

MPT

Modern Pumping Today®

MEDIA KIT 19

Providing Solutions for the Worldwide Pump Industry



www.mptmag.com

GET TO KNOW US

SOLUTIONS FOR THE WORLDWIDE PUMPING INDUSTRY

Modern Pumping Today is a publication with solution-based content designed to keep the industrial pump, fluid flow, and rotating equipment markets engaged and informed. Our articles address key issues for the broad range of pump-reliant industries, such as water and wastewater, to specialty concerns, such as seals and control systems. Our publication targets key decision makers at all levels in the industry, including engineers, maintenance personnel, operators, municipal and government officials, contractors, and corporate managers. For advertisers, we offer a competitive rate in a publication designed for the very people you strive to influence.



Expect Growth in the Pump Market

New Uses for Reverse Osmosis

Wastewater Systems Get a Boost

ADVERTISING OPPORTUNITIES

Modern Pumping Today sends your message to tens of thousands of pump industry professionals through our print magazine, digital edition, custom eBlasts, social media channels, and more. With the magazine's 40,000+ circulation, a monthly eNewsletter emailed to 20,000+ recipients, our Twitter feed's 70,000+ impressions per month, and a custom eBlast sent to as many as 25,000 professionals, you could potentially reach an audience of **155,000** in just one month.* For more than six years, *Modern Pumping Today* has established a brand that the industry trusts and relies on for pump industry insights.

*Publisher's projected data; numbers include single targets receiving multiple products

2018 TIMELINE

January 2018

An Industry Outlook for Pump Manufacturers

How are OEMs negotiating the global market? Where are they building their distribution networks? Who is delivering innovation to their end-users?

April 2018

Annual Products & Services Guide

Discover the newest products across a range of applications in these MPT Product Profiles. Each year, the top companies in the pump and rotary equipment markets share their latest releases with MPT readers.

August 2018

Smart Pump Options for Water and Wastewater Applications

Innovation leads the way in the water industry. Smart pumping technology is changing the way industry and municipalities are monitoring, treating, and reusing our most important resource: water.

November 2018

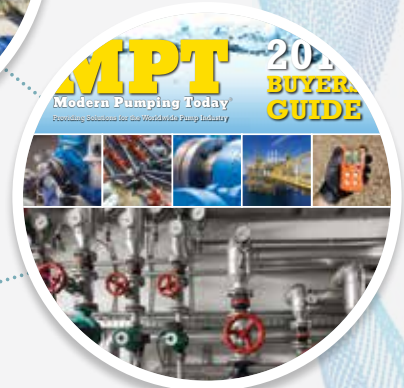
Annual Buyers Guide

Get to know the pump industry like an insider. MPT's Annual Buyers Guide features Company Profiles sharing a glimpse into the history, focus, and future of some of today's top companies.

December 2018

Top Products of 2018

Did your product make the cut? Get ready for what's ahead with MPT's top products from the previous year. Selected by MPT's editors, readers, and advertisers, our choices represent a blend of new technology and existing solutions adapting to new applications.



CONTENTS

2019 Media Kit

Audience	05
Print/Digital Opportunities	06
Web Opportunities	08
Social Media	09
eBlasts & eNewsletters	10
Webinars.....	12
Special Opportunities.....	13
2019 Editorial Calendar	14
Staff	15
Contact Us	16

Here are a few of our advertising partners:



Testimonial

"Modern Pumping Today is proving to be an important resource in our advertising mix. As an advertiser, our message is read by key decision makers at all levels. The articles are useful and applicable; we are pleased with our results."

