

TUBE & PIPE

管道技術 Technology

www.read-tpt.com

Media Pack 2023



The international magazine for the tube & pipe industries

Intras
PUBLICATIONS

Here to serve the industries we helped to shape



Distribution

Tube & Pipe Technology has an international readership of machinery and equipment producers, manufacturers, suppliers and users around the world.

**Total global distribution:
16,800 per issue**

Europe – 63%

Asia (including China) – 30%

Americas – 6%

Rest of the World – 2%

(Comprises printed distribution and electronic distribution plus bonus circulation at international trade shows. Pass-along readership is not included)

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

Website statistics

**Total sessions served
175,855**
(unique visitors)

**Total hits
764,716**

Based upon a 12-month period
(1 August 2021 to 31 July 2022)

2023 Editorial Features

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

JANUARY Advertising deadline: 2 Dec Editorial closing date: 2 Dec	Tube straightening technology & equipment Cutting technology, sawing & saw blades Tube finishing, end finishing & superfinishing		Tube Products INTERNATIONAL Focus <i>Fittings, valves, flanges & connectors</i> <i>OCTG, gas & pipeline products</i>
MARCH Advertising deadline: 3 Feb Editorial closing date: 3 Feb	Tube welding machines & technology Handling, bundling, packaging & logistics Advances in tube measuring & marking		Tube Products INTERNATIONAL Focus <i>Small diameter, high precision tubes</i> <i>Plastic pipe production</i>
MAY Advertising deadline: 5 April Editorial closing date: 5 April	Made in Steel 2023 – show issue Lamiera 2023 – show issue Tube China 2023 – show issue	Tube bending, end forming & swaging Tube inspection, testing & quality control	Tube Products INTERNATIONAL Focus <i>Copper & aluminium tubes</i> <i>Steel & stainless steel pipes</i>
JULY Advertising deadline: 20 June Editorial closing date: 20 June	Cutting technology, sawing & saw blades Advances in tube coating, pickling & galvanising Tube software & control systems		Tube Products INTERNATIONAL Focus <i>OCTG, gas & pipeline products</i> <i>Construction & structural tubes</i>
SEPTEMBER Advertising deadline: 2 Aug Editorial closing date: 2 Aug	FABTECH 2023 – show issue Tube Southeast Asia – show issue EMO 2023 – show issue	Tube mills & rollforming lines Heat & surface treatments & furnaces Plastic & composite tube production	Tube Products INTERNATIONAL Focus <i>Fittings, valves, flanges & connectors</i> <i>Plastic & composite tubes & pipes</i>
NOVEMBER Advertising deadline: 3 Oct Editorial closing date: 3 Oct	STEELFAB 2023 – show issue	Tube welding machines & technology Tube bending, end forming & swaging Advances in coating, pickling and galvanising	Tube Products INTERNATIONAL Focus <i>Steel & stainless steel pipes</i> <i>Tube handling & logistics</i>

2023 Events

All dates correct at the time of publishing



9-12 Jan

STEEL FAB

Sharjah, UAE

www.steelfabme.com



9-11 May

Made In Steel

Milan, Italy

www.madeinsteel.it



10-13 May

Lamiera

Milan, Italy

www.lamiera.net



14-16 June

Tube China

Shanghai, China

www.tubechina.net



11-14 Sept

FABTECH

Chicago, IL, USA

www.fabtechexpo.com



18-23 Sept

EMO-Hannover

Hannover, Germany

www.emo.hannover.de



20-22 Sept

Tube Southeast Asia

Bangkok, Thailand

www.tube-southeastasia.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: TPT newsletter



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

Option 5: TPT 'Out Now' email



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

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.

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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."



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Our other publications

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Here to serve the industries we helped to shape

