

Valveuser Magazine Media Guide 2027



The definitive valve and actuator industry magazine
valveuser.com



Valveuser Magazine gives BVAA members a targeted platform to share expertise, promote capability and reach a specialist audience across the valve and actuator industry.

With regular e-magazine distribution, two strategic print editions and dedicated online global readership, it offers practical visibility for member news, editorial and advertising.

BVAA members can submit up to **two pieces of free editorial in each issue**, and we keep all advertising rates extremely competitive.

Editorial and Advertising are reserved for BVAA Members only.

- 5,000 opted-in subscribers worldwide.
- Special Print Editions 3000+ copies.
- Distributed at major exhibitions and industry events.
- valveuser.com website has approx. 58,000 active users per annum and thousands of articles.
- FREE Publication.

For all Valveuser editorial and advertising contact:



info@valveuser.com



01295 221 270



Free Editorial

- **TWO Free pieces of Editorial**
- **Approx. 400 words**
- **1-3 Images (300dpi)**
- **NO stock or photo library images**

Include:



Contact Name



Tel No



Email



Website

Text must be supplied in a properly formatted, editable format e.g. **Microsoft Word**. PDF and other formats will not be accepted.

Each article should be approximately **400 words** with **1-3 images**. Images need to be a minimum of 300dpi and submitted as a jpeg. ***The main E-magazine image should be 1200px x 750px in landscape format.***

All editorial must feature the **BVAA fee paying member** most prominently.

Text should be spell-checked before submission, including any symbols or special characters. Any editorial submitted and published will remain in the Valveuser website archives.

We cannot accept photo library images. Any images supplied must be owned by the contributor (i.e. BVAA Member), who must own the copyright and gives the BVAA full permission to use any imagery supplied in other BVAA promotional materials, unless expressly stated to the contrary.

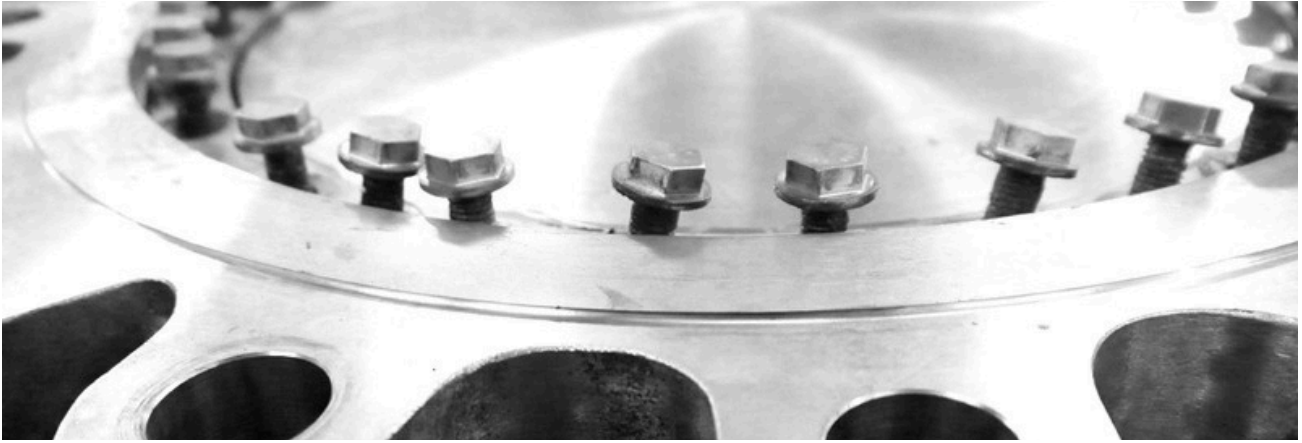
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Editorial Themes

The BVAA membership is made up of companies that manufacture, distribute or repair valves, actuators and related products and services. These products and services span a wide range of sectors, which is why we do not restrict members to an editorial calendar with specific themes. Instead, we encourage members to showcase their companies, products, people and expertise in the issue that best fits them.

Ideas for editorial themes could include (but are not limited to):

- New product or service announcements
- New contracts and partnerships
- Case studies, problem solving
- Acquisitions, mergers or expansion news
- New premises or facilities
- Accreditations, awards
- New appointments, staff changes
- Training and events
- Attendance at events, exhibitions and conferences
- Innovation

Editorial Prerogative

Submission of material should not be taken as a guarantee of inclusion. BVAA reserves the right to correct, amend and otherwise edit the material as it sees fit and to suit the circumstances. The editor's decision is final. Editorial is not returned to contributors for final approval. All contributors are referred to the Disclaimer and Copyright notice in the footer of our website here: valveuser.com.

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Editorial and Advertising Deadline Schedule 2027

Use the schedule below to plan editorial submissions and advertising bookings in advance. Members are encouraged to confirm preferred issues early, particularly where print edition exposure or event distribution is required.

