

## WHO WE ARE

### FLUID POWER JOURNAL REACHES YOUR BEST CUSTOMERS AND PROSPECTS

Our readers are engineers, technicians, managers, and corporate officers who are involved in hydraulics, pneumatics, vacuum, and electronic control technologies. The exposure generated by running your ad in the *Journal* offers a cost-effective way to launch new products as well as bolster sales of existing product lines.

*Fluid Power Journal* is packed with relevant editorial about technology, education, training, career growth, industry news, and the advancement of the International Fluid Power Society.

With over 28,000 primary subscribers, pass-along easily increases total reach to more than 60,000 readers.



**70%+** Specify, select, or influence the purchase of hydraulic components and systems

**60%+**  
FOR PNEUMATIC

**46%+**  
FOR ELECTRONIC  
CONTROL

**35%+**  
FOR VACUUM  
CONTROL

**6** Bimonthly  
issues

- JANUARY/FEBRUARY
- MARCH/APRIL
- MAY/JUNE
- JULY/AUGUST
- SEPTEMBER/OCTOBER
- NOVEMBER/DECEMBER

**4** Directory  
issues

- SYSTEMS INTEGRATOR
- OFF-HIGHWAY SUPPLIERS
- MANUFACTURERS
- TECH

### CONTENT OVERVIEW

- Association News
- ✓ International Fluid Power Society (IFPS)
- ✓ Fluid Power Distributors Association (FPDA)
- ✓ Fluid Power Education Foundation (FPEF)
- ✓ National Fluid Power Association (NFPA)
- ✓ American Society of Mechanical Engineers (ASME – 36th Division)
- ✓ Compressed Air and Gas Institute (CAGI)
- ✓ The Center for Compact and Efficient Fluid Power (CCEFP)
- Calendar of Events
- Case Studies
- Executive Profiles
- Fun Teasers
- Industry News
- Product Reviews
- Professional Development
- Safety/Technology Focus

## WHY ADVERTISE WITH US?



Your ads are supported with articles written by experts in the industry.



Our readers are qualified fluid power professionals so your products will reach the right audience.



Your ads receive more exposure in both the print and digital edition.



Web materials such as videos and white paper distribution provide an interactive touch to your marketing.



Bring your new and best-selling products to focus in the *Journal's* special advertising sections.



Your products can appear in an E-Newsletter with exclusive content that is emailed to thousands of subscribers monthly.

**FLUID POWER JOURNAL  
HAS QUALITY CONTENT AND  
MULTIPLE PLATFORMS FOR  
EXCELLENT PRODUCT AND  
BRAND EXPOSURE.**