

2025 MEDIA GUIDE

Written by **engineers**
for engineers, covering
pneumatics, mobile hydraulics
and industrial hydraulics

FluidPower
Pneumatic • Mobile • Industrial
world

www.fluidpowerworld.com



WTWH
Media LLC

FLUID POWER WORLD NETWORK

Fluid Power World is written by engineers for engineers engaged in designing machines and or equipment in Off-Highway, Oil & Gas, Mining, Packaging, Industrial Applications, Agriculture, Construction, Forestry, Medical and Material Handling. Fluid Power World covers pneumatics, mobile hydraulics and industrial hydraulics.

This **2025 Media Guide** contains information on best in class ROI solutions including:

- Audience Marketing
- Content Syndication
- Lead Generation
- Content Development
- Marketing Services

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Marketing Services

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Video Production Services

Contact Us ➤



Content Studio

Content Development (Print Content)
Content Development (Digital Content)
Voices/Views
Learning Center

FLUID POWER WORLD NETWORK AUDIENCE

WEBSITE

59,290+
PAGE VIEWS

The Fluid Power World Network logs over 37,485 monthly users and over 59,290 monthly pageviews.

Sites include:

- fluidpowerworld.com
- mobilehydraulictips.com
- hoseandassemblytips.com
- pneumatictips.com
- sealingandcontaminationtips.com

SOCIAL

37,515+
FOLLOWERS

Over 37,515+ Social followers across all platforms. The Fluid Poweer World network has a highly-engaged social media audience.



28,000
FLUID POWER
PROFESSIONALS

Fluid Power World reaches 28,000 fluid power professionals via print and digital.

Surrounding **fluid power engineers** with information on their terms

Founding Principles

- Media consumption has forever changed and continues to evolve.
- Marketers must have ROI to justify marketing investments.

AUDIENCE REACH

Magazine Published 6X per Year

- 28,000 print + digital edition subscribers

Weekly Newsletter

- 18,000 digital subscribers

Monthly Website Traffic

- 59,290+ monthly pageviews
- 37,485+ monthly users

Social Media Audience in Industry –

Total Social Reach: 37,515

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Threads



Delivering ROI for Marketers
How do we do this? We build integrated media packages across platforms.

Online Display

Run of site ads display across the entire network.

DISPLAY AD CREATIVE SIZES

First value designates pixel width @ 72 DPI:

- 300x600
- 728x90
- 300x250

\$70/CPM – Min 10K impressions per month.

- 970x250 – **\$90/CPM**

PRESTITIAL ADS

640x480 and 300x225 @ 72 DPI

Contact your representative for more details.

WALLPAPER ADS - RESPONSIVE DESIGN

Simultaneously displays ad creative on the right and left hand sides of the site. Creative can be different for the left and right and can have specific urls for each side.

Optional: In addition to the 300x1000, provide a 130x1000 for smaller desktop displays and a 320x50 image for mobile displays.

WALLPAPER SPECS: 300X1000, 130X1000 and 320x50

File type: .gif, .jpg, .bmp, .png, videos (.mp4, VAST, YouTube), and HTML tags. File size: 4MB max for combined size of all assets.

Contact your representative for more details.



300x600



728x90



300x250



970x250



300x1000
Wallpaper Ad



640x480
Prestitial Ad - Desktop



300x225
Prestitial Ad - Mobile

DISPLAY AD & PRESTITIAL AD REQUIREMENTS

- File Type: jpg, gif or HTML5
- File size: max 1MB
- Animation: 3X Loop Limit
- Audio: Sound off by default
- Rich Media Accepted

TARGETING

Programs can be specifically targeted against relevant categories, geo, timing and exclusion across the Fluid Power World Network.

High-Impact Display – Flex

The Allstream® **Flex** provides the ability to engage viewers with video and imagery in dynamically embedded experiences throughout page content with the ability to display edge-to-edge on the screen in the focal point of the viewer.

