

working pressure

official magazine of **ASSE International**

**2018
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 magazine replaces *Backflow Prevention & Plumbing Standards (BPPS)* magazine, which was discontinued in December 2017. While we still cover backflow prevention, the goal of this new magazine is to cover the full demographic range of our readers, which includes backflow prevention, plumbing/mechanical, water quality, HVAC, fire protection, medical gas, and water utility.

We have been surveying our readers and members to gain a clearer understanding of who they are, which segments of the industry they work in, and what they want to read. We have learned a great deal, and the new magazine is tailored accordingly. Some of the regular content of *Working Pressure* includes columns for product standards, professional qualifications standards, government and code updates, backflow industry updates and opinions, new products, engineering perspectives, industry news, membership news, 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 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, and contractor 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 will cover January-March (published March 2018), April-June (published June 2018), July-September (published September 2018), and October-December (published December 2018).

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. With a beginning subscriber list of more than 17,500, we intend to expand circulation to at least 22,000 readers in the United States and abroad by the end of 2018.

TOTAL CIRCULATION
17,500 (Digital & Print)

PRINT CIRCULATION
1,000 (ASSE Members Only)



EDITORIAL CALENDAR

JANUARY-MARCH: HEALTH & SAFETY ISSUE

AD CLOSE: 01/22/2018 **DISTRIBUTED:** 03/05/2018

Article topics to include temperature control and scald prevention, infection prevention during construction, and updates to medical gas requirements for health care facilities.

APRIL-JUNE: NEW TECHNOLOGY ISSUE

AD CLOSE: 04/23/2018 **DISTRIBUTED:** 06/04/2018

Article topics to include implementation of new plumbing technology, digital tools to use on the job site, and how the internet of things (IoT) will affect the plumbing industry.

JULY-SEPTEMBER: CODE & REGULATIONS ISSUE

AD CLOSE: 07/23/2018 **DISTRIBUTED:** 09/03/2018

Article topics to include updates to model codes, the history of plumbing codes and regulations in the United States, and codes and standards development in foreign countries.

OCTOBER-DECEMBER: WATER QUALITY ISSUE

AD CLOSE: 10/22/2018 **DISTRIBUTED:** 12/03/2018

Article topics to include innovative water purification methods, removing arsenic from the water supply, and properly sizing water treatment equipment for residential use.

** Editorial calendar subject to change*



READER PROFILE

DEMOGRAPHICS

94.6% / 3.5%
MALE / FEMALE

52.3%
BETWEEN 36 & 55

23.3%
BETWEEN 56 & 65

15.1%
BETWEEN 25 & 35

INDUSTRIES

78.4%
BACKFLOW PREVENTION

76.4%
PLUMBING

47.6%
MECHANICAL

32.5%
WATER TREATMENT

30.3%
WATER QUALITY

25.6%
HVAC

25.6%
FIRE PROTECTION

24.0%
MEDICAL GAS

21.3%
WATER UTILITY

19.7%
IRRIGATION

JOBS

51.4%
INSTALLERS

44.0%
MAINTENANCE TECHS

36.9%
CONTRACTORS

23.9%
INSPECTORS

20.5%
MANAGERS

17.6%
INSTRUCTORS

14.3%
BUSINESS OWNERS

8.2%
ENGINEERS

6.7%
ADMINISTRATORS

6.2%
OTHER

HOBBIES

FISHING, HUNTING,
OUTDOOR ACTIVITIES,
CARS / MOTORCYCLES,
EXERCISE, SPORTS,
WOODWORKING /
BUILDING, GARDENING,
FAMILY, AND GOLF.

** Source: subscriber survey, Sept. 2017*

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



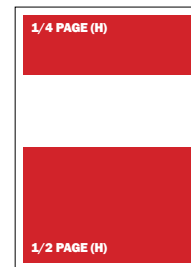
PRODUCTION SCHEDULE

ISSUE	EDITORIAL DEADLINE	AD SPACE CLOSE	DISTRIBUTED
JANUARY-MARCH	01/15/2018	Print: 01/22/2018 Web/eBlast: 02/26/2018	03/05/2018
APRIL-JUNE	04/16/2018	Print: 04/23/2018 Web/eBlast: 05/28/2018	06/04/2018
JULY-SEPTEMBER	07/16/2018	Print: 07/23/2018 Web/eBlast: 08/27/2018	09/03/2018
OCTOBER-DECEMBER	10/15/2018	Print: 10/22/2018 Web/eBlast: 11/26/2018	12/03/2018

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



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 www.hightail.com.

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

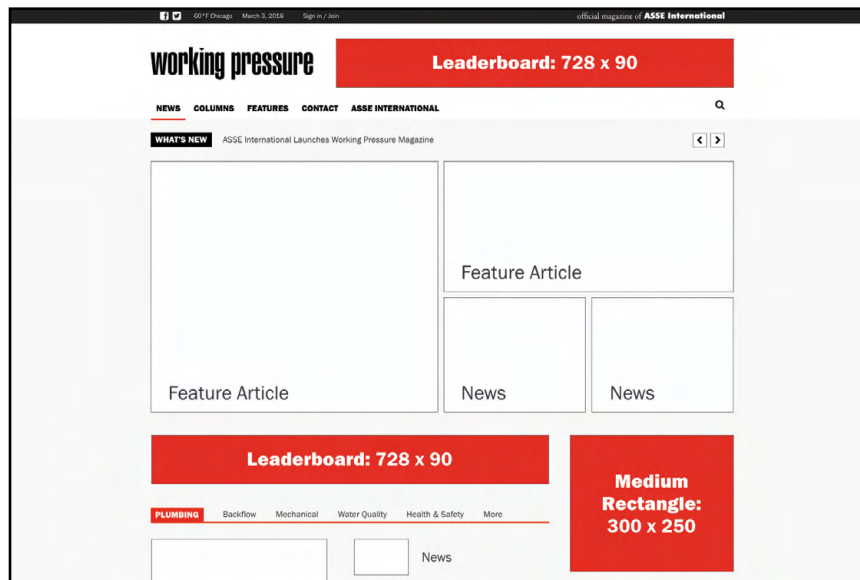
Working Pressure eBlast

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	\$1,175	\$1,000	\$850	\$725
2/3 Page	\$850	\$725	\$615	\$525
1/2 Page	\$650	\$550	\$465	\$395
1/4 Page	\$425	\$360	\$305	\$260
1/6 Page	\$225	\$190	\$160	\$135

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	\$600	\$1000	\$1350	\$1600

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	\$1,596	\$1,350	\$1,170	\$1,011
2/3 Page & Web Ad	\$1,305	\$1,057	\$958	\$832
1/2 Page & Web Ad	\$1,125	\$945	\$823	\$715
1/4 Page & Web Ad	\$922	\$774	\$679	\$594
1/6 Page & Web Ad	\$742	\$621	\$549	\$481

PRINT, WEB & EBLAST

	1x	2x	3x	4x
Full Page, Web Ad, & eBlast Ad	\$1,775	\$1,500	\$1,300	\$1,125
2/3 Page, Web Ad, & eBlast Ad	\$1,450	\$1,225	\$1,065	\$925
1/2 Page, Web Ad, & eBlast Ad	\$1,250	\$1,050	\$915	\$795
1/4 Page, Web Ad, & eBlast Ad	\$1,025	\$860	\$755	\$660
1/6 Page, Web Ad, & eBlast Ad	\$825	\$690	\$610	\$535

* 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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