



WORLD PUMPS

Media Information 2011

- Print and online coverage of *World Pumps* and related topics
- Webinar and online programs proven to deliver leads and extend marketing reach
- Global circulation

www.worldpumps.com

Reaching the right audience

Published since 2001, **World Pumps** magazine is circulated to 13,165* recipients in more than 180 countries and has a truly international audience.

The demand for authoritative coverage of what's hot in the pumps' market is greater than ever. **World Pumps** is delivered in print and digital formats ensuring that our readers, the purchasers you want to reach, receive the latest business information in the format of their choice.

As news in the industry moves quickly, we of course have a website – www.worldpumps.com – which includes news developments within pumps, as well as financial and business information.

Targeted audience

All of **World Pumps** readers have specifically requested the magazine and meet our strict circulation criteria.

Some of the industry sectors we target include: oil & gas, water & wastewater, energy efficiency, corrosive handling, power generation, pharmaceuticals, food & drink, HVAC, construction and de-watering.

Spending power

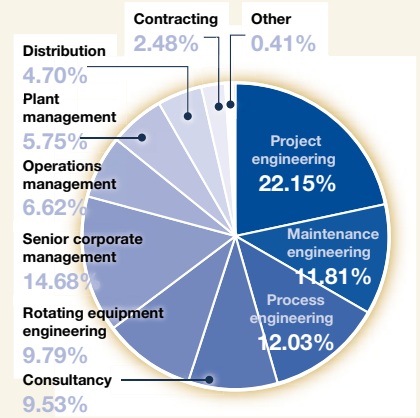
This circulation is precisely researched and segmented so we know that **World Pumps** reaches senior managers, project developers and specifiers and engineers with influence within the industry sectors that you target.

Both the magazine and [worldpumps.com](http://www.worldpumps.com) have gained a reputation for delivering high quality information valued by the global pumps industry. The scope of coverage can be extended to encompass any new technologies and developments that are introduced into the market.

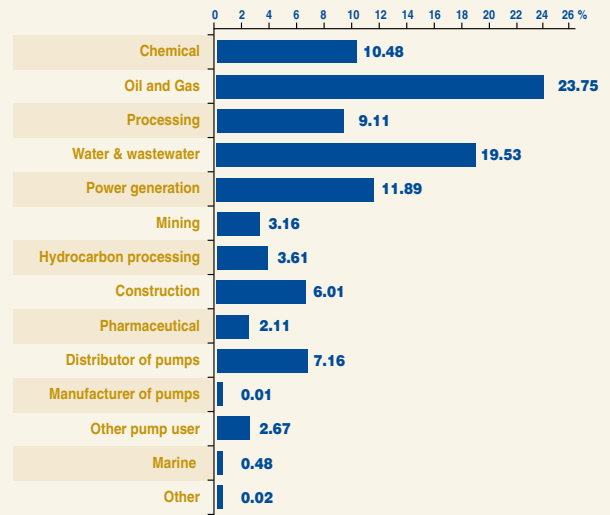
Choosing **World Pumps** as your marketing channel gives you the opportunity to position your brand next to the most respected name in the global renewable energy publishing market.

*December 2010 figures. Publisher's own data. Data contained in visual representations includes analysis of bonus circulation.

