

2012 Media File



IPPT&T
INDUSTRIAL PROCESS PRODUCTS & TECHNOLOGY

September 7, 2011
A Swan Erickson Publication
Volume 23 / Issue 4
www.ippt.ca

**UNDERSTANDING
LOW CONDUCTIVITY /
HIGH RESISTIVITY MEASUREMENTS**

WHY CONTROL PRECISION MATTERS

FLOWMETER TROUBLESHOOTING

**IS YOUR ULTRASONIC CLEANING SYSTEM
LIVING UP TO ITS POTENTIAL?**

Canada's Process Network

DWYER INSTRUMENTS' SERIES 3ABVH 3-WAY BRASS BALL VALVE
Page 18

NOSHOK OFFERS A RANGE OF NEEDLE AND MANIFOLD VALVES
Page 27

PRECISION DIGITALS' PROTEX-MAX PD8 EXPLOSION-PROOF METER
Page 12

TRACERCO'S TANKGAUGE FOR MULTIPHASE STORAGE TANKS OR VESSELS
Page 21

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Our Readers Are...

Key personnel, for total market penetration

Job Titles	Copies	%
Administrative Management	5375	21.9
Operative Management	7439	30.33
Plant Engineering	7971	32.5
Consulting Engineers & Construction Firms Personnel	1436	5.85
Purchasing Agents	954	3.89
Chemists, Chief Chemists & Research & Development n.e.c.	606	2.5
Other Qualified Personnel n.e.c.	714	2.92
Company Name Only Including Libraries	34	0.14

Current ... No 3rd Year Names

Reader Last Qualified By Year	By %	By Copies
Year 1	68.8%	16885
Year 2	31.2%	7644
Year 3	00.0%	0

Requesting IPP&T Year After Year

Qualification Source	By %	By Copies
Request Written/Telecom/Electronic	90.8%	22280
Other Sources	9.2%	2249
Total Qualified Circulation	100%	24529

Well Qualified; 99.5% By Name, Title &/Or Function

Mailing Address Break-Out For Qualified Readers

	By %	By Copies
Individuals By Name, Title &/Or Function	99.6%	22429
All Other	0.4%	100
Total	100%	24529

In Key Canadian Processing Industries

Qualified Industry Circulations by Quantity & % of Total

Chemical Producers	1432 / 5.8%	Mfrs of Rubber Compounds	248 / 1%
Pulp & Paper Producers	1782 / 7.3%	Protective Coatings	227 / 0.9%
Petroleum Processors	2259 / 9.2%	Thermal Utilities	1343 / 5.5%
Producers of Plastics	937 / 3.8%	Processors of Textiles	109 / 0.4%
Metal Processors	2766 / 11.3%	Other Secondary Mfrs	2784 / 11.4%
Food Processors	1753 / 7.1%	Consulting/Design Eng'g	3683 / 15%
Beverage Manufacturers	390 / 1.6%	Construction Firms	372 / 1.5%
Non-Metallic Minerals	637 / 2.6%	Laboratory Personnel	182 / 0.7%
Pharmaceutical Mfrs	509 / 2.1%	Government Engineers	1446 / 5.9%
Mfrs of Detergents	219 / 0.9%	Educational Institutions	187 / 0.8%
		Others Allied to the Field	1264 / 5.2%

IPP&T is Canada's Progressive Magazine for Processors, and a member of CANADA'S PROCESS NETWORK, Swan Erickson Publishing's far-ranging network of media channels to the vital processing industries in Canada: magazines, product cards, E-News, digital communications, web-based media, and white paper exchanges.



Digital IPP&T Editions

Take advantage of the additional readership and promotional opportunities offered by digital editions! Tailor specific product introductions via pop-outs, video or animation. The possibilities are endless and very cost-effective! Our team can work with you to develop a specialized digital campaign that sets your company and products apart. More and more readers are relying on digital issues to deliver the information they need in a timely, effective and environmentally conscious manner. You can capitalize on this up-trend immediately. Call 905-649-8966.

To view our digital issues, please visit:

<http://digitalmag.ippt.ca>

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Nine times per year PROCESS E-News electronic newsletter is e-mailed to 22,000 recipients, offering product news, tips and technical data. Be included in PROCESS E-News, an important media channel reaching process industry decision makers.



