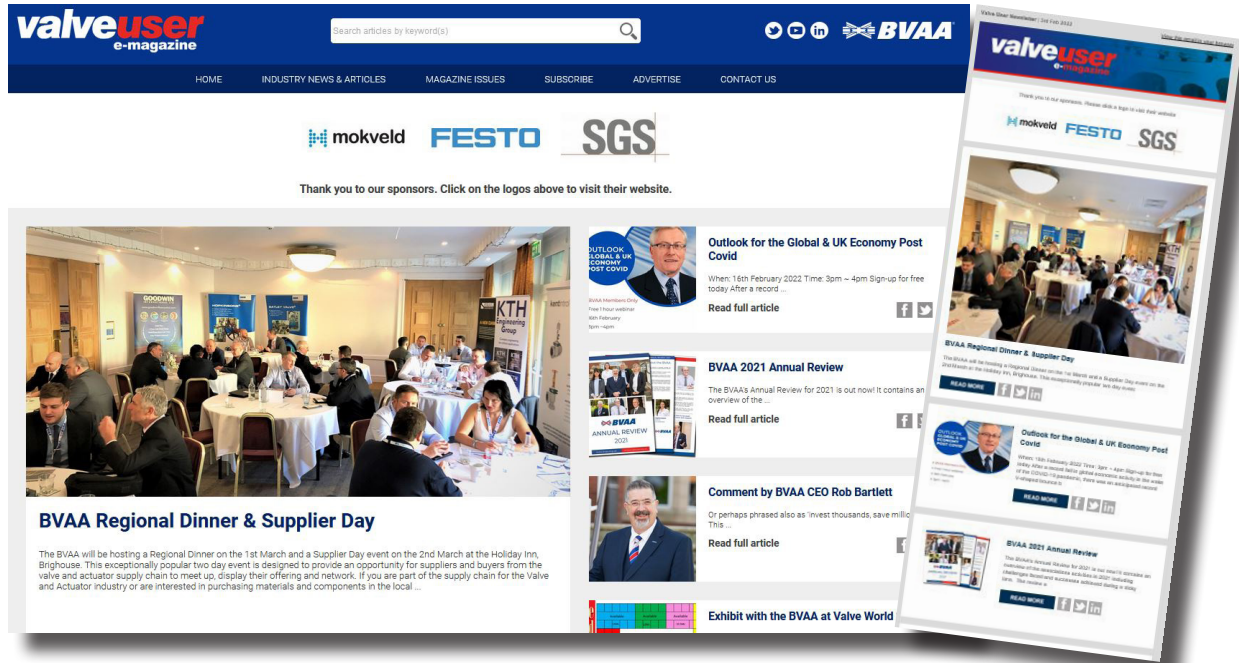


VALVE USER E-MAGAZINE MEDIA GUIDE 2022

INCREASE DIGITAL REACH IN THE MONTHLY E-MAGAZINE FOR THE VALVE AND ACTUATOR INDUSTRY



Valve User e-magazine is delivered monthly by the British Valve and Actuator Association (BVAA). Valve User e-magazine has become the premier digital hub for the Valve and Actuation industry. Editorial and advertising is strictly reserved for members of the BVAA only. Advertising is heavily discounted and editorial remains FREE with membership.

Distributed digitally on a monthly basis to thousands of opted-in recipients.

Valveuser.com remains the premier source of industry news and information, as well as updates concerning the BVAA and our wider membership.

All articles include your company contact details with links to your website and social media channels where applicable. We encourage members to make the most of this service and avenue of digital promotion.

