

PUMPS & SYSTEMS[®]

MEDIA GUIDE 2024

297,572 MONTHLY AUDIENCE REACH

116,768
Magazine subscribers + pass-alongs

60,600
Newsletters:
Pump Users Digest +
Products for Pump Users
+ Pump Industry Insider

120,204
Website
unique visitors

Source: Publisher's Data.

Magazine data is Jan-June 2023 average. Newsletters and website are Q2 2023 averages. Pass-along data is Baxter Research June 2023. No attempt has been made to eliminate duplication across different channels.

+79,180 SOCIAL REACH



10,069



11,110



57,129



872

Source: Publisher's Data, August 2023

No attempt has been made to eliminate duplication across different channels.

OUR SUBSCRIBERS

are primarily **Engineers, Operations & Maintenance Professionals**

TOP INDUSTRIES

- Water/Wastewater
- Oil & Gas
- Consulting
- Chemicals
- Manufacturing,
- Mining
- Engineering & Construction
- Rental & Aftermarket
- Pharmaceuticals & Cosmetics
- Food & Beverage
- Power Generation
- Pulp & Paper

TOP PRODUCTS

Our Subscribers Plan to Purchase

Pumps Ancillary Products/Services

- Alignment Tools
- Mechanical Seals
- Bearings
- Motors & Drives
- Coatings
- Packaged Pumping Systems
- Compressors
- Predictive/Preventative Maintenance
- Couplings
- Pulsation Dampeners
- Filtration Systems
- Replacement Parts
- Gears
- Safety Equipment & Apparel
- Heat Exchangers
- SCADA
- Hoses & Belts
- Seals/Gaskets/Packing
- Lubricants & Lubrication Systems
- Valves

Instruments, Controls & Monitoring

- Condition Monitoring Equipment
- Flow Meters
- Controls
- Pressure Gauges & Sensors
- Cooling Systems

89%

of P&S subscribers took purchasing action in the past year.

-Baxter Research,
June 2023

	FEATURE/SPECIAL SECTION	KEY DATES	INDUSTRIES COVERED	FEATURED TOPICS	KEY WORDS
JAN	FEATURE STATE OF THE INDUSTRY SPECIAL SECTION Motors & Drives	TRADESHOWS *AHR Expo Chicago, IL • Jan. 22-24 AD CLOSE 11/28/23 EDITORIAL CLOSE 10/5/23	Wastewater Oil & Gas HVAC	Market Predictions Global Industry Analysis Artificial Intelligence HVAC	Regulations, Sensors, Submersible Pumps, Chopper/Grinder Pumps, VFDs, Motor Efficiency, Refinery Processes, Upstream
FEB	FEATURE FOOD & BEVERAGE SPECIAL SECTION Instrumentation, Controls & Monitoring	AD CLOSE 1/3/24 EDITORIAL CLOSE 11/17/23	Food & Beverage Water Construction	Valves & Actuators Sanitary Pumps Parallel Pumps 3D Printing	Peristaltic Pumps, Metering Pumps, IIoT, Sensors, Mixers, Viscosity, Predictive & Preventative Maintenance, Centrifugal Pumps, PD Pumps
MARCH	FEATURE AFTERMARKET SPECIAL SECTION Sealing Solutions	AD CLOSE 1/31/24 EDITORIAL CLOSE 12/13/23	Aftermarket Power Generation Pulp & Paper	Retrofitting Boiler Feed Pumps Hydrogen Pumping Coatings	Reverse Engineering, Parts Replacement, Seals, Bearings, Slurry Pumps, Corrosion Resistance, Cooling Towers, Packing, Gaskets
APRIL	FEATURE OIL & GAS SPECIAL SECTION Predictive & Preventative Maintenance	TRADESHOWS *OTC Houston, TX • May 6-9 AD CLOSE 2/28/24 EDITORIAL CLOSE 1/10/24	Oil & Gas Wastewater Chemical	Pressure Gauges & Switches Packaged Pumps Cavitation & Air Entrainment Compressors	Downstream, Midstream, Upstream, Diaphragm Pumps, Submersible Pumps, Sensors, SCADA, Remote Monitoring
MAY	FEATURE POTABLE WATER SPECIAL SECTION Valves & Actuators	TRADESHOWS *AWWA/ACE Anaheim, CA • June 10-13 AD CLOSE 3/27/24 EDITORIAL CLOSE 2/7/24	Water Chemical Groundwater/ Stormwater	Centrifugal Pumps Desalination PFAS Vertical Turbine Pumps	Clean Water, Centrifugal Pumps, Positive Displacement Pumps, Water Treatment, Water Treatment & Infrastructure, AODD Pumps
JUNE	FEATURE MOTORS & DRIVES SPECIAL SECTION Seals & Bearings	TRADESHOWS NFPA Orlando, FL • June 17-19 *EASA Las Vegas, NV • June 23-26 AD CLOSE 4/24/24 EDITORIAL CLOSE 3/6/24	Aftermarket Food & Beverage Power Generation	Vibration & Alignment SCADA NPSH	Positive Displacement Pumps, VFDs/VSDs, Magnetic Drives, Sensors, IIoT, SCADA, Remote Monitoring, Sealing, Packing

