

working pressure

official magazine of **ASSE International**

**2024
MEDIA
KIT**



OVERVIEW

WORKING PRESSURE, official magazine of ASSE International, is a quarterly magazine distributed in print to ASSE International members and online to the public and ASSE-certified professionals. *Working Pressure* covers the full demographic range of our readers, which includes backflow prevention, plumbing/mechanical, water quality, HVAC, fire protection, medical gas, and water utility.

Regular content of *Working Pressure* includes columns for product and personnel standards, product and professional certification, backflow industry updates and opinions, product repair, and quarterly quizzes. Our multiple platforms – magazine, website, and email – provide a balance of education and entertainment to our dedicated readers.

Working Pressure also includes one to three feature articles per issue, determined by what's happening at ASSE and in the industry. These articles are longer than our columns and dive in a bit deeper. Features include issues affecting our industry, implementation of technology to our trade, plumbing system design, code and standards updates, and installation / maintenance tips, to name a few. Our mission is to give our readers working knowledge of what's happening in our widespread and diverse industry.

The quarterly issues of *Working Pressure* magazine cover January-March (published in March), April-June (published in June), July-September (published in September), and October-December (published in December).

Working Pressure magazine is mailed to ASSE International members, distributed digitally via eBlast to ASSE-certified professionals, ASSE members, and extra subscribers, and posted online at www.workingpressuremag.com.



TOTAL CIRCULATION
25,000 (Digital & Print)

PRINT CIRCULATION
1,200 (ASSE Members Only)



EDITORIAL CALENDAR

JANUARY-MARCH: HEALTH, SAFETY, & WATER QUALITY

PRINT AD CLOSE: 02/23/2024 **DISTRIBUTED:** 03/25/2024

Article topics to include developing and implementing water quality risk management plans, legionella prevention in showers through point-of-use filtration, preventing scald issues with tankless water heaters, and water treatment equipment installation.

APRIL-JUNE: BACKFLOW PREVENTION

PRINT AD CLOSE: 05/10/2024 **DISTRIBUTED:** 06/24/2024

Article topics to include updates to the California State Water Resources Control Board Cross-Connection Control Policy Handbook, the importance of a one year field test for backflow prevention assemblies, and using ASSE's backflow test procedures.

JULY-SEPTEMBER: FIRE PROTECTION

PRINT AD CLOSE: 08/16/2024 **DISTRIBUTED:** 09/23/2024

Article topics to include evaluations of fire protection systems for conformance to codes and standards, remotely monitored and automated inspection and testing, the use of water tanks for private fire protection, and low, medium, and high expansion foam systems.

OCTOBER-DECEMBER: CODES & REGULATIONS

PRINT AD CLOSE: 11/15/2024 **DISTRIBUTED:** 12/16/2024

Article topics to include proposed ASSE-related changes to the Uniform Plumbing Code (UPC) and International Plumbing Code (IPC), inspection of cured-in-place-pipe rehabilitation, and hydrogen blending, the role of clean fuels, and how they support California's decarbonization goals.



READER PROFILE

DEMOGRAPHICS

96.4% / 3.6%
MALE / FEMALE

42.2%
BETWEEN 36 & 55

29.2%
BETWEEN 56 & 65

9.9%
BETWEEN 25 & 35

INDUSTRIES

78.5%
BACKFLOW PREVENTION

70.3%
PLUMBING

43.1%
MECHANICAL

27.7%
FIRE PROTECTION

27.7%
WATER QUALITY

24.6%
HVAC

24.1%
MEDICAL GAS

24.1%
HYDRONICS

22.1%
IRRIGATION

20.5%
WATER UTILITY

10.3%
INFECTION CONTROL

JOBS

49.2%
MAINTENANCE TECHS

48.2%
INSTALLERS

33.9%
CONTRACTORS

29.2%
INSPECTORS

18.0%
INSTRUCTORS

18.0%
MANAGERS

15.4%
BUSINESS OWNERS

9.2%
ENGINEERS

9.2%
PROCTORS

6.2%
ADMINISTRATORS

17.4%
OTHER

HABITS

67% of print readers keeps their copies for six months or longer.

