



# MPT

MODERN PUMPING TODAY®

PROVIDING SOLUTIONS FOR THE WORLDWIDE PUMP INDUSTRY

## MEDIA KIT

## 20 22



[WWW.MPTMAG.COM](http://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.





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Here are a few of our advertising and editorial partners:



"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  
AutomationDirect

# 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.\*

## What Can MPT Achieve For You?

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

## Social Media Marketing:

*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 projected data from July 2021



# 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.

You could  
potentially reach  
an audience of  
**179,000+**  
in just one  
month.\*

Custom eblasts  
sent to as many  
as **25,000**  
professionals

**40,000+**  
print & digital  
circulation

Unique visitors  
from search\*\*  
**10,000+**

Unique website  
page views\*\*  
**30,000+**

Twitter feed's  
**9,000+**  
impressions  
per month

Monthly  
eNewsletters  
emailed to  
**65,000+**  
recipients

For more than 9 years, *Modern Pumping Today* has established a brand that the industry trusts and relies upon for pump industry insights.

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

\*\*Publisher's projected data; numbers taken from July 2021



# 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.

# PRINT & DIGITAL OPPORTUNITIES

## IMPORTANT!

### FOR ALL ADS:

- Submit flattened **PDF X-4** pdf files without crop or printers marks.

### FULL PAGE ADS:

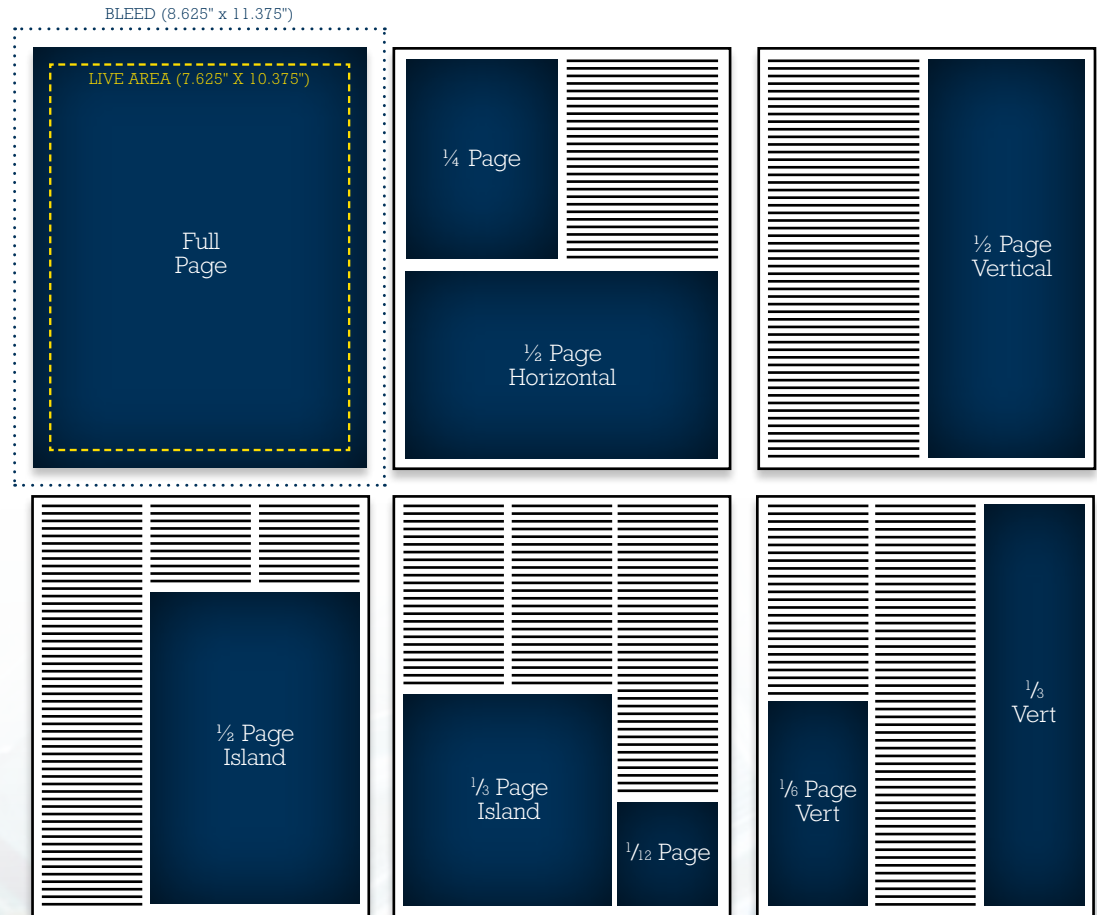
- Supply a .25 inch bleed on all four sides.
- Respect live area which is at least .25 inch inside of trim.  
(Live area 7.625" x 10.375")