FREE AD STUDY see page 6

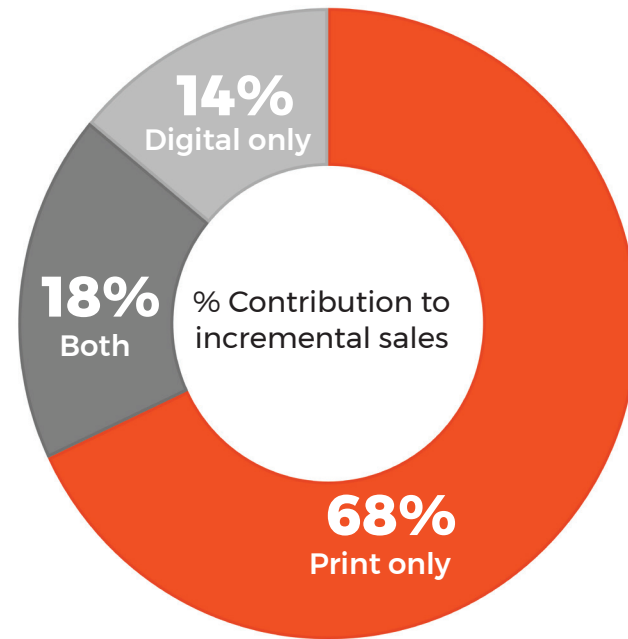
FREE AD STUDY see page 6

	FEATURE/SPECIAL SECTION	KEY DATES	INDUSTRIES COVERED	FEATURED TOPICS	KEY WORDS
JULY	FEATURE CORPORATE CAPABILITIES SPECIAL SECTION Industry Veterans	AD CLOSE 5/22/24 EDITORIAL CLOSE 4/3/24		Industry Survey Regulations Workforce Development Training	Recruitment & Retention, Company Profiles, Standards, Government Regulations, Workforce Statistics
AUG	FEATURE PUMP SYSTEM OPTIMIZATION SPECIAL SECTION Pumping Hazardous Liquids	TRADESHOWS *TPS Houston, TX • Aug. 20-22 AD CLOSE 6/24/24 EDITORIAL CLOSE 5/6/24	Oil & Gas Aftermarket Pulp & Paper	Condition Monitoring Submersible Pumps Mechanical Seals Vacuum Pumps	Sensors & Controls, Reliability, Vertical Turbine Pumps, Rotary Vane Pump, Centrifugal Pumps, Sustainability, PD Pumps
SEPT	FEATURE WASTEWATER SPECIAL SECTION Remote Monitoring	TRADESHOWS *WEFTEC New Orleans, LA • Oct. 5-9 AD CLOSE 7/25/24 EDITORIAL CLOSE 6/6/24	Wastewater Water Mining & Dewatering	Rental Equipment Aeration Systems Positive Displacement Pumps Mixers	Submersible Pumps, Chopper Pumps, Grinder Pumps, Centrifugal Pumps, Progressive Cavity Pumps, Positive Displacement Pumps
OCT	FEATURE CHEMICAL PROCESSING SPECIAL SECTION Motors & Drives	AD CLOSE 8/26/24 EDITORIAL CLOSE 7/8/24	Pulp & Paper Chemical Construction	Harsh Conditions VFDs/VSDs Gaskets Pulp & Paper	PD Pumps, Diaphragm Pumps, Turbine Pumps, Peristaltic Pumps, Motors, VFDs, VSDs, Mag Drives, AODD Pumps, Eddy Current Drives
NOV	FEATURE SENSORS & MONITORING SPECIAL SECTION Groundwater/ Stormwater	TRADESHOWS *Pack Expo Chicago, IL • Nov. 3-6 AD CLOSE 9/25/24 EDITORIAL CLOSE 8/7/24	Water Agriculture Groundwater/ Stormwater	IIoT Cybersecurity Dewatering Pumps Magnetic Couplings	Alignment, Vibration Analysis, Flow Meters, Level Sensors, Submersible Pumps, Centrifugal Pumps, Pressure Sensors, Sewage Pumps
DEC	FEATURE POWER GENERATION SPECIAL SECTION Aftermarket + 10 to Watch	TRADESHOWS *NGWA Las Vegas, NV • Dec. 10-12 AD CLOSE 10/28/24 EDITORIAL CLOSE 9/9/24	Power Generation Wastewater Chemical	Multistage Pumps Cooling Towers Remote Monitoring	Nuclear Power Pumping, Mag Drive Pumps, Boiler Feed Pumps, Cooling Towers, Submersible Pumps, Chopper Pumps, Screw Pumps

