



Liquids and Gas Handling

MEDIA INFORMATION PACK 2010



www.liquidsandgas.co.uk

NEW AND IMPROVED
Relaunched because
your industry
asked for it

MANUFACTURING, PROCESSING, HANDLING AND DISTRIBUTION

Liquids and Gas Handling is the essential publication for managers and engineers who specify or purchase equipment or materials involved in the manufacture, process, handling, storage or distribution of liquids or gases, or in the use of liquids and gases in other manufacturing processes and other environments.

Liquids and Gas Handling fills a void in the market for a magazine dedicated to the handling of liquids and gases within process environments. The scope of the magazine covers areas such as:

Production and manufacture: Equipment associated with the production and manufacture of liquid and gas products, such as chemicals and foodstuffs

Storage, handling and distribution: Containers, storage, handling equipment, bulk handling, packaging, transportation and services

Usage: Issues surrounding the usage of liquids and gases as part of the manufacturing process or as an ingredient in manufacturing a non-liquid or gas product

Safety and legislation: focusing on safety issues involved with the production, manufacture, storage, handling and distribution of liquid and gas products, and examining the impact of UK, EU and international directives

Whilst other magazines are clinging on to the same tired format, Liquids and Gas Handling is leading from the front to offer a better read for our readers and a more comprehensive package of options for our advertisers. The publication provides editorial content for news

stories, product stories, comment and opinion pieces, feature articles, and application stories. We cover the full range of technologies associated with the handling of liquids and gases, including:

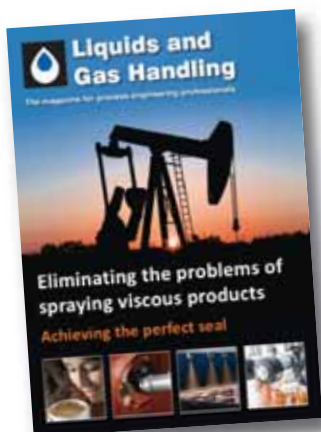
- Pumps and pumping systems
- Valves and actuators
- Flow control
- Flow/volume monitoring
- Temperature/pressure monitoring
- Instrumentation
- Leak detection
- Seals and gaskets
- Pipes, hoses and tubing
- Couplings and connectors
- Compressors
- Filters, separators and breathers
- Drainage systems
- Corrosion protection
- Maintenance and repairs
- Fluid treatment and processing
- Storage containers, tanks and pressure vessels
- Contamination monitoring
- Transportation and distribution

The only UK magazine dedicated to the handling of fluids

Unrivalled coverage of liquid and gas handling technologies

The combined strengths of printed and online editorial coverage

Informed comment across the broadest spread of industrial applications



UNRIVALLED INDUSTRY COVERAGE

We provide unrivalled coverage of the use of fluid handling technologies in, and issues associated with every key industry sector, including:

- Food, drink, dairy and textiles
- Medical and laboratory
- Paints, inks and dyes
- Oil, lubrication and petrochemical
- Water treatment and supply
- Cosmetics
- Chemical and pharmaceutical
- Paper, plastics and rubber
- Leisure
- Cryogenics
- Semiconductor
- Biofuels and biogas

EDITORIAL PROFILE

Big and bold, with a tight editorial focus and an understanding of the real issues facing today's manufacturers, **Liquids and Gas Handling** is the essential magazine for the process industries.

Liquids and Gas Handling is the rebirth of the magazine that carved a niche for itself in the process market – Liquids Handling. We've relaunched the publication with a new focus and a new impetus.

First, we recognised a requirement in the market for a plant and process magazine that looked less at the general processing aspects, and more at the plant and equipment that actually handles the product, gas or liquid. Second, we noted an industry need for a magazine that explores genuine solutions to the problems facing today's manufacturers as they struggle to boost productivity, increase quality, and maximise their return on investment.



We also saw that the focus of the original title purely on liquids was no longer representative of the industry the magazine served. So we have broadened that focus to encompass gas handling as well.