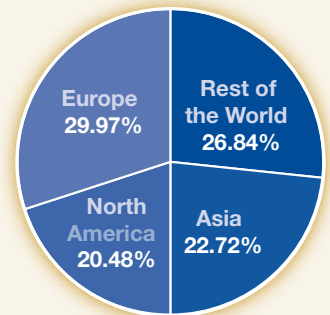
Job Function*



Industry Sector*



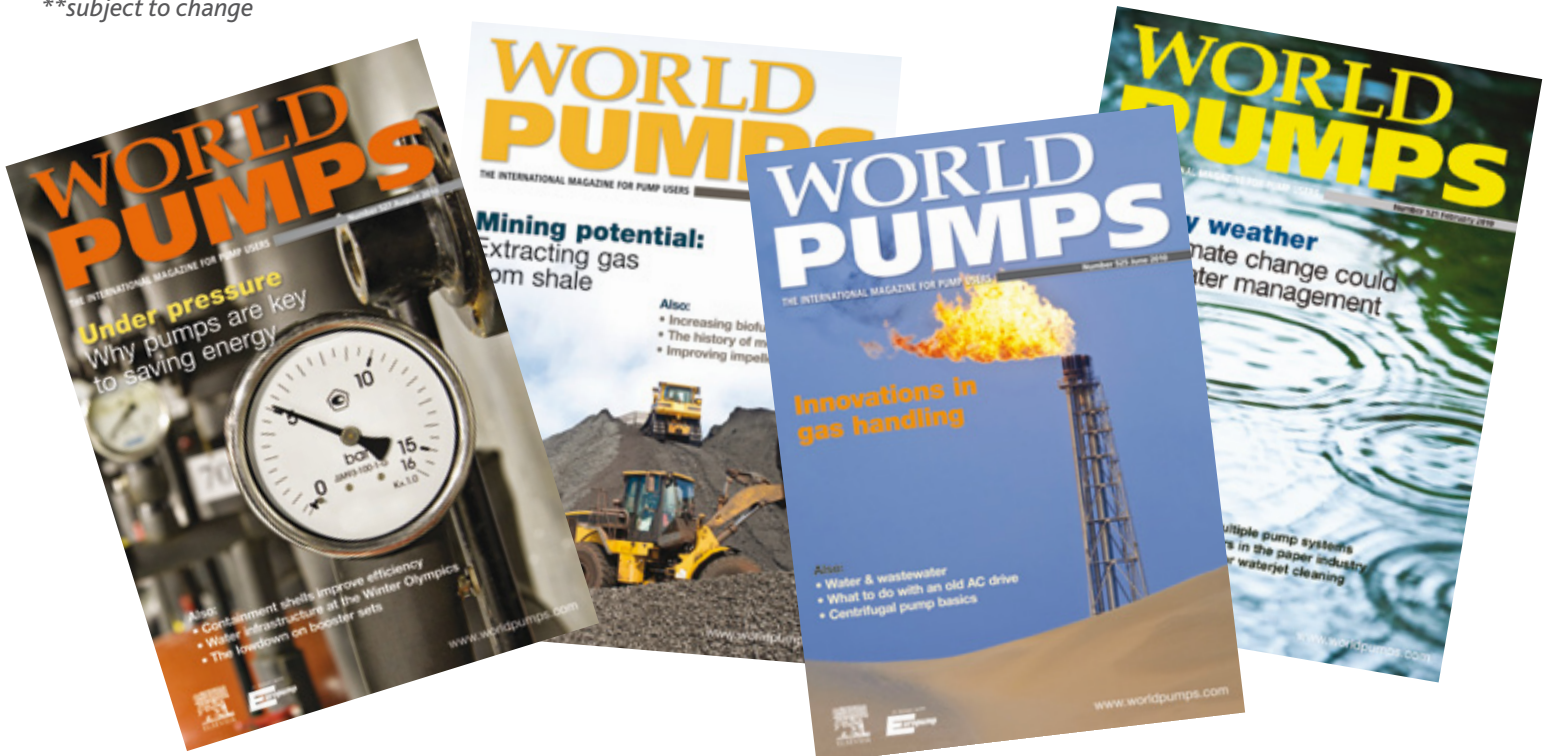
Geographical Breakdown*



Planned and provisional bonus distribution at major industry events **

8 - 10 February	Middle East Electricity - Dubai, UAE (January issue)
13 - 16 February	Pumps and Valves - Bangkok, Thailand, [January issue]
27 Feb - 2 March	The Big 5 - Saudi Arabia, UAE [February issue]
8 - 10 March	WETEX - Dubai, UAE [February issue]
8 - 11 March	WAQ Aquatech - San Antonio, Texas, USA [February issue]
4 - 8 April	Metropolitan Solutions - Hannover, Germany [March issue]
2 - 5 May	Wasser Berlin International - Berlin, Germany [April issue]
4 - 5 May	Algae World Europe - Madrid, Spain [April issue]
20 - 23 May	Middle East Petrotech - Bahrain, UAE [April issue]
7 - 9 June	Pumps, Valves and Pipes Africa - Johannesburg, South Africa [May issue]
4 - 8 July	Singapore International Water Week - Singapore [June issue]
12 - 15 September	Pump Users Symposium - Houston, Texas, USA [July – August issue]
16 – 18 October	Power Generation & Water Middle East - Abu Dhabi, UAE [September issue]
15 - 19 October	WEFTC - Los Angeles, USA [September issue]
1 - 4 November	Aquatech - Amsterdam, The Netherlands [October issue]
21 - 24 November	The Big 5 Exhibition - Dubai [October issue]