86%

of consumers who do not consider economic downturns when making purchase choices are magazine readers.

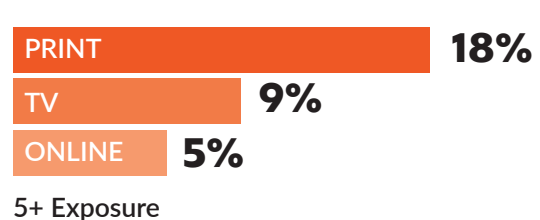
- 6 out of 7 print magazines have an increased YoY renewal rate as well as an increased price per copy, showing consumers appreciate, demand and are willing to pay for magazine content.



On average, across six categories, only 5% of households reached were exposed to both print and digital campaigns; however, this group accounted for 18% of the sales lift, indicating the strength of a cross-channel campaign.

- Those exposed exclusively to print represent the greatest contribution to incremental sales (68%), and the majority of the household reach.
- Households exposed only to the digital campaign elements accounted for 14% of the total sales lift.

FREQUENCY DRIVES PURCHASE INTENT

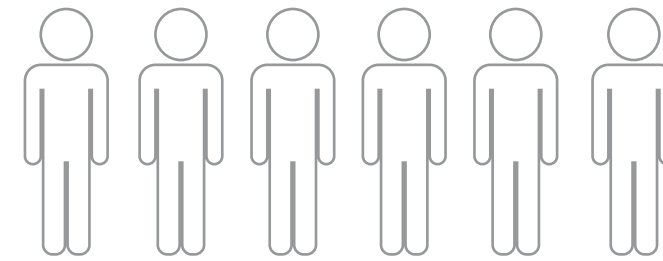


FREQUENCY IN PRINT MEDIA YIELDS HIGHER PURCHASE INTENT THAN ONLINE OR TV.

Print ads get the right message to the right audience, which is why they are more effective at driving sales than ads in other media. What's more, increased frequency of exposure significantly heightens purchase intent.



ADVERTISING IN PRINT MAGAZINES IS MORE ENGAGING THAN OTHER MEDIA. MAGAZINES ARE +27% MORE LIKELY THAN WEBSITES AND +49% MORE LIKELY THAN TV NETWORKS TO INCREASE CONSUMERS' DESIRE TO BUY PRODUCTS.



WITH AN AVERAGE OF 6 READERS PER COPY, MAGAZINES PROVIDE HIGHLY SHARABLE CONTENT AND CONTINUE TO DRIVE SALES

DELIVERS NEW BUYERS

Print magazines are proven to deliver the highest independent sales lift across categories. On average, print magazine media delivers 34% of new buyers who have not purchased a measured product in the past year.

PRINT ADS OUTPERFORMED OTHER MEDIA BY AN AVG. OF 30 PERCENT

Advertisers benefit from print magazines' efficiency, reaching 221 million consumers.

MORE CHANNELS = MORE SALES LIFT

"Pumps & Systems has been great at allowing us to find different vendors and services we were unaware of."
- Maintenance Supervisor

"I refer to the publication all the time to learn about existing and new products."
- Engineer

"I learn so much from P&S. It is THE publication to read in our industry."
- Assistant General Manager

"I find P&S very useful for keeping abreast of the industry and many useful troubleshooting and maintenance tips."
- Project Manager

"I review and study the technical articles, saving them for future reference when the situation arises. I also share articles with our team when I believe it will help them understand a technical topic. For instance, I found the series on NPSH very helpful and have referenced the articles many times since they were published. I also look for advancements in the industry and the latest trends in new products."
- Sales Engineer

"Pumps & Systems magazine provides me with information that helps me in keeping an aging facility operating with minimal expenditures."
- PDM Coordinator