Finally, we noted that increasingly stringent traceability requirements, directives and regulations such as ATEX, PED, HACCP and WRAS, and the impact of the new Safety Integrity Levels are all issues that industry is struggling with, and which need dedicated coverage.

Tight focus on process plant and equipment in the liquid and gas industries
Addressing the challenges facing manufacturers in the 21st century
Recognising that the demands of the industry have changed
Helping manufacturers to boost productivity and maximise return on investment

A STYLE THAT DIFFERENTIATES US

With its mixture of feature articles, concise product stories and illuminating comment, **Liquids and Gas Handling** is informative, entertaining and educational.

The complexities of modern production, the challenge of today's application requirements, and the impact of standards and legislation have raised the importance of how the critical handling aspects of process plant and equipment are designed, implemented and maintained. It has given increased significance to every item of equipment in the process, from the simplest to the most sophisticated.

Liquids and Gas Handling addresses these issues head on. We've relaunched the magazine because our feedback told us that the time was right, and because the industry demanded a magazine with a new focus and an innovative editorial approach.

If two words sum up our editorial approach, then they are 'informed' and 'independent' – informed because our editorial staff are qualified engineers who know what

products and technologies will excite our readers, and independent because we select which stories to run on their own merit. Our aim is to draw the attention of our readers to the most useful and practical products and technologies. And we don't just report the launch of new products – we lift the lid on them, find out how they work, and report on exactly what benefits their unique features deliver to users. We aim to be practical and, above all, useful.

Of course, we cover much more than just new products. In Liquids and Gas Handling you'll find a considered mix of technology-led and issue-led feature articles, spotlights on key industry sectors, exposés on standards, directives and legislation, advanced details on essential design guides and publications, and a round-up of industry news. We also provide informed comment on the issues of the day.

MAGAZINE ADVERTISING RATE CARD


	Page Rate
Full Page	£1950
Half Page	£1350
Quarter Page	£ 780

GUIDELINES FOR PROVIDING ADVERTISEMENTS ELECTRONICALLY

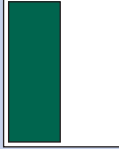
To ensure electronic files can be opened, we ask that they are produced in one of the following formats:

- CMYK PDF (must be PDF/X-1a compliant, with no embedded colour profiles)
- Quark XPress document (not as a Quark EPS file), in either version 7.X, 6.x, 5.0 or 4.xx, supplied with individual fonts (not a font suitcase) and images (which should be four colour CMYK files with no embedded colour profiles)
- Adobe Illustrator EPS
- Adobe Photoshop TIFF or EPS (images should be four-colour CMYK files with no embedded colour profiles)

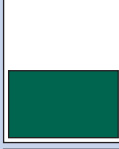
PRODUCTION INFORMATION



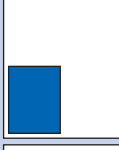
FULL PAGE
 Type area: 190mm wide x 277mm deep
 Trim: 210mm wide x 297mm deep
 Bleed: 5mm all round




HALF PAGE PORTRAIT
 Type area: 90mm wide x 277mm deep
 Trim: 100mm wide x 277mm deep
 Bleed: 5mm all round



HALF PAGE LANDSCAPE
 Type area: 190mm wide x 134mm deep
 Trim: 210mm wide x 144mm deep
 Bleed: 5mm all round



QUARTER PAGE PORTRAIT
 Type area: 90mm wide x 134mm deep



QUARTER PAGE LANDSCAPE
 Type area: 190mm wide x 62mm deep

CIRCULATION: 10,500 INDUSTRY PROFESSIONALS

Liquids and Gas Handling has a simple policy with its circulation. Firstly we aim to go to the person in the company who has the responsibility for specification or purchase at the design stage. Their seniority will depend upon the size, philosophy and infrastructure of that company.

But it doesn't stop there. Our second aim is to produce a magazine that people want to read. It sounds obvious doesn't it? But how many publishers think about their readers? To make any magazine work it has to be taken out of the wrapper and read – if it's not being read then no matter how many copies are being sent out or who they're being sent to, it's a waste of money advertising in them. Liquids and Gas Handling values its readers as well as its advertisers – because our valuable readers are your valuable customers.



