

The background of the entire page is a dense, overlapping arrangement of stainless steel pipes of various diameters and lengths, creating a complex, industrial texture. The lighting highlights the metallic sheen and the circular openings of the pipes.

WORLD
STAINLESS STEEL

AMERICAS

Media Kit
2021

INNOVATIVE.
CUTTING-EDGE.
INFORMATIVE.
DYNAMIC.
COMPELLING.
DIVERSE.



THAT'S STAINLESS
STEEL WORLD
AMERICAS.

Devoted to the world's most dynamic industrial markets, **Stainless Steel World Americas** engages a diverse end-user community and inspires them to discover the very best information on the fabrication, use and maintenance Stainless Steels and Corrosion Resistant Alloys (CRAs) with a focus on technology, innovation and industrial advancement.

Through powerful company Spotlights, white papers, interviews and valuable technical content, **Stainless Steel World Americas** sets the agenda - all in an easy-to-read and share format, becoming your most valuable marketing tool in 2021.



COMPELLING CONTENT. MULTI-PLATFORM REACH.

Stainless Steel World
Americas Journal



Website



Managing Aging Plants
Expo & Conference



Media habits have changed and industry professionals are constantly on the lookout for new ways to engage and interact with information that is relevant to them. **Stainless Steel World Americas** provides quality content across multiple platforms so that its community of users can choose when, where and how they connect with the brand.

Courses



Market Research



Marketing Integration



Online Newsletter

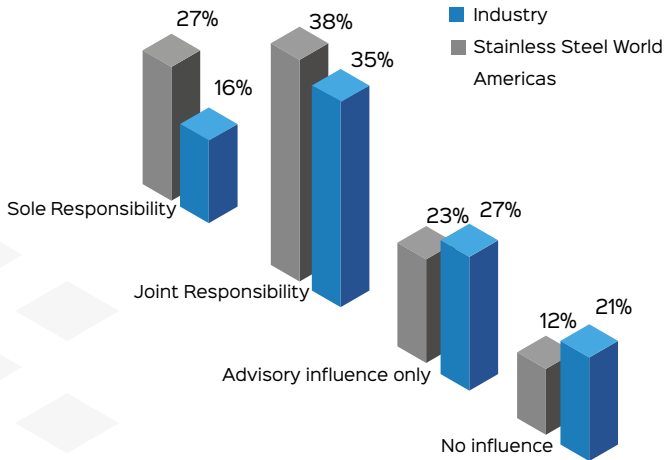


Interactive Digital
Publishing

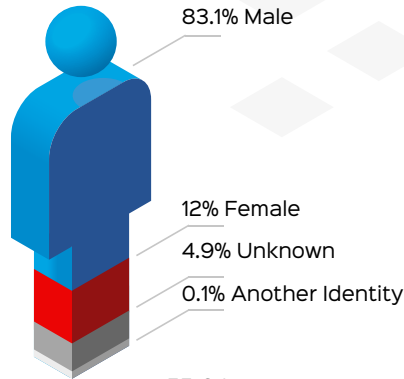
FAST FACTS

Purchasing Authority

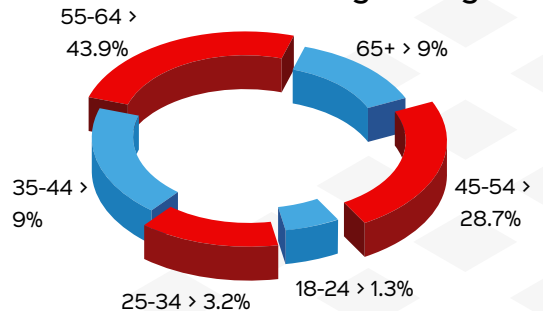
Over **75%** of readers have some degree of influence in the purchasing decision process.