**subject to change



Editorial Calendar 2011

January

- Oil & gas
- Power generation

Ad Booking Deadline: 1st December 2010
Ad Material Deadline: 9th December 2010
Editorial Copy Deadline: 5th November 2010

February

- Water & wastewater
- Energy efficiency

Ad Booking Deadline: 14th January 2011
Ad Material Deadline: 17th January 2011
Editorial Copy Deadline: 26th November 2011

March

- Gas & fluid transportation
- HVAC

Ad Booking Deadline: 11th February 2011
Ad Material Deadline: 14th February
Editorial Copy Deadline: 7th January 2011

April

- Dewatering
- Pharmaceutical

Ad Booking Deadline: 9th March 2011
Ad Material Deadline: 11th March 2011
Editorial Copy Deadline: 4th February 2011

May

- Handling corrosives
- Non-metallic pumps

Ad Booking Deadline: 8th April 2011
Ad Material Deadline: 11th April 2011
Editorial Copy Deadline: 4th March 2011

June

- Water & wastewater
- Gas handling

Ad Booking Deadline: 9th May 2011
Ad Material Deadline: 11th May 2011
Editorial Copy Deadline: 1st April 2011

July – August

- Bio fuel handling
- Energy efficiency

Ad Booking Deadline: 8th July 2011
Ad Material Deadline: 11th July 2011
Editorial Copy Deadline: 3rd June 2011

September

- Water & wastewater
- Power Generation

Ad Booking Deadline: 8th August 2011
Ad Material Deadline: 10th August 2011
Editorial Copy Deadline: 1st July 2011

October

- Dewatering
- Solids handling

Ad Booking Deadline: 9th September 2011
Ad Material Deadline: 12th September 2011
Editorial Copy Deadline: 29th July 2011

November

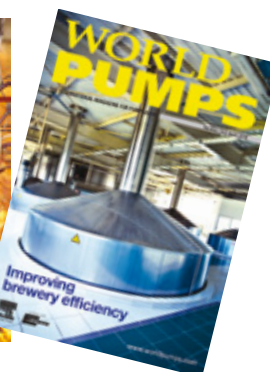
- Food & drink
- Chemical industry

Ad Booking Deadline: 3rd October 2011
Ad Material Deadline: 5th October 2011
Editorial Copy Deadline: 2nd September 2011

December

- Energy efficiency
- Construction

Ad Booking Deadline: 30th October 2011
Ad Material Deadline: 2nd November 2011
Editorial Copy Deadline: 30th September 2011



Print advert rates & specifications

Print specifications

Position	mm	Inches
Double Page Spread (Live type area)	258mm x 370mm	(10 1/8 x 14 5/8)
Double Page Spread (Trim)	297mm x 420mm	(11 1/16 x 16 4/16)
Double Page Spread (Bleed)	303mm x 426mm	(11 7/8 x 16 6/8)
Full Page (Live type area)	258mm x 185mm	(10 3/16 x 7 5/16)
Full Page (Trim)	297mm x 210mm	(11 1/16 x 8 4/8)
Full Page (Bleed)	303mm x 216mm	(11 7/8 x 8 1/8)
Half Page Horizontal	124mm x 185mm	(4 7/8 x 7 5/16)
Half Page Vertical	258mm x 86mm	(10 3/16 x 3 3/8)
Half Page Island	185mm x 124mm	(7 5/16 x 4 7/8)
Third Page Island	118mm x 116mm	(4 1/4 x 4 3/16)
Third Page Vertical	60mm x 258mm	(2 3/6 x 10 3/16)
Third Page Horizontal	185mm x 92mm	(7 5/16 x 3 9/16)
Quarter Page Standard	124mm x 86mm	(4 7/8 x 3 3/8)
Quarter Page Horizontal	60mm x 185mm	(2 3/8 x 7 5/16)
Quarter Page Vertical	258mm x 43mm	(10 3/16 x 1 11/16)

Advert copy requirements

Adverts should be supplied as Composite PDF version 1.3.

Please ensure that:

1. Artwork is within CMYK colour space
2. Image resolution is at least 300 dpi
3. Total ink coverage does not exceed 300%
4. Fonts are embedded and subsetted
5. Transparencies are flattened
6. No colour management profiles should be included, ie; ICC profiles.