"Very useful, used as the basis for QA/QC reviewing design of pumps & piping systems."
- Engineer

Baxter Research Reader Feedback, June 2023

*Data sourced from Page Four Media, Power of Print

FULL COLOR RATES (NET)

	1x	3x	6x	12x
Two-Page Spread	\$10,070	\$9,570	\$9,090	\$8,185
Full Page	\$8,350	\$7,935	\$7,540	\$6,785
2/3 Page	\$6,390	\$6,075	\$5,770	\$5,195
1/2 Page	\$5,650	\$5,370	\$5,105	\$4,595
1/3 Vertical	\$4,670	\$4,440	\$4,220	\$3,800
1/3 Square	\$3,805	\$3,620	\$3,440	\$3,100
1/4 Page	\$3,200	\$3,035	\$2,885	\$2,600

- Premium positions: Add 10% to display rate, +15% for BC, IBC and IFC positions.
- No spot coloring.
- We reserve the right to reject contracted ads based on content.

MARKETPLACE ADVERTISING RATES (NET)

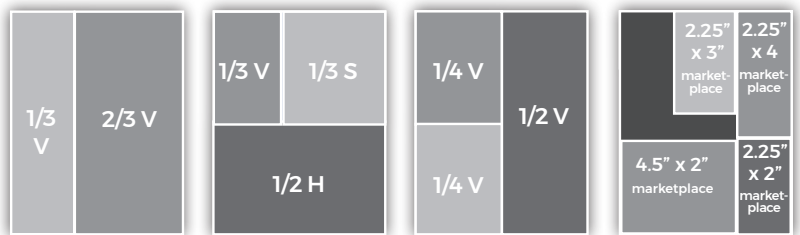
	1x	3x	6x	12x
2.25" x 2"	\$555	\$530	\$505	\$460
2.25" x 3"	\$805	\$770	\$735	\$660
2.25" x 4"	\$1,115	\$1,060	\$1,008	\$910
4.5" x 2"	\$1,115	\$1,060	\$1,008	\$910

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 account representative for more information and pricing.

LIVE AREA

Advertisers are encouraged to keep live material at least 0.25" from the edge of full-page and two-page spread ads. Crop and registration marks should be outside bleed area.



PRINT AD SIZES

	Width (in)	x	Height (in)
Full Page – Trim	7.875	x	10.5
Full Page – Bleed	8.125	x	10.75
Live Area for Full-Page Ad	7.375	x	10
Two-Page Spread – Trim	15.75	x	10.5
Two-Page Spread – Bleed	16	x	10.75
2/3 Page	4.5	x	9.5
1/2 Page Vertical	3.375	x	9.5
1/2 Page Horizontal	7	x	4.5
1/3 Page Vertical	2.25	x	9.5
1/3 Page Square	4.5	x	4.5
1/4 Page	3.375	x	4.5

PRINT AD SPECS

Binding: Saddle Stitch - Line Screen: 150

DIGITAL FILE SUBMISSION REQUIRED

All files should be CMYK. Artwork received with RGB or spot colors will be converted to CMYK before publication.

PDF (PREFERRED FILE TYPE)

- Use PDF X3 or press quality default settings to exact ad size without crop marks.
- Export all full pages and two-page spreads to bleed size and without any crop or bleed marks. Under the "Marks and Bleeds" tab, uncheck any marks and check "Use Document Bleed Settings."

INDESIGN

- Package or collect for output (including all screen and printer fonts), as well as all images.
- If emailing, compress files before attaching.

ILLUSTRATOR

- Convert all text to outlines. No spot colors.
- Save as an Illustrator EPS. CMYK color mode.

PHOTOSHOP

- Save as EPS, TIF or PDF.
- CMYK only – no RGB.
- File must be 300 dpi at the size it is to be used.

► **UPLOAD YOUR PRINT AD FILES TO**
pumpsandsystems.com/digital-upload

FREE TO PRINT ADVERTISERS STUDY | ADVERTISING EFFECTIVENESS AND READERSHIP STUDIES

How effective is your advertising? To help you learn the answer to this important question, Pumps & Systems invests in adViewPro™ studies from the Baxter Research Center. Unlike other magazines, we don't require a minimum number of insertions for our ad studies. Instead, advertisers with a 1/3 page or larger in the March and October issues receive that full report at no additional charge. Plus, our exclusive agreement with Baxter Research Center means that you can't get this rich data from any competing magazine. Ask us for a sample report, and you'll see what we mean. Advertising is expensive, and it can be difficult – or impossible – to know whether the money you're spending is accomplishing your marketing mission. adViewPro™ studies take the uncertainty out of your marketing investment by providing clear answers to critical questions.