ASSET SPECIFICATION

DESKTOP & MOBILE

- Asset Video: Video Dimension: 16:9 Aspect Ratio (ex: 1920 x 1080px) OR 4:1 Aspect Ratio (ex: 1920 x 480px)
- Asset Image (optional): Same Dimension as video provided (ex: 1920 x 1080px or 1920 x 480px)

\$150/CPM

FILE TYPES

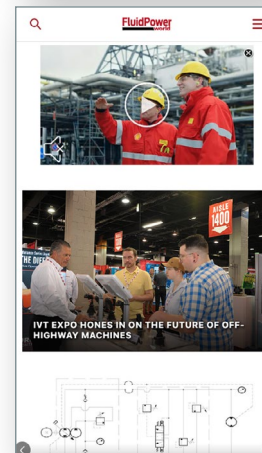
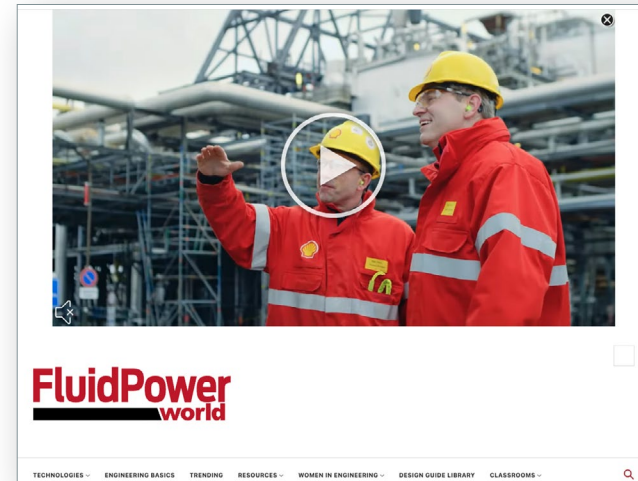
IMAGES

- Media Types: Image URL, GIF, JPG, BMP, PNG
- File Size: Allstream® hosted file size recommended under 100KB*

VIDEOS

- Media Types: Video URL, YouTube ID, VAST, MP4
- File Size
 - Allstream® hosted file size recommended under 4MB*.
- Resolution
 - 720p or 1080p
- Frame Rate
 - 24-30 fps
- Bitrate
 - Mobile Web: 800Kbps to 5000 Kbps
 - Desktop: 800 Kbps to 10000 Kbps

*Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.



Desktop & Mobile examples

4:1 Aspect Ratio Video OR 16:9 Aspect Ratio Video

**Once the video ends, it is possible to display an image in its place*

High-Impact Display – Prelude

The Allstream® **Prelude** dynamically displays adaptive imagery, video, or combination of multimedia at the top of the page for increased viewer engagement.

ASSET SPECIFICATION

DESKTOP & MOBILE (IMAGE ONLY)

- Asset Image: Image Dimension: 4:1 Aspect Ratio; 1920x480px (Recommended Size)

DESKTOP & MOBILE (IMAGE AND VIDEO)

- Asset Image: Image Dimension: 1067x480px
- Asset Video: Video Dimension: 16:9 Aspect Ratio

\$150/CPM

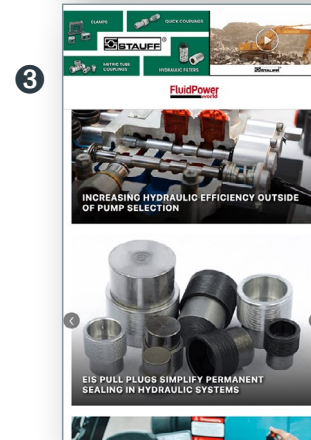
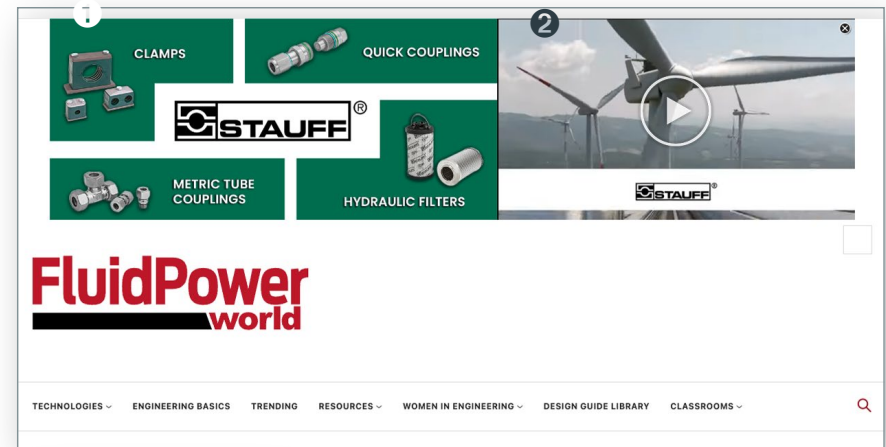
FILE TYPES

IMAGES

- Media Types
 - Image URL, GIF, JPG, BMP, PNG
- File Size
 - Allstream® hosted file size recommended under 100KB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.