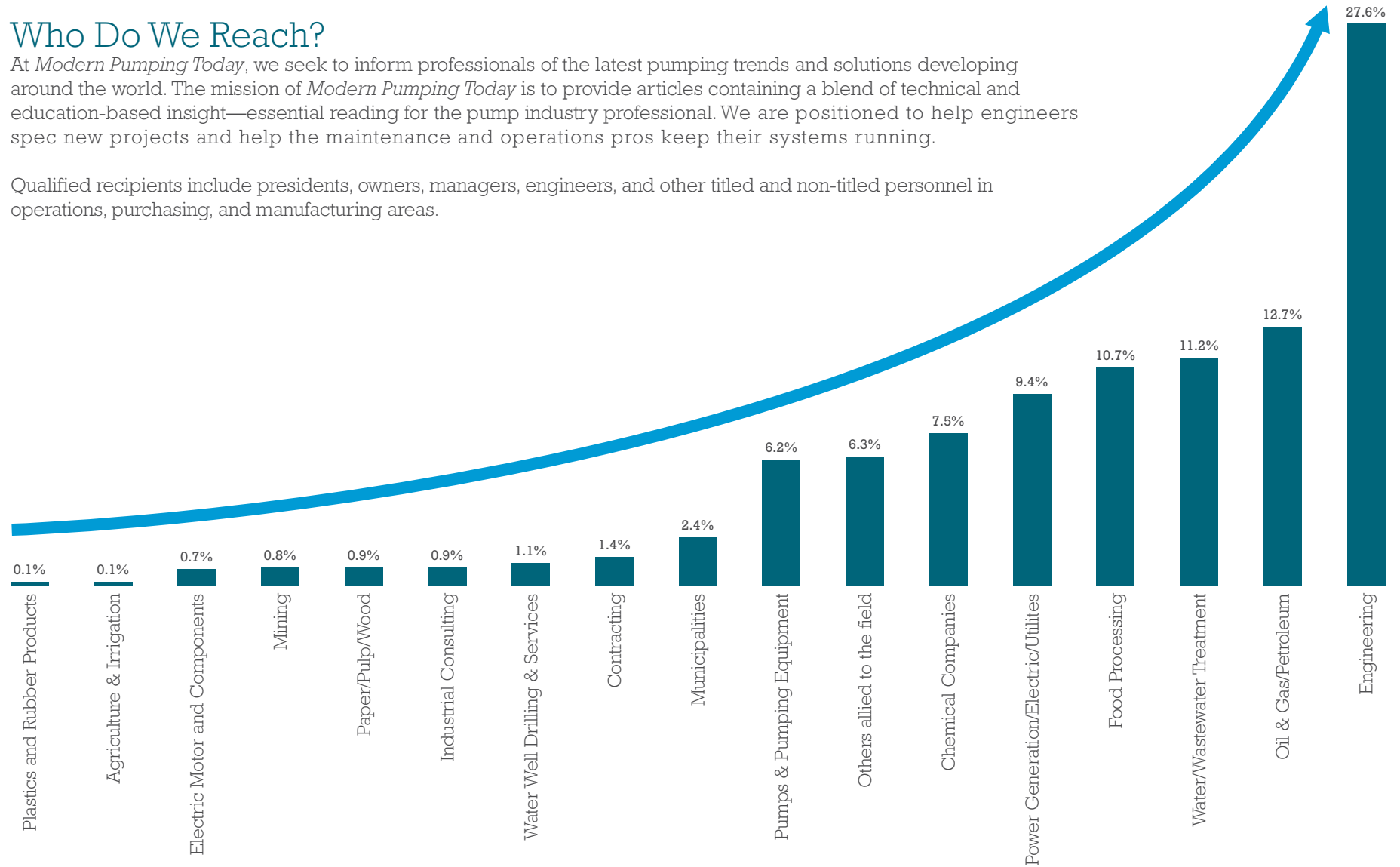
Tina Gable
Advertising Manager
Automation Direct

AUDIENCE

Who Do We Reach?

At *Modern Pumping Today*, we seek to inform professionals of the latest pumping trends and solutions developing around the world. The mission of *Modern Pumping Today* is to provide articles containing a blend of technical and education-based insight—essential reading for the pump industry professional. We are positioned to help engineers spec new projects and help the maintenance and operations pros keep their systems running.

Qualified recipients include presidents, owners, managers, engineers, and other titled and non-titled personnel in operations, purchasing, and manufacturing areas.



Data according to the BPA Brand Report over a six month period ending in June 2018

PRINT/DIGITAL OPPORTUNITIES

Print Ad Rates

Ad Size	1x	3x	6x	9x	12x
Two-page spread	\$13,600	\$11,200	\$10,000	\$9,500	\$8,700
Full page	\$6,900	\$5,850	\$5,200	\$4,550	\$3,950
Half page	\$4,500	\$3,925	\$3,500	\$2,975	\$2,690
Third page	\$3,225	\$2,860	\$2,560	\$2,125	\$1,790
Quarter page	\$2,250	\$1,960	\$1,660	\$1,460	\$1,225
Sixth page	\$1,275	\$1,120	\$965	\$810	\$655
Twelfth page	\$825	\$720	\$635	\$530	\$435