EMAIL NEWSLETTER

Make direct contact with our readers by booking a slot in our email newsletters. If you are launching a new product, our email newsletter could prove one of the most cost-effective ways of getting that information to the people who count. Each item typically includes a short intro paragraph, a picture, and a web link back to the full story on the Liquids and Gas Handling site, where there is a web link direct to your own web site.

Circulation: The Liquids and Gas Handling eNewsletter is distributed monthly

Insertion cost: Book a slot in the eNewsletter for £250

Insertion requirements: An eNewsletter slot requires a picture, a headline, and a 40 word intro to a full story, which is then hosted on the Liquids and Gas Handling website, with links back to the advertiser's website. Alternatively, the newsletter intro can link direct to the advertiser's website.

LIQUIDS AND GAS HANDLING ONLINE

With a genuine editorial focus, a wealth of promotional opportunities, and a host of innovative features and functions, the **Liquids and Gas Handling** website is informative, useful, entertaining and educational.

The **Liquids and Gas Handling** website is the essential engineering portal for engineers, specifiers and purchasers of equipment across the spectrum of industries that we cover. We provide a service which is of genuine use, and we follow a simple set of rules to ensure that the site is visited regularly. It is continually updated with new items, it is easy to access, and it's fast. Visitors to the site will find:

- Product updates
- Feature articles
- White papers
- Company profiles
- Powerful search functions
- Industry news
- Application stories
- Videos
- Brochures
- And much more

We also recognise that our job is not all about keeping visitors on our site: it is about keeping the visitor informed as well as providing a platform to visit our advertisers' websites.



ONLINE ADVERTISING RATE CARD

	1 month	3 months	6 months	1 year
Premium site header banner	£170	£500	£850	£1500
Key words product banner	£170	£500	£850	£1500
Monthly issue banner	£400	-	-	-
Side bar buttons – top of page	£200	£540	£1000	£1600
Side bar buttons – scroll down page	£100	£270	£500	£800
Brochures	£70	£170	£300	£570
Company logos	Enhance product stories and advertising listing with logos at £50 each			
Company profile	Basic company profile for 1 year minimum – £400			
Company profile banner	£700	£140	£270	£400
Enhanced company profile	Various packages tailored to suit individual requirements			

GUIDELINES FOR ONLINE ADVERTISING

- Banners:** Size of banner 468 pixels wide x 60 pixels deep
- Premium site header banner* Maximum of eight banners rotating at random. These appear on every page of the website.
 - Key words product banner* Pre select product categories and key words and your banner will appear above search results for these product categories and key search words.
 - Specific issue banner* Banner appears above the product stories, news items and advertiser listings for that month's issue and remains there when the issue is archived for future viewing.
- Buttons:** Size of button 120 pixels wide x maximum of 60 pixels deep, on the right hand side of every page
- "Top of page" buttons will be visible as soon as each page is visited.
 - "Scroll down" buttons will become visible as each page is scrolled down.
- Brochures:** Separate section for the display of new brochures.
- Logos:** Entries on the list of "Advertisers in an issue" and "Product stories" can be enhanced with a logo by the side of each entry for added visibility.



Liquids and Gas Handling



YOUR LIQUIDS AND GAS HANDLING TEAM

ADVERTISING

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EDITORIAL

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Press Releases: Press releases will ideally be sent by email to the address above, complete with image, or by post to:

PO Box 342, Tonbridge TN10 4WD

PRODUCTION

Production Manager

Sarah Curl

Tel: 0161 374 5615

Email: sarah.curl@liquidsandgas.co.uk

Advertising Copy: Advertising copy will ideally be sent by email to the address above, or by post to: Suite 4, Stamford House, Northenden Road, Sale, Cheshire M33 2DH

GENERAL OFFICE AND ACCOUNTS

Mailing Address: Suite 4, Stamford House, Northenden Road, Sale, Cheshire M33 2DH

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Accounts Email: accounts@liquidsandgas.co.uk