VIDEOS

- Media Types: Video URL, YouTube ID, VAST, MP4
- File Size
 - Allstream® hosted file size recommended under 2 MB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers and older devices that do not support auto play via Allstream® frame player.
- Video Length
 - Variable (Recommended up to 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)



Desktop & Mobile examples (IMAGE + VIDEO Version)

1. Desktop: 1067x480px image(s)
2. Desktop: 16:9 Aspect Ratio Video
3. Mobile: Entire ad is responsive and displays the same way for the mobile view.

First-Party Audience Targeting

Content Affinity Targeting

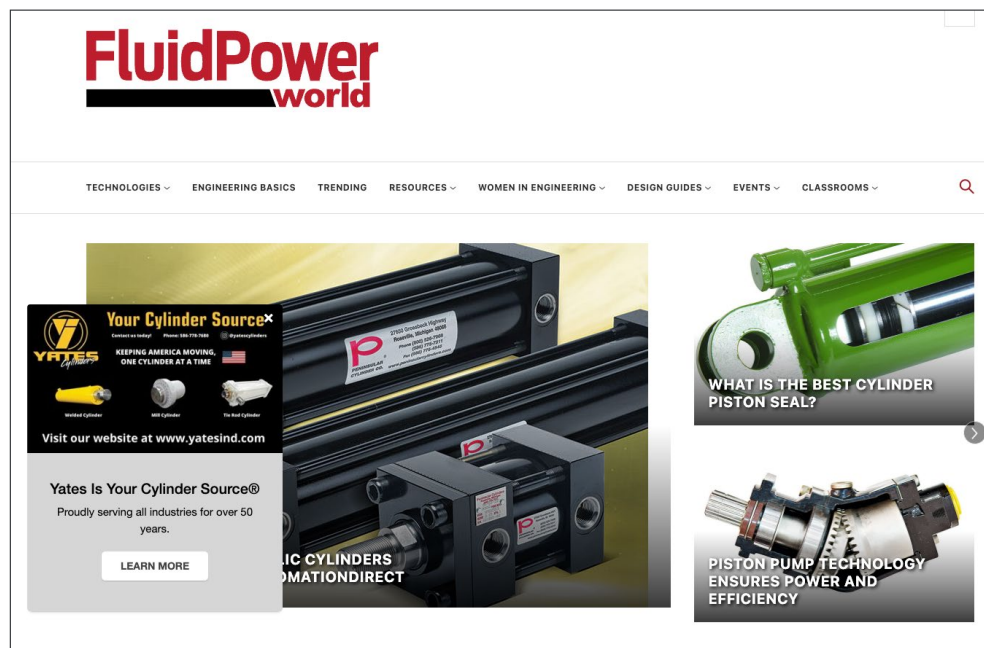
We use our first-party data platform to identify and engage targeted audiences with relevant ad experiences based on our site users content consumption habits.

CONTENT AFFINITY TARGETING

- Target by content affinities across the Fluid Power World network.
- Personalized offers with your message serve to site users based on their content affinity.

Online Ad Specifications:

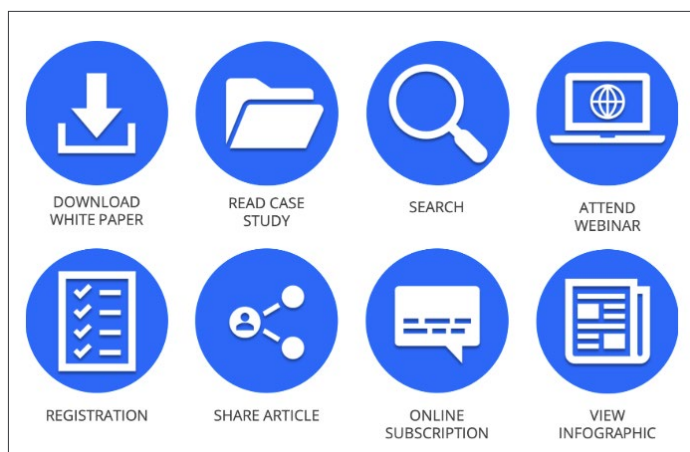
- Headline (no more than 8 words)
- One sentence description (no more than 25 words)
- 386x225 image
- Click-through URL