\$575 per issue, or \$4600 per year (all 9 issues)
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WhitePaper XChange e-mails send out your large technical articles in an attractive readable format to more than 20,000 readers. Sent monthly.
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2012 Editorial Calendar of Issues

	Editorial Closing	Ad Closing	Issued
February Focus: Level / Technology	January 13	January 19	Late February
Focus: Process Safety / Bonus Distribution at ISA Edmonton Show			
April Focus: Flow / Industrial Communications	March 14	March 21	Late April
Focus: Bonus Distribution at Global Petroleum Show			
June Focus: Pumps	May 7	May 11	Early June
September Focus: Pressure	July 20	July 27	Early September
Focus: Bonus Distribution at ISA Automation Week & Oil Sands Show			
October Focus: Temperature / Wireless Communications	September 10	September 17	Mid October
November Focus: Gas Detection	October 17	October 24	Late November

2012 Advertising Rates

	1 X	3 X	6 X	12 X	18 X
Tabloid Page 9 x 12.75"	\$5445	\$5245	\$5045	\$4845	\$4745
Standard Page 7 x 10" or Bleed (8.5" x 11.25")	\$3870	\$3720	\$3565	\$3445	\$3390
2/3 Page Vertical 4 7/8 x 10" Horizontal 7 x 6 3/4"	\$3055	\$2955	\$2850	\$2750	\$2655
1/2 Page Vertical 3 3/8 x 10" Horizontal 7 x 4 7/8" Island 4 7/8 x 7 3/8"	\$2360	\$2280	\$2200	\$2115	\$2065
1/3 Page Vertical 2 1/4 x 10" Square 4 7/8 x 4 3/4"	\$1730	\$1680	\$1595	\$1625	\$1530
1/4 Page Vertical 3 3/8 x 4 7/8" Horizontal 4 5/8 x 3 7/8"	\$1220	\$1170	\$1120	\$1065	\$1020

Colour Rates

Standard Second Colour \$435
 Matched Colour \$490
 Four-Colour \$1040
 Additional Four-Colour in Issue \$885

Literature Reviews

Issues: Feb / June / October
 Advertiser Rate, Full Colour \$575
 Non-Advertiser Rate \$735

Web Advertising

Web Banner on ippt.ca:
 \$550 per 3 months.
 Additional rates on request.

List Rentals

Rent our mailing list!
 \$220/M. Call 905-272-4175

Process Action Cards

IPP&T's readers receive these loose deck card packs of product information and they reply directly to you, the advertiser. Your product information reaches a proven, responsive target audience.

2012 Rates

\$1795 (Advertisers) \$1955 (Non-Advertisers in IPP&T)
Second Colour: \$485 Four-Colour: \$599

Issue	Closing for Space	Material Deadline
February	January 13	January 20
May	April 16	April 23
September	July 23	July 30
November	October 15	October 22

Bonus for 2012!

All card packs are digitally reproduced online and linked to your web site for our entire circulation at no additional cost - for more sales exposure!



Your IPP&T Contacts

Editor / Webmaster

Glen Scholey
gscholey@ippt.ca
Tel: 905-642-1215

Advertising Director / Publisher

Michael Swan
mswan@ippt.ca
Tel: 1-800-572-4231
Fax: 905-649-8967

Advertising Representative

Richard Owen
rowen@ippt.ca
Tel: 416-805-4778
Fax: 1-866-278-4713

Circulation Manager

Shila Naik
shila@ippt.ca
Tel: 905-272-4175

Pre-Press Information

Trim Size: 9.5" wide x 13.25" deep. Tab Pg Bleed: 9.75" wide x 13.5" deep. Live Tab Page Area: 9" x 12.75".
Binding: Saddle Stitched
Inserts: Please Contact Publisher for Rates & Mechanicals

Electronic Media Requirements: Platforms: Windows, Macintosh. Applications: Quark Xpress, Adobe Pagemaker, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Corel Draw (Windows only), PDF if supplied to specs (upon request). Media: CD, Digital Transfer by FTP or Email (request specs). Graphic Formats: TIFF, EPS / convert RGB to CMYK including nested or embedded elements / dutones and files with clipping paths must be supplied as EPS / JPEG, GIF and all other web-formatted objects are usually unacceptable / resolution 300dpi for screened data and 1200dpi for 1bit data. Proofs: Supply a composite B/W or colour laser proof preferably sized as is. Packaging of Digital File: Supply proof of the file and list of all supplied digital files / supply all application files and source EPS and Tiff files / supply all screen and printer fonts / remove extraneous versions of files or information within application files such as other versions of the file drawn in crop or colour marks.

Swan Erickson Publishing Inc.

Mailing Address

Advertising / Editorial / Circulation: 4261 - A14 Highway 7 East, Suite 355, Markham, ON L3R 9W6

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