For more information on this service, contact your account executive.



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.

RATES PER MONTH	DISPLAY ADS (NET)		
RATES PER MONTH	■ Billboard Package		\$3,305
	Top Banner (on site)	970 x 250	
	Waterfall Banner (on site)	728 x 90	
	Rectangle (on mobile)	300 x 250	
	■ Leaderboard Package		\$1,655
	Waterfall Banner (on site)	728 x 90	
Rectangle (on mobile)	300 x 250		
■ Rectangle 1 (on site + mobile)	300 x 250	\$1,655	
■ Rectangle 2 (on site + mobile)	300 x 250	\$1,300	
■ Rectangle 3 (on site + mobile)	300 x 250	\$885	

All ads sold in rotation

RATES PER MONTH	CONTENT MARKETING (NET)		
RATES PER MONTH	■ Social Media Promo Package		\$1,700
	■ Trade Show Video		\$2,600
	■ Custom Research		Contact your account executive
	■ Podcast Sponsorship		\$2,600
	■ Online Sponsored Content Promotion		\$3,120
			\$5,825 - includes e-blast

RATES PER YEAR	MANUFACTURERS DIRECTORY (NET)		
RATES PER YEAR	Basic Listing		Free
	Company name, address, phone and fax		
	Gold		\$2,500

logo, website and email links, links to company articles in P&S, company profile, video & images, social media links

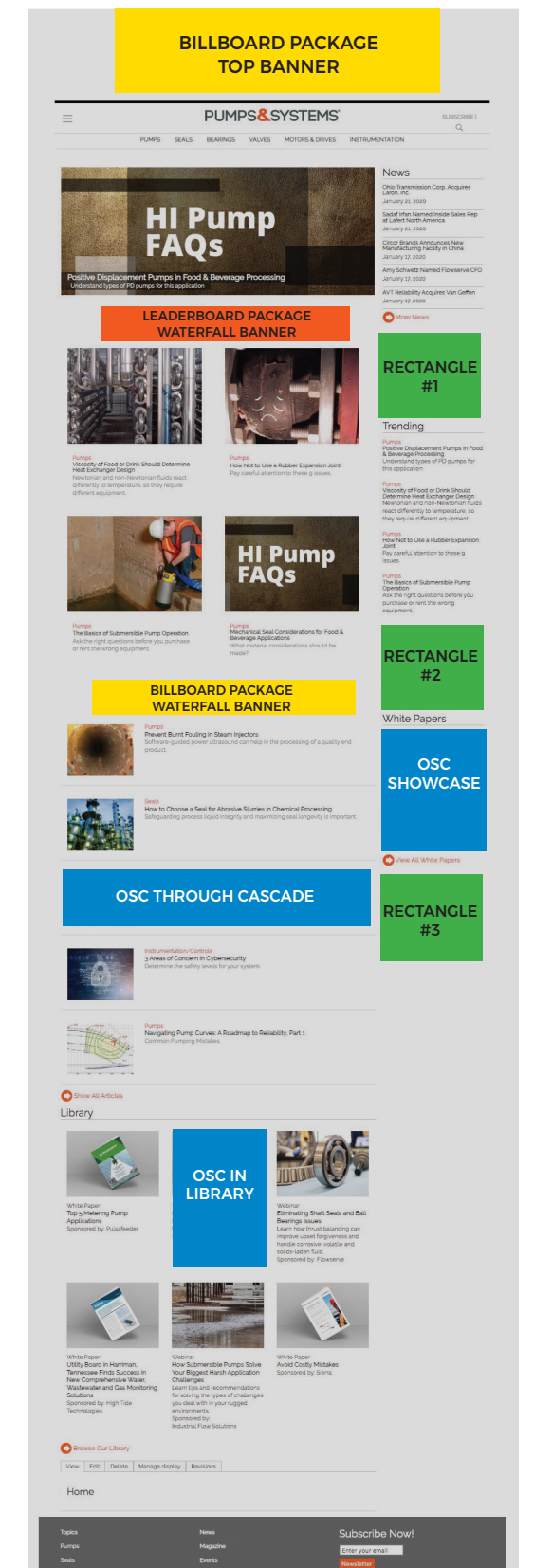
DIGITAL FILE REQUIREMENTS FOR WEBSITE ADS

Website ads may be GIF, JPG, PNG, HTML5 or third-party tags that are accepted by Google Ad Manager. HTML5, third-party tags and rich media ads must all serve from secure (https) servers. Third-party impression tracking and click tags are acceptable.