Audience Extension

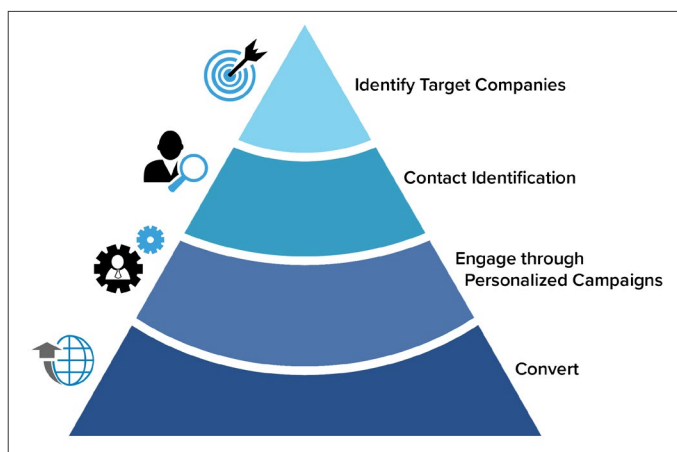
Intent-Based Marketing | Account-Based Marketing

Our AI data management tool analyzes content consumption of users at hundreds of thousands of B2B companies and identifies when users in those organizations are indicating active demand for products or services you offer. Leveraging your target account list, our data management platform identifies anonymous users available for targeting at those companies you are trying to reach. Ads are displayed across the internet on brand safe sites.



INTENT-BASED MARKETING

- Target users outside our network across the internet by intent topic via display ads.
- Narrow down reach by industry, title, geography or company size.



ACCOUNT-BASED MARKETING

- We target your prospects based on your target account list.
- Target ABM users outside of our network across the internet with display ads.

Specifications:

- 728x90, 300x250, 300x600, 160x600, 320x50, 300x50 & 970x250 (jpg, gif, standard HTML5)
- Max Initial File Load Image: 40KB / Max Initial File Load HTML5: 100KB
- Max Animation: 30 seconds or less (loops included); 15 seconds recommended; max 3 loops
- Clicktags Accepted
- Click-through URL

Remarketing / Retargeting Campaigns

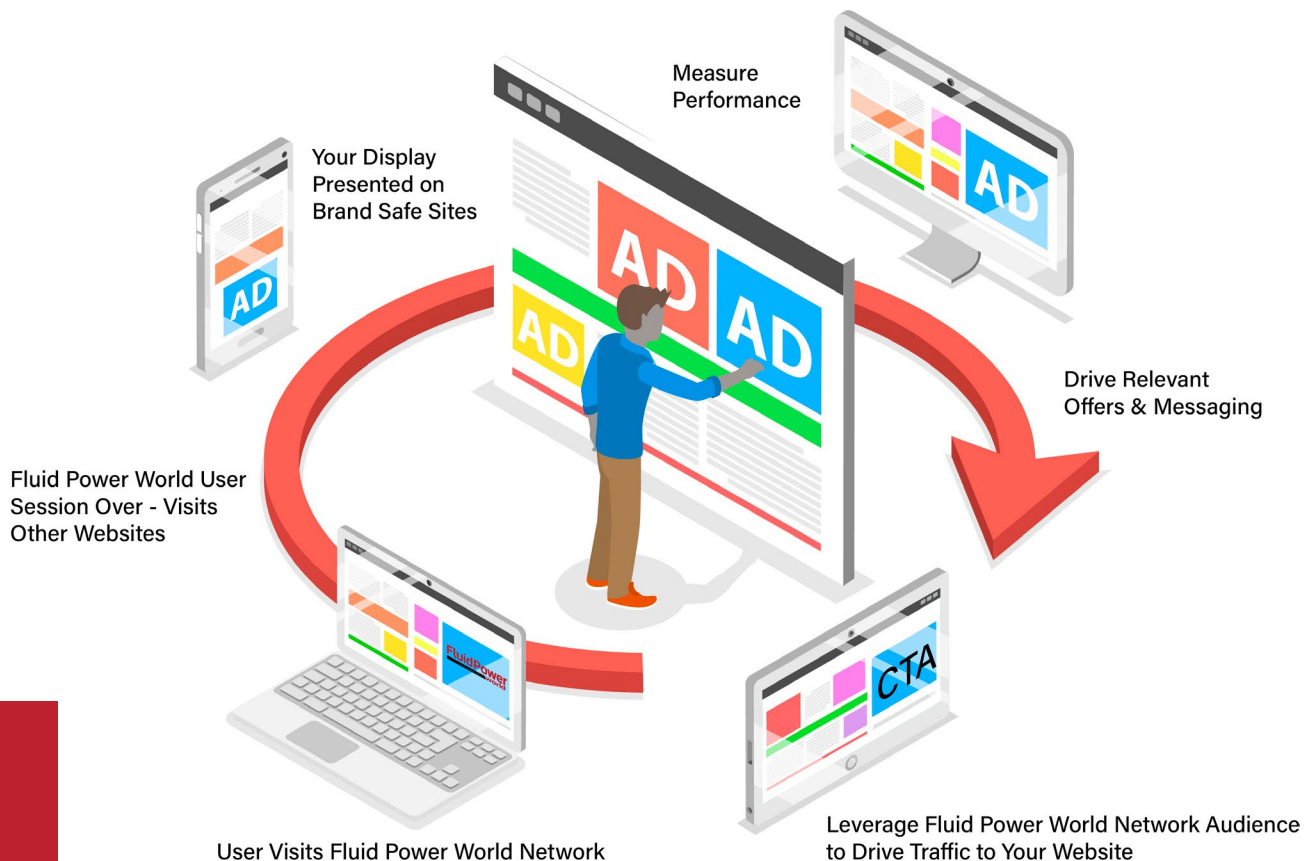
Reinforce Branding | Increase Engagement | Improve Conversions