Digital Edition Rates

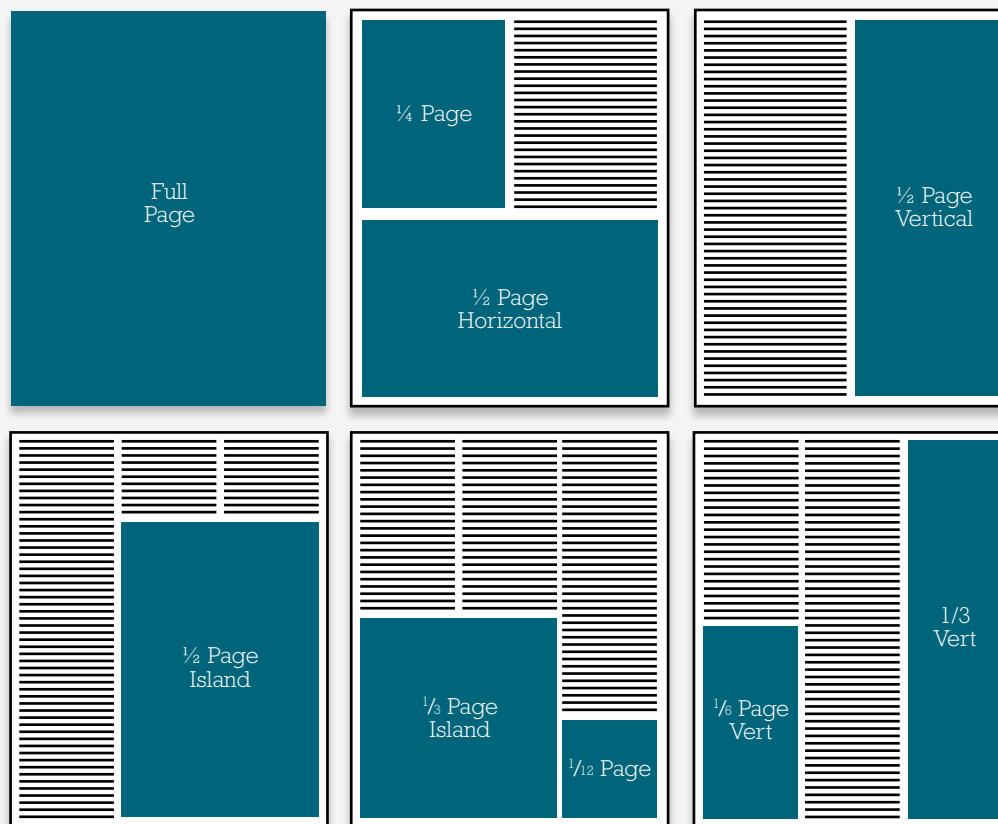
Ad Size/Type	Rate
Full page ad	\$750
Half page ad (horizontal)	\$400
Quarter page ad	\$300
Video (added to existing print ad)	\$500
Leadoff video	\$1,500

Ad Dimensions

Ad Size	Trim Size (width x height)
Two-page spread	16.25" x 10.875"
Full page	8.125" x 10.875"
For full page ads and two-page spreads, add a bleed of at least .25" (¼ inch) on all sides	
Half page (horizontal)	7.125" x 4.625"
Half page (island)	4.625" x 7.625"
Half page (vertical)	3.5" x 9.625"
Third page (island)	4.625" x 4.625"
Third page (vertical)	2.25" x 9.625"
Quarter page	3.5" x 4.625"
Sixth page (horizontal)	4.625" x 2.25"
Sixth page (vertical)	2.25" x 4.625"
Twelfth page	2.25" x 2.25"

Ad Specs

- PDF is the preferred file format (PDF X-4 export setting).
- Image files (JPG, TIF, PSD) must be 300 dpi, CMYK mode.
- Videos: 5 min. or less, any format, or supply a valid YouTube link.
- For cloud upload instructions, visit www.modernpumpingtoday.com/cloud-upload/.
- Questions concerning ad specs or file transfer?
Contact our art director, Lisa Avery: lisa@mwsmag.com



Publisher's mail date each month is the 20th

PRINT/DIGITAL OPPORTUNITIES

Why MPT Print?

Engineering, maintenance, and operations professionals have told *Modern Pumping Today* they enjoy information in print. Studies show print advertising is retained longer than any other medium, that's why many choose to advertise in *Modern Pumping Today's* print edition. Printed materials capture the attention of the reader. An audience that is physically holding a magazine tends to be more focused on the content inside, granting a reader's full attention. When you advertise in *Modern Pumping Today*, your print ad also appears in our digital edition.

