

PUMPS & VALVES Industrial Magazine

2023 Media Guide



www.pumpsandvalvesmagazine.com

51,991 Monthly Audience Reach

Our Subscribers
are primarily
Engineers,
Operations &
Maintenance
Professionals

39,382 Website
Unique Visitors

35,576 Magazine
Readership + Pass-
Alongs

12,033 Newsletters: Pump
and valves Users + Products
for Pump Users + Pump
Industry

Key Industries

Oil & Gas Manufacturing, Rental & Aftermarket Food & Beverage Pulp & Paper Consulting Mining
Water/Wastewater Chemicals Engineering & Construction Power Generation
Pulp and paper, Irrigation, Chemicals and petrochemicals,

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

Key Products Our Subscribers Plan to Purchase

92% of PVIM
subscribers are
involved in purchasing
decisions and/or
recommendations

Pumps Ancillary Products/Services Alignment Tools Bearings Coatings Compressors
Couplings Filtration Systems Gears Heat Exchangers Hoses & Belts Lubricants &
Lubrication Systems Mechanical Seals Motors & Drives Packaged Pumping Systems
Water/Wastewater Chemicals Engineering & Construction Power Generation Oil & Gas
Manufacturing, Rental & Aftermarket Food & Beverage Pulp & Paper Consulting Mining are
primarily Engineers, Operations & Maintenance Professionals Predictive/Preventative
Maintenance Pulsation Dampeners Replacement Parts Safety Equipment & Apparel SCADA
Seals/Gaskets/Packing Valves Instruments, Controls & Monitoring Condition Monitoring
Equipment Controls Cooling Systems Flow Meters Pressure Gauges & Sensors



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 and Valves Industrial Magazine

Demographics



27%

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

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

7%



26%

East Africa

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

12%

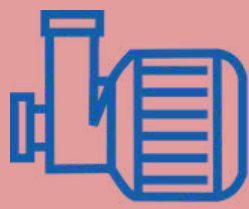
Central Africa

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

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

29%





PUMPS & VALVES Industrial Magazine

2023 Editorial Calendar

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

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

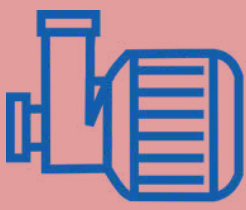
July-September Issue

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

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





Cost Effective Advertising Rates

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.

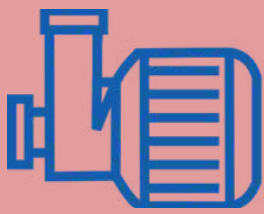
This includes

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

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.

