



media kit 2024

MPT

MODERN PUMPING TODAY®

PROVIDING SOLUTIONS FOR THE WORLDWIDE PUMP INDUSTRY



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:









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?

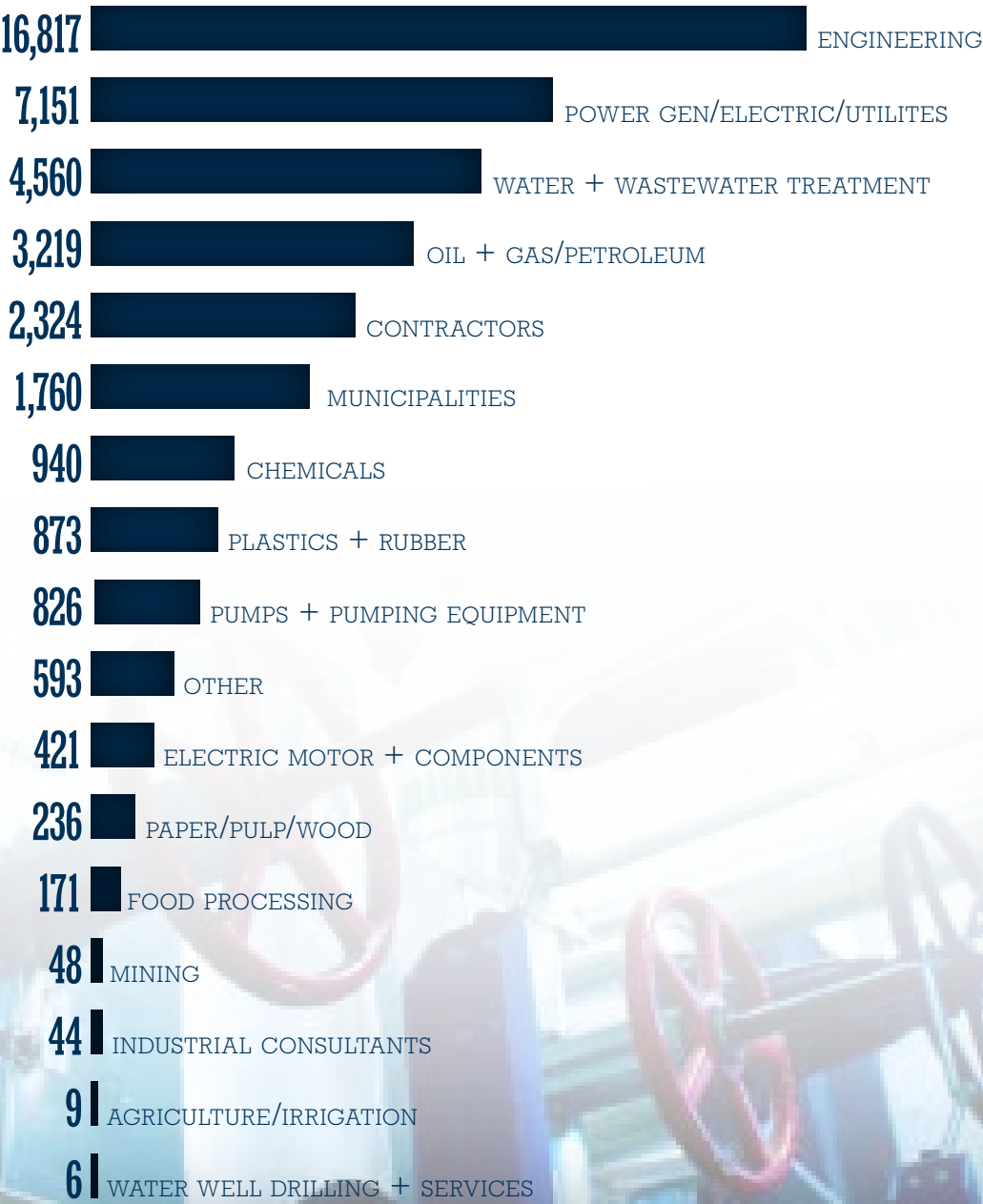
- Increased brand awareness
- More inbound traffic
- Industry authority
- Improved search rankings
- Higher conversion rates
- Lead generation

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 2023



FULL SUITE OF SERVICES

Designed to get the results you need

LEAD GENERATION



Custom eBlasts

For true lead generation our custom e-Blast program will identify engineers, maintenance, and operations managers from our audience that are specifically interested in YOUR product, then we can tell you exactly who they are! We provide your sales team with name, company, address, email so that they can easily connect with potential new customers.