*Files not exported as a PDF X-4 may result in a grid of white artifact lines when published.*

**FOR CLOUD UPLOADS:** Visit [modernpumpingtoday.com/cloud-upload](https://modernpumpingtoday.com/cloud-upload)  
**QUESTIONS?** Contact MPT art director, Lisa Avery. Call direct 205.795.0237 or email [lisa@mcsmag.com](mailto:lisa@mcsmag.com).

### SPECS ARE FOR BOTH PRINT & DIGITAL ADS

Print Ad Dimensions	Bleed Size (w x h)	Trim Size (w x h)
Two-page spread * ** ***	16.75" x 11.375"	16.25" x 10.875"
Full page * ** ***	8.625" x 11.375"	8.125" x 10.875"
Half page (horizontal) *	No Bleed	7.125" x 4.625"
Half page (island) *	No Bleed	4.625" x 7.625"
Half page (vertical) *	No Bleed	3.5" x 9.625"
Third page (island) *	No Bleed	4.625" x 4.625"
Third page (vertical) *	No Bleed	2.25" x 9.625"
Quarter page *	No Bleed	3.5" x 4.625"
Sixth page (horizontal) *	No Bleed	4.625" x 2.25"
Sixth page (vertical) *	No Bleed	2.25" x 4.625"
Twelfth page *	No Bleed	2.25" x 2.25"



- \* Submit flattened PDF X-4 file without crop or printers marks.
- \*\* .25 inch bleed on all sides.
- \*\*\* Live area .25 inch inside of trim. (Live area 7.625" x 10.375" for full page ad).

## Website

Visit **mptmag.com**, featuring aesthetics and a layout that enhances user experience and promotes ease of use. Visitors to the MPT website scan more than 30,000+ pages of information per month.\* This creates prime opportunity for advertisers to promote their brand amid relevant information.

