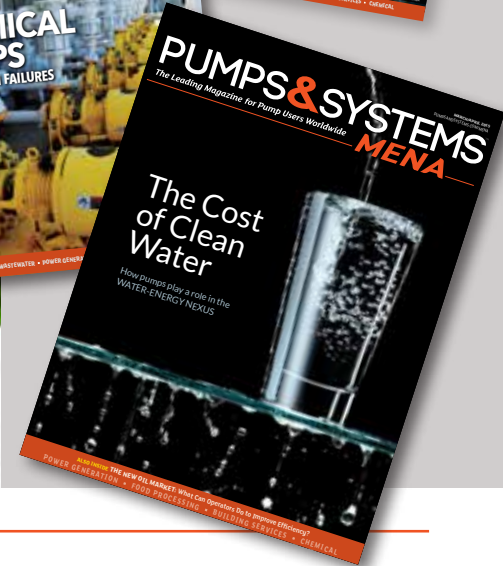


# 2015 MEDIA GUIDE



# PUMPS & SYSTEMS

The Leading Magazine for Pump Users Worldwide

## MENA



- Oil & Gas (Upstream & Downstream)
- Water & Wastewater
- Power Generation
- Food & Beverage Processing
- Building Services
- Chemical, Petrochemical & Refinery

# PUMPS & SYSTEMS

The Leading Magazine for Pump Users Worldwide

## MENA

## The Voice of the Pump Industry in the Middle East and North Africa

Pumps & Systems has been the leading magazine for the pump and rotating equipment industry worldwide for nearly 22 years.

It delivers relevant industry news coverage and powerful technical information to more than 40,000 BPA-qualified managers, engineers, operators and maintenance professionals, with content about pumps and related operations in every issue.

Pumps & Systems MENA provides the same relevant information on pump technology to more than 15,000 consultants, engineers, EPC contractors, operators, executives and other pump professionals in the MENA region.



## READERSHIP & CIRCULATION

### INDUSTRIES

- Oil & Gas (Upstream & Downstream)
- Water & Wastewater
- Power Generation
- Food & Beverage Processing
- Building Services
- Chemical, Petrochemical & Refinery

### JOB SECTORS

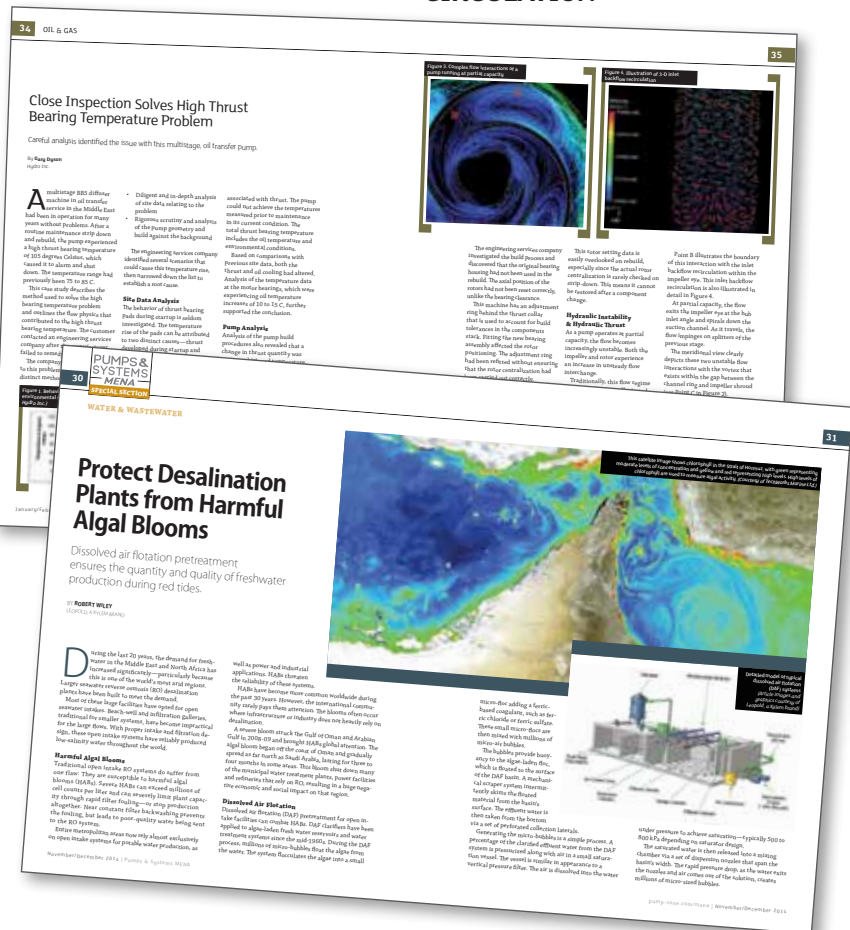
- Engineers
- Engineering Procurement
- Construction (EPC) Contractors
- Consultants
- Operations
- Maintenance
- Presidents/Owners
- General Managers
- C-Level Executives

### GLOBAL CIRCULATION

- Saudi Arabia
- Qatar
- UAE
- Bahrain
- Kuwait
- Oman
- India, and more

# 15,000

CIRCULATION



Readership & circulation subject to change.