Why MPT Digital?

Although our digital edition mirrors the printed version of *Modern Pumping Today*, it also offers several advantages. The digital edition allows the reader direct access to your website, videos, social media, and email through the click of a button. This makes it easy to send a potential client where you want while their interest is at its peak. Company and product videos can be viewed two ways: embedded within the digital edition directly, or through a pop-out button located within your ad. All our digital editions are archived on our website for easy reference to ensure long-term exposure to our engaged audience.

Why Combine?

Each reader has their own preference. One reader might prefer reading from their tablet this month but flipping through the pages of our print edition next month. Be in both editions to make sure your ad never misses an opportunity to catch someone's eye. Place your ad where pump industry professionals turn for information, giving your product the recognition it needs and deserves.

Growth

Ad Impressions

6.77%*

Daily Active Users

12.87%*

Video Views

8.08%*

*Data based on Epsilon Digital Marketing for the period between January and September of 2017 vs. 2018

WEB OPPORTUNITIES

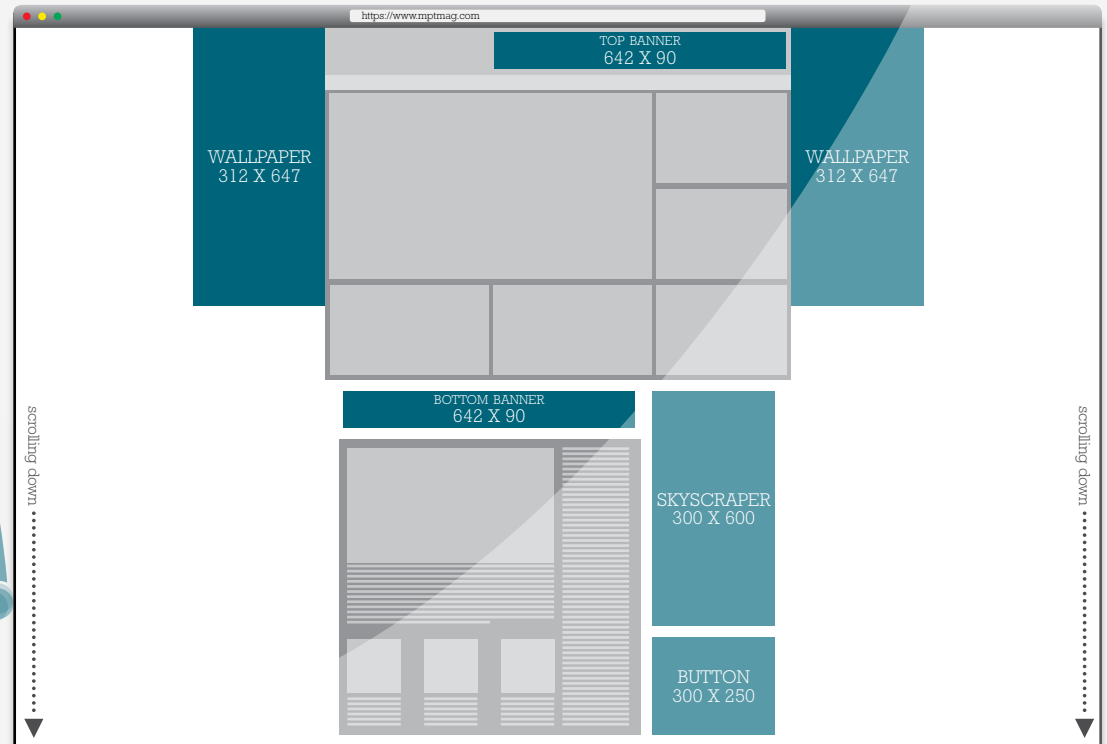
Visit our redesigned website, www.mptmag.com, featuring changes that enhance aesthetics and user experience. Visitors to our website scan more than 17,000 pages of information per month.* This creates prime opportunity for advertisers to promote their brand amid relevant information.

