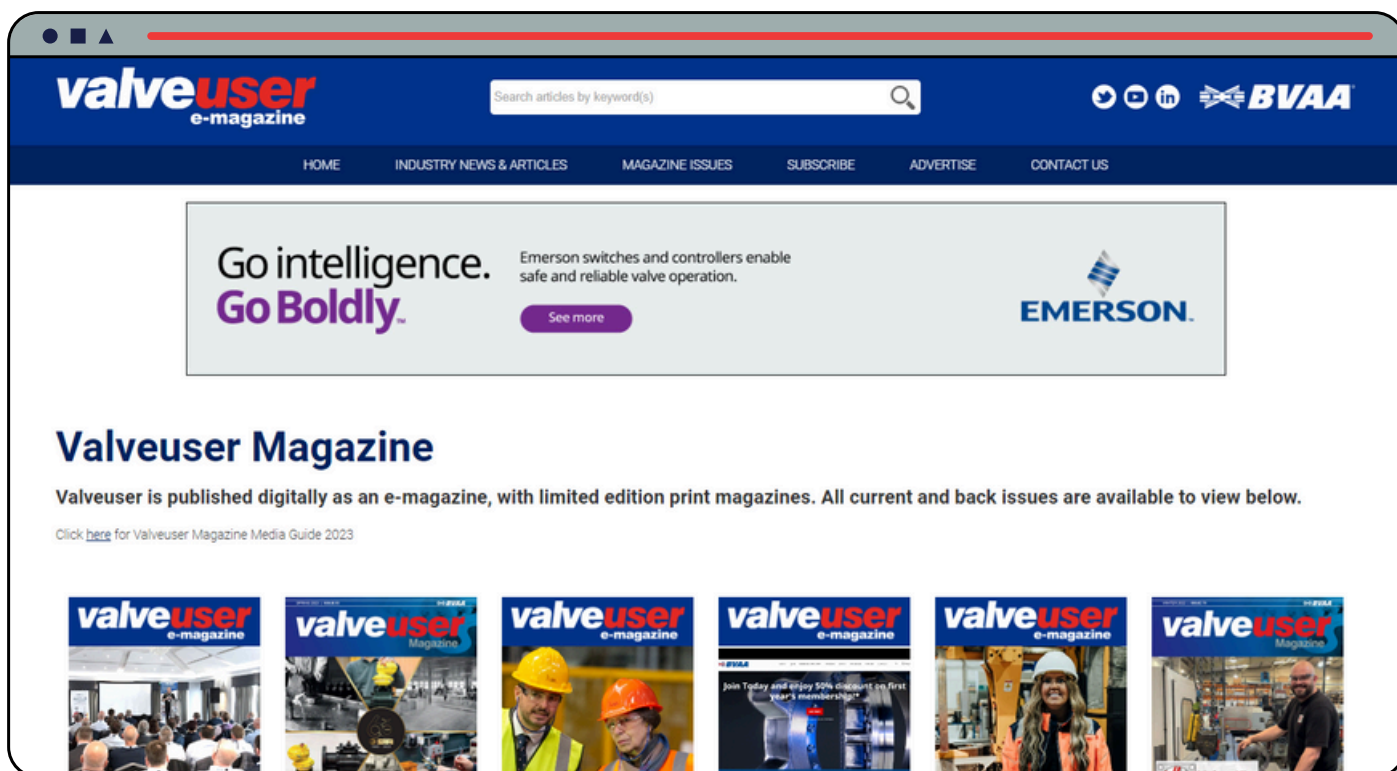


# Valveuser Magazine Media Guide 2024



The definitive valve and actuator industry magazine  
[www.valveuser.com](http://www.valveuser.com)



Valveuser Magazine has been published since 2007 and remains the premier specialist journal for the Valve and Actuator Industry.

Primarily sent as an e-magazine, the BVAA has re-introduced two special print editions each year, for distribution at strategic trade shows and industry events.

Valveuser Magazine continues to be a FREE publication, and has a dedicated readership.

BVAA members can submit up to two pieces of free editorial in each issue, and we keep all advertising rates for print magazines extremely competitive.