We cannot accept artwork in Microsoft product formats.

Please note that:

- Overprint and knockout is the responsibility of the originator. If your requirements are outside of typical printer default settings (100% black set to overprint, and 100% white set to knockout) you must inform us.

Advertising rates

No of insertions	x1	x3	x6	x9	x11
Full Page	€5,439 \$5,937	€5,166 \$5,638	€4,893 \$5,344	€4,625 \$5,057	€4,352 \$4,762
DPS	€8,310 \$8,998	€7,896 \$8,487	€7,481 \$8,400	€7,066 \$7,649	€6,646 \$7,197
1/2 Page Island	€4,714 \$5,171	€4,478 \$4,680	€4,242 \$4,651	€4,005 \$4,394	€3,769 \$4,137
1/2 Page	€3,171 \$4,541	€3,013 \$4,315	€2,856 \$4,089	€2,693 \$3,858	€2,535 \$3,633
1/3 Page	€3,171 \$3,953	€3,013 \$3,753	€2,856 \$3,559	€2,693 \$3,360	€2,535 \$3,160
1/4 Page	€2,430 \$2,619	€2,310 \$2,488	€2,189 \$2,357	€2,063 \$2,226	€1,942 \$2,094
Special positions					
Inside back cover	€6,452 \$6,840	€6,132 \$6,499	€5,806 \$6,158	€5,486 \$5,817	€5,160 \$5,470
Inside front cover	€6,557 \$7,134	€6,231 \$6,793	€5,901 \$6,436	€5,575 \$6,063	€5,244 \$5,706
Outside back cover	€6,856 \$7,465	€6,515 \$7,092	€6,168 \$6,720	€5,827 \$6,347	€5,486 \$5,974
Corporate Profile	€18,054 \$19,509				
Product Showcase	€9,954 \$10,127				
Special colours extra charge	€1,433 \$1,653				

- We cannot accept responsibility for colour without a contact proof.

Method of supply

- FTP: <ftp://stsales@ftp.elsevier.com>
- Username: stsales
- Password: 5a135_ftp
- E-mail to adcopy@elsevier.com

Digital edition enhanced advertising

- Rich media - Files must be in 'shockwave flash' format - SWF or FLV. FLV files must have supporting content in a publicly accessible location. Max file size is 2MB, and cannot run for more than 30 seconds.

Artwork assistance

For customers needing assistance when submitting artwork: +44 (0)1865 843868.



Online marketing opportunities

Website

www.worldpumps.com reports on daily news and offers unique editorial content that reports on hot topics/issues and 'best practices' while serving as an effective vehicle for driving traffic to sponsors' sites.

Our website is complemented with electronic media solutions which deliver essential information to our readers in various forms, all of which produce measurable results.

• **Leaderboard/Skyscraper/'Button' ads:** banner ads are trackable, enabling sponsors to know how many visitors viewed their ad and clicked through to their site. The (3) ad sizes can be inserted on the home page as well as various sections of the website.

• **Ask the Experts:** this interactive forum provides sponsoring companies with a chance to answer questions from website visitors related to a specific product category, topic, or technology. Sponsors have the opportunity to provide their opinions and suggestions to queries posted in this section posted on the **www.worldpumps.com** home page, or respond to the person directly. Plus, your company and expert assigned to respond to questions gains additional exposure to site visitors.

• **Sponsored Newscast: World Pumps** broadcasts online newscasts each month on our website, presented by a member of our editorial team. Audio and corporate logos appear at the beginning of the broadcast to recognise your company as the sponsor. Your logo will also appear on the landing page and your website link will be accessible in the podcast tool. The newscast offers an excellent branding opportunity and exposure to **www.worldpumps.com** visitors while helping drive traffic to your site.