Website Ad Rates

Ad Size	Placement	Monthly Rate
Featured Video	(home page/static)	\$995/month
Top banner	(home page/static)	\$995/month
Top banner	(subpages/rotating ads)	\$750/month
Bottom banner	(rotating ads)	\$500/month
Skyscraper	(home page/static)	\$995/month
Skyscraper	(subpages/rotating ads)	\$750/month
Button	(home page/static)	\$500/month
Button	(subpages/rotating ads)	\$275/month
Wallpaper	(run-of-site)	\$3,500/month

JPG, GIF, and PNG file formats supported

1.4%* Our website's bounce rate is an industry low 1.4 percent, meaning our visitors remain engaged, vastly improving the likelihood that your message will be seen.*



*Publisher's projected data from August 2018

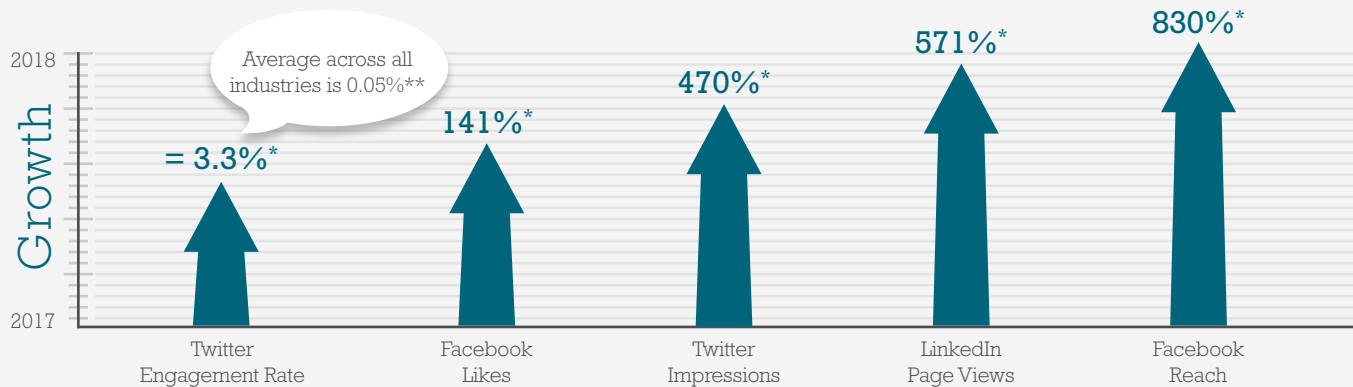
website layout example ▲

SOCIAL MEDIA



Benefits of Social Media Marketing:

Social media quickly became one of the most important aspects of digital marketing, which provides incredible benefits that help reach millions of customers worldwide. Social media marketing is extremely cost-effective and an efficient way to get your brand message out into the world or to a specific following. Take advantage of a third-party platform's reach and get your message seen by a much larger audience. Modern Pumping Today's audience includes decision makers in your specific industry to help improve your chances of potential leads. We focus on multi-channel engagement practices to ensure your brand gets the exposure it deserves. Improving brand equity is our main goal.



*Publisher's own data from 2018 **Data according to 2017 Social Media Industry Benchmark Report

What can MPT achieve for you?

- Increased brand awareness
- More inbound traffic
- Industry authority
- Improved search rankings
- Higher conversion rates