51% of readers occasionally or regularly share *WP* articles online.

42% of print readers share their copies with two or more people.

** Source: subscriber survey, Feb. 2023*

** Overlap between industries and jobs – many readers work in multiple industries and perform multiple jobs*



PRODUCTION SCHEDULE

ISSUE

EDITORIAL DEADLINE

AD SPACE CLOSE

DISTRIBUTED

JANUARY-MARCH

02/15/2024

Print: 02/23/2024
Web/eBlast: 03/08/2024

Week of 03/25/2024

APRIL-JUNE

05/02/2024

Print: 05/10/2024
Web/eBlast: 05/24/2024

Week of 06/24/2024

JULY-SEPTEMBER

08/08/2024

Print: 08/16/2024
Web/eBlast: 08/30/2024

Week of 09/23/2024

OCTOBER-DECEMBER

11/07/2024

Print: 11/15/2024
Web/eBlast: 12/03/2024

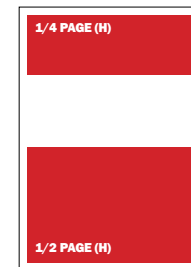
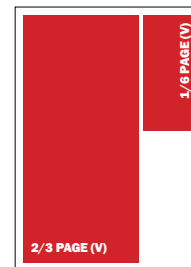
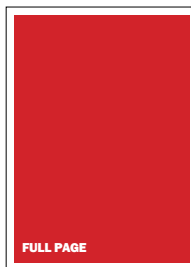
Week of 12/16/2024

** All ad materials due by the ad space closing date.*

*** Distribution dates are approximate*



PRINT SPECS



TRIM SIZE: 8" x 11"

BINDING: Saddle stitched

All ads supplied must be CMYK.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed will be resized.

FORMAT: PDF/X-1a format files preferred. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

Packaged Adobe InDesign files are also accepted (use the packaging function in InDesign to gather fonts and links).

PRODUCTION GUIDE:

For full page bleed ads – build file to trim size (see sizes) and add .125" bleed on all four sides. Ensure that crop marks are offset .125" from bleed. Allow .25" safety area within trim on all four sides. Spread ads – supply in a single document. Images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. Anything supplied in RGB or Pantone will be converted to CMYK.

SUBMISSIONS: Electronic files only. Files less than 10MB can be sent to advertising@workingpressuremag.com. Files 10MB or larger must be sent via www.wetransfer.com or a similar transfer service.

PROOFS: PDF proofs can be provided, upon request, at no cost for review and approval.

Note: If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Cancellations cannot be accepted after space closing date. Advance payments are nonrefundable.

AD SIZES

FULL PAGE

Non-Bleed: 7.33" w x 10.33" h
Bleed: 8.25" x 11.25"
Trim Size: 8" x 11"

2/3 PAGE

Horizontal: 7.33" x 7"
Vertical: 4.83" x 10.33"

1/2 PAGE

Horizontal: 7.33" x 4.83"
Vertical: 4" x 10.33"

1/4 PAGE

Horizontal: 7.33" x 2.5"
Vertical: 3.16" x 4.83"

1/6 PAGE

Horizontal: 7.33" x 1.5"
Vertical: 2.33" x 4.83"