Gender

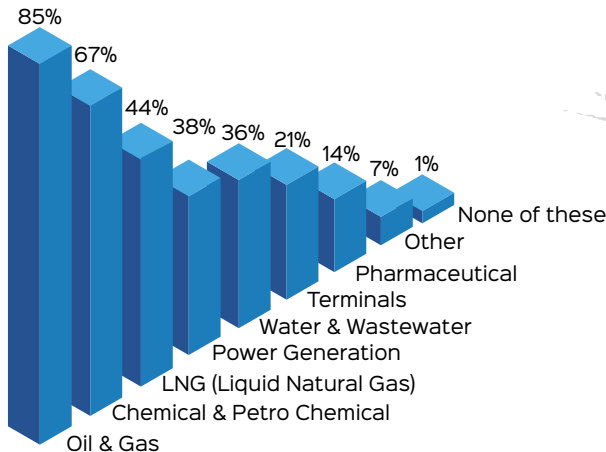


Age Range



Industrial Sectors of Interest

On average, Stainless Steel World Americas readers have three industrial sectors of interest.



Well Educated Demographic

Nearly **100%** of the readers have a four-year college degree or have attended college.

Builds awareness of your brand.

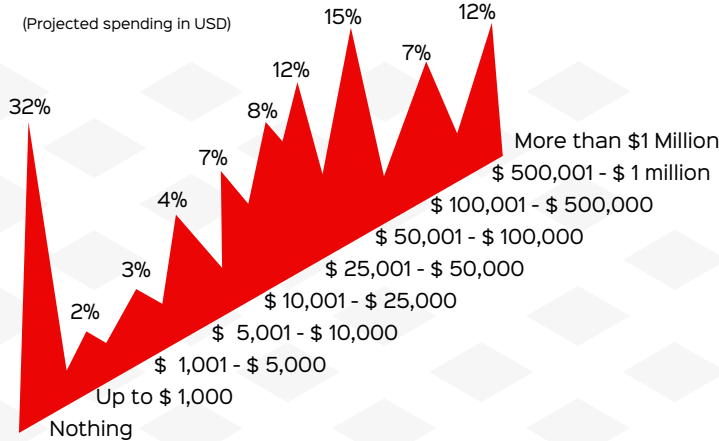
63%

of readers keep their copy until the next issue arrives.

Total Spend

Over two in three community members expect to spend money over the next year as a result of Stainless Steel World Americas.

(Projected spending in USD)



Circulation

8,000+

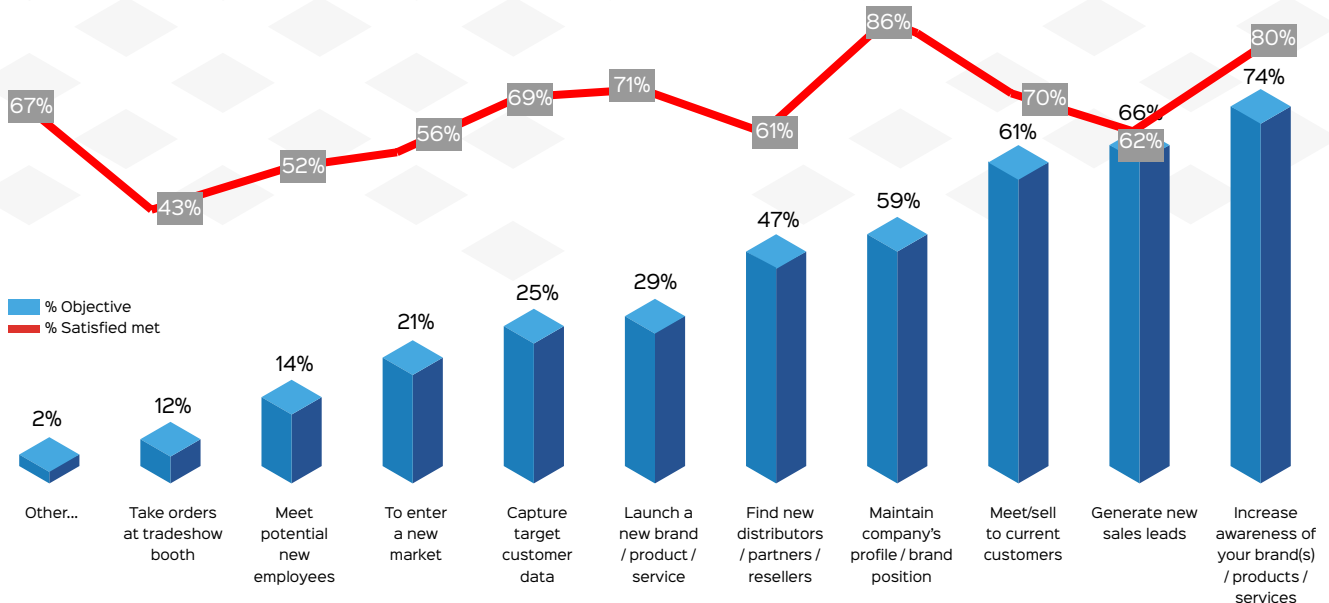
Total Average Circulation
(per issue)