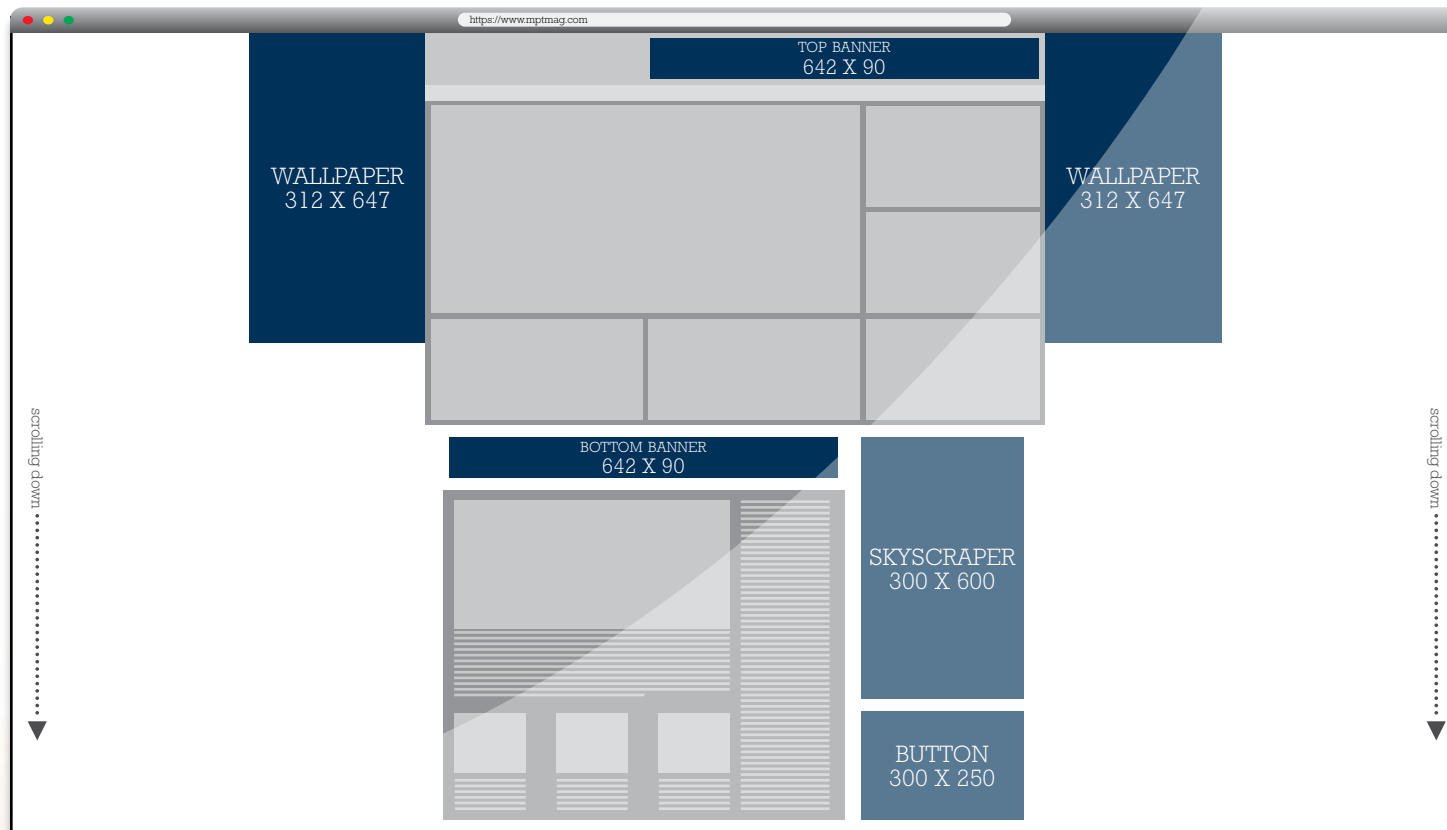
## Web Ad Sponsorship

By putting your brand in front of our visitors of **mptmag.com** each month, you can immediately share your brand message with professionals who want information about your products and services.

## Welcome Ad/Video

Showcase your company or product by video or graphic by taking advantage of our premium Welcome Ad space. This space allows you to touch on key specifications of your company/product and to keep your brand fresh on the minds of those visiting the home page of **mptmag.com**.

\*Publisher's projected data from July 2021



## Web Ad Specs

- JPG, PNG, and animated GIF supported
- 72 dpi
- RGB color mode
- Various sizes shown above

## Web Video Specs

- Youtube or Vimeo link accepted
- If no link can be provided, must be submitted in .mp4 format to be hosted on the MCS youtube channel
- 5 minutes or less recommended maximum length

## Welcome Ad Specs

- If static image: 640x480px
- JPG and PNG supported
- 72 dpi
- RGB color mode
- If video: refer to Web video specs

See Rates page for pricing information



# LEAD GENERATION

## eBlasts

Content marketing is a strategic way to reach pump industry professionals and generate leads. *Modern Pumping Today's* dedicated eblast program is the perfect channel to help promote your company's products and services.

MPT sends your message in these types of eblasts:

- Advertiser-provided HTML message
- Video
- White Papers

Sponsors of these exclusive eblasts will receive contact information for all the recipients who click through and access your message as qualified and actionable sales leads.

What do you get with MPT eblasts?

- A dedicated eblast to our digital audience of 25,000 pump industry professionals
- Hosting of your white paper or video on **mptmag.com**
- Lead generation that does not intrude on user experience



## Monthly eNewsletters

The *Modern Pumping Today's* monthly eNewsletter highlights key stories from the current issue of the magazine. Take advantage of the sponsorship opportunities available alongside these focused articles with advertisement banners.