DIGITAL SPECS

workingpressuremag.com

Leaderboard: 728 x 90

Medium Rectangle: 300 x 250

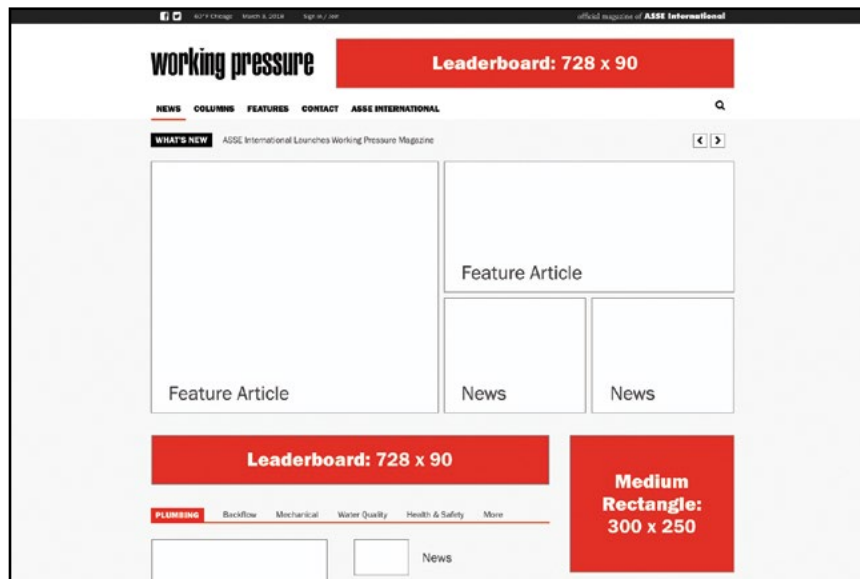
Working Pressure eBlast

Wide Skyscraper: 600 x 125

Medium Rectangle: 300 x 250

FORMAT: Standard gif or jpg only. No swf or rich media will be accepted. Images must be RGB. Follow ad size specifications provided in this document.

SUBMISSIONS: Electronic files only. File size cannot exceed 50K. Files can be sent to advertising@workingpressuremag.com.



Note: If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Cancellations cannot be accepted after space closing date. Advance payments are nonrefundable.

**If you'd like to submit alternate ads to display on tablets and mobile devices, contact advertising@workingpressuremag.com for specs.*



ADVERTISING RATES

PRINT

	1x	2x	3x	4x
Full Page	\$1,235	\$1,050	\$895	\$760
2/3 Page	\$895	\$760	\$645	\$550
1/2 Page	\$685	\$580	\$490	\$415
1/4 Page	\$445	\$380	\$320	\$275
1/6 Page	\$235	\$200	\$170	\$140

PREMIUM POSITIONS: *Back Cover (+40%), Inside Front (+30%), Inside Back (+20%), Specific page placement (+5%)*
 TO INCLUDE AN AD IN THE WORKING PRESSURE EBLAST, ADD 25% TO THE FREQUENCY PRICE

** Print ads also appear in the digital e-version of the magazine, which is sent via eBlast to subscribers and posted on www.workingpressuremag.com*

WEB (www.workingpressuremag.com)

	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
Leaderboard or Medium Rectangle	\$630	\$1,050	\$1,420	\$1,680

TO INCLUDE AN AD IN THE WORKING PRESSURE EBLAST, ADD 25% TO THE WEB AD PRICE.

EBLAST

Ads in Working Pressure eBlasts are only available to those who have purchased print or web ads. Add 25% to the print or web rate to include an ad in the Working Pressure eBlast.

> See the next page for bundle rates.

** Working Pressure eBlast ads can be either Wide Skyscraper or Medium Rectangle*



BUNDLE ADVERTISING RATES

PRINT & WEB

	1x	2x	3x	4x
Full Page & Web Ad	\$1,675	\$1,420	\$1,230	\$1,060
2/3 Page & Web Ad	\$1,370	\$1,110	\$1,005	\$875
1/2 Page & Web Ad	\$1,180	\$990	\$865	\$750
1/4 Page & Web Ad	\$970	\$815	\$715	\$625
1/6 Page & Web Ad	\$780	\$650	\$575	\$505

PRINT, WEB & EBLAST

	1x	2x	3x	4x
Full Page, Web Ad, & eBlast Ad	\$1,865	\$1,575	\$1,365	\$1,180
2/3 Page, Web Ad, & eBlast Ad	\$1,525	\$1,285	\$1,120	\$970
1/2 Page, Web Ad, & eBlast Ad	\$1,315	\$1,105	\$960	\$835
1/4 Page, Web Ad, & eBlast Ad	\$1,075	\$905	\$795	\$695
1/6 Page, Web Ad, & eBlast Ad	\$865	\$725	\$640	\$560

