# Products Media Pack 2024

www.read-tpi.com





The trade magazine for tube and pipe products









Intras

Published by Intras Ltd (ISSN 1755-7216) Unit 32, Tangent Business Hub, Shirebrook, Nottinghamshire NG20 8RX Tel: +44 1926 334137 Email: tpi@intras.co.uk

## **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)

## **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

<sup>\*</sup> Typical distribution. Does not include bonus distribution at exhibitions and conferences





Published by Intras Ltd (ISSN 1755-7216) Unit 32, Tangent Business Hub, Shirebrook, Nottinghamshire NG20 8RX Tel: +44 1926 334137 Email: tpi@intras.co.uk

## **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
	Tube handling & logistics Aerospace tubes & pipes		
JULY			Advertising deadline: 14 June Editorial closing date: 5 June
JULY SEPTEMBER			



Intras

Published by Intras Ltd (ISSN 1755-7216) Unit 32, Tangent Business Hub, Shirebrook, Nottinghamshire NG20 8RX Tel: +44 1926 334137 Email: tpi@intras.co.uk

#### 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



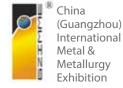
**25-28 September** Shanghai, China www.tubechina.net



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



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



**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





Toronto, Canada https://canada.fabtechexpo.com



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



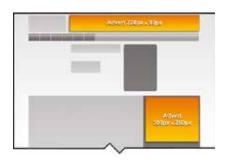


Published by Intras Ltd (ISSN 1755-7216) Unit 32, Tangent Business Hub, Shirebrook, Nottinghamshire NG20 8RX Tel: +44 1926 334137 Email: tpi@intras.co.uk

## **Online Advertising**

## **Option 1**

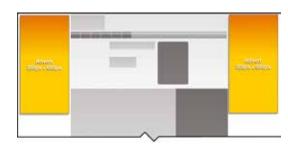
#### Website



- 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





277mm high x 400mm wide

Text 13mm away from gutter on both sides



Published by Intras Ltd (ISSN 1755-7216) Unit 32, Tangent Business Hub, Shirebrook, Nottinghamshire NG20 8RX Tel: +44 1926 334137 Email: tpi@intras.co.uk

## **Advertisement Sizes**

#### 1 Page Bleed <sup>1</sup>/<sub>2</sub> Page Vertical 1 Page 1/2 Page Horizontal Bleed size 303mm high x Size 216mm wide 260mm Trim size Size high 297mm high x 260mm high x 210mm wide 180mm wide Size 87mm 125mm high x Text area wide 180mm wide 277mm high x 190mm wide 1/2 Page Island <sup>1</sup>/<sub>3</sub> Page Vertical <sup>1</sup>/<sub>3</sub> Page Square 1/3 Page Horizontal Size 125mm high x Size Size 115mm wide 190mm 86mm high x Size high x 180mm wide 260mm high 118mm wide 55mm wide <sup>1</sup>/<sub>4</sub> Page Horizontal <sup>1</sup>/<sub>4</sub> Page Vertical 1/6 Page Display panel **Double Page Spread** VERTICAL ONLY Bleed size Size Size 303mm high x 426mm wide 125mm high x 125mm high x 87mm wide 55mm wide 297mm high x 420mm wide 60mm high x Text area 180mm wide

## **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.





Published by Intras Ltd (ISSN 1755-7216) Unit 32, Tangent Business Hub, Shirebrook, Nottinghamshire NG20 8RX Tel: +44 1926 334137 Email: tpi@intras.co.uk

## **Meet the Team**

#### **EDITOR**

Rory McBride

Email: rory@intras.co.uk Tel: +44 1926 334137

#### **SALES**

UK, ROW, USA, CANADA & S. AMERICA, GERMANY, ITALY, AUSTRIA, SWITZERLAND

**Jason Smith** 

Email: jason@intras.co.uk | Tel: +44 1926 834684

CHINA, TAIWAN, HONG KONG, JAPAN, KOREA, INDONESIA & VIETNAM

Linda Li 李書紅

Email: linda@intras.co.uk | Tel: +44 1926 834685

#### **ADVERT MATERIAL & PRODUCTION**

Liz Hughes

Email: liz@intras.co.uk Tel: +44 1926 334137







Published by Intras Ltd (ISSN 1755-7216) Unit 32, Tangent Business Hub, Shirebrook, Nottinghamshire NG20 8RX Tel: +44 1926 334137 Email: tpi@intras.co.uk

# 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."

DieTronic

"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 longstanding 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."







Published by Intras Ltd (ISSN 1755-7216) Unit 32, Tangent Business Hub, Shirebrook, Nottinghamshire NG20 8RX Tel: +44 1926 334137 Email: tpi@intras.co.uk

## **Our other publications**

# TUBE & PIPE

**Technology** 

www.read-tpt.com



www.read-eurowire.com



www.read-wca.com



www.read-eurofasteners.com

# Fasteners ASIA紧固件量

www.read-fastenersasia.com



www.wiredinusa.com