- E-magazine sent to 4,000+ opted-in subscribers worldwide.
- Special Print Editions 3000+ copies.
- Distributed at major exhibitions and industry events.
- valveuser.com website has on average 7,200 page views per month and 4300+ articles.
- Editorial and Advertising is reserved for BVAA Members only.

For all Valveuser editorial and advertising contact Jane Ward



jane@bvaa.org.uk



01295 221 277



# Free Editorial

- **TWO Free pieces of Editorial**
- **Approx. 400 words**
- **1-3 Images (300dpi)**
- **NO stock or photo library images**

**Include:**



**Contact Name**



**Tel No**



**Email**



**Website**



**LinkedIn**

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 300dpi and submitted as a jpeg. **E-magazine main image 1200px x 750px (landscape)**.

All editorial must feature the **BVAA fee paying member most prominently**.

Text should already have been spell-checked, with any symbols having been checked and corrected before submission. Any piece submitted for editorial will also remain in the website archives.

**We cannot accept photo library images.** Any images supplied must be owned by the contributor (i.e. BVAA Member), who must own the copyright and gives the BVAA full permission to use any imagery supplied in other materials, unless expressly stated to the contrary.

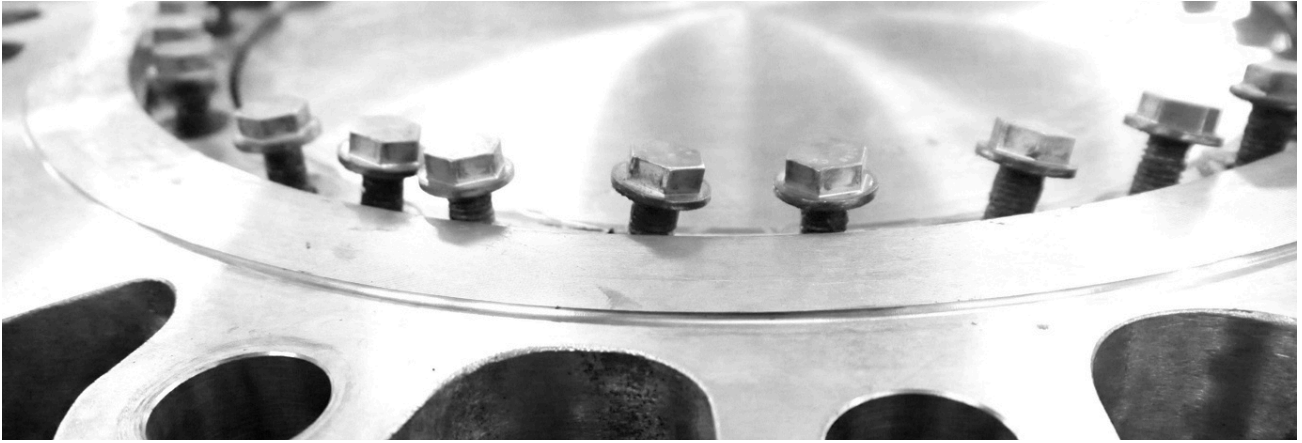
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## Editorial Themes

The BVAA membership is made up of companies who manufacture, distribute or repair valves and actuators and related products and services. These products and services range across a number of sectors, which is why we do not restrict members to an editorial calendar with specific themes. Instead, we want members to showcase their companies, products, people and expertise in the issue that best fits for them.

**Ideas for editorial themes could include (but are not limited to):**

- New product or service announcements
- New contracts and partnerships
- Case Studies, Problem Solving
- Acquisitions, mergers or expansion news
- New premises or facilities
- Accreditations, awards
- New appointments, staff changes
- Training and events
- Attendance at Events, Exhibitions, Conferences etc
- Innovation

### Editorial Prerogative

Submission of material should not be taken as a guarantee of inclusion. BVAA reserves the right to correct, amend and otherwise edit the material as it sees fit and to suit the circumstances. The editor's decision is final. Editorial is not returned to contributors for final approval. All contributors are referred to the Disclaimer and Copyright notice in the footer of our website here: [valveuser.com](http://valveuser.com).