Digital ad file size no larger than 50 KB; Billboard 970x250 max file size: 200 KB; Recommended animation length: 15 seconds and 18 FPS; Rich media and video initial load: 50 KB; Subsequent polite file load: 100 KB; User-initiated file load: 1 MB

We reserve the right to either reject or downsize files submitted that are larger than the requirements stated above.

► **UPLOAD YOUR WEB & NEWSLETTER AD FILES TO**
pumpsandsystems.com/digital-upload



PUMP USERS DIGEST

Work anywhere with Dell Rugged. Even here.

Are Predictive Analytics Truly Predictive?

Unplanned downtime is one of the largest pain points for industrial manufacturers today, costing them an estimated \$50 billion each year. The risk is even greater for process manufacturing, where a critical equipment failure could result in the loss of an entire batch, environmental hazards or safety risks. The adoption of digital technologies promises to mitigate these threats by forecasting equipment failures in advance and catching faults before they lead to unscheduled shutdowns. [Read on.](#)

Optimization of Pumping Systems

Selecting the pump that best fits a given hydraulic system and the control methods of the pump systems offer large energy savings. Pumps consume between 20 to 60% of the total electricity usage of many industrial, water and wastewater facilities. The energy saving opportunity has an impact on the profitability of the named industries, and it is also important in reducing carbon dioxide (CO2) emissions. [Learn more.](#)

Products for Pump Users

AUGUST 16, 2022

This free monthly newsletter showcases the latest pumps, motors, seals, instrumentation and other ancillary products that keep your pump systems running smooth.

ASC Engineered Solutions Introduces New Butterfly Valve

The new figure 1700G grooved end butterfly valve is offered in 2"-12" sizes and is designed for use in standard mechanical system applications up to 200 psi and temperatures ranging from -20°F to 275°F. [MORE DETAILS](#)

ElectricPAK

Streamlined Experience from Selection to Startup

ElectricPAK™ delivers more than just a modular design that can arrive on-site and startup quickly. It also offers a streamlined experience to configure and quote an electric package in minutes, no waiting for a callback. [MORE DETAILS](#)

Hitachi Industrial Equipment & Solutions America, LLC

Water Hammer Protection
Broken Pipe or Loss of Prime Protection
Sensor Failure Protection
Easy PID

Contact Hitachi for your Pump VFD application questions! [MORE DETAILS](#)

Know Your Machine From Every Angle

With Generation XT, you can measure from shaft to belt alignment, vibration checks, straightness and fitness, and digital precision level—all can help to identify and eliminate machinery failure! Watch video from LUDECA. [MORE DETAILS](#)

INSIDER PUMPS & SYSTEMS

U.S. Steel Market Continues Downward Trend

The U.S. steel industry is weakening as the threat of a recession looms, while Chinese OCTG (oil country tubular goods) suppliers are becoming more open to price flexibility overseas as domestic demand falls and inventory stacks up. [Read more.](#)

Submersible Motors Used in Wastewater Treatment

Submersible motors are not like other induction motors. They are specifically designed to safely operate in and under water. Their rugged construction, secure sealing and protective safety monitoring provides long life and safe operation with pump equipment. When specifying a submersible motor, it's important to consider the application and key design features. [Learn more here.](#)

What We're Watching

Ingersoll Rand Closing in on 2 Acquisitions

Chad Thompson Joins SJE as Regional Sales Manager for the Southeast

WAGO Promotes Jesse Cox to Director of Automation Sales Engineering and Development

Sundyne Appoints Victoria Moshavhili as Director of Corporate Development & Strategic Analysis

Emerson Opens Gas Analysis Solutions Center

Improving Reliability of Feedwater Pumps for Flexible Operation in Power Generation

FREE September 30 12 p.m. CDT

Operational flexibility has become a key requirement, and for operators with plants originally designed for baseload operation, this has proven to be a challenge. Boiler feedwater pumps are critical equipment for the balance of plant, thus design upgrades to existing equipment can enhance their operational flexibility and help operators respond to market requirements without impacting plant lifetime.

