

# valveuser

## Magazine

## Media Guide 2019

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 the BVAA only, as they subsidise the cost of production. Advertising is accepted from members, and non-members who supply to the industry. Advertising is heavily discounted with membership.

For enquiries contact Laura Martin on  
Laura@bvaa.org.uk or +44 (0) 1295 221270.



### Issue Planner

#### Issue 48 - Spring

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*BVAA Annual Review*

**Editorial Deadline:** 6th February  
**Advert Deadline:** 13th February  
**Release Date:** 13th March

#### Issue 49 - Summer

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*Distributed at Spring Conference & Industrial Valve Summit, Bergamo*

**Editorial Deadline:** 3rd April  
**Advert Deadline:** 10th April  
**Release Date:** 14th May

#### Issue 50 - Autumn

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*Distributed at SPE Offshore Europe*

**Editorial Deadline:** 21st June  
**Advert Deadline:** 28th June  
**Release Date:** 1st August

#### Issue 51 - Winter

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*Distributed at Annual General Meeting*

**Editorial Deadline:** 27th September  
**Advert Deadline:** 4th October  
**Release Date:** 8th November

**But what's the "absolute deadline?"**

**At BVAA the deadline is the deadline!**

# Advertising Rates 2019

## BVAA Valve User Magazine

	Members	Non-Members
Thumbnail Advert (H 99mm x W 50mm)	<b>£110</b>	<b>£222</b>
Quarter A4 Page (H 148.5mm x W 105mm)	<b>£245</b>	<b>£495</b>
Half A4 Page (Horizontal - H 148.5mm x W 210mm) (Veertical - H 297mm x W 105mm)	<b>£430</b>	<b>£860</b>
Full A4 Page (H 297mm x W 210mm)	<b>£620</b>	<b>£1240</b>
Article Front Cover Feature Box & Website Homepage (3 Months)	<b>£345</b>	<b>Not Available</b>
Back Page	<b>£940</b>	<b>Not Available</b>

## Websites

	Members	Non-Members
Sponsored logo on Valveuser.com (12 Month Contract Only)	<b>£120 PCM</b>	<b>Not Available</b>
Featured Articles Valve User Homepage Only (not inc. hard copy magazine)	<b>£80 PCM</b>	<b>Not Available</b>
Sponsored logo on Bvaa.org.uk (12 Month Contract Only)	<b>£120 PCM</b>	<b>Not Available</b>
Job Seeker	<b>Free</b>	<b>£525</b>
Job Vacancy	<b>Free</b>	<b>£525</b>

*All Prices exclude VAT*

*Advertising is available to members of the Association, or non-members who are suppliers of materials / services to the valve industry.*

# Advert Specification Sheet

\*Although we recognise that members have/ represent “brands” ALL PR material must feature the BVAA fee paying member more prominently than the brand.

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 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.

Please note if you purchase our deal ‘5 adverts for the price of 4’, then these must be used consecutively and cannot be intermittently used.



All Adverts must be supplied with a 3mm bleed and crop marks.

**Thumbnail  
size:  
50mm x 99mm**

# 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 (indefinite use, all media), otherwise it will not be accepted.*

*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.*

## Amount of editorial permitted

BVAA members can usually 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 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 £105+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.*