

# valveuser Magazine

## Media Guide 2017

*Valve User Magazine* is the magazine of the British Valve and Actuator Association (BVAA). It has become the premier specialist journal for the Valve and Actuation industry.

Editorial is reserved for members of BVAA only, as they subsidise the cost of production. Advertising is accepted from members, and non-members who supply the industry. Members advertising is heavily discounted.

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### Issue Planner

Issue:

40

Restricted editorial

**Editorial deadline:** 3<sup>rd</sup> January

**Advert deadline:** 10<sup>th</sup> January

**Release date:** 21<sup>st</sup> February

**BVAA Annual Review 2016**

Distributed with Process Engineering Magazine

*10,000+ additional copies distributed with the mailing list.*

**Editorial deadline:** 4<sup>th</sup> April

**Advert deadline:** 11<sup>th</sup> April

**Release date:** 16<sup>th</sup> May

**Water Industry Special**

Distributed at BVAA Spring Conference

Issue:

41

Issue:

42

Restricted editorial

**Editorial deadline:** 4<sup>th</sup> July

**Advert deadline:** 11<sup>th</sup> July

**Release date:** 22<sup>nd</sup> August

**Oil & Gas Industry Special**

Distributed at SPE Offshore Europe.

*Oil & Gas focused section for member articles and adverts*

**Editorial deadline:** 3<sup>rd</sup> October

**Advert deadline:** 10<sup>th</sup> October

**Release date:** 21<sup>st</sup> November

Distributed at BVAA Annual General Meetings

Issue:

43

## Advertising Rates 2017

<b>BVAA Valve User Magazine</b>	<b>Members</b>	<b>Non-Members</b>
Thumbnail Advert <i>(H:99mm x W:50mm)</i>	£105+VAT	£210+VAT
Quarter A4 page <i>(H:148.5mm x W:105mm)</i>	£235+VAT	£470+VAT
Half A4 page <i>(Horizontal – H: 148.5mm x 210mm) Vertical – H: 297mm x W105mm)</i>	£410+VAT	£820+VAT
Full A4 page <i>(H: 297mm x W:210mm)</i>	£590+VAT	£1180+VAT
Back page	£330+VAT	Not available
Article front cover feature box + website homepage	£265+VAT	Not available

<b>Valveuser.com Website</b>	<b>Members Only</b>
Sponsored logo on homepage <i>12-month contract only.</i>	£75+VAT PCM
Featured articles and website homepage	£75+VAT PCM

<b>BVAA Website</b>	<b>Members</b>	<b>Non-Members</b>
Sponsored logo on homepage <i>12-month contract only</i>	£150+VAT PCM	Not available
Job seeker	£00.00	£500+VAT
Job vacancy	£00.00	£500+VAT

## Advert Specification Sheet

All artwork to be supplied as a composite **PDF**. Word, Quark, EPS & TIF files will **not** be accepted. Advertisers to supply complete, ready-for-use artwork in electronic format.

*BVAA can arrange artwork preparation, subject to a management fee.*

Please check and ensure the following:

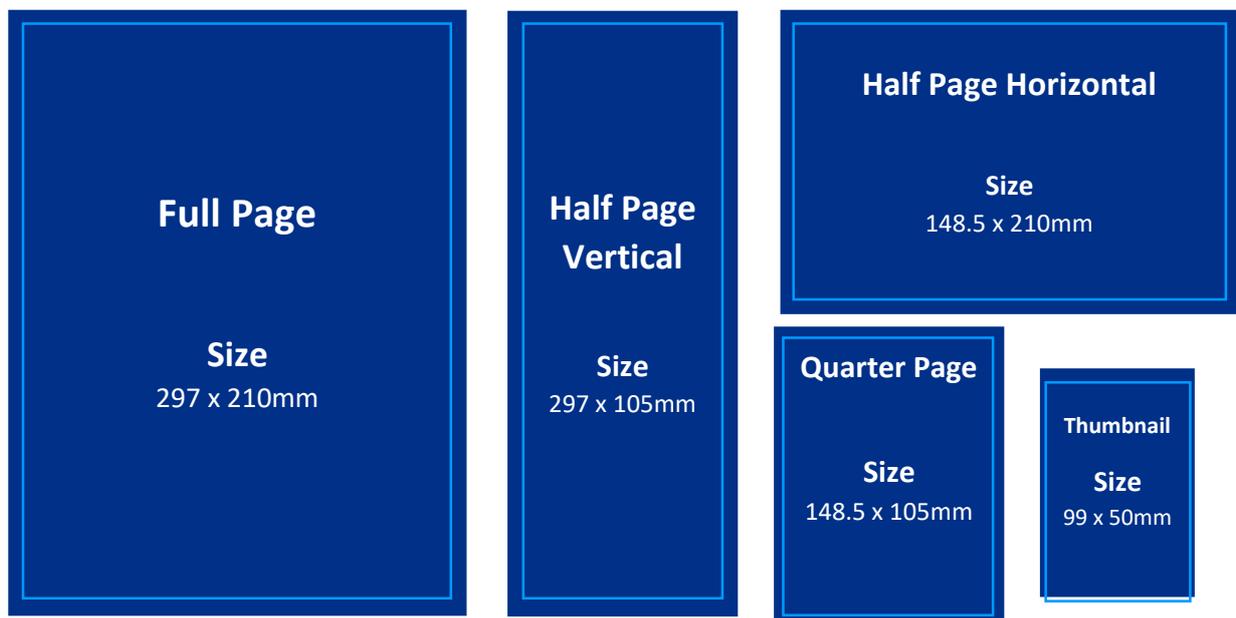
- **Adobe Acrobat 7.0 compatible. Only version 1.3 files and above will be accepted.**
- **All colours at CMYK & RGB only. Anything else will not be accepted.**
- **Page is the correct size and rotation.**
- **All fonts are embedded and subset. All fonts are Type 1 only.**
- **All images are high resolution (300dpi).**
- **Overprint settings are correct – if you are unsure, files can be tested at [www.pass4press.com](http://www.pass4press.com)**