# 2015 EDITORIAL CALENDAR

Editorial Subject to Change

## IN EVERY ISSUE

Technical Articles and Case Studies Focusing on These Industries:

**Oil & Gas (Upstream & Downstream)**

**Water & Wastewater**

**Power Generation**

**Food & Beverage Processing**

**Building Services**

**Chemical, Petrochemical & Refinery**

Market Analysis of Key Industries and Regions from **Frost & Sullivan**

**Industry News Coverage from the Middle East and North Africa**

**Products**

January/February	March/April	May/June
<p><b>CHEMICAL, PETROCHEMICAL &amp; REFINERY</b></p> <p><b>Featured Coverage</b></p> <ul style="list-style-type: none"> <li>Food &amp; Beverage Processing</li> <li>Seals &amp; Bearings</li> </ul> <p><b>Trade Show Coverage</b></p> <ul style="list-style-type: none"> <li>Gulfood</li> <li>Middle East Turbomachinery Symposium (METS)*</li> </ul> <p><b>Deadlines</b> Editorial 13 October 2014 Ads/Artwork 12 December 2014</p>	<p><b>OIL &amp; GAS</b></p> <p><b>Featured Coverage</b></p> <ul style="list-style-type: none"> <li>THE COST OF CLEAN WATER (Water-Energy Nexus)</li> </ul> <p><b>Trade Show Coverage</b></p> <ul style="list-style-type: none"> <li>Offshore Technology Conference (OTC)*</li> <li>International Water Summit*</li> <li>WETEX*</li> <li>The Big 5 Saudi</li> </ul> <p><b>Deadlines</b> Editorial 4 December 2014 Ads/Artwork 16 February 2015</p>	<p><b>DESALINATION &amp; WATER TREATMENT</b></p> <p><b>Featured Coverage</b></p> <ul style="list-style-type: none"> <li>CHEMICAL PUMP SOLUTIONS</li> <li>Cybersecurity</li> </ul> <p><b>Trade Show Coverage</b></p> <ul style="list-style-type: none"> <li>International Desalination Association 2015 World Congress*</li> <li>ACHEMA*</li> <li>Wasser Berlin*</li> <li>IFAT Eurasia (Turkey)*</li> </ul> <p><b>Deadlines</b> Editorial 23 March 2015 Ads/Artwork 20 April 2015</p>
<p>July/August</p> <p><b>WASTEWATER</b></p> <p><b>Featured Coverage</b></p> <ul style="list-style-type: none"> <li>Aftermarket Parts &amp; Services</li> <li>Motors &amp; Drives</li> </ul> <p><b>Trade Show Coverage</b></p> <ul style="list-style-type: none"> <li>WEFTEC*</li> </ul> <p><b>Deadlines</b> Editorial 24 April 2015 Ads/Artwork 26 May 2015</p>	<p>September/October</p> <p><b>BUILDING SERVICES</b></p> <p><b>Featured Coverage</b></p> <ul style="list-style-type: none"> <li>Power Generation</li> <li>Metals &amp; Mining</li> </ul> <p><b>Trade Show Coverage</b></p> <ul style="list-style-type: none"> <li>Turbomachinery/Pump Symposia*</li> <li>PowerGen Middle East/WaterWorld Middle East*</li> <li>Saudi Build 2015</li> </ul> <p><b>Deadlines</b> Editorial 22 June 2015 Ads/Artwork 19 August 2015</p>	<p>November/December</p> <p><b>OIL &amp; GAS</b></p> <p><b>Featured Coverage</b></p> <ul style="list-style-type: none"> <li>Water &amp; Wastewater</li> <li>Food &amp; Beverage Processing</li> </ul> <p><b>Trade Show Coverage</b></p> <ul style="list-style-type: none"> <li>ADIPEC*</li> <li>Gulfood Manufacturing</li> </ul> <p><b>Deadlines</b> Editorial 4 August 2015 Ads/Artwork 25 September 2015</p>

\*Trade Show Bonus Distribution

## DIGITAL REACH

**Website** [pumpsandsystems.com/mena](http://pumpsandsystems.com/mena)

The *Pumps & Systems* website is the most useful and comprehensive site in the global pump market, featuring content and resources that are not available elsewhere. MENA-specific pages will include news, technical features and case studies from the MENA region.

### E-Newsletters

- **Pump Users Digest MENA** is specific to the Middle East and North Africa regions and includes industry news, event listings, contracts & orders and mergers & acquisitions along with other relevant news.
- **Pump Users Digest**
- **Products for Pump Users**

### Digital Edition

The digital edition reaches more than 4,800 pump users worldwide.



For more information and to subscribe, visit [pumpsandsystems.com/mena/e-newsletter](http://pumpsandsystems.com/mena/e-newsletter).