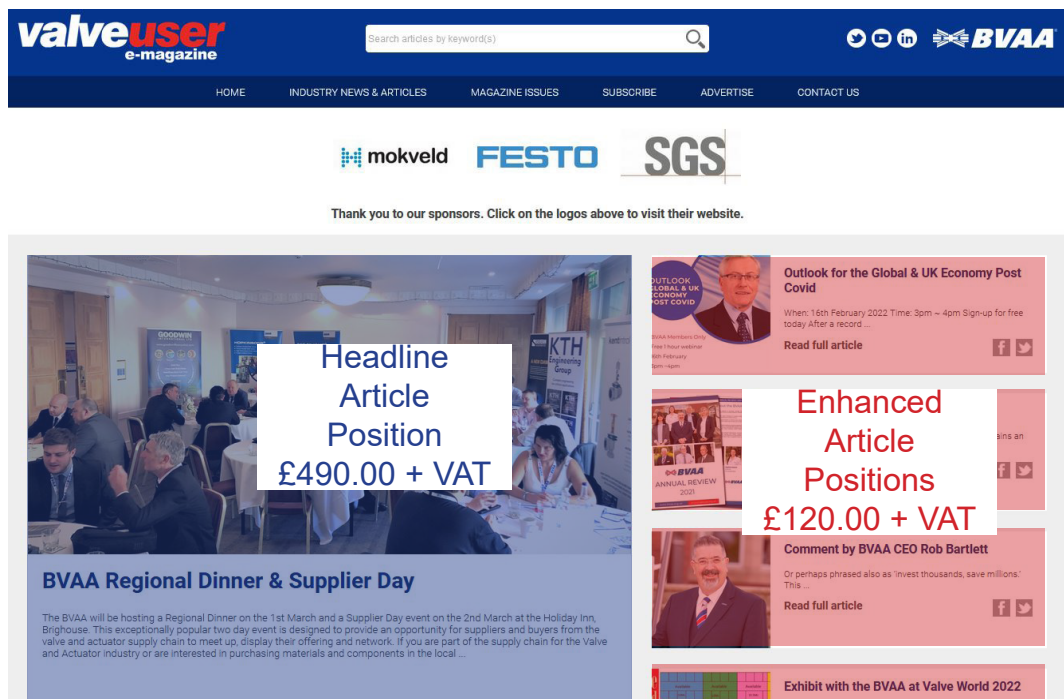
Member Costs

Headline Article Feature: £490 Enhanced Article Feature: £120
Only 1 available per e-magazine. Only 4 available per e-magazine.

Advertising is available to members of the Association only.

CONTACT
JANE@BVAA.ORG.UK OR
CALL **01295 221 277** FOR MORE INFORMATION

FEATURE ARTICLE SPECIFICATION



WEBSITE



E-MAGAZINE

When booking a Headline or Enhanced Article position these are placed at the top of the publication in prime positions. This is featured both on the e-magazine and the website (www.valveuser.com).

There is only 1 x Headline spot and 4 x Enhanced spots available per issue and these are sold on a first come, first serve basis.

Material must be supplied if ordering an Enhanced or Headline article. This includes 400 words of text and at least one high resolution image (format: jpeg) for inclusion.

Please be aware that following booking it is the responsibility of the client to provide subsequent material for inclusion.

Please see following page for editorial deadlines and more information about editorial specification.

Enhanced or headline bookings cannot be deferred. Valve User e-magazine will be delivered as monthly e-shots to our readership as well as displayed on our website Valveuser.com which sees thousands of monthly visitors.

E-MAGAZINE EDITORIAL DEADLINES

Editorial Deadline Schedule 2022

Issue No.	Date to Submit	Release
Issue 71	21st February	1st Week in March
Issue 72	23rd March	1st Week in April
Issue 73 - Print	8th April	May Print Magazine
Issue 74	23rd May	1st Week in June
Issue 75	23rd June	1st Week in July
Issue 76	23rd July	1st Week in August
Issue 77	23rd August	1st Week in September
Issue 78	23rd September	1st Week in October
Issue 79 - Print	1st October	November Print Magazine
Issue 80	23rd November	1st Week in December

EDITORIAL SPECIFICATION



EDITORIAL SUPPLIED AS A WORD DOCUMENT



IMAGES SUPPLIED AS A JPEG FILE

EMAILED TO [JANE@BVAA.ORG.UK](mailto:jane@bvaa.org.uk)

Editorial is strictly reserved for BVAA members only. Any piece submitted for editorial will also 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.

Each article should be approximately 400 words with 1-2 Images. Images need to be a minimum of 300 dpi and submitted as a jpeg.

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 (any logos featured must be the fee-paying member). We encourage inclusion of any LinkedIn or social media links to promote and maximise your brand and open all contact opportunities.

The BVAA can offer editorial drafting assistance please email jane@bvaa.org.uk for more information.

N.B. Check the image sizes before sending to BVAA.