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[jane@bvaa.org.uk](mailto:jane@bvaa.org.uk)



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## Editorial and Advertising Deadline Schedule 2024

Issue No.	Date to Submit	Published
Issue 90	22 February	1st week in March
Issue 91 <b>PRINT MAGAZINE</b>	28 March	1st week in May CHEMUK & IVS (15-16 May)
Issue 92	24 May	1st week in June
Issue 93	21 June	1st week in July
Issue 94	22 July	1st week in August
Issue 95	23 August	1st week in September
Issue 96 <b>PRINT MAGAZINE</b>	23 September	Mid November Valve World (3-5 Dec)

*\*Please note all issues are e-magazines, unless specifically stated as a Print Magazine.*

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# Valveuser Print Magazine

## Advertising

**Issue 91 Print Magazine** - Published 1st week of May

**Issue 96 Print Magazine** - Published mid November

Please check and ensure the following before submitting:

- **Strictly NO photo library images.**
- **All adverts must feature the BVAA fee paying member most prominently.**
- All artwork to be supplied in electronic format as **Print Ready PDF** (Word, Quark, EPS & TIF files will not be accepted).
- 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 must be supplied with 3mm bleed and crop marks.
- Adobe Acrobat 7.0 compatible. Only version 1.3 file and above will be accepted.
- All colours are CMYK only.
- 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 - files can be tested at [pass4press.com](http://pass4press.com).

## Advertising Rates

Front Cover	£1,400.00 +VAT
Back Page	£1,040.00 +VAT
Inside Front Cover	£920.00 +VAT
Full A4 Page	£690.00 +VAT
Half A4 Page	£480.00 +VAT
Quarter A4 Page	£270.00 +VAT
Front Cover Box*	£760.00 +VAT

**\*Only TWO Front Cover Boxes Per Issue**

40mm h x 80mm w  
Image with link to editorial

40mm h x 80mm w  
Image with link to editorial



**Full Page  
A4 Advert  
210mm x  
297mm**

**Full A4 Page  
Size:  
210mm w x  
297mm h  
(+ 3mm bleed  
& crop marks)**

**Half A4 Page  
210mm x  
148.5mm**

**Half A4 Page  
Size:  
210mm w x  
148.5mm h  
(+ 3mm bleed  
& crop marks)**

**Quarter  
Page  
105mm x  
148.5mm**

**Quarter A4 Page Size:  
105mm w x 148.5mm h  
(+ 3mm bleed & crop  
marks)**

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# Valveuser E-Magazine

## Advertising

### Sponsored Feature Article

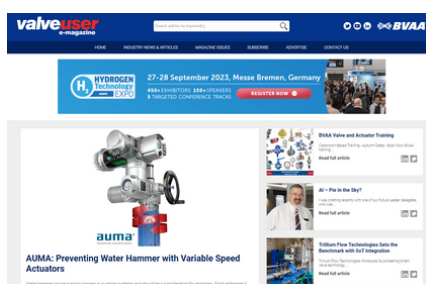
Only ONE Per Issue

- **TOP** and **LARGEST** Article in **e-magazine**.
- **TOP** and **LARGEST** Article on **valveuser.com** homepage for up to 30 days.
- **'Front Cover'** of a Valveuser e-magazine.
- Promoted on BVAA **social channels**.

**Rate: £690 +VAT**

**Send Us:**

Piece of editorial & cover Image as per editorial guidelines.



## E-Magazine Banner Ads

Now **THREE** Member Banner Ads Per Issue

- **Great visibility**, and no article required.
- **CTA** - click through to your URL of your choice.
- **Measurable** - we can provide you with click through stats.
- **Flexible** - when booking 3 issues, you can change artwork.

**Rates:**

Position	1 Issue	3 Issues*	*10% discount on 3 consecutive E-Mag issues
Position 1	£300 +VAT	£810 +VAT	
Position 2	£250 +VAT	£675 +VAT	
Position 3	£200 +VAT	£540 +VAT	

**Send Us:**

- Jpg or png of banner ad artwork (size 640px w x 128px h)
- URL link

Example of  
Position 1, E-magazine Banner Ad



**Sponsored Feature Article**  
£690.00 +VAT

E-Magazine Banner Ad  
640px w x 128px h

**1**

BVAA and Member  
Editorial/News

E-Magazine Banner Ad  
640px w x 128px h

**2**

BVAA and Member  
Editorial/News

E-Magazine Banner Ad  
640px w x 128px h

**3**

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