In this webinar, you'll learn more about:

- Boiler feedwater pump design features for flexible power plant operation
- Reliability improvements for older designs of boiler feedwater pumps
- Pump energy audit processes and retrofit solutions for energy optimization

Register at: pumpsandsystems.com/webinars

Speakers

Mark Alvarado, Senior Specialist in Charge after working for 17 years as a mechanical submersible engineer in Spain for Flowserve. He also has experience as an application engineer in the service division with SRT, and a test engineer with WEGE. Spain's national university company. Mark holds a master's degree in mechanical engineering from Madrid Polytechnic University.

Robert Kuhn, Head of Engineering, Assembly Equipment Services, Pump Services, Sulzer. Robert joined Sulzer in 2016 as head of engineering for the pump services of the Asia-Pacific region, based in China. He also has experience as a mechanical services engineer and engineering manager in the Middle East, and as a project manager in the service, repair and upgrade projects in France and Africa. Robert holds a master's degree in mechanical engineering from Aix en Provence University.

Example of webinar full-page promotion

Reach your target audience with **Pump Users Digest**. Content includes original features, how-tos, basics, trends, industry news and event listings. (Deploys 2x/week)

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

Created specifically for executives at OEMs and distributors, **Pump Industry Insider** includes exclusive news coverage and market analysis of the pump manufacturing industry. (Deploys 1x/week)

Example of webinar e-blast

Improving Reliability of Feedwater Pumps for Flexible Operation in Power Generation

Boiler feedwater pumps are critical equipment for balance of plant.

FREE September 30 12 p.m. CDT

REGISTER

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WEBINARS WORK

Each event includes a 45-minute presentation and a 15-minute Q&A session—all moderated by our editors. Produce an unparalleled editorial message and we'll promote you as the foremost authority on your topic. Your webinar will reach your target audience and generate hundreds of leads. Your marketing campaign is designed and implemented by our team of professionals.

Includes:

- Full-page ad in Pumps & Systems magazine
- Ads on pumpsandsystems.com
- Promotion on P&S social media channels
- Placement in Pump Users Digest newsletters
- Targeted e-blasts to our event list subscribers

Use our list to reach your potential customers. We'll send direct e-blasts to an average list of up to 36,000+* subscribers. You'll extend your reach even after the webinar with on-demand playback on our website. For examples, visit pumpsandsystems.com/webinars.

RATES PER DEPLOYMENT	PUMP USERS DIGEST NEWSLETTER (NET)		
	1x	6x	12x
728 x 90 Leaderboard	\$1,665	\$1,330	\$1,165
Ad 1	\$2,315	\$1,850	\$1,620
Ad 2	\$1,655	\$1,325	\$1,160
Rectangle Ad (300 x 250 pixels) or Advertorial Ad (180 x 130 pixel image + 50-60 words)	\$2,315	\$1,850	\$1,620
Video Spotlight	\$2,315	\$1,850	\$1,620

DIGITAL FILE REQUIREMENTS FOR NEWSLETTER ADS

Newsletter display ads should be a nonanimated GIF, JPG or PNG. Third-party impression tracking and click tracking strings are acceptable. File sizes no larger than 50 KB.

We reserve the right to either reject or downsize files submitted that are larger than the requirements stated above.

RATES PER DEPLOYMENT	PRODUCTS FOR PUMP USERS NEWSLETTER (NET)		
	1x	3x	6x
Product Listing	\$1,160	\$ 925	\$ 810
Special WEFTEC Edition	\$1,160	\$ 925	\$ 810

Includes product 180x130 pixel product image, a short description and a link to your website.

RATES PER DEPLOYMENT	PUMP INDUSTRY INSIDER NEWSLETTER (NET)	
	Leaderboard Ad (728 x 90 pixels)	\$1,095
Rectangle (300 x 250 pixels) or Advertorial Ads (180 x 130 pixel image + 50-60 words)		
Ad #1	\$ 750	
Ad #2	\$ 405	

► **UPLOAD YOUR WEB & NEWSLETTER AD FILES TO pumpsandsystems.com/digital-upload**

67% said they had engaged with webinars over the past 12 months—a significant increase from last year's 57%.