# PUMPS & SYSTEMS

The Leading Magazine for Pump Users Worldwide

## MENA

**Sales Office** | Pumps & Systems MENA

2126 McFarland Boulevard East, Suite A • Tuscaloosa, Alabama 35404 USA  
+1 205-345-0477

**Editorial Production Office** | Cahaba Media Group

1900 28th Avenue South, Suite 200 • Birmingham, Alabama 35209 USA  
+1 205-212-9402

**Michelle Segrest**

+1 205-314-8279

msegrest@pump-zone.com

@michellesegrest

**Michael Lambert**

+1 205-314-8274

mlambert@cahabamedia.com

@PumpsMENA

**Alecia Archibald**

+1 205-278-2843

aarchibald@cahabamedia.com

@AleciaArch

## CONTACT SALES

**Greg Meineke**

VP of Sales

+1 205-314-8260

gmeineke@cahabamedia.com

**Derrell Moody**

+1 205-345-0784

dmoody@pump-zone.com

**Mary-Kathryn Baker**

+1 205-345-6036

mkbaker@pump-zone.com

**Mark Goins**

+1 205-561-6414

mgoins@pump-zone.com

**Garrick Stone**

+1 205-561-2601

gstone@pump-zone.com

**Addison Perkins**

+1 205-561-2603

aperkins@pump-zone.com

## PRINT ADVERTISING RATES (ALL PRICES IN USD)

### FULL COLOR RATES

	1x	3x	6x
Two-Page Spread	US\$ 8,250	US\$ 7,835	US\$ 7,562
Back Cover	US\$ 7,700	US\$ 7,700	US\$ 7,700
Full Page	US\$ 5,651	US\$ 5,354	US\$ 5,000
2/3 Page	US\$ 3,954	US\$ 3,746	US\$ 3,558
1/2 Page Vertical	US\$ 3,525	US\$ 3,339	US\$ 3,161
1/2 Page Horizontal	US\$ 3,325	US\$ 3,159	US\$ 2,961
1/3 Page	US\$ 2,638	US\$ 2,499	US\$ 2,374
1/4 Page	US\$ 2,375	US\$ 2,250	US\$ 2,137

Preferred Position: Add 10% to Display Rate

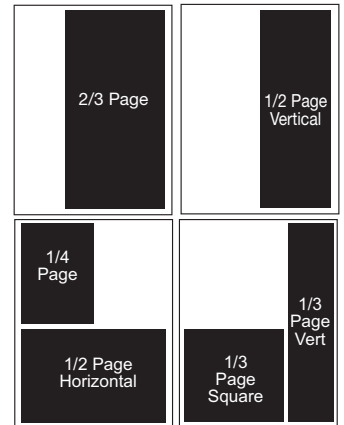
### MARKETPLACE RATES

	1x	3x	6x
1 col x 2.54 cm	US\$ 195	US\$ 175	US\$ 165
1 col x 5.08 cm	US\$ 295	US\$ 265	US\$ 250
1 col x 7.62 cm	US\$ 395	US\$ 355	US\$ 335
1 col x 10.16 cm	US\$ 495	US\$ 445	US\$ 420
2 col x 5.08 cm	US\$ 595	US\$ 535	US\$ 500
1 col = 5.175 cm	2 col = 11.43 cm		

### PRINT AD SIZES

	Width cm	x	Height cm
Full page – Trim size	20.6375	x	27.6225
Full page – Bleed	21.2725	x	28.2575
Two-page spread – Trim	41.275	x	27.6225
Two-page spread – Bleed	42.545	x	28.2575
2/3 Page	11.43	x	24.13
1/2 Page Horizontal	17.78	x	11.43
1/2 Page Vertical	8.5725	x	24.13
1/3 Page Vertical	5.715	x	24.13
1/3 Page Square	11.43	x	11.43
1/4 Page	8.5725	x	11.43

Keep live material at least 0.635 cm from the edge of full page and two-page spread ads.



### DIGITAL FILE SUBMISSION REQUIRED.

High-Resolution PDF using X3 or Press Quality default settings.  
Do NOT include registration or crop marks within the bleed area.

## DIGITAL ADVERTISING RATES

[pumpsandsystems.com](http://pumpsandsystems.com)

NET RATES PER 1,000 IMPRESSIONS

Leaderboard	US\$ 150	728 x 90 px
Rectangle	US\$ 125	300 x 250 px
Banner	US\$ 100	960 x 65 px
Tile Ad #1 – #4	US\$ 75	120 x 90 px

Web display ads are also available for a flat rate per month. Call your account executive for details. All ads sold in rotation.

### Job Shop

30-Day Listing || US\$ 450

### Manufacturer & Supplier Directory

Advanced Listing	US\$ 2,500 per year
Standard Listing	US\$ 595 per year

### E-Newsletters All Banners 468 x 60 pixels

#### Pump Users Digest-MENA

NET RATES PER ISSUE	Banner #1	US\$ 1500
	Banner #2	US\$ 1200
	Banner #3	US\$ 800
	Banner #4	US\$ 600

#### Pump Users Digest

NET RATES PER ISSUE	Banner #1	US\$ 2,000
	Banner #2	US\$ 1,800
	Banner #3	US\$ 1,440
	Banner #4	US\$ 1,200

#### Products for Pump Users

NET RATES PER ISSUE	Listing	US\$ 995
	Includes a product image, a short description and a link to your website.	