FLUIDPOWER JOURNAL

2017 MEDIA GUIDE

FLUID POWER JOURNAL IS THE OFFICIAL PUBLICATION OF THE INTERNATIONAL FLUID POWER SOCIETY

FLUIDPOWER JOURNAL

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?

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

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.

3245 Freemansburg Ave., Palmer, PA 18045-7118 | P 800.730.5904, 610.923.0380 | F 610.923.0390 | www.FluidPowerJournal.com

EDITORIAL CALENDAR

ISSUE AND CLOSING DATE	EDITORIAL FOCUS	CONTENT FEATURES	PRODUCT SPOTLIGHT	SPECIAL SECTIONS	TRADE SHOWS
PRE IFPE 2017 January/ February 11-30-2016	Automation and Robotics	Efficiency with Electronic Controls, Cylinders in Action	Cylinders, Slides, and Vacuum Cups	Winter Literature Review	World of Concrete January 17-20, 2017 Las Vegas, NV
IFPE 2017 ISSUE Systems Integrator Directory 12-30-2016	Mining, Military, Utilities	Hose and Tubing, Emphasis on Safety in Diagnosing System Issues	Power Units, Bell Housings, Clamps, Couplings, Fittings, Manifolds, Quick Couplings	Web Marketplace	IFPE/CONEXPO March 7-11, 2017 Las Vegas, NV
March/April 1-27-2017	Material Handling/ Vacuum Technology	Food and Beverage, Injection Molding	Accumulators, Heat Exchangers, Grippers, Dampeners, and Shock Absorbers	Spring Literature Review	2017 SAE World Congress and Exhibition April 4-6, 2017 Detroit, MI
Off-Highway Directory 2-27-2017	Agriculture and Construction Off-Highway and Mobile Applications	Q&A on Trends in Electronics	Mobile Control Valves, Quick Connects, Cylinders, Gear Pumps, and Joysticks	Company Profiles	2017 Offshore Technology Conference May 1-4, 2017 Houston, TX
May/June 3-28-2017	Aerospace	Pneumatic Technology and LVDTs	Proportional and Servo Valves, Fluid Power Software, Pneumatic Cylinders, Power Units and Pneumatic Assemblies, Sensors	Web Marketplace	2017 Sensors Expo June 27-29, 2017 San Jose, CA
July/August 5-26-2017	Marine and Offshore	Pump Controls/Motors	Pumps and Motors, Gear Pumps	Summer Literature Review	
Manufacturers Directory 6-30-2017	Automotive	Q&A on Trends in Manufacturing	Vacuum and Medical Components	Company Profiles	2017 IMTS September 12-17, 2017 Chicago, IL
September/October 7-28-2017	Wind Power and Green Initiatives	Contamination Control in Fluid Power Systems, Filtration	Filtration, Fluids, and Seals	Fall Literature Review	Pack Expo September 25-27, 2017 Las Vegas, NV
Tech Directory 8-25-2017	Electronic Technology and Sensors	Innovations in Fluid Power Technology, Maintenance and Troubleshooting	Gauges, Flow Meters, Instrumentation	Web Marketplace	ICUEE October 3-5, 2017 Louisville, KY
November/December 9-29-2017	Entertainment & Simulation	Equipment Repair and Reconditioning, Conventional Valves	Flow Control Solutions, Valves, Data Acquisition Systems	Web Marketplace	

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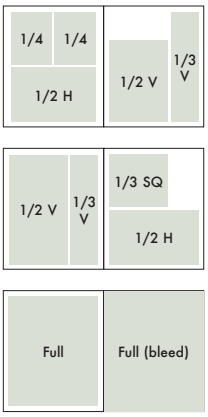
PRINT RATES

4-COLOR AD SIZES	1X	3X	6X	10X
Full Page	$6,995	$6,477	$6,155	$5,945
2/3 Page	$5,890	$5,350	$5,075	$4,875
1/2 Vertical	$5,220	$4,815	$4,560	$4,410
1/2 Horizontal	$4,480	$3,995	$3,820	$3,710
1/3 Page	$3,090	$2,810	$2,690	$2,565
1/4 Page	$2,435	$2,195	$2,125	$2,055

4-COLOR CLASSIFIEDS	1X	3X	6X	10X
1 inch	$285	$266	$255	$220
2 inches	$540	$505	$470	$405
3 inches	$785	$685	$650	$595
4 inches	$1,035	$921	$875	$768
5 inches	$1,265	$1,178	$1,125	$975

* All classified ads are 2.25" in width.