* Print ads also appear in the digital e-version of the magazine, which is sent via eBlast to subscribers and posted on www.workingpressuremag.com

* Print ads and eBlast ads are distributed quarterly; web ads run in 3-month intervals

* Web ads can be either Leaderboard or Medium Rectangle

* Working Pressure eBlast ads can be either Wide Skyscraper or Medium Rectangle

PREMIUM POSITIONS: Back Cover (+40%), Inside Front (+30%), Inside Back (+20%), Specific page placement (+5%)



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AD INSERTION ORDER and SALES AGREEMENT

Advertiser Name: _____ Contact Person / Agent: _____

Billing Address: _____ City / State / Zip: _____

Phone: _____ Email: _____

PLEASE REVIEW THE CURRENT MEDIA KIT FOR MECHANICAL SPECIFICATIONS, MATERIAL DEADLINES, AND PRICING.

ISSUE	PRINT / WEB / EBLAST	SIZE	TITLE	RATE
January - March				
April - June				
July - September				
October - December				

SEND AD MATERIALS TO ADVERTISING@WORKINGPRESSUREMAG.COM.

Advertiser/agent agrees to pay promptly upon receipt of billing/statement and to be bound by terms and conditions for payment set forth in the current media kit, incorporated by reference to this agreement.

Advertiser/Agent Signature: _____ Date: _____ Publisher Acceptance: _____ Date: _____



TERMS & CONDITIONS

Agency Commission: 15% of gross billing on advertising space. All billings are due and payable 30 days from the date on the invoice and both the advertiser and its agency are jointly and severally liable for payment of the invoice. Interest on unpaid invoices will be charged at the rate 8% per annum or the maximum amount permitted by law if that amount is lesser. The Publisher will not be bound by any condition appearing on the advertiser's or its agency's insertion order or copy instructions when such conditions conflict with the regulations set forth in the Publisher's current rate card. Cancellations will not be accepted by the Publisher after the closing date. Cancellations prior to the closing date must be in writing and none are considered accepted until confirmed in writing by the Publisher. The Publisher may repeat the advertiser's most recent advertisement when material for a new advertisement has not been received by the Publisher by the closing date. If no previous advertisement exists, the Publishers will add a late cancellation charge amounting to 65% of the rate-card value for the space.

Advertisers will schedule advertising through an Insertion Order and Sales Agreement, specifying all details about their ad, including but not limited to type, frequency, size, rate and contract period. If advertisers do not send instructions regarding materials, the most recent ad of the same size scheduled will be picked up.

The Publisher reserves the right to accept, classify, cancel, edit or reject any advertisement deemed in poor taste, or not in the best interest of its readers.

The Publisher shall have no liability whatsoever by reason of any error in connection with any advertisement (including without limitation, failure to publish advertising, additions or omissions to advertisements). The Publisher shall not be responsible for and shall incur no liability for errors or misprints beyond agreement to publish a make-good ad in a space equal to the size occupied by the error.

Advertisers and their agents are completely responsible for the ad content (including logos, photos, and copy) which are submitted. Advertiser warrants and confirms that it owns any applicable trademark and/or copyright or has permission to copy the materials submitted as advertisements (the "Materials"), and that the Materials do not infringe upon any existing trademark, copyright or other proprietary right. Advertiser agrees to indemnify, defend and hold Publisher harmless from and against any and all claims, demands, suits, damages, losses, costs and expenses (including but not limited to attorney's fees and legal expenses) that arise directly or indirectly from: (a) advertiser's breach of any provision of this Agreement; (b) any allegation that any Materials advertiser provided for printing or processing constitute I of infringement of trademark, copyright or other property of personal right, or claims of plagiarism, libel, obscenity, invasion of privacy, or any other unlawfulness based upon, arising out of or pertaining to the Materials; (c) any of advertiser's activities conducted in connection with the creation, printing or distribution of the Materials submitted. Upon reasonable notice to advertiser of any claim, demand or suit which may involve the matters subject to this Agreement, advertiser agree to timely and fully cooperate in the defense thereof.



CONTACT

PRODUCTION

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EDITORIAL

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ADVERTISING

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