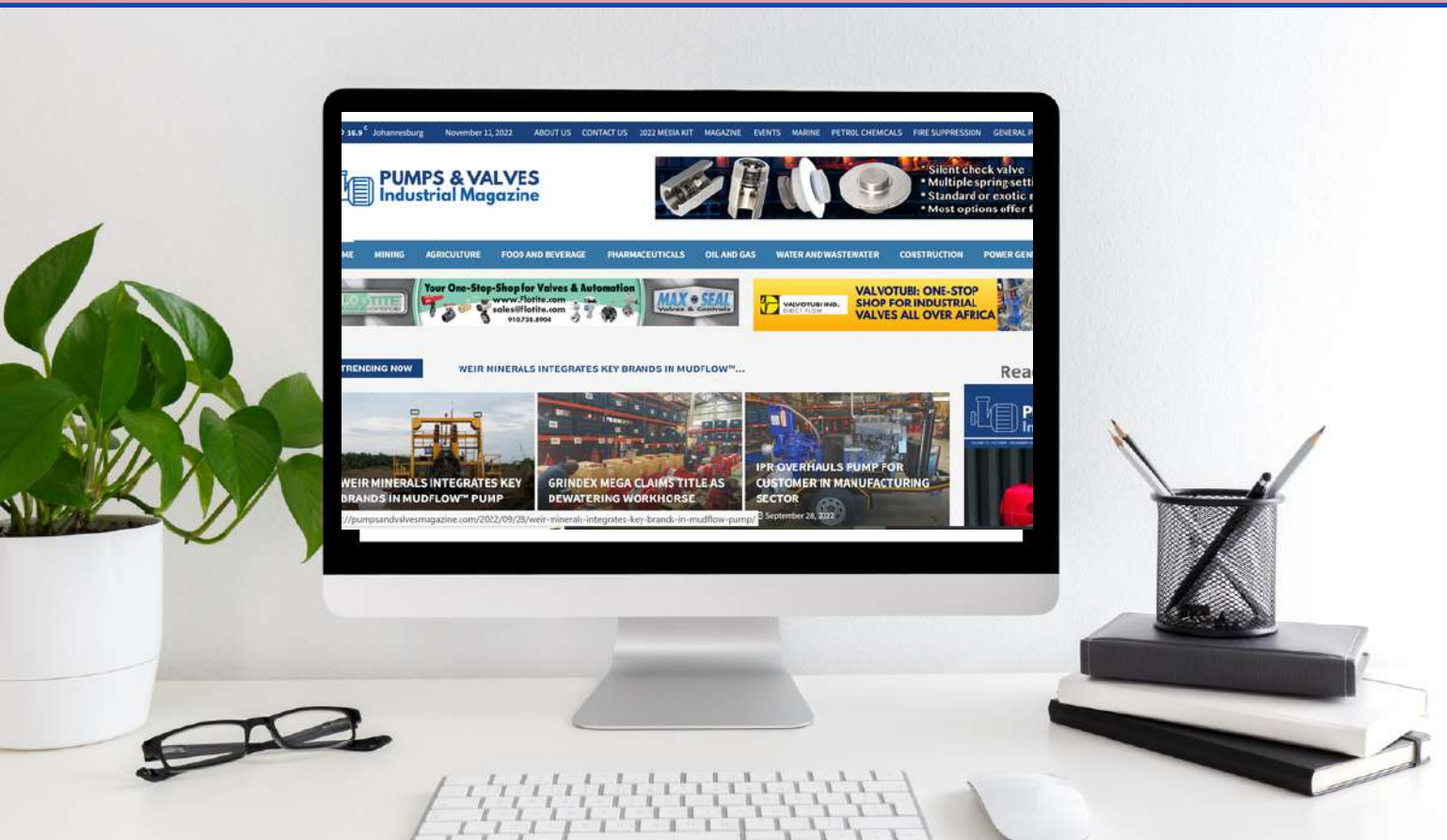
ADVERT SPACE	SINGLE EDITION	TWO PLUS EDITIONS
FRONT PAGE MAGAZINE COVER	\$2500/ R40 000	\$1 800/R29 900
BACK OUTSIDE COVER	\$1700/R27 000	\$1300/ R22 000
DOUBLE PAGE SPREAD	\$2 000/ R34 000	\$1 500/R25 000
FULL-PAGE ADVERT	\$1 500/ 25 000	\$1000/ R17 000
HALF PAGE ADVERT	\$950/ R16 000	\$700/ R12 000
QUARTER PAGE	\$650/R11 000	\$450/R7 500

HIGH-IMPACT PRINT ADVERTISING Cover Tips, Gate Folds, Inserts, Polybagging and Faux Covers are available for most issues. All high-impact advertising will be quoted with the exact specifications of your project. Reach out to your advertising sales executive for pricing and more information.



PUMPS & VALVES Industrial Magazine

Online Rates



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.

BANNER TYPE	SIZE	COST PER MONTH
LEADERBOARD	728X90 pixels	\$900/ R13 500
WIDE SKYSCRAPPER	160x600 pixels	\$830/ R12 000
FULL-BANNER	1200x300 pixels	\$1200/ R17 000
SQAURE BANNER	250X250 pixels	\$650/ R10 000

Monthly E-Newsletter

Showcase your latest products that drive the pump industry in Products for PVIM. (Deploys 1x/month)

Reach your target audience with PVIM. Content includes original features, how-tos, basics, trends, industry news, and event listings. (Deploys 2x/month)

DIGITAL FILE REQUIREMENTS FOR NEWSLETTER ADS Newsletter display ads may be non-animated GIF, JPG, or PNG, HTML5. Third-party impression tracking and click tracking strings are acceptable. File sizes no larger than 40 KB. We reserve the right to either reject or downsize files submitted that are larger than the requirements stated below.

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

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

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

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



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

[Check it Now!](#)



Create Awesome Templates

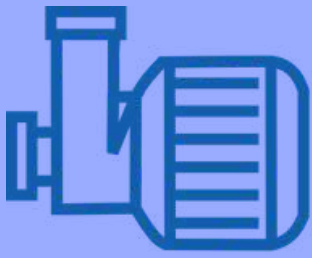
All newsletters will render the same and look perfect on all email clients and screens! You can easily edit from TEMPLATES section in email menu.



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 ZAR 12,500
Featured Video & Featured Article	US\$ 620 ZAR 9,600
Middle Banner & Featured Article	US\$ 650 ZAR 10,150
SkyScrapper banner & Featured Article	US\$ 750 ZAR 11,400





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