eBLASTS & eNEWSLETTERS



Custom eBlasts

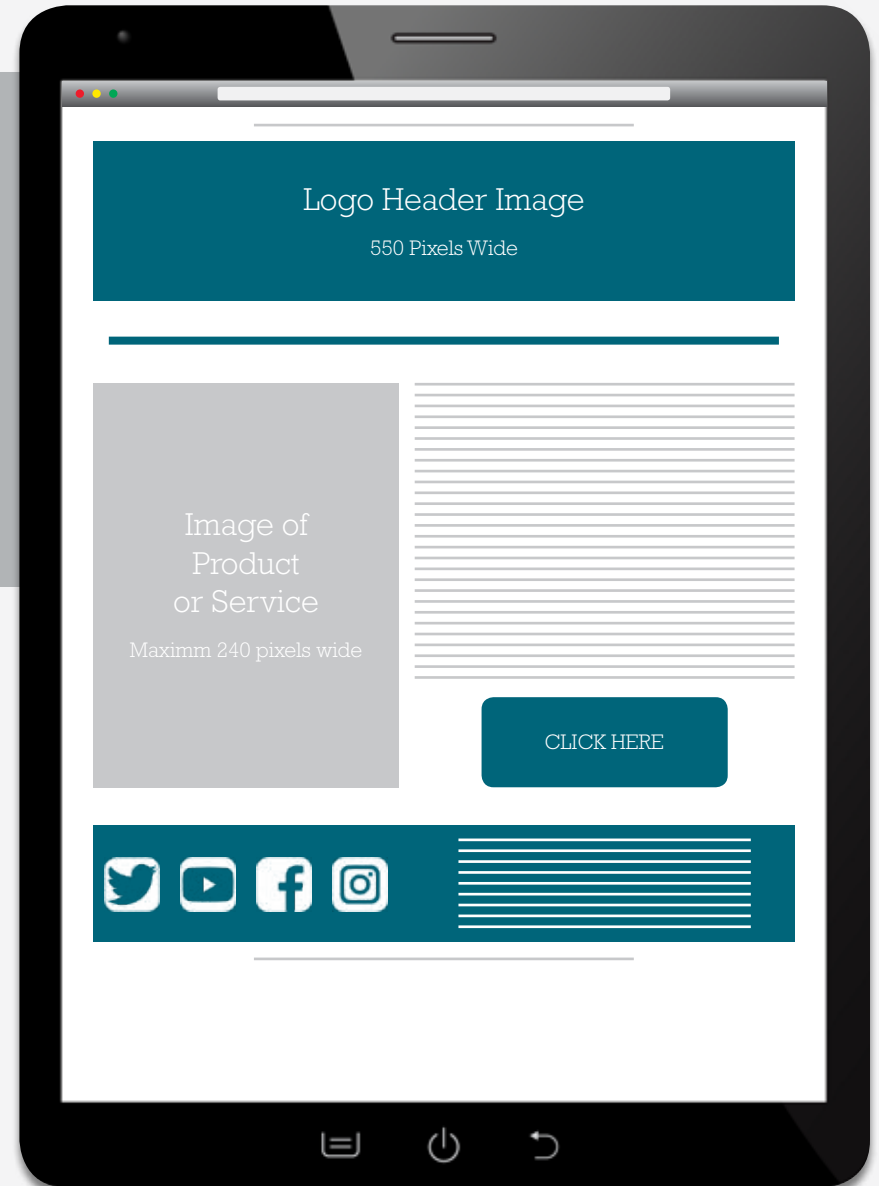
We offer fully customized advertising messages to our BPA-qualified list of 25,500 digital recipients within the pump industry including, executive management, management, engineers and operations personnel.* With open rates averaging between 9-13 percent, you could get your product or message in front of a potential audience of 2,500 or more pump industry pros in a single day.**

[eBlast template layout example](#) ▶

eNewsletters

The *Modern Pumping Today* monthly eNewsletter highlights the current issue of the magazine. Sponsorship opportunities are available with banner links.

◀ [eNewsletter template layout example](#)



*December 2018 BPA Brand Report, Total qualified 40,500 (15,000 print, 25,500 digital). **Publisher's own data from 2018 statistics.

eBLASTS & eNEWSLETTERS



◀ eBlast example

eBlast Rates

Deployment	Rate
15,000	\$1,995
20,000	\$2,395
25,000	\$2,795

Open Rate

11.00%*

Industry average=10.63%***

CTR

13.60%*

Industry average=5.98%***

eNewsletter example ▶



45,000+
RECIPIENTS MONTHLY**

540,000+
RECIPIENTS YEARLY**

eNewsletter Rates

Placement	Rate
Top Banner	\$795
Banner	\$495
Featured Video (up to 5 minutes)	\$995

* Publisher's own data from 2018 **Publisher's own data and does not reflect unique recipients, but is a sum total of all products above ***Data according to Constant Contact statistics for 2018

WEBINARS

Webinar Success

The stats you see to the right are from a webinar *Modern Pumping Today* hosted in 2018. They are an example of our ability to draw in a large webinar audience and engage them with valuable information pertaining to their field. We used our magazine, digital edition, custom eBlast platform, and our powerful Twitter channel to exceed the number of expected participants and thrill our client. Reserve your time while space is still available, and find new clients in our loyal readership of pump industry professionals.

337 registrants

200⁺ live attendees

+1

At the end of the webinar, attendees received a certificate of completion worth one professional development hour.



What Can Our Webinars Do For You?

With our proven ability to draw in a large and engaged audience, our webinars promote new products, allow valuable feedback from the pros that actually do the work, and offer interactions between new and existing customers all while sitting in your office on your computer or laptop.