## Banner Specs

- 325x125px
- JPG
- 72 dpi
- 150kb max
- RGB color mode



## Weekly eNewsletters

*Modern Pumping Today* produces a weekly newsletter based on a wide variety of interest topics to our audience. As our exclusive newsletter sponsor, your message will help you gain awareness, educate readers, and generate leads. The MPT staff selects relevant content from a vast number of product releases and articles published on **mptmag.com**.

## Sponsor Specs

- Ad banner: 642x90px
- Roadblock: 300x250px
- JPG
- 72 dpi
- 150kb max
- RGB color mode



# 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*.

## 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.

## Trade Show Promos

Take advantage of our special promotional sections leading up to key industry trade shows by featuring your company's presence. Prior to the most important trade shows for our industry, MPT will highlight the top exhibits we suggest pump industry professionals make a point to see through this special promotional section. Contact your media consultant for details and how to qualify.

## 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.

## MPT's Podcast: The Efficiency Point

The Efficiency Point, a podcast from *Modern Pumping Today* magazine, delivers relevant content for industrial pump professionals, wherever they are, on demand. Each episode of the Efficiency Point covers the wide breadth of the worldwide pumping industry with breaking news, insightful interviews, and sneak peeks at emerging technology. Sponsored content opportunities are available, from custom ad reads to interview segments, reaching your potential customers in a whole new way.



[modernpumpingtoday.com/podcasts/](http://modernpumpingtoday.com/podcasts/)





# RATES

Print 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

Website Ad Size	Placement	Monthly Rate
Featured video	home page/static	\$1,500
Welcome ad/video	run-of-site	\$1,995
Top banner	run-of-site	\$2,500
Middle banner	run-of-site	\$1,200
Bottom banner	run-of-site	\$750
Skyscraper	home page/static	\$2,500
Skyscraper	run-of-site	\$1,200
Button	home page/static	\$750
Button	run-of-site	\$750
Wallpaper	run-of-site	\$5,000

Digital Edition Ad Size	Rate
Full page ad	\$1,500
Half page ad (horizontal)	\$900
Quarter page ad	\$500
Burst video (added to existing print)	\$750
Leadoff video	\$2,500

Monthly eNewsletter Placement	Rate
Top banner	\$1,500
Banner	\$995
Featured video	\$995

eBlast Deployment	Rate
15,000	\$2,395
20,000	\$2,795
25,000	\$3,195

Weekly eNewsletter Sponsor	Rate
Logo & banner/roadblock	\$995

# MPT 2022 EDITORIAL CALENDAR

## ISSUE TOPIC

EDITORIAL  
DEADLINE

AD CLOSE/  
ARTWORK

January

Industry Outlook for Pump Manufacturers

01/04/22

01/06/22

February

Predictive Maintenance Technology

02/02/22

02/03/22

March

Best Practices to Improve Efficiency

03/01/22

03/03/22

April

Annual Products & Services Guide: Product Profiles

04/05/22

04/07/22

May

Settling the Repair vs. Replace Debate

05/03/22

05/05/22

June

Applying a Systems Approach to Reliability

05/31/22

06/02/22

July

Smart Technology in Plant Operations

07/05/22

07/07/22

August

High-efficiency Motors Take the Stage

08/02/22

08/04/22

September

The Expanded Reach of the Water Industry

08/30/22

09/01/22

October

Rightsizing Your Pumping System

10/04/22

10/06/22

November

Annual Buyers Guide: Company Profiles

11/01/22

11/03/22

December

Top Products of 2022

12/06/22

12/06/22



# CONTACT US

“Guiding, teaching, informing. For pump users, *Modern Pumping Today's* content strikes the right balance. MPT has positioned itself above the mixed bag of journals that seem primarily driven by marketing interests.”

Heinz P. Bloch, P.E.

*Reliability expert and founding member of the board of the International Pump Users' Symposium*

**J. Campbell** • Editor  
jay@mptmag.com

**Tonya Browning** • Vice President  
tonya@mptmag.com

**Jeff Fletcher** • Publisher  
jeff@mptmag.com

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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