COVER PLACEMENT	1X
Inside Front	$7,475
Inside Back	$7,295
Outside Back	$8,005



AD SIZE (Inches)	WIDTH X HEIGHT
2/3 Page	4.875 x 10
1/2 Vertical	4.875 x 7.5
1/2 Horizontal	7.625 x 4.875
1/3 Vertical	2.5 x 10
1/3 Square	4.875 x 4.875
1/4 Vertical	3.75 x 4.875
1/4 Horizontal	7.625 x 2.5
Full Page	8 x 10
Full Page (With Bleed)	9.25 x 11.125

*Magazine Trim Size: 9" wide x 10.875" high
Bleeds should extend 0.125" on all sides.
All live matter must be at least 0.125" from trim

ISSUE	AD CLOSING
January/February	11/30/16
Systems Integrator Dir.	12/30/16
March/April	1/27/17
Off-Highway Dir.	2/27/17
May/June	3/28/17
July/August	5/26/17
Manufacturers Dir.	6/30/17
September/October	7/28/17
Tech Dir.	8/25/17
November/December	9/29/17

ARTWORK SPECIFICATION

Mechanical Specs: Our staff utilizes Adobe Creative Suite 6. Any of the following layout files are acceptable: *.pdf, *.psd, *.tif, *.jpg, *.eps
File Setup: Set document dimensions to the correct size of the ad. It is not necessary to include printer marks such as crop, bleed and registration marks or page information.
Colors and Resolution: All colors appearing in your ad must be built from process colors CMYK. All images must be at least 300 ppi. We will make reasonable efforts to match color specifications; however, we do not guarantee color reproduction to be exact and will not rebate or adjust except where reproduction clearly diminishes its utility or effectiveness.
How to send files: If file is under 15MB, e-mail it to art@fluidpowerjournal.com. Otherwise, go to www.fluidpowerjournal.com/advertise and follow the instructions to upload your ad.

MORE OPTIONS

WEB BANNERS

Promote your products and services to thousands of monthly *Fluid Power Journal* visitors! As readers migrate more and more to the web for information on products and services, you can be one of the many companies taking advantage of what online advertising has to offer. Visit www.fluidpowerjournal.com to view banner placement.

SIZE (PIXELS)	W X H	PRICE
Prime	550 x 90	$995
Large	300 x 250	$895
Standard	125 x 125	$795

Note: Banners are scheduled for a two-month time span.

E-NEWS BANNERS

Fluid Power Journal's E-Newsletter delivers new products, exclusive articles, and the latest happenings in the industry to you 12 times per year. Take advantage of our countless readers and quick-read format to get your products noticed. Visit www.fluidpowerjournal.com to see our E-Newsletters.

SIZE (PIXELS)	W X H	PRICE
Prime	260 x 60	$495
Standard	124 x 124	$375

Note: E-News banners cannot be animated. Banners are scheduled for a two-month time span.

VIDEOS

Promote your new products and innovations with our video link. A 20-30 word description and an embed of your video will be posted on our website highlighting your company and what you have to offer certified fluid power professionals.

$350 for 2 months

WHITE PAPERS

Do you have a noteworthy white paper to share with our readers? Showcase it on our website in a premier position. Your paper will also be included in our monthly E-Newsletter, allowing you to promote your information through multiple outlets.

$995 for 2 months

COMPANY PROFILES IN DIRECTORY ISSUES

Gain exposure to thousands of nationwide buyers and designers as they look for the latest specifications and availability of products. OEMs and end-users refer to our directories—Systems Integrator, Off-Highway Suppliers, Manufacturers, and Tech Directory—to access the best products the industry has to offer. These spectacular issues feature many company listings and are highly recognized as the source for motion control components and systems.

AD SIZE	PRICE
Full page ad & Full profile	$6,990
1/2 page ad & 1/2 profile	$4,750
1/4 page ad & 1/4 profile	$2,975

Note: View ad sizes on the Print Rates page.

PRODUCT SPOTLIGHT – SPECIAL AD SECTION

Include your products in the Product Spotlight section, which is featured in the six bimonthly issues. This high-profile section offers unique layout choices and product-specific advertising. Simply provide us with a 300-ppi image of the product you want to highlight with a 50-word description, and we'll do the rest.

AD	SIZE	PRICE
Medium	4.5" x 1.5"	$350
Large	2.5" x 4.75"	$450

LITERATURE REVIEW – SPECIAL AD SECTION

Move your brochures and catalogs off the shelves and into the hands of potential customers. Send us a picture of the catalog cover along with a 60-word description, and we'll give you high visibility in our Literature Review special ad section.