SPECIAL OPPORTUNITIES

Featured Product

Each month, one product from the entire industrial pump industry is promoted in our print and digital editions. This Featured Product is prominently placed on the home page of our website and included in our monthly eNewsletter. Be sure to send us information on your product(s) for possible inclusion in the Products Section of *Modern Pumping Today*.

Product Releases

We showcase a selected group of products each month in a special section called Modern Pumping Products. Our selection process allows featured products to stand out. Unlike other publications that run multiple pages of product releases, we prefer to feature a select group of products that industry professionals can depend on to help their businesses run smoothly.

Special Issues

Modern Pumping Today produces two special issues a year: the "Products and Services Guide" in April and the "Buyers Guide" in November. The goal of the Products and Services Guide is to act as a resource for industry professionals looking for product information and service options for their business. The November issue highlights manufacturers and includes a company directory categorized to help our readers find exactly what they need. Both issues allow an elite group of manufacturers to describe their company and/or product in an editorial piece accompanied by their ad.

Cover Ear

Imagine your company name and logo on the cover of an industry-leading magazine. That's possible with *Modern Pumping Today*. Magazines are often placed on desks, racks, and shelves with the cover facing up, allowing passersby to see the cover as well as the intended recipient. A cover is seen by more eyes than any other page of a publication, which ensures any image or wording placed on a cover is most likely to be seen. Take advantage of this cover-placement branding opportunity.



**WATSON
MARLOW**
Fluid Technology Group
qdospumps.com

2019 EDITORIAL CALENDAR

	Coverage	Trade Shows	Deadlines		Coverage	Trade Shows	Deadlines
January	Special Report: An Industry Outlook for Pump Manufacturers	AHR Expo Jan. 14-16 Atlanta, GA	Editorial: 01/07/19	July	Special Report: A Pump User's Guide to PLCs	SWPA Summer Meetings	Editorial: 07/08/19
		IPPE Feb. 12-14 Atlanta, GA	Ad Close/Artwork: 01/11/19				Ad Close/Artwork: 07/12/19
February	Special Report: What You Need to Know When Sizing a Pumping System	SME Feb. 24-27 Denver, CO	Editorial: 02/04/19	August	Special Report: Predictive Maintenance and Pump Efficiency	Turbo/Pump Symposium Sept. 10-12 Houston, TX	Editorial: 08/05/19
		International Conference on Water Management Modeling Feb. 27-28 Toronto, ON	Ad Close/Artwork: 02/08/19			AWT Annual Conference & Exposition Sept. 11-14 Palm Springs, CA	Ad Close/Artwork: 08/09/19
March	Special Report: Expanding the Role of Submersible Wastewater Pumps	SWPA 2019 Spring Meeting Chicago, IL	Editorial: 03/04/19	September	Special Report: Meeting the Challenges in Today's Wastewater	WEFTEC Sept. 23-25 Chicago, IL	Editorial: 09/09/19
			Ad Close/Artwork: 03/08/19			FSA Fall Meetings Oct. 23-25 Montreal, QC	Ad Close/Artwork: 09/13/19
April	Annual Products & Services Guide Product Profiles	WQA Aquatech April 23-26 Las Vegas, NV	Editorial: 04/08/19	October	Special Report: Adopting the Total Systems Approach	International Water Conference Nov. 10-14 Orlando, FL	Editorial: 10/07/19
		OTC May 6-9 Houston, TX	Ad Close/Artwork: 04/12/19			Chem Show Nov. 19-21 New York, NY	Ad Close/Artwork: 10/11/19
May	Special Report: Benefits of Electric Motors	AWWA-ACE June 9-10 Denver, CO	Editorial: 05/06/19	November	Annual Buyers Guide Company Profiles Products & Services Directory	PowerGen International Nov. 19-21 New Orleans, LA	Editorial: 11/04/19
		Global Petroleum Show June 11-13 Calgary, AB	Ad Close/Artwork: 05/10/19				Ad Close/Artwork: 11/08/19
June	Special Report: Grinder Pumps in Pressure Sewers	EASA June 30-July 2 Las Vegas, NV	Editorial: 06/03/19	December	Top Products of 2019	ASHRAE Winter Conference Feb. 1-5 Orlando, FL	Editorial: 12/09/19
			Ad Close/Artwork: 06/07/19				Ad Close/Artwork: 12/13/19

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Nowhere will you get a more insightful view of the diverse aspects of the pump industry than from **Modern Pumping Today**.

For advertising opportunities, contact us today.

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