The PDF  
remains the  
responsibility  
of the creator.

The PDF  
must be  
100% of the  
final size.

We cannot be  
held responsible  
for any colour  
or content  
mismatches.

**All adverts are to be supplied with a 3mm bleed and crop marks.**



## Editorial Specification Sheet

Valve User Magazine is issued as a hard-copy magazine, and an E-magazine. It is subject to certain pre-print and printing processes, using Apple Mac computers. This required the material from contributors to be provided in certain, non-negotiable formats.

**N.B. Any piece submitted for editorial will automatically be put on [www.valveuser.com](http://www.valveuser.com) and will remain in the website archives.**

### Text

Must be supplied in a properly formatted, editable format e.g. Microsoft Word. PDF and other formats will not be accepted. Text should already have been spell-checked, with any symbols such as ‘°’ (degrees), having been checked and corrected before submission. Please finish your article with your preferred contact details.

### Photographs

Must be supplied separately in a high resolution (2MB+) JPEG format. Anything less than 0.5MB will not be suitable for print purposes. Poor, low resolutions images reflect badly both on the magazine and more importantly, on the contributor. Additionally, low resolution photographs limit the size that the picture will be printed. Photographs taken from mobile phones, websites and copied in to the article will not be acceptable for print purposes.

**N.B. Check the image size before sending to BVAA**

**N.B. If you are using stock images, please ensure it has full licensing rights, otherwise it will not be accepted.**

### Amount of editorial permitted

BVAA members can submit **two free of charge** pieces of editorial per issue per fee-paying member company. The articles should be approximately 400 words accompanied by 1-2 images. A third piece may be offered if it meets the **BVAA Master Class** criteria, i.e. it is of an educational or deeply technical nature, predominantly text based, longer and does not contain ‘hard selling’.

### Restricted editorial

Due to the growing popularity of both BVAA membership and contribution to the magazine, certain issues will be restricted to **one piece of free of charge** editorial per fee-paying member company, instead of the usual two. The exception to this rule will be for members who have a **paid advertisement** of any size in the issue, or a member who is willing to pay a fee of **£100+VAT** for a second editorial in the magazine. This rule has been introduced to help BVAA cover the costs of popular issues and those where we are charged by weight for insertions with other magazines.

### Editorial prerogative

Submission of material should not be taken as a guarantee of inclusion. Every care is taken to try and separate direct competitors’ editorial and advertisements; however, with 200+ members, 5 different advertisement sizes, varying editorial length and multiples of 4 pages, this **cannot be guaranteed**.

**BVAA reserved the right to correct, amend and otherwise edit the material as it sees fit and to suit the circumstances, Editorial is not returned to contributors for final approval.**

*All contributors are referred to the Disclaimed and Copyright notice carried on page 4 of issues of Valve User Magazine.*

## Readership Figures

The readership figures for Valve User changes weekly. The minimum regular readership numbers are as follows:

**1010** of BVAA's members subscribe to Valve User Magazine

**2495** non-members subscribed to Valve User Magazine

**1131** readers subscribe to the E-version of Valve User Magazine

**10,000+** subscribers of Process Engineering Magazine receive a copy of Valve User Magazine

+ thousands more magazines get distributed at BVAA and Industry events throughout the year, not forgetting the hundreds of attendees for our training courses.

Additionally, this year, Valve User Magazine will be distributed at SPE Offshore Europe 2017; which last year had 55,000+ attendees.

## Industries Covered:

