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www.managingagingplants.com
About Managing Aging Plants
Managing Aging Plants magazine is a leading and authoritative publication devoted to extending the lifetime of production facilities long after that which was specified when the facility was originally designed and built.

Managing Aging Plants covers all topics related to keeping aging industrial facilities in good shape. Four themes have proven to function as key parts for finding, creating and managing solutions regarding the challenges posed by an aging plant: maintenance, safety, materials and future solutions:

Maintenance
Maintenance is at the heart of ensuring that aging assets and installations stay reliable and thus safe. Maintenance is not limited to inspection of and repair works on mechanical components but also covers the maintenance of software systems, as well as the selection and implementation of smart maintenance.

Safety
Safety is not only the result but also the initiator of regular maintenance works, by means of RBI for example. Building and maintaining a ‘safety culture’ within a company is of vital importance to keep on track with inspection and maintenance works and thus ensure that aging assets stay reliable. Safety also applies to cyber security.

Materials
Knowing how polymers, concrete, or stainless steel react to humidity, heat, or other materials is vital for selecting the right material. Materials covers research, for example in the field of CUI, as well as inspection techniques such as Finite Element Analysis and Fitness for Service.

Future Solutions
The degree of industrial digitalisation and automation will only increase. The IIoT, or Industry 4.0, demands intelligent software and smart data analytics, to process big data efficiently and save both time and money. 3D printing and other developing techniques are also considered future solutions.

Facts:
- DIN A4 format
- 6 issues per year
- Average circulation: 6000 copies
- Distribution: Subscriptions and trade fairs
- Average pages: 40
- Specials
Groups that will primarily benefit from advertising in the Managing Aging Plants magazine will be:
Engineering companies ▪ Fabricators ▪ Industrial consulting companies ▪ Industrial insurance companies ▪ Inspection service organizations ▪ Maintenance service organizations ▪ Manufacturers ▪ Regulatory bodies and Suppliers

Readership target group:
Technical staff, managers, and executive decision-makers within producing companies that are busy both now and in the future to maintain and sustain their plant’s economic viability, productivity, and safety. The magazine is relevant to all industries confronting these challenges but in particular to the following industries: Chemical ▪ Petrochemical ▪ Oil & Gas (Offshore & Onshore) ▪ LNG ▪ Pharmaceutical ▪ Power Generation ▪ Pulp & Paper ▪ Refineries and Nuclear

Industries & Markets: Chemical & Petrochemical ▪ Oil & Gas (Offshore & Onshore) ▪ Pharmaceutical ▪ Power Generation ▪ Pulp & Paper ▪ Refineries, Nuclear

Managing Aging Plants Subscriptions

<table>
<thead>
<tr>
<th>Subscription rates</th>
<th>Printed</th>
<th>Digital</th>
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<tbody>
<tr>
<td>1 year (6 issues)</td>
<td>EUR 179</td>
<td>EUR 159</td>
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<tr>
<td>2 years (12 issues)</td>
<td>EUR 299</td>
<td>EUR 249</td>
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<td>Month</td>
<td>Deadline</td>
<td>Topic</td>
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<td>--------------------------------------------</td>
</tr>
<tr>
<td>February</td>
<td>12 January 2017</td>
<td>Cover Story: available</td>
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<tr>
<td>April</td>
<td>16 March 2017</td>
<td>Cover Story: Metso Flow Control, Finland</td>
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<tr>
<td>June</td>
<td>11 May 2017</td>
<td>Cover Story: available</td>
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<tr>
<td>August</td>
<td>13 July 2017</td>
<td>Cover Story: available</td>
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<tr>
<td>October</td>
<td>18 September 2017</td>
<td>Cover Story: available</td>
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*The editorial staff reserves the right to make changes to the editorial programme*

**Special Publications 2017:**

<table>
<thead>
<tr>
<th>Annual Procurement Report Stainless Steel World</th>
<th>Annual Procurement Report Valve World</th>
<th>Flow Control Jahrbuch (German language)</th>
<th>Flow Control Yearbook China (Chinese language)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact: Elisa Hannan</td>
<td>Contact: Mehmet Erel</td>
<td>Contact: Peter Lörcks</td>
<td>Contact: Tu QiRiu</td>
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<td><a href="mailto:m.erel@kci-world.com">m.erel@kci-world.com</a></td>
<td><a href="mailto:p.loercks@kci-world.com">p.loercks@kci-world.com</a></td>
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<td>Phone: +31-575-585-291</td>
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<td>Phone: +49-2821-71145-44</td>
<td>Phone: +86-21-6351-9611</td>
</tr>
</tbody>
</table>
Advertising Formats