Issue No.	Date to Submit	Published
Issue 109	19 February	End February
Issue 110 PRINT MAGAZINE	19 March	Early May CHEMUK & WES (tbc)
Issue 111	28 May	Early June
Issue 112 PRINT MAGAZINE	2 July	Mid August Offshore Europe (tbc) & EFD (tbc)
Issue 113	1 October	Mid October
Issue 114	12 November	End November

**Please note that all issues are published as e-magazines. Issues marked as print editions are also produced as printed magazines for distribution at selected events. Dates subject to change.*

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Valveuser Print Magazine

Advertising Rates/Specifications

Issue 110 Print Magazine - Published early May

Issue 112 Print Magazine - Published mid August

Front Cover	£1,590.00 +VAT
Back Page	£1,190.00 +VAT
Inside Front Cover	£1,040.00 +VAT
Front Cover Box*	£860.00 +VAT
Full A4 Page	£800.00 +VAT
Half A4 Page	£560.00 +VAT
Quarter A4 Page	£320.00 +VAT

Please check and ensure the following before submitting:

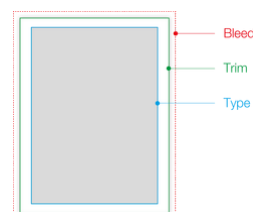
- **Strictly NO photo library images.**
- **All adverts must feature the BVAA fee paying member most prominently.**
- The supplied PDF remains the responsibility of the creator.
- We cannot be held responsible for any colour or content mismatches.
- **Format:**
 - Supply electronically in **PDF format**, compliant with Pass4Press guidelines (www.pass4press.com)
 - Adobe Acrobat 4.0 compatible. Only version 1.3 file and above will be accepted.
 - We do not accept Word, Quark, Pages, JPEG, TIFF, EPS files.
- **Size:**
 - Ensure artwork is the correct size and rotation. The PDF must be 100% of the final size.
 - Double page spreads can be supplied as two single page PDFs or as one PDF. Allow 12mm gutter for critical matter.
- **Resolution:**
 - Images must be **300dpi minimum** (effective scaling at print size).
 - PDF compression set to 300dpi.
- **Fonts:** Must be embedded and subset or outlined, Minimum 6pt.
- **Colour:** All images, graphic elements and text must be set to CMYK. RGB or spot colours are not accepted.
- **Critical matter:** Text should be at least 16mm from trim edge.
- **Bleed:** 3mm all sides.
- **Trim marks:** Offset from the 3mm bleed.
- **Preflight:** Check overprint settings are correct. Avoid ink coverage in excess of 300%.

***Only TWO Front Cover Boxes Per Issue**

40mm h x 80mm w
(+ 3mm bleed & crop marks)
Image with link to editorial

40mm h x 80mm w
(+ 3mm bleed & crop marks)
Image with link to editorial

Front Cover & Front Cover Boxes
Include Double Page Spread Article



Front Cover
210mm w x
163.1mm h
(+ 3mm bleed & crop marks)

Full Page
A4 Advert
210mm x
297mm

Full A4 Page
Size:
210mm w x
297mm h
(+ 3mm bleed & crop marks)

Half A4 Page
210mm x
148.5mm

Half A4 Page
Size:
210mm w x
148.5mm h
(+ 3mm bleed & crop marks)

Quarter
Page
105mm x
148.5mm

Quarter A4 Page Size:
105mm w x 148.5mm h
(+ 3mm bleed & crop marks)

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Valveuser E-Magazine

Advertising Rates/Specification

Sponsored Feature Article

- Digital '**Front Cover**' of a Valveuser e-magazine.
- Digital '**Front Cover**' is displayed for up to 30 days at top of:
 - [valveuser.com homepage](http://valveuser.com/homepage)
 - [Current Issue](#) page
- **FIRST** article listed on '*Latest Valve Industry Articles*' for up to 30 days.
- **TOP** and **LARGEST** Article in e-magazine.
- Promoted on BVAA's [LinkedIn](#) channel with 5,000 followers.

Rate: £800 +VAT

Send Us:

Piece of editorial & cover Image (1200px x 750px in landscape format) as per editorial guidelines.



Thumbnail Image 400px w x 360px h



E-Magazine Banner Ads

THREE Member Banner Ads Per Issue

- **Great visibility**, with no article required.
- **Clickable call-to-action** linking to the URL of your choice.
- **Measurable performance**, with click-through statistics available on request
- **Flexible** - when booking 3 issues, you can change artwork.

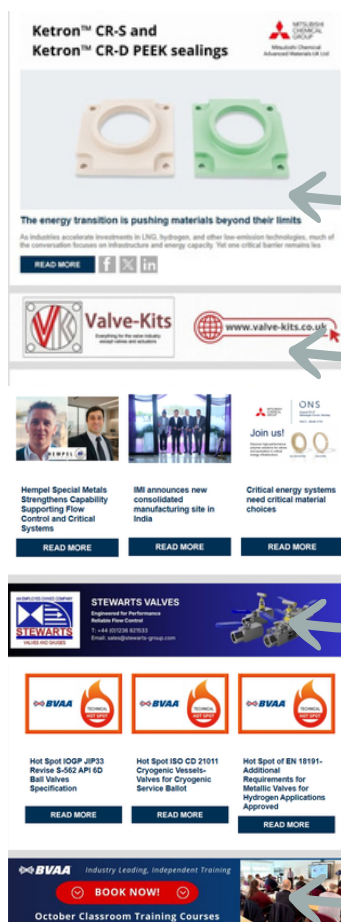
Rates:

Position	1 Issue	3 Issues*
Position 1	£320 +VAT	£864 +VAT
Position 2	£270 +VAT	£729 +VAT
Position 3	£220 +VAT	£594 +VAT

**10% discount on 3 consecutive E-Mag issues*

Send Us:

- Jpg, png or gif of banner ad artwork
Size: 640px w x 128px h
- URL link



Sponsored Feature Article
£800.00 +VAT

E-Magazine Banner Ad
640px w x 128px h

BVAA and Member
Editorial/News

E-Magazine Banner Ad
640px w x 128px h

BVAA and Member
Editorial/News

E-Magazine Banner Ad
640px w x 128px h

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