+ Annual Procurement Report
+ Conference Catalogs

6 Monthly Issues

Objectives

Raising brand and product awareness is the most common objective held by Stainless Steel World Americas members, followed by sales related objectives.



IN EVERY ISSUE

1 - Spotlight On

Highlight your company's latest innovations, new product developments, business growth and achievements in a four-page article and cover story feature.

3 - Market Report

Stay up-to-date with the latest factors impacting the industrial stainless steel & corrosion resistant alloy markets.



4 - New Technologies

Learn about the latest products and technologies available pertaining to stainless steel, CRAs, corrosion solutions, welding, metallurgy and more!

5 - End-User Interviews

Exclusive interviews with end-users & EPCs discuss the latest projects, challenges faced by operators, technological advancements, vendor partnerships and more!

6 - White Papers & Technical Articles

Read in-depth articles highlighting technological advancements in corrosion resistant alloys, maintenance of steel components and more!



MEET OUR TEAM



Brittani Schroeder is the Editor of Stainless Steel World Americas journal, working closely with the materials community to further explore advances in corrosion resistant alloys.



KCI Toronto Sales Manager Josh Gillen is responsible for account management in the Americas and overseeing daily sales operations.



Lindsay Jackson is responsible for event organization and marketing for KCI's events and publications in the Americas.

CONFERENCE & EXPO



The **Managing Aging Plants Conference & Exhibition** brings together Principal Engineers, Materials Engineers, Corrosion Engineers, Metallurgists, Reliability Inspectors, Asset Integrity Managers, and Maintenance Directors to explore a vast range of subject related to the management of aging plants and infrastructures. With both a conference and exhibition, the event will be an opportunity for anyone connected to the oil and gas, chemical and petrochemical, water and wastewater, and energy sectors to discuss the most relevant issues faced in managing aging plants and learn about how the industry is working to overcome them.





COURSES

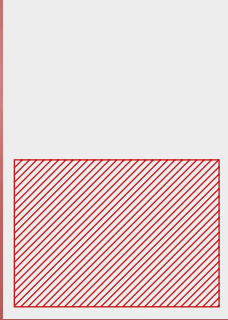
With in-person and remote learning options available, KCI's educational portfolio has been developed through more than 30 years of unparalleled industrial publishing expertise.

MANAGEMENT OF CHANGE COURSE

OSHA and EPA require companies to keep Management of Change (MOC) documentation. MOC is one of the most critical procedures for industrial plants, regardless of size, date of commission or the type of industry. Without MOC, workers and equipment are in constant danger of accidents, provoked by great or small changes in the plant that went unnoticed or unrecorded. This course will focus on a summary of the basic steps in documenting changes in the field: establishing procedure, process analysis, and an implementation plan, all culminating with the field safety review which helps to realistically predict possible outcomes or consequences of the change.

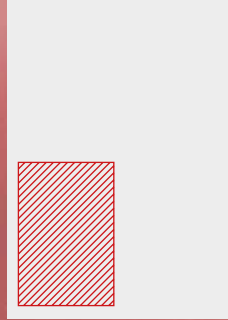
Sponsorship options include courses of 20 participants for USD \$7,500 and the use of your products as examples by the instructors during the presentation.