- Delivery of advertising material should be a PDF (PDF/X1a:2001), JPG (300 DPI) or EPS file.
- Full colour material should be provided in CMYK.
- No text should be included within 10 mm of the right and left sides of the crop marks
- For the double page spread advert, no text should be included within 20 mm of the center of the advert page

Please send your advertising material to Alejandra Escobar-Barbòn, a.escobar@kci-world.com, Phone: +31-575-585-273
## Advertising rates 2017 (excl. VAT)

<table>
<thead>
<tr>
<th>Number of insertions</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
<td><strong>Full colour</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>2900</td>
<td>2700</td>
<td>2400</td>
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<tr>
<td>Half page</td>
<td>2200</td>
<td>2000</td>
<td>1700</td>
</tr>
<tr>
<td>Quarter page</td>
<td>1700</td>
<td>1500</td>
<td>1100</td>
</tr>
<tr>
<td><strong>Black &amp; white</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>1900</td>
<td>1700</td>
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</tr>
<tr>
<td>Half page</td>
<td>1800</td>
<td>1400</td>
<td>1100</td>
</tr>
<tr>
<td>Quarter page</td>
<td>1200</td>
<td>1000</td>
<td>700</td>
</tr>
</tbody>
</table>

### Surcharges
- Special position: +15% (Requests for special positions will be granted where possible)
- PMS colours: +15% (additional colour rates)

### Insert
- Costs of bound and loose inserts depend on weight and size and are based on ready to process delivery. Rates on application.

### Technical costs
- Any production work caused by non-camera ready material and advertisement lithography will be recharged at cost. A quotation will be sent before production.

### Reprints
- Reprints of articles are possible. Rates available on request.

### Months of publication:
**2017:** February, April, June, August, October, December
The Cover Story is a unique marketing mix of an editorial feature and an advertising campaign with an enormous selling power.

Managing Aging Plants Cover Story Comprises:

- A feature article on four full colour pages. The article is the product of Managing Aging Plants and will be written in our style. We will send the text before publication, so you can check it for any inaccuracies.
- The cover, which will be designed in mutual agreement with the editor-in-chief. Your company’s name will appear on the cover.
- Several advertisements inserted in consecutive issues, but at least three full-page full colour advertisements. One advertisement must be inserted in the issue featuring your article.
- 200 Copies will be made available for your own distribution amongst your clients, prospects, at exhibitions, etc. All copies will be sent to one address in Europe free of charge. A delivery address outside Europe will be charged to you at our cost price. If you would like to receive more copies we can make you a quotation.
- The feature article will be in the Cover Story Gallery on the website of Managing Aging Plants (www.managingagingplants.com ) for at least one year.

The Cover Story packages include Online and Printed Media.

Package A:

- 3 full page (A4) full color advertisements
- Feature article (4 pages article) + 1 year in the CS Gallery
- Banner in slide show on the homepage (online for 3 months)
- Top Banner on the home page (online for 4 weeks)
- 1 clickable Logo Banner on the sub-page News Archive for 1 year
- 4 times Product Showcase on the Managing Aging Plants E-mail Newsletter
- 1 year subscription on the Managing Aging Plants magazine

Total Cost for Package A = Euro 19.900,-

Package B:

- 6 full page (A4) full color advertisements
- Feature article (4 pages article) + 1 year in the CS Gallery
- Banner in slide show on the homepage (online for 3 months)
- Top Banner on the home page (online for 4 weeks)
- 1 clickable Logo Banner on the sub-page News Archive for 1 year
- 4 times Product Showcase on the Managing Aging Plants E-mail Newsletter
- 1 year subscription on the Managing Aging Plants magazine

Total Cost for Package B = Euro 24.900,-
Stainless Steel World Annual Procurement Report
Annual publication with a global distribution of aprox 6000 copies. Features technical information and articles about current global procurement-related issues in the field of CRA’s. Includes aprox. 100 fully illustrated and informative ‘Company Profiles’ concisely highlighting company news, products and services PLUS a Buyers’ Guide of stainless manufacturers, fabricators, suppliers and stockists. In addition provides a list of global stainless associations, and glossary of useful terminology.

Flow Control Jahrbuch
The Flow Control Jahrbuch is an annual publication with contact details about companies who are specialized in the Valve, Stainless and Pump industry. Companies from Germany, Switzerland and Austria have the opportunity to present their products and services with a company entry, a company profile or an advertisement. Companies from other countries have also the opportunity to book an advertisement.

Flow Control Yearbook China
The Flow Control Jahrbuch Chinese is an annual publication with contact details about companies who are specialized in the Valve, Stainless and Pump industry. Companies in the Asian market have the opportunity to present their products and services with a company entry, a company profile or an advertisement. Companies from other countries have also the opportunity to book an advertisement.