Retargeting (also known as behavioral remarketing) is a form of digital marketing that focuses on targeting users who have previously visited our website with banner ads on display networks across the web.

Increase the reach of your display campaigns by leveraging the Fluid Power World Network to retarget key segment audiences.

Fluid Power World offers the ability to manage retargeting campaigns for our customers across a variety of platforms including any Fluid Power World network website.

Pricing based on CPM volume and custom ROI programs



RETARGETING REQUIREMENTS:

- File size: less than 150KB
- Animation: less than 30 seconds
- File Type: JPG, PNG and GIF (up to 30 seconds, 15-20 fps, no looping)
- CPM Pricing varies by program

CREATIVE SIZES:

- 300x600, 728x90, 300x250, 970x250, 320x50, 160x600
- Resolution: 72 dpi

Editorial e-Newsletter Sponsorship

Combined with lead append data for maximum results.

Fluid Power World uses the latest in marketing automation, lead and profile management software to ensure all e-news delivery is optimized and targeted only at permission-based users and optimized by device. Tracking details, performance and detailed reporting are provided for all placements.

SPECIFICATIONS:

There are 5 placements available on editorial-subscribed mobile optimized e-newsletters.

SINGLE TEXT AD SPECS:

- Image: 450x255 static jpg or gif file
- Title: 5-10 words
- Copy: 35-40 words
- Call to Action (3-5 Words) + URL

EXCLUSIVE SPONSORSHIP: Reserving all 5 placements.

As an exclusive e-newsletter advertiser you will have placements in all 5 ad spots. Include a .jpg or .gif company logo 250 pixels wide + URL in addition to the placements. Note that editorial content may contain stories about other advertisers. Reach for all newsletters: 18,000 subscribers

Weekly

Fluid Power World Direct:

Covering a mix of technologies

6X per year

Mobile Hydraulic Tips

Pneumatic Tips

Hose Assembly Tips

Sealing & Contamination Control Tips

3X per years

Electrification Roundup

Construction Roundup

Industrial Automation Roundup

Off-Highway Roundup

Cost:

- Single text ad: \$1,150
- Exclusive newsletter sponsor: \$3,950

Show Coverage eNewsletters

IVT Expo Showcase

Frequency: June 16-18, 2025

OTC Showcase

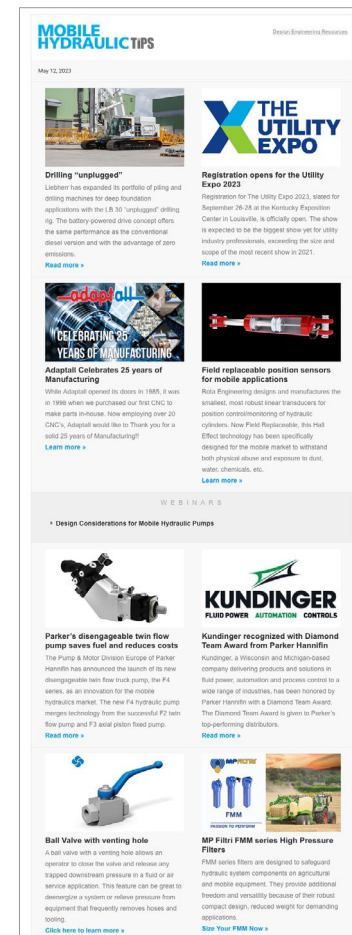
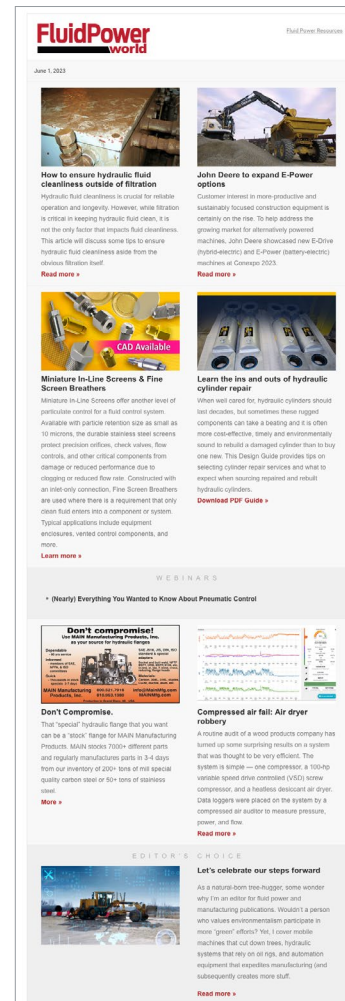
Frequency: May 5-8, 2025

Utility Expo Showcase

Frequency: October 7-9, 2025

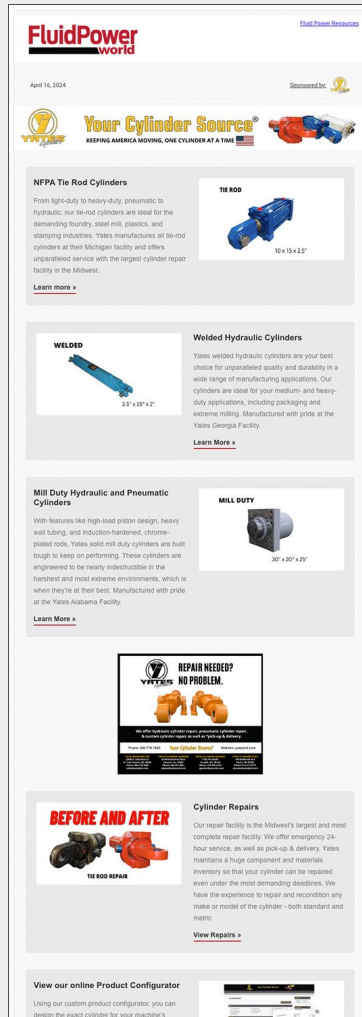
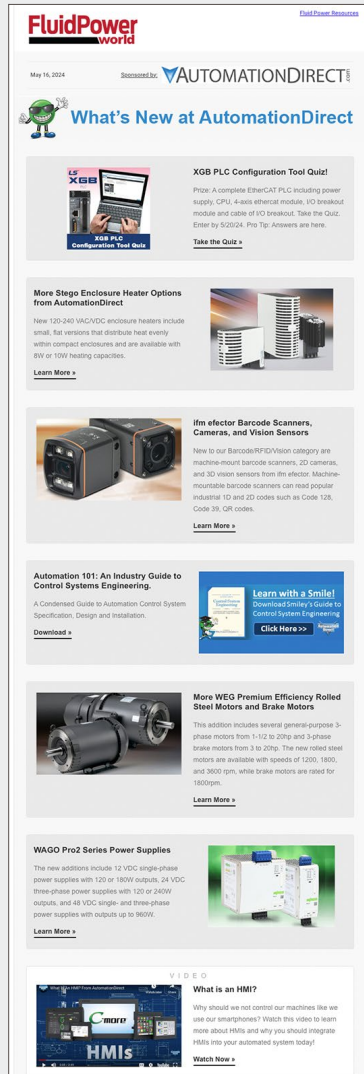
Product Focus eNewsletters

- January/April/July/October: Electrification
- February: Agriculture
- March: Medical
- May: Oil & Gas
- June: Construction
- August: Off Highway
- September: Forestry
- November: Mining



CoBranded e-Newsletters

Sponsorship includes **all ad placements** + **logo** recognition



Fluid Power World uses standard e-newsletter template and includes client provided content.