Webinars

We have the audience; our loyal readers have buying power and we can put you in front of them! Let us host your next webinar and draw on the strength of our 12 years of experience with our pump industry professionals. We promote you through our magazine, website, and direct email campaigns to ensure your success.

Modern Pumping Today Print/Digital

With more than 12 years under our belt, MPT has become the industry standard for engineers, maintenance, and operations managers to make critical business decisions. We deliver a print and digital format each month to our audience so they can easily get the solutions they need. Our audience has buying power, make sure your company takes advantage of our in-depth advertising opportunities and keep your product in front of our engaged readers. Explore our many features that are exclusive to *Modern Pumping Today* and designed to get you the results you need!



Monthly eNewsletter

MPT deploys a monthly digital newsletter to 30,000 pump industry pros, delivering news and solutions they have come to rely on. Don't miss the opportunity to be one of our sponsors on the e-news deployment and keep your products in front of this engaged group of engineers, maintenance, and operations managers.

Website

Our website (www.mptmag.com) is designed to make it easy for your customers to find exactly what they need and we offer a wide array of advertising products so that you can stay in front them. Take advantage of prestigious high-impact web ad placements that keep you in front of our engaged and loyal pump industry pros you need to influence. We offer many exclusive opportunities to help your company stand out from the crowd.

Programmatic Advertising Opportunities

Let *Modern Pumping Today* help you stay in front of the engineers, maintenance, and operations managers everywhere they go with their smartphones, work computers, or even when they are streaming TV. We have custom re-targeting programs available that allow your ad messaging to be front and center for pump industry pros as they check the news, sports info, play games, or anywhere they surf the net on their mobile devices. Want to get a better ROI on your next trade show? Try our geo-fencing and throw a "net" around the event contacting the attendees at the show.



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:

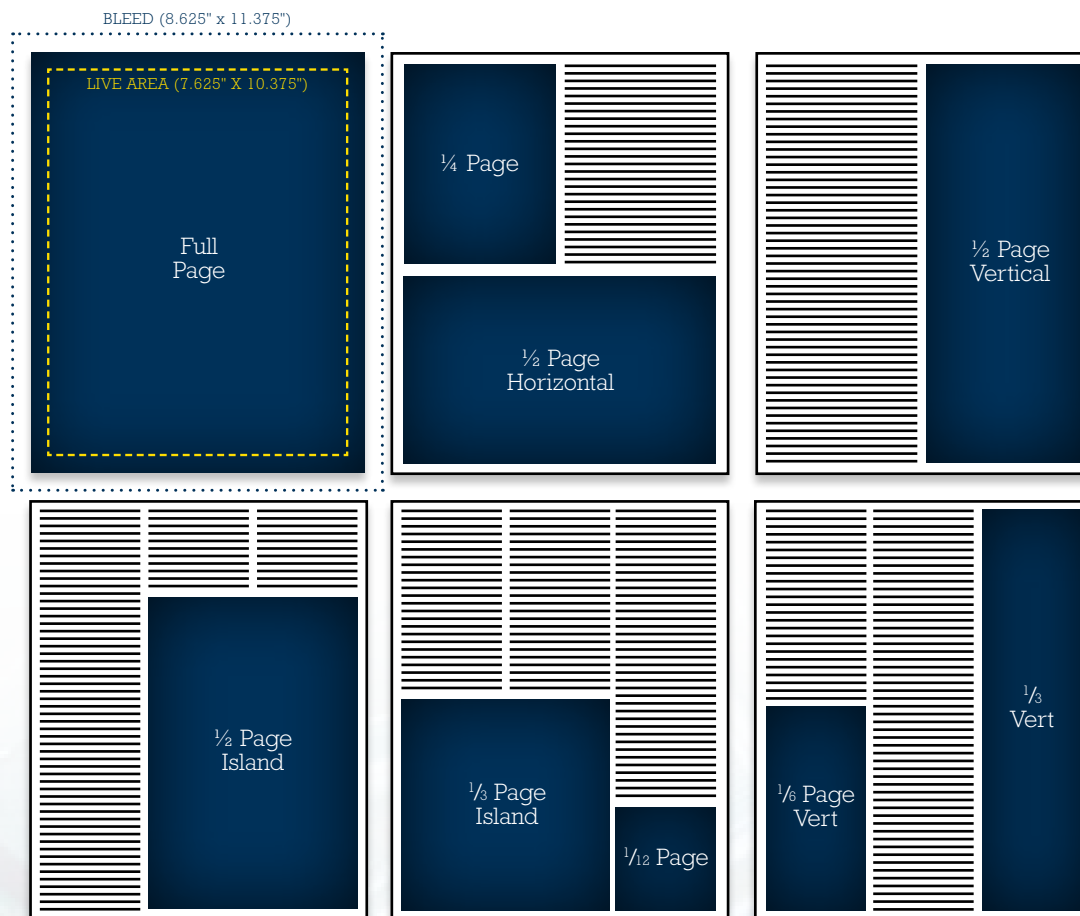
- Supply a .25 inch bleed on all four sides.
- Respect live area which is at least .25 inch inside of trim.
(Live area 7.625" x 10.375")