Focus on wire + Tube Magazine 2018
Publication designed especially for, and distributed with aprox. 5000 copies free of charge at the wire + Tube Expo (biennial Messe Düsseldorf, Germany). Featuring technical articles, product, material and application profiles, company and industry news AND providing advertising and editorial features.

Focus on Achema Magazine 2018
Produced for the members of our Stainless Steel World, Valve World and Pump Engineer Communities and is distributed free of charge at each ACHEMA event (Frankfurt, Germany) with aprox. 6000 copies. Full advertising opportunities, cover story feature and editorial, company and industry news articles and updates.
Managing Aging Plants News Update

The Managing Aging Plants News Update has 8000 global subscribers who receive 24 mailings of this digital newsletter each year!
Each issue features important industry news and information AND provides the platform to showcase your company with (interactive) advertising opportunities.

Subscription is free and easy via: www.kci-world.com/newsletters or www.managingagingplants.com

1. Clickable Logo Banner

The Logo Banner is linked to your website
Format: jpg
Size: max. 125 px * 40 px

2. Newsletter Showcase

The box is linked to your website
You can add a box with information of your products, events, etc.
Format: gif
Size: max. 175px x 175px

Press Releases and Industry News are hosted for free
We invite you to send your press releases and company news for consideration for inclusion in the news items section of the Newsletter. All news items must be of relevant interest to the Aging Plants industry and of a non commercial nature. All press releases and news items hosted subject to editorial discretion.

Please send your press releases and company news to:
John Butterfield, j.butterfield@kci-world.com, Phone: +31-575-585-294
Managing Aging Plants provides an extensive online communications and marketing platform for the global Managing Aging Plants Community 24/7!

**News & Information:** direct and easy access to the latest global industry news items, important market information, challenging opinions and inspiring discussions hosted via both the homepage and the various dedicated materials, applications and market fact file pages.

**Join our Community:** access the latest information on how to join our conference & exhibitions utilizing interactive exhibition floor plans and exhibitor lists, conference programmes, registrations and more....

**Showcase your Company! Advertise!** Providing a range of highly effective advertising opportunities Managing Aging Plants Online ensures highly effective visibility with packages of alternating online advertising services.
**Online**

**Logo Banner on the homepage**

1 year: EUR 1950  
2 years: EUR 3450  

- Format: gif (non-animated)  
- Size: max. 250 px * 70 px

**Banner Slideshow on the homepage**

- 3 months: EUR 990  
  (Limited to max. 5 companies at the same time)  

- Format: jpg  
- Size: max. 1025 px * 209 px

**Top Banner on the homepage**

- 4 weeks: EUR 1650  

- Format: gif (non-animated)  
- Size: max. 325 px * 50 px

**Logo Banner on subpage**

- 1 year: EUR 490  
- 2 years: EUR 845  

- e.g. calendar, News archive, Magazine, Editorial program  

- Format: jpg  
- Size: max. 250 px * 70 px

**Reveal Ad on the homepage**

- 4 weeks: EUR 1450  

- Format: gif  
- Size: max. 134 px * 88 px
Managing Aging Plants TV enables you to present your company within a video production. Communicating company news and information or showcasing your company with a commercial advertisement will optimise your marketing and communication strategy - interesting and eye catching!

**MAP TV Advertisement: Euro 2050**
Short animated advertisement made from up to 10 pictures with voice over. You supply pictures and text and Managing Aging Plants compile, edit and voiceover. Hosted in a key position on The Managing Aging Plants Homepage for (minimum) 4 weeks and alternating as main feature.
PLUS! Featured on The Managing Aging Plants TV Gallery for 1 Year.

**MAP TV Company Film Advertisement: Euro 1795**
Any of your company’s *existing Video Film hosted in a key position on The Managing Aging Plants Homepage for (minimum) 4 weeks and alternating as main feature.
(*whilst not necessary we do recommend to re edit to approx. 60 seconds)
PLUS! Featured on Managing Aging Plants TV Gallery for 1 Year.

**MAP TV Interview Commercial: Euro 2250**
One minute video of an Onsite Event Interview hosted in a key position on Managing Aging Plants Homepage for (minimum) 4 weeks and alternating as main feature.
On site video interview can be pre-arranged prior to the event and rehearsed on site prior to filming.
PLUS! Featured on The Managing Aging Plants TV Gallery for 1 Year.

**Corporate Company Film**
The Managing Aging Plants TV Film Team have more than 35 years’ experience in global video and film production. Professional advice and full technical, filming and editing services are provided in order to ensure your Corporate Film suitably reflects your company’s products, services and personality. Please contact us for consultation and prices.

