

**ENGINEERING  
PRACTICE**

# 2021 MEDIA KIT



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PRACTICE**

2021 Media Kit

# ENGINEERING PRACTICE MAGAZINE

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Engineering Practice is the official magazine of the International Association of Certified Practicing Engineers. Published bi-monthly it will provide IACPE News, Updates, Events and Engineering Articles.

With our coverage of the Chemical Processing Industry, international exposure and great readership, if you are an author or advertiser you should consider Engineering Practice Magazine for publications.

# Audience InSite's by Alexa.com



|                                | Online Readership Ranking<br>Dec 3 2020 (Lower Ranking<br>Equals Higher Readership) | Daily Pageviews<br>per visitor |
|--------------------------------|-------------------------------------------------------------------------------------|--------------------------------|
| <b>Engineering Practice</b>    | <b>295,511</b>                                                                      | <b>1.9</b>                     |
| <b>Oil and Gas</b>             | <b>191,376</b>                                                                      | <b>1.6</b>                     |
| <b>Hydrocarbon Engineering</b> | <b>729,800</b>                                                                      | <b>1.3</b>                     |
| <b>ePTQ</b>                    | <b>637,213</b>                                                                      | <b>2.0</b>                     |

# Social Media Presence

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## Managing Editor



1. **Linked In Connections - 19,731 People**
2. **Average Post has approximately 4000 Views**
3. **Linked In Groups Managed**
  - a. **Distillation Technology – 9,224 Members**
  - b. **Petrochemical Plant Commissioning – 8,722 Members**
  - c. **Olefin / Ethylene Technology – 1,914 Members**
  - d. **International Association of Certified Practicing Engineers – 1,107 Members**

# Newsletter

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1. Began Publishing Newsletters in 2005.
2. Newsletter Recipients – 180,000 and new ones added each month
3. There is a correlation between date of newsletter and online viewer spikes



# VALUE FOR YOUR CONSIDERATION

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- Advertisement in our magazine



- Publish a technical article inside our magazine that can include case study



- Moderated webinar where your company is invited as expert in your domain



- Mention in all our Social Media Graphics: Facebook, Twitter, Instagram, LinkedIn, etc



- Leverage our reader base for independent survey to solicit market feedback

# 2021 EDITORIAL CALENDER

| Month                            | March                                                                                                          | May                                                                                                           | July                                                                                               | September                                                                                        | November                                                                                                 |
|----------------------------------|----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| Industry                         | Refining                                                                                                       | LNG                                                                                                           | Midstream & pipelines                                                                              | Ethylene                                                                                         | Polymers                                                                                                 |
| Unit operation                   | <ol style="list-style-type: none"> <li>1. Mass Transfer (Distillation)</li> <li>2. Catalyst Systems</li> </ol> | <ol style="list-style-type: none"> <li>1 Process control Systems</li> <li>2. Refrigeration Systems</li> </ol> | <ol style="list-style-type: none"> <li>1. Flaring Systems</li> <li>2. Corrosion Control</li> </ol> | <ol style="list-style-type: none"> <li>1. Fired heaters</li> <li>2 Rotating Equipment</li> </ol> | <ol style="list-style-type: none"> <li>1. Reactors Systems</li> <li>2. Pressure Vessel Design</li> </ol> |
| Safety, Sustainability & Digital | Biorefining                                                                                                    | Big data                                                                                                      | Process Safety                                                                                     | Water treatment – Boilers and Cooling Towers                                                     | Environmentally Friendly Circular plastic                                                                |

# 2022 EDITORIAL CALENDER

| Month                            | January                        | March                                       | May                                                    | July                                                  | September                                  | November                                     |
|----------------------------------|--------------------------------|---------------------------------------------|--------------------------------------------------------|-------------------------------------------------------|--------------------------------------------|----------------------------------------------|
| Industry                         | EB / Styrene                   | Ammonia                                     | Refining                                               | LNG                                                   | Midstream & pipelines                      | Ethylene                                     |
| Unit operation                   | 1. Pumps<br>2. Heat exchangers | 1. Storage Tank Systems<br>2. Heat Recovery | 1. Mass Transfer (Distillation)<br>2. Catalyst Systems | 1 Process control Systems<br>2. Refrigeration Systems | 1. Flaring Systems<br>2. Corrosion Control | 1. Fired heaters<br>2 Rotating Equipment     |
| Safety, Sustainability & Digital | Measurements                   | Process Integration                         | Biorefining                                            | Big data                                              | Process Safety                             | Water treatment – Boilers and Cooling Towers |



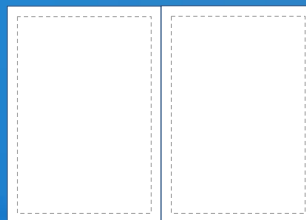
# RATES

## UNIQUE

FRONT COVER  
PAGE



FRONT COVER PAGE



FULL PAGE



HALF PAGE  
Horizontal



HALF PAGE  
Vertical



• Advertisement  
in our magazine



• Publish a  
technical article  
inside our  
magazine that  
can include case  
study



• Moderated  
webinar where  
your company is  
invited as expert  
in your domain



• Mention in all  
our Social Media  
Graphics  
Facebook, Twitter,  
Instagram,  
LinkedIn, etc.



• Leverage our  
reader base for  
independent  
funny to solicit  
market feedback

*\* Rates will be provided  
upon request*



# LET'S WORK TOGETHER!

We look forward to  
collaborating with you!