$895 per ad

WEB MARKETPLACE – SPECIAL AD SECTION

Highlight your website to potential customers with our Web Marketplace special ad section. Send us your URL and a 60-word description, and we'll direct qualified fluid power and motion control professionals to your homepage.

$895 per ad

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CUSTOM COVER

CUSTOM COVER PACKAGE

BOOST YOUR TRADE SHOW PRESENCE by promoting your company with a custom cover package that speaks volumes about your success in the fluid power industry! See a photo of your Executive/VP on the cover of the *Fluid Power Journal.* This includes a quote on the cover and page reference to your full page advertorial and full page color ad inside the publication. Three high profile pages for one exclusive price!

Special interview advertorial layout just opposite your advertisement – co-written and edited by us and approved by your team.

A full-page ad positioned in the front half of the *Journal.*

300 copies of the *Fluid Power Journal* with your custom cover mailed directly to you. Extra copies for distribution to your clients/trade show attendees can be quoted.

Your executive interview and full page ad will be published in our regular issue. You will receive bonus promotion via our e-newsletter and social media feeds.

Two-month standard banner ad linked to your website on the *Fluid Power Journal's* home page.

Special web link to the digital issue with the custom cover enabling you to promote your company/products to your contacts.

SAMPLE COVERS

Note: cover photo should be taken by a professional photographer as a high resolution 300 ppi image.

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EDUCATION, CERTIFICATION, PROFESSIONALISM

Certification

Through its multifaceted work in education, training, and certification, the International Fluid Power Society strengthens and advances professional careers in the fluid power workforce. The Society is committed to facilitating and promoting the advancement of technology and professionalism of the fluid power and motion control industry through awareness, education, and certification.

IFPS certification tests provide an objective, third-party assessment of an individual's skill level and are recognized industrywide. Certification offerings keep pace with changing fluid power and motion control technologies. Certifications are available at various skill levels for engineers, specialists, technicians, and mechanics and are valid for five years at which time recertification is required. Individuals who master an IFPS certification are issued a credential that is recognized throughout the industry.

Membership

IFPS membership provides the benefit of IFPS's 50+ years of expertise and supports a non-profit organization dedicated to the unique interests of fluid power engineers, specialists, technicians, and mechanics throughout their careers. The IFPS offers technical fluid power training, certification review training sessions, seminars, web seminars, and customized training.

Certification Designations Available

CFPE
Certified Fluid Power Engineer

CFPS
Certified Fluid Power Specialist (Must Obtain CFPHS, CFPPS)

CFPECS
Certified Fluid Power Electronic Controls Specialist

CFPHS
Certified Fluid Power Hydraulic Specialist

CFPPS
Certified Fluid Power Pneumatic Specialist

CFPMECT – *in development*
Mobile Electronic Controls Technician

CFPIECT – *in development*
Industrial Electronic Controls Technicians

CFPMT
Certified Fluid Power Master Technician (Must Obtain CFPIHT, CFPMHT, & CFPPT)

CFPIHT
Certified Fluid Power Industrial Hydraulic Technician

CFPMHT
Certified Fluid Power Mobile Hydraulic Technician

CFPPT
Certified Fluid Power Pneumatic Technician

CFPMM
Certified Fluid Power Master Mechanic (Must Obtain CFPIHM, CFPMHM, & CFPPM)

CFPIHM
Certified Fluid Power Industrial Hydraulic Mechanic

CFPMHM
Certified Fluid Power Mobile Hydraulic Mechanic

CFPPM
Certified Fluid Power Pneumatic Mechanic

CFPMIH
Certified Fluid Power Master of Industrial Hydraulics (Must Obtain CFPIHM, CFPIHT, & CFPCC)

CFPMMH
Certified Fluid Power Master of Mobile Hydraulics (Must Obtain CFPMHM, CFPMHT, & CFPCC)

CFPMIP
Certified Fluid Power Master of Industrial Pneumatics (Must Obtain CFPPM, CFPPT, & CFPCC)

CFPCC
Certified Fluid Power Connector & Conductor

CFPSD
Fluid Power System Designer

CFPAI
Certified Fluid Power Accredited Instructor

CFPAJPP
Certified Fluid Power Authorized Job Performance Proctor

CFPAJPPCC
Certified Fluid Power Authorized Job Performance Proctor Connector & Conductor

FOR MORE INFORMATION
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