**Expo TV – static: Euro 1050**
Company logo + stand location displayed on TV screens during the exhibition

**Expo TV – animated: Euro 1250**
Animated logo + stand location displayed on TV screen during the exhibition

For more information please contact Christian Verhey, c.verhey@kci-world.com, Phone: +49-2821-71145-45
Conferences & Exhibitions 2017

Our conference & exhibitions are acknowledged as vital communication platforms where our communities join together to update and share knowledge, learn of the latest market trends and information and to showcase products, services and expertise. Why not join us……

Flow Control Exchange Brasil 2017:
26 – 27 April 2017, Rio de Janeiro, Brasil
We will host the 2nd issue of Brazil’s only conference & exhibition focusing on valves, pumps and stainless steel applications. The Flow Control Exchange 2017 will feature expert keynote speakers and leading technicians and materials specialists involved in the operation, manufacturing or specification of valves, actuators, piping, welding, castings, forgings, material selection, whilst the exhibition will host suppliers, manufacturers and fabricators. Find Out More: www.flowcontrolexchange.com

Valve World Americas Conference & Expo 2017
20 – 21 June 2017, Houston, Texas, USA
Valve World Americas Expo 2017 will bring the world’s leading valve companies and end-users from the process industry together. The main focus of the exhibition will be on the large and important valve markets of North and South America. The exhibition will be held in conjunction with the Valve World Americas Conference 2017. This combination will bring the best valve companies, EPCs, and end-users together to strengthen relationships, meet existing and new customers, and exchange ideas and opinions face-to-face. Find Out More: www.valveworldexpoamericas.com

Valve World Asia Conference & Exhibition 2017
21 – 22 September 2017, Suzhou, China
The Valve World Asia Conference & Exhibition brings all experts from the valve industry together at one place. Topics about Valves and Seals will be discussed from exhibitors, visitors and conference delegates. Find Out More: www.valve-world.net

Stainless Steel World Expo & Conference 2017
28 – 30 November 2017, Maastricht, The Netherlands
The Stainless Steel World Conference & Exhibition 2017 will be held in November 2017 in The MECC, Maastricht, The Netherlands. This long established and renowned 3 day combined conference and exhibition aims to be a most important industry event of 2017. Bringing together corrosion and materials professionals from the global market place in one place at one time. Find Out More: www.stainless-steel-world.net

www.managingagingplants.com
Managing Aging Plants Conference & Expo Germany 2017
22–23 May 2017, Düsseldorf, Germany
Following to the very successful 2015 event, we will organize the 2nd issue of the the Managing Aging Plants Conference & Expo in Düsseldorf, Germany. A special conference program has been designed to further deal with all aspects relating to the problem of aging plants around the globe, with a special focus on the situation within the European region. Held in parallel to the conference, there will again be an exhibition focusing on essential services and products required for plant maintenance.

Managing Aging Plants Conference & Expo Japan 2018
International Conference Hall (Kokusai Kaigijo) at Waseda University, Tokyo, Japan
This two-day event in Tokyo will take place for the second time. It has been put together so that participants can not only gain a better understanding of the challenges and problems which they face in ensuring safe and sustainable operations in their plants for the future, but also to create a platform where awareness and experience about the complexities of managing aging plants can be shared in both the conference and the expo.

Managing Aging Plants Conference & Expo Americas 2018
George R. Brown Convention Centre, Houston, Texas, USA
In November 2018, parallel to the Stainless Steel World Americas Conference & Expo we will organize the 2nd Managing Aging Plants Conference & Expo 2018. A conference program has been designed to deal with all aspects directly relating to the problem of aging plants particularly in the Americas.

Book a stand at our international Managing Aging Plants events and be part of the Community!

More information: www.managingagingplants.com
Managing Aging Plants Social Media
The Managing Aging Plants (multi lingual) Social Media Groups connect decision makers, market experts, professionals and students alike!
Why not join us and contribute ideas and suggestions on Facebook with international experts or alert the global community to company news via LinkedIn?
Or let Managing Aging Plants do the work for you!
Whatever your experience or level of understanding of Social Media is, Managing Aging Plants can professionally communicate your message for you!

Social Media Package: 1 year 2 years
- 3 news items per month on different social media channels EUR 3600 EUR 5900
- Text without logo
- Editorial content only – non-commercial

For more information please contact Christian Verhey c.verhey@kci-world.com, Phone: +49-2821-71145-45
For more information about your press releases please contact John Butterfield, j.butterfield@kci-world.com, Phone: +31-575-585-294

Visit our Social Media Groups!

www.managingagingplants.com