAR 9,600  |
| Middle Banner & Featured Article     | US\$ 650<br>ZAR 10,150 |
| SkyScraper banner & Featured Article | US\$ 750<br>ZAR 11,400 |







# PUMPS & VALVES Industrial Magazine

## Contacts

### REVIVAL Media

+27 64 338 1638

8854 Kosovo  
Crescent,  
Roodeport  
Johannesburg,  
South Africa.  
2188

info@pumpsandvalvesmagazine.com  
admin@pumpsandvalvesmagazine.com  
advertising@pumpsandvalvesmagazine.com  
editor@pumpsandvalvesmagazine.com

