

TubeProducts
INTERNATIONAL

www.read-tpi.com

Media Pack 2024



**The trade magazine
for tube and pipe
products**

Intras
PUBLICATIONS

Here to serve the industries we helped to shape



Distribution

The worldwide circulation of Tube Products INTERNATIONAL is further increased by bonus distribution of free copies to visitors at all of the leading international tube and pipe related trade fairs around the globe.

**Total global distribution
19,100 per issue**

Europe – 59%

Asia (including China) – 27%

Americas – 13%

Rest of the World – 1%

(Comprises printed distribution and electronic distribution. Pass-along readership is not included)

** Typical distribution. Does not include bonus distribution at exhibitions and conferences*

Website statistics

**Total sessions served
165,816**
(unique visitors)

**Total hits
516,013**

Based upon a 12-month period
(1 August 2022 to 31 July 2023)

Usage analysis provided by Matrix Stats

2024 Editorial Focus

Please note: features and exhibitions may be subject to change at short notice at the editor's discretion

JANUARY	Global Industrie 2024 – show issue Tube Düsseldorf 2024 – preview issue	Steel & stainless steel pipes Plastic & composite tubes & pipes	Advertising deadline: 13 Dec Editorial closing date: 8 Dec
MARCH	Tube Düsseldorf 2024 – show issue MACH 2024 – show issue	OCTG, gas & pipeline products Construction & structural tubes	Advertising deadline: 16 Feb Editorial closing date: 7 Feb
MAY	FABTECH Canada 2024 – show issue	Copper & aluminium tubes Small diameter, high precision tubes	Advertising deadline: 23 April Editorial closing date: 12 April
JULY	Tube handling & logistics Aerospace tubes & pipes		Advertising deadline: 14 June Editorial closing date: 5 June
SEPTEMBER	FABTECH 2024 – show issue Tube China 2024 – show issue EuroBLECH 2024 – show issue	Tube testing & inspection equipment Tube & pipe welding technology	Advertising deadline: 13 Aug Editorial closing date: 26 July
NOVEMBER	Tube India 2024 – show issue STEELFAB 2025 – show issue	Steel & stainless steel pipes Fittings, valves, flanges & connectors	Advertising deadline: 30 Sept Editorial closing date: 27 Sept

2024 Events

All dates correct at the time of publishing



8-11 January
Sharjah, UAE
www.steelfabme.com



15-19 April
Birmingham, UK
www.machexhibition.com



25-28 September
Shanghai, China
www.tubechina.net



27-29 November
Mumbai, India
www.tube-india.com



25-28 March
Paris, France
www.global-industrie.com



China
(Guangzhou)
International
Metal &
Metallurgy
Exhibition
11-13 May
Guangzhou, China
www.julang.com.cn



15-17 October
Orlando, Florida, USA
www.fabtechexpo.com



3-5 December
Düsseldorf, Germany
www.valveworldexpo.com



15-19 April
Düsseldorf, Germany
www.tube.de



11-13 June
Toronto, Canada
<https://canada.fabtechexpo.com>



22-25 October
Hanover, Germany
www.euroblech.com

Online Advertising

Option 1 Website



- 2 months min booking
- Sizes: 728px (w) x 90px (h),
300px (w) x 250px (h)
- JPEG, PNG or GIF

Option 2 Website advertisement



- 2 months min booking
- Size: 300px (w) x 600px (h)
- JPEG, PNG or GIF

Option 3 Digital



cover



option 3 + inner cover

- Advertising space on electronic (Ezine)
first left hand page next to the inner cover
- Format: A4 (72dpi) JPEG, PNG or GIF
- Hyperlinked
- Example: [click here](#)

Option 4 TPi newsletter

- Text advert with logo
- Every 2 months
- Image:
600px (w) x 400px (h)
- Title: 2-3 lines
- Hyperlinked
- Example: [click here](#)



Option 5 TPi 'Out Now' email

- Sponsor our new issue
'out now' email
- Every 2 months
- 600px (w) x 400px (h)
- Hyperlinked
- Example: [click here](#)



Option 6 Email

- HTML or plain text
- Distributed via email
- 600px (w)
- Hyperlinked



Advertisement Sizes

1 Page Bleed

Bleed size
303mm high x
216mm wide
Trim size
297mm high x
210mm wide
Text area
277mm high x
190mm wide

1 Page

Size
260mm high x
180mm wide

1/2 Page Horizontal

Size
125mm high x
180mm wide

1/2 Page Vertical

Size
260mm
high
x
87mm
wide

1/2 Page Island

Size
190mm
high x
118mm
wide

1/3 Page Vertical

Size
260mm high
x
55mm wide

1/3 Page Square

Size
125mm high x
115mm wide

1/3 Page Horizontal

Size
86mm high x
180mm wide

1/4 Page Horizontal

Size
60mm high x
180mm wide

1/4 Page Vertical

Size
125mm high x
87mm wide

1/6 Page Display panel

VERTICAL ONLY
Size
125mm high x
55mm wide

Double Page Spread

Bleed size
303mm high x 426mm wide
Trim size
297mm high x 420mm wide
Text area
277mm high x 400mm wide
Text 13mm away from gutter on both sides

Specifications – Print

Advertising material must be provided to us in ELECTRONIC FILE FORMAT

JPEG / TIFF file:

CMYK

Resolution – 300dpi (minimum)

PDF document: (PDF/X-1a setting)

All fonts should be embedded

All linked image files should be included

Graphics should be high quality (minimum 300dpi)

CMYK

QR codes must be minimum 20mm

We cannot accept advertisements supplied in Microsoft Word, Publisher or PowerPoint

IMPORTANT NOTICE:

For advertisers unable to supply material in any of the above formats, please call to discuss in-house advertisement production services.

Meet the Team

EDITOR

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What our customers and readers say about us . . .

"We've advertised in *Tube & Pipe Technology* and its sister publications for many years. Their publications provide an excellent environment for creating positive recognition, impressions, and awareness of our NDT systems for tube, bar and wire readers. Editor Rory McBride is a pleasure to work with, always responsive and helpful, and our ad agency finds Jason Smith, sales director at Intras, outstanding."



"Our partnership with *Tube & Pipe Technology* over the years has enabled us to grow our profile and, therefore, our business. Thanks to the publication's international readership it also enables our company news and marketing activities to reach our global customer base."



"We highly appreciate the ongoing collaboration with Intras Ltd, which supports us regularly with advertising and articles in *Tube & Pipe Technology* magazine, which is the leading magazine in the tube industry."



"*Tube & Pipe Technology* has provided us a really professional and well-known communication platform for our welded pipe mill over more than 30 years. TPT creates an opportunity for Chinese enterprises like us to know the international trends in the industry, which has been particularly useful when travel to trade events has been difficult in recent times."



"We appreciate the long-standing relationship and the good cooperation we have with *Tube & Pipe Technology* and the opportunity that they provide for us to communicate with the global industry."



Our other publications

TUBE & PIPE
管道技術 Technology
www.read-tpt.com

euro wire
www.read-eurowire.com

Wire & Cable
ASIA 线缆
www.read-wca.com

euro fasteners
www.read-eurofasteners.com

Fasteners
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www.read-fastenersasia.com



www.wiredinusa.com

