

valveuser

Magazine

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 BVAA, as they subsidise the cost of production. Advertising is accepted from members, and non-members who supply the industry. Members advertising is heavily discounted.

For enquiries relating to editorial, advertising or membership of BVAA contact Isobel Goldthorpe (isobel@bvaa.org)

MEDIA GUIDE 2016



Issue Planner

Issue:

36

**Restricted
Editorial!**

See page 2 for
details

Release Date: 26 Feb 2016

Editorial Deadline: 8 Jan, Ad Deadline: 15 Jan

BVAA Annual Review 2015,

Distributed with Process Engineering Magazine

11,000+ additional copies distributed with Process Engineering Magazine UK mailing list

Release Date: 13 May 2016

Editorial Deadline: 1 Apr, Ad Deadline: 8 Apr

Water Industry Special:

Distributed at BVAA Spring Conference

Issue:

37

Issue:

38

**Restricted
Editorial!**

See page 2 for
details

Release Date: 26 Aug 2016

Editorial Deadline: 1 Jul, Ad Deadline: 8 Jul

Oil and Gas Industry Special:

Distributed at ONS Stavanger 2016

Oil and Gas focused section for members articles

Release Date: 19 Nov 2016

Editorial Deadline: 7 Oct, Ad Deadline: 14 Oct

Special Features:

Distributed at BVAA AGM

Issue:

39

MEDIA GUIDE 2016

BVAA Advertising Rates 2016

5th October 2015

BVAA Valve User Magazine	Members	Non-Members
'Thumbnail' Ads (w50mm x h99)	= £105.00	£210.00
Quarter A4 page (w105mm x h148.5)	= £235.00	£470.00
Half A4 page (horizontal or vertical)	= £410.00	£820.00
A4 full page (w210mm x h297mm)	= £590.00	£1180.00
Article Feature Box, front cover + Website homepage	= £265 members only	
ValveUser.com Website		
Sponsored Logo on Homepage	= £75.00 pcm	Members only
**12 month contract		
Featured Articles, Website homepage only	= £75.00 pcm	Members only
BVAA Recruitment		
Web Ad, 100 Words, pcm	= £00.00	£500.00
'Job Seekers'	= £00.00	

*All prices subject to VAT at 20%

NOTE: Advertisers to supply complete, ready-for-use artwork in electronic format. See overleaf for details. BVAA can arrange artwork preparation, subject to a management fee.

Restricted Editorial Issues

Due to the growing popularity of both BVAA membership and contributions to Valve User Magazine, certain issues of the magazine will be restricted to ONE piece of free editorial per BVAA member instead of the usual two. The exceptions 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 £100 + VAT for a second story 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. In 2016 issues 36 & 38 have restricted editorial

Advert Specification sheet

(All measurements height x width in millimetres)

Full page

Must include 3mm bleed

Size
297 x 210

With bleed
303 x 216

Text safe area
277 x 190

All artwork to be supplied as a composite PDF
Word, Quark, EPS & Tif files will NOT be accepted.

PDFs - Please check and ensure the following:

- Adobe Acrobat 7.0 compatible -
Only version 1.3 files and above will be accepted
- All colours are CMYK - RGB, ICC based, calibrated, lab or spot colours will not be accepted.
- Page is correct size and rotation.
- All fonts are embedded and subsetted. All fonts are Type 1 - no Multiple Master or True Type fonts are accepted.
- All images are high resolution (300dpi).
- Overprint settings are correct - if you are unsure, a test file is available at www.pass4press.com

The PDF remains the responsibility of the creator.

The pdf must be 100% of final size.

WE CANNOT BE HELD RESPONSIBLE FOR ANY COLOUR OR CONTENT MISMATCHES.

Half page

Size
297 x 105

With bleed
303 x 111

Must include 3mm bleed

Half page

Size
130 x 176

Quarter page

Size
148.5 x 105

Thumbnail

Size
99 x 50

For assistance contact:
Tel: 01295 221273
Email: info@bvaa.org.uk

Editorial Specification sheet

Valve User magazine is issued primarily as a glossy, hard-copy magazine, and is subject to traditional pre-print and printing processes, using Apple Mac computers. This requires the material from contributors to be provided in certain, **non-negotiable formats**.

Text

MUST be supplied in a properly formatted, editable format, namely **Microsoft Word**.

PDF and other formats will not be accepted. Text should already have been spell-checked, with any symbols such as ° (degrees), " (inch) etc., having been checked and corrected **before** submission. Also, please **DO** end your article with your preferred contact details.