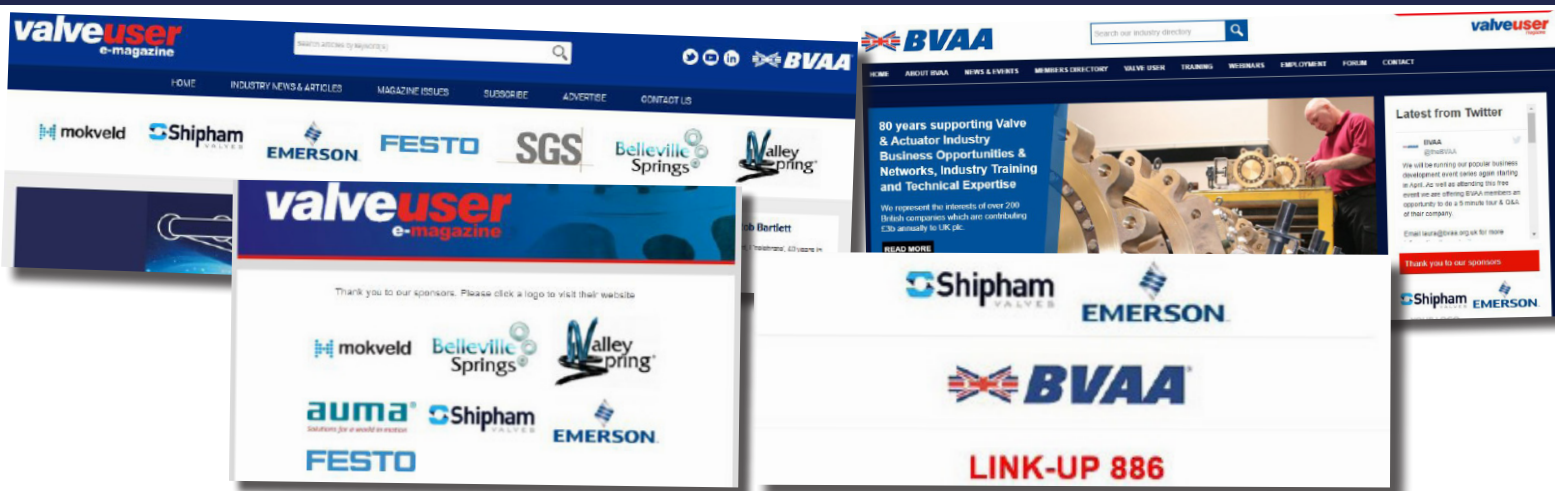
N.B. Please note we cannot accept stock images. Any images supplied must have full licensing rights from the contributor.

N.B. BVAA assumes, unless expressly stated to the contrary, the contributor gives the BVAA their permission for the BVAA to use the imagery in other materials.

A reminder that submitting editorial for the e-magazine is both FREE and UNCAPPED for members. This is a fantastic free tool to distribute your brand digitally so do remember to forward to us when updating your blogs or announcing news.

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.

WEB LOGO SPONSORSHIP



We also offer web sponsorship accross all BVAA channels. This means your logo will appear on our websites and external outlets. These are reserved for BVAA members only and offer tremendous digital exposure with backlinks to your website. Increase your web traffic today with the BVAA.

Prices

Sponsored logo on **www.valveuser.com** & **Valve User e-magazine** header:

- (6 month contract) - £130 + VAT pcm = £780 + VAT
- (12 month contract) - £100 + VAT pcm = £1,200 + VAT

We also offer web logo sponsorship on **www.bvaa.org.uk** & regular **Link-up Newsletters**:

- (6 month contract) - £200 + VAT pcm = £1,200 + VAT
- (12 month contract) - £180 + VAT pcm = £2,160 + VAT

We are offering a deal: if you book 12 month logo sponsorship on all outlets this will be just £3,000.00 + VAT.

Looking at one member who took out a year of web sponsorship from December 2020 to December 2021 they received **4692 clickthroughs to their website**. The same member only had 562 clickthroughs to their website from the Member Directory over the same time period so this shows a huge benefit of booking web sponsorship as opposed to just being present on the Member Directory.

When considering our web traffic you can also expect a high number of impressions and clickthroughs to your website.

- www.valveuser.com sees an average 5,000 monthly visitors & Valve User e-magazine goes directly into the inbox of 3,000 opted in recipients.

- www.bvaa.org.uk sees an average 4,000 monthly visitors & Link-up Newsletter is a daily publication to all BVAA members (currently just under 800 opted in recipients).

If this is of interest or you would like further information about our web sponsorship please do not hesitate to get in contact by emailing **jane@bvaa.org.uk**.