AD SPECS



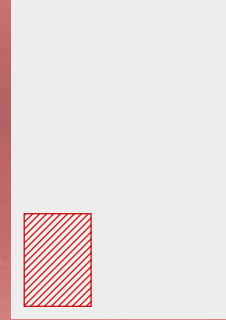
1/2 page horizontal

W: 265 mm x H: 193 mm



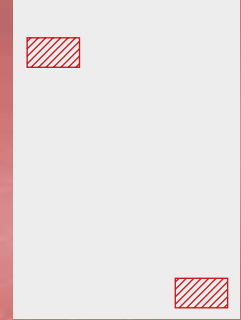
1/4 page vertical

W: 130 mm x H: 193 mm



1/8 page vertical

W: 96 mm x H: 130 mm



frontbox ad/toe ad

W: 50 mm x H: 25 mm

ADVERTISEMENT COPY REQUIREMENTS:

- Delivery of advertising material should be a PDF (PDF/X1a:2001) or TIFF (300 DPI).
- No text should be included within 10 mm of the right and left sides of the crop marks.
- All fonts embedded or Flattened.
- Full-color material should be provided in CMYK.
- Please send your advertising material to Lindsay Jackson, ljackson@kci-world.com +1-416-361-7030

Subscription Rates

1 year: (6 issues) \$ 115 USD

2 years: (12 issues) \$ 170 USD

3 years: (18 issues) \$ 215 USD



Months of Publication:

**February, April, June, August,
October, December**

Advertisement price per insertion in USD	1X	4X	8X
FULL-COLOR	Price per unit	Price per unit	Price per unit
1/2	\$ 2,600	\$ 2,500	\$ 2,450
1/4	\$ 1,550	\$ 1,500	\$ 1,450
1/8	\$ 900	\$ 850	\$ 825
FRONT PAGE			
Toe ad	\$ 900	\$ 800	
Front Box	\$ 900	\$ 800	



ONLINE NEWSLETTER

The Stainless Steel World Americas News Update is sent bi-weekly to over 5,500 recipients. It is free to subscribe and appears in your mailbox every other week. It contains the latest news and projects from the industry, making it a proactive method for reaching potential clients.



NEWSLETTER LOGO BANNER

Banner including link to your homepage.
Format: .jpg
Size: max. 125 px * 40 px

1 YEAR
\$ 3,500 USD

TOP BANNER

Clickable logo banner in a prime position.

4 WEEKS
\$ 1,750 USD

NEWSLETTER PRODUCT SHOWCASE

You can add a box with information about your products, company news, events, etc.

Size: max. 175px x 175px

4 WEEKS
\$ 1,250 USD

WEBSITE

The benefits of online exposure are obvious: fast, interactive, direct worldwide access, 24 hours a day. **Stainless Steel World Americas** community members connect to their target audience through a singular or multi-platform approach. From online News Updates to Web TV, the benefits are: brand recognition, global exposure, buyer education and quality, targeted leads.

Visit us at <https://www.ssw-americas.com> and get connected!



5,000+
MONTHLY
UNIQUE
VISITORS



100+
PAGE 1
RANKING
KEYWORDS



4-5 MINS
AVG. TIME ON
ARTICLES



6,000
ORGANIC
IMPRESSIONS
PER MONTH



10,000
MONTHLY
PAGE VIEWS

Logo Banner on Subpage



1 YEAR

\$ 490 USD

Format: .jpg

Size: max. 125 px * 40 px

Company Listing



2 WEEKS \$ 1,720 USD

max. 175 characters

Web Box



Format: .gif (non-animated)

Size: max. 110 px * 110 px

1 YEAR

\$ 3,500 USD

Skyscraper Banner



1 MONTHS \$ 1,650 USD

Format: .jpg/.gif
(animation possible)
Size: max. 160 px * 600 px

Top Banner



1 MONTH \$ 1,650 USD

Format: .jpg
Size: max. 325 px * 50 px

Banner Slideshow

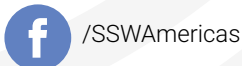


3 MONTHS \$ 1,020 USD

Format: .jpg
Size: max. 625 px * 130 px

SOCIAL MEDIA

Stainless Steel World Americas' social media channels connect our community members through one-of-a-kind platforms. End-users, engineers, suppliers, and international experts stay connected and highlight their companies to gain optimal exposure.



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CUTTING-EDGE.
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