Photographs

MUST be supplied separately (**not within the Word file**) in **HIGH RESOLUTION .JPG** format, at the maximum file size possible nearest to the original photograph. Generally these are several megabytes (Mb) in size, but as a guide anything less than C. 500kb (0.5Mb) will most likely not be suitable for print purposes. Poor, low resolution images reflect badly both on the magazine and most especially on the contributor. The larger the file size, generally the larger the image can be printed. Photographs taken from mobile phones, websites and especially 'placed' in Word/PDF files will not be acceptable for print purposes.

N.B. Please check the image size before sending to BVAA.

Amount of Editorial Permitted

Currently BVAA members are restricted to **TWO** pieces of editorial per issue per fee-paying member company. Approximately 350-400 words should be taken as a guide which will permit one large or two small accompanying photographs per page. Longer texts generally = smaller/fewer photos.

A third piece may be offered – for editorial approval - if it meets the BVAA Master Class criteria, i.e. it is of an educational or deeply technical nature, predominantly text-based, longer and clearly contains **no 'hard sell.'**

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 170+ members, 5 different advertisements sizes, varying editorial length / no. of photographs, multiples of 4-pages etc., this cannot be guaranteed.

BVAA reserves 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.

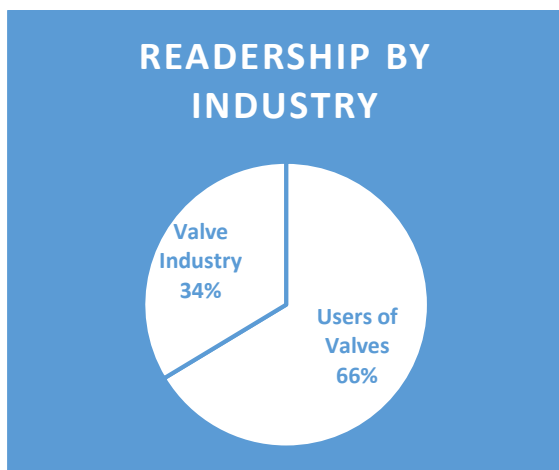
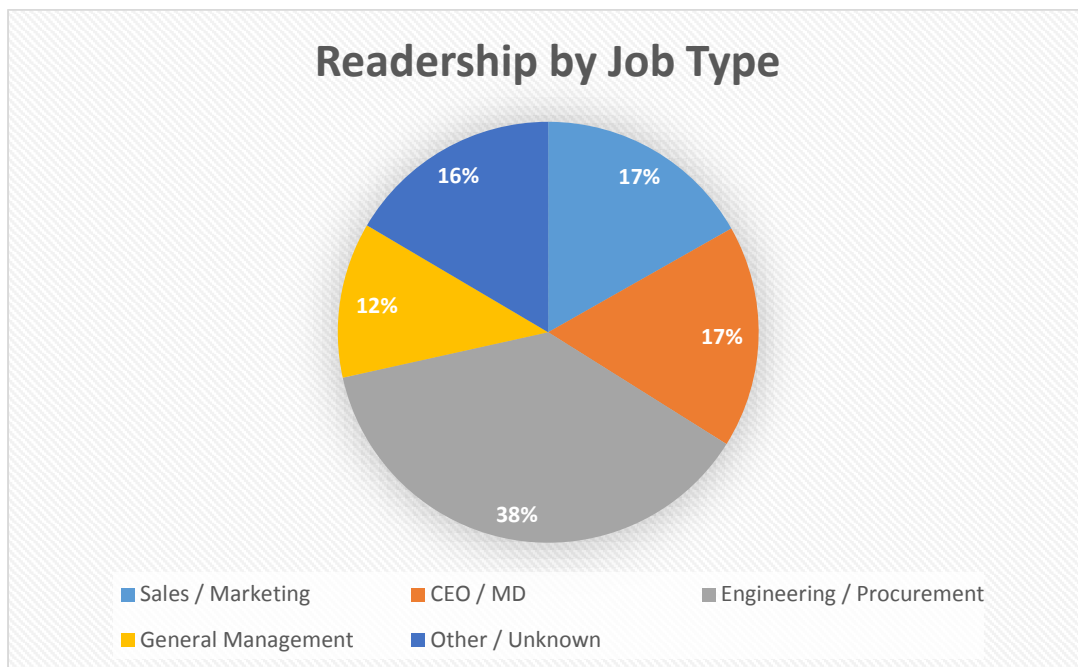
All contributors are referred to the Disclaimer and Copyright notice carried on page 4 of issues of Valve User.

For assistance contact Te: 01295 221270, email: enquiry@bvaa.org.uk

valveuser Magazine

Readership Figures

Total Opt-in Readership: **5,500** (over 5,000 within UK)



- Industries Covered:**
- Oil and Gas
 - Chemical and petro-chemical
 - Power
 - Water and Waste Water
 - Marine Naval
 - Nuclear
 - Pharmaceutical
 - Food and Drink
 - Paper and pulp
 - General industry and automotive
 - HVAC