SPECIFICATIONS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Client logo + URL
- 728x90 + URL (Optional - This is displayed at the top of the newsletter)
- 300x250 ad + URL (optional)
- Up to 6 text ads which would include:
 - 450x255 static image
 - Headline (5-10 words)
 - Copy (30-35 words)
 - CTA text (3-5 Words)
 - URL
- 1 featured Video (optional) which includes:
 - 450x255 static image
 - Headline (5-10 words)
 - Copy (30-35 words)
 - CTA text (3-5 Words)
 - URL
- **\$450/CPM**

Partner Promotion

Your HTML, **our audience.**

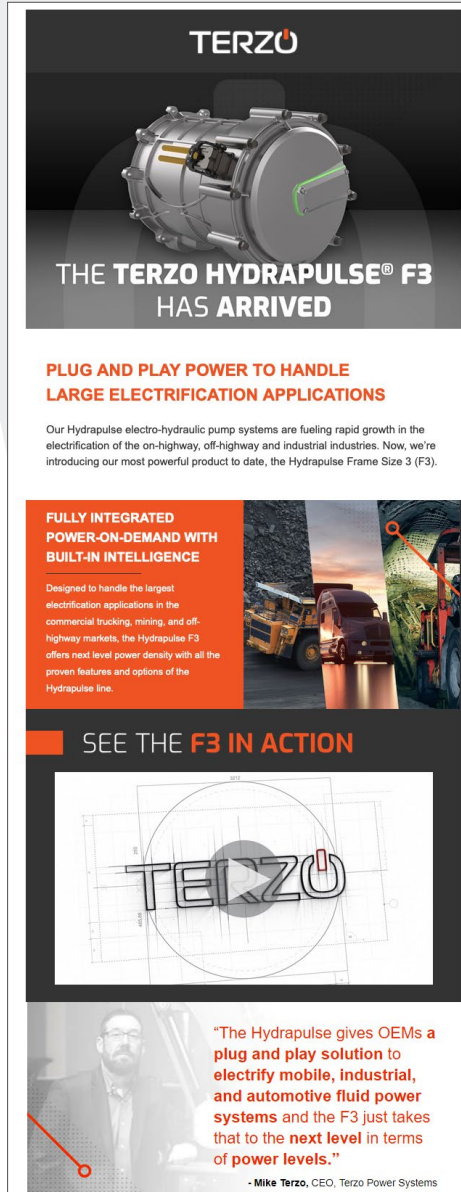
SPONSOR HTML

Fluid Power World offers customer provided HTML sends to reach targeted segments of our opt-in 3rd party e-newsletter audience.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- CPM \$380
- Setup \$500: Includes initial list pull - count only, suppression (up to 1M emails), tests, content checking and reporting
- Suppression \$125 / 2-10 M, \$250 / 10-40M
- Splits \$250 each

IMPORTANT! Fluid Power World uses custom software and 3rd party services to check the content of the HTML creative for red-flags that might prohibit delivery. Due to a matrix of conditions from mail servers, firewalls, mail clients, operating systems and preference settings unique to each user, Fluid Power World acknowledges and cannot control differences in how the creative will render across device. If HTML coding time is requested, additional fees are incurred. Please contact your business development representative for more information.



TERZO

THE TERZO HYDRAPULSE® F3 HAS ARRIVED

PLUG AND PLAY POWER TO HANDLE LARGE ELECTRIFICATION APPLICATIONS

Our Hydrapulse electro-hydraulic pump systems are fueling rapid growth in the electrification of the on-highway, off-highway and industrial industries. Now, we're introducing our most powerful product to date, the Hydrapulse Frame Size 3 (F3).

FULLY INTEGRATED POWER-ON-DEMAND WITH BUILT-IN INTELLIGENCE

Designed to handle the largest electrification applications in the commercial trucking, mining, and off-highway markets, the Hydrapulse F3 offers next level power density with all the proven features and options of the Hydrapulse line.

SEE THE F3 IN ACTION

“The Hydrapulse gives OEMs a plug