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
QUESTIONS? Contact MPT art director, Lisa Avery. Call direct 205.795.0237 or email 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 thousands of pages of information per month.* This creates prime opportunity for advertisers to promote their brand amid relevant information.

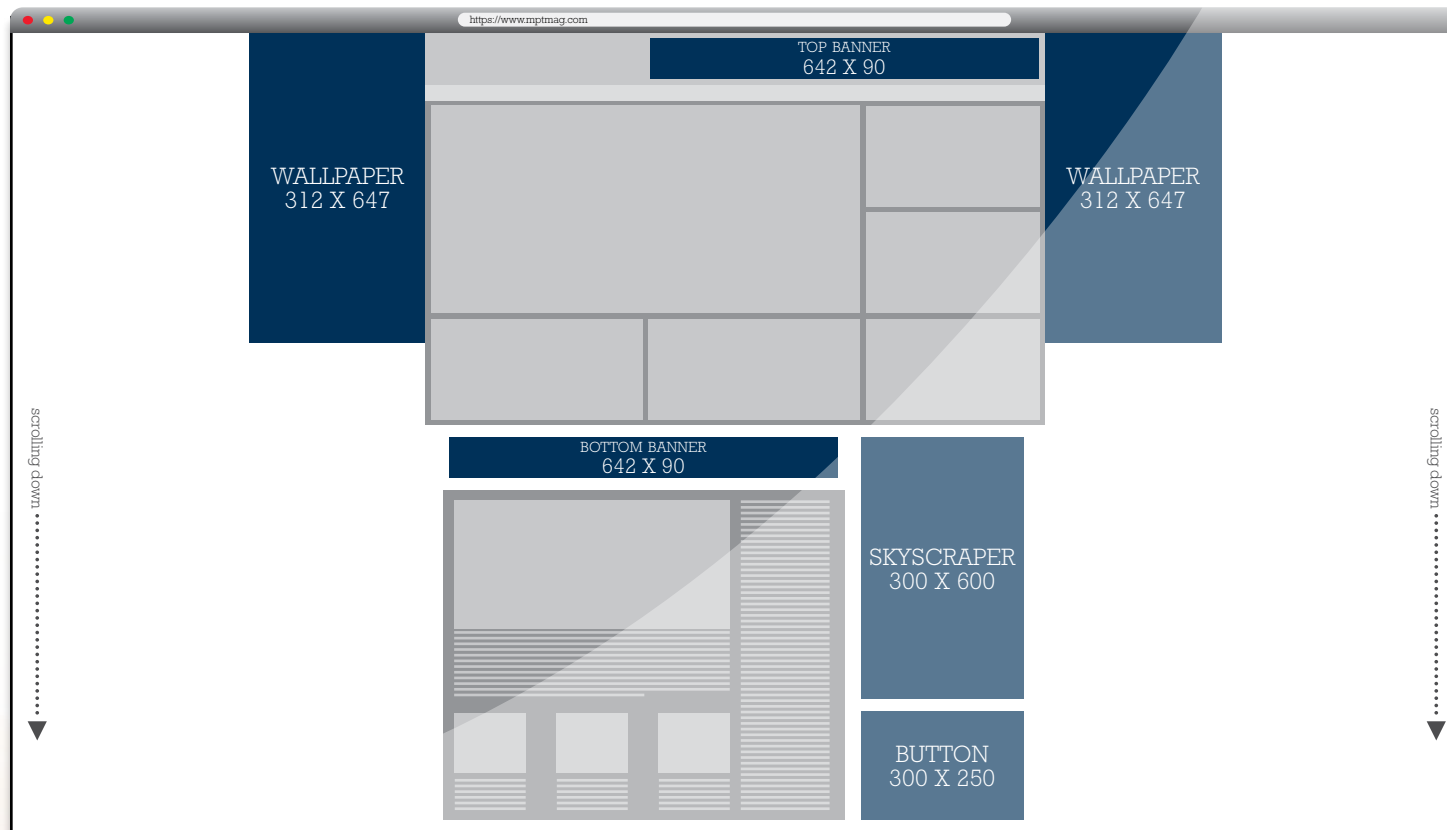
Web Ad Sponsorship

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 2022



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 30,000 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



WEBINARS

Modern Pumping Today Delivers Your Message to Decision Makers

Our Loyal Readers Have Purchasing Power

Let *Modern Pumping Today* host your next webinar and take advantage of our loyal readers and their purchasing power. MPT has been published for more than 12 years and in that time, engineers, maintenance, and operations managers have come to rely on us as their source for information.

We Supply the Audience, You Supply the Content

MPT will promote your webinar using our print and digital editions, custom eblast program, website banner advertising, and social media channels.

Your Message on Target

You set the time and place and we will deliver the audience you need! *Modern Pumping Today* Delivers Your Message to Decision Makers.



“Over the past 10 years I've found MPT a cost-effective way to reach our target audience, and the MPT team is great to work with.”

JON AMDURSKY | ANUE WATER TECHNOLOGIES