Ad specs	1 month	3 months	6 months	11 months
Leaderboard 728 x 90 (max 40kb, flash*, GIF or JPG file) (50% off for banners not on home page)	€1,915 \$2,541	€3,032 \$4,042	€5,544 \$7,392	€9,096 \$12,127
Large rectangle 336 x 280 (max 40kb, flash*, GIF or JPG file) (50% off for banners not on home page)	€2,777 \$3,325	€4,631 \$5,500	€7,491 \$9,680	€12,128 \$13,750
Button 150 x 100 (max 40kb, flash, GIF or JPG file) (50% off for banners not on home page)	€498 \$635	€829 \$1,008	€1,449 \$1,848	€2,478 \$3,034
Skyscraper 120 x 600 (max 40kb, flash, GIF or JPG file) (50% off for banners not on home page)	€1,785 \$1,942	€3,139 \$3,496	€5,460 \$6,405	€9,450 \$11,445
Page Peel One small image 75x75 pixels (only half of this area is used, with the top right triangle being the visible part) One bigger image, 500 x 500 (again, only top right triangle visible)	€1,228 \$1,542	€1,685 \$2,126	€2,147 \$2,703	

*All flash (swf) banners need to have clicking information embedded exactly as follows: on (release)

```
getURL (clickTag,"_blank")
```

All materials to be sent to samantha.amoroso@hudsonmedia.com 5 working days before the campaign's scheduled start, clearly stating campaign dates and client name.

Online marketing opportunities

Weekly e-newsletter

The **World Pumps** E-newsletter is the weekly news source for the pumps industry, keeping opt-in readers informed of the latest business news, regulatory updates, up-coming events, and other information.

Banner advertising opportunities such as a 'content box' allow you to promote a brand, service, new product or corporate initiative while driving traffic to your website. Results such as 'open' and 'click through' rates are trackable.

eReview (single-sponsored e-newsletter)

This service offers you an exclusive opportunity to send a timely, tailored email message to our opt-in e-newsletter database. We provide you with statistics on how many emails were viewed and the number of people who clicked on links to your website. An eReview is ideal for announcing new products, inviting customers to visit your booth at upcoming conferences, and special sales offers.

Option 1

World Pumps weekly e-newsletter subscriber list – your message will be broadcast to the 18,000 + opt-in recipients of the **World Pumps** e-newsletter.

Option 2

Select your own e-mail list – with guidance from the **World Pumps** sales manager, you can select names from the **World Pumps** e-mail database to send your message to. Selections can be made by industry type, geographical location and various other criteria.

Prices (per eReview)

1x rate	2x rate	3x rate
€2,674/\$3,675	€2,483/\$3,412	€2,293/\$3,150

Bespoke selection from magazine circulation:

€356/\$475 per 1,000 names. Minimum charge €712/\$950

World Pumps E-newsletter prices & specs

Ad specs	1 month	3 months	6 months	11 months
Banner 468 x 60 (max 40kb, GIF or JPG file)	€677 \$903	€1,929 \$2,572	€3,780 \$5,040	€6,237 \$8,316
Button 150 x 100 (max 40kb, GIF or JPG file)	€393 \$525	€975 \$1,300	€1,762 \$2,350	€2,677 \$3,570
Content Box (no more than 50 words) Logos no wider than 120 and no higher than 100 pixels	€476 \$635	€1,255 \$1,674	€2,344 \$3,118	€3,307 \$4,410

Specs

It could not be simpler - supply us with a 200-word HTML file and a subject line (40 characters max, including spaces).

All material to be sent to t.holland@husonmedia.com **5 working days** before the campaign's scheduled start clearly stating campaign dates, subject line and client name.

Please note: the more specific your selections, the smaller the final list will be. There is a minimum charge for list rental.

Job Board

Current **World Pumps** advertisers can now advertise job opportunities with your company on worldpumps.com. This is free of charge as long as you have booked advertising with us in the last 12 months. This will also be featured on the **World Pumps** e-newsletter.

If you are a non-advertiser, it is possible to advertise your vacancies on worldpumps.com and the **World Pumps** e-newsletter for a fee. Please see our rate card for details.

If you are a recruitment company, we can offer an attractive package of advertising, multiple job postings and inclusion in our e-newsletter.

We require the following information from you:

- **Job title** (e.g. Sales Engineer);
- 1 line description of job (e.g. Engineer sought to handle sales in Middle East by ITT);
- **basic outline of job** (no more than 150 words); including:
 - o activities
 - o experience
 - o qualifications
 - o Link to the full job profile and email address for candidate applications.
- **closing date for applications.**

Lead-generation programmes

Audio/visual podcasts

World Pumps offers an exclusive opportunity to communicate with industry professionals with buying power and generate leads via an audio/visual podcast. The subject matter, determined by the sponsor, can feature interviews with an editorial team member using corresponding photos and/or PowerPoint presentations.