Source; 2022 B2B Content Preference Survey Report

TESTIMONIAL:

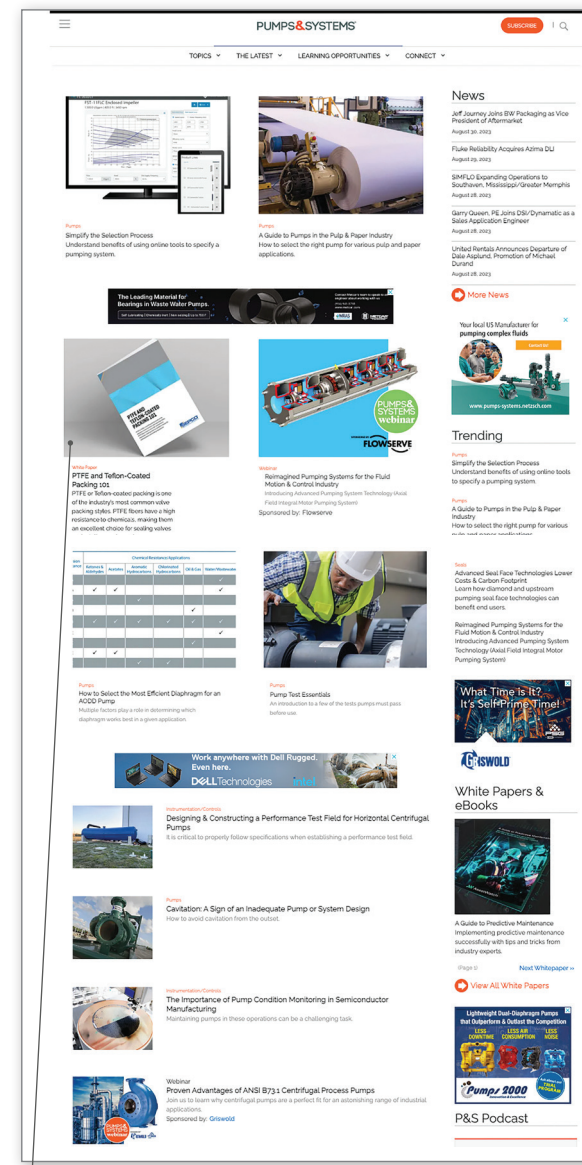
"Our webinar and corresponding e-book promotion we did in conjunction with Pumps & Systems was one of our most successful promotions of 2023. The audience for the webinar was extremely engaged by our content. The reason for doing these types of events is to create new leads, interest and awareness in your products and services. With those as our KPI goals, our webinar promotion with Pumps & Systems was certainly a great success. We will no doubt do more events with them in the future."

Fritz Schweigert, Marketing Manager at Bently Nevada

* Publisher data September 2023



Example of white paper landing page



Example of white paper listing

ONLINE SPONSORED CONTENT WHITE PAPERS, CASE STUDIES, E-BOOKS & VIDEOS

Reach your target audience and capture quality leads with information our subscribers are looking for. Your content should provide valuable resources to help subscribers understand an issue, solve a problem or do their jobs better. This can include explaining a certain product, service, technology or methodology.

Includes:

- Lead data available through required registration
- Prominent promotion on pumpsandsystems.com
- Promotion in our newsletter
- Promotion on P&S social media channels (LinkedIn, X/Twitter, Instagram and Facebook)

RATES PER PROMOTION	ONLINE SPONSORED CONTENT	
	White Paper/Case Study/E-Book/Videos	
	Promotion (estimated 50+ leads)	\$3,120
	Promotion with e-blast to P&S subscribers (estimated 100+ leads)	\$5,825
	Limited inventory available.	

***55% of marketers rely more on content to research and make B2B purchase decisions than they did last year.**

- Webinars: 67%
- E-books: 56%
- White papers: 52%
- Research/survey reports: 55%
- Blog posts: 54%
- Case studies: 46%

*Source: 2022 B2B Content Preference Survey Report

HERE ARE JUST A FEW OF THE BRANDS WE WORK WITH



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ADVERTISER TESTIMONIALS

"We work with thousands of publications, but our clients get the best results from Pumps & Systems. It's their customers' go-to resource for reliable, relevant information. Thanks to Mark and the team, Pumps & Systems offers our clients the most effective and efficient way to reach their target audience. And the best part...our ROI is high because they get leads that convert."

-Jamie Grabert, President/Co-founder, The Consultancy Group

"Pumps & Systems never fails to provide the highest quality content across the board—no matter if it is on the website, email newsletter, whitepaper, print magazine or in the podcast interviews. Pumps & Systems editors, contributors and associates always brings us the latest industry news, trends, and topics relevant to our business. We make Pumps & Systems an important part of our marketing mix every month."

-Scott Hasson, VP Sales & Marketing, Lohre & Associates

The positive response we received from our advertisement in Pumps & Systems was amazing. We received inquiries from all over the world. Money well spent in my opinion. I'll be sure to use them again.

-Denny Lawrence, President & CEO, Tesla Disk Pumps