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.



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

eBlast Deployment	Rate
15,000	\$2,395
20,000	\$2,795
30,000	\$3,595

Additional Opportunities	Rate
Front cover ear	\$1,995
Webinar	\$9,500

MPT 2024 EDITORIAL CALENDAR

ISSUE TOPIC

EDITORIAL
DEADLINE

AD CLOSE/
ARTWORK

January

Industry Outlook for Pump Manufacturers

01/04/24

01/06/24

February

Efficiency at Every Stage of the System

01/31/24

02/02/24

March

Upgrading Your Treatment Options

03/06/24

03/08/24

April

Annual Products & Services Guide: Product Profiles

04/05/24

04/07/24

May

Industry 4.0: How Smart Can Smart Pumps Get?

05/01/24

05/03/24

June

Best Practices in Pump Sizing and Installation

06/05/24

06/07/24

July

Municipalities Turn to AI for Efficiency

07/02/24

07/08/24

August

Upping the Power on Motors and Drives

07/31/24

08/02/24

September

Addressing the New Challenges in Water

09/04/24

09/06/24

October

Innovative Solutions in Monitoring

10/02/24

10/04/24

November

Annual Buyers Guide: Company Profiles

11/01/24

11/03/24

December

Top Products of 2024

11/29/24

12/01/24

CONTACT US

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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“Our decision to advertise is made easy thanks to the entire MPT editorial, website and production teams. Every month MPT delivers high quality, relevant, and related content that is both informative and interesting for our audiences.”

Scott Hasson
VP, Sales and Marketing, Lohre