Viewers are required to provide contact details before accessing the programme – which resides on www.worldpumps.com – and leads are forwarded to the sponsor. The podcast, downloadable to an MP3 player, is supported by marketing communications to drive viewers to watch and listen.

Sponsors are guaranteed a minimum of 100 leads per broadcast.



Cost per audio/visual podcast:

1x rate	2x rate	3x rate
€2,674/\$3,675	€2,483/\$3,412	€2,293/\$3,150

White paper downloads

One of **World Pumps'** most successful lead-generation programmes, white paper downloads, offer sponsors an opportunity to obtain contact details of industry members who access their technical article for free. The programme is promoted in a prominent section of the www.worldpumps.com home page for (3) months. **World Pumps** will promote the programme to its database providing additional branding exposure for sponsors – and guarantee at least 100 leads.

Cost per white paper download:

1x rate	2x rate	3x rate
€2,674/\$3,675	€2,483/\$3,412	€2,293/\$3,150

Video presentations

Your video will appear in a 'boom box' size space on www.worldpumps.com, providing you with valuable exposure to website visitors for (1) month while capturing leads from people who register to watch the programme.

World Pumps will promote the video to its database to drive more views and guarantee 50 leads per programme.

Cost per video presentation:

1x rate	2x rate	3x rate
€2,674/\$3,675	€2,483/\$3,412	€2,293/\$3,150

Sponsored business breakfast/luncheon

Are you interested in a forum that offers networking opportunities with potential new clients while having an opportunity to deliver (2) presentations to them?

World Pumps offers a 'Business Breakfast/Luncheon' programme which invites a targeted portion of our database to participate and provides a venue for a sponsor to meet with them in person.

Sponsors choose the venue, identify the demographic from the **World Pumps** database they want to invite, and select attendees from the acceptance list. This turnkey programme can be held over breakfast or lunch during a conference, or in a selected city, and is moderated by an editorial team member. Contact your **World Pumps** advertising representative for more details and pricing.

Lead-generation programmes

Webinars

- 200 leads guaranteed
- Best selling lead-generation programme

The **World Pumps** webinar series is an online 1-hour seminar designed to educate industry members about new technologies, 'best practices,' and hot topics/issues impacting the industry.

Sponsors have an opportunity to present their message to a captive audience and capture contact details of registrants online.

Webinars are marketed to qualified buyers of renewable energy related products/equipment/ services-sponsors are GUARANTEED at least 200 leads per programme. This full-service, turnkey programme is managed, hosted, and marketed by **World Pumps** and our editorial team will work with you to develop the topic and help recruit relevant speakers.

Contact a **World Pumps** sales representative for pricing and more details.

Note: Due to space availability, early bookings are strongly recommended.

Contact information

Advertising

Stuart Payne

UK, Europe and ROW

Tel: +44 (0)1932 564999

E-mail: stuart.payne@husonmedia.com

Christian Hölscher

Germany, Switzerland & Austria

Tel: +49 89 95002778

E-mail: christian.hoelscher@husonmedia.com

Dan Manioci

USA & Canada

Tel: +1 212 268 3344

E-mail: dan.manioci@husonmedia.com

Marketing/Circulation

Gaëlle Hull

Marketing Manager

Tel: +44 (0)1865 843793

Fax: +44 (0)1865 843971

Email: g.hull@elsevier.com

Editorial

Alan Burrows

Editor

Tel: +44(0)1865 843686

Fax: +44(0)1865 843973

E-mail: a.burrows@elsevier.com

Roisin Reidy

Business News Editor

Tel: +44 (0)1865 843695

Fax: +44 (0)1865 843973

E-mail: r.reidy@elsevier.com

Publisher

Greg Valero

Tel: +1 212 633 3105

Fax: +1 212 462 1915

E-mail: g.valero@elsevier.com

USA

Elsevier

360 Park Avenue South

New York, NY 10010

USA

E-mail: commercialsales@elsevier.com

Tel: +1 212 633 3100

UK

Elsevier

The Boulevard

Langford Lane, Kidlington

Oxford OX5 1GB

United Kingdom

E-mail: commercialsales@elsevier.com

Tel: + 44 1865 843 000

Europe & ROW

Elsevier

Radarweg 29

1043 NX Amsterdam

The Netherlands

E-mail: commercialsales@elsevier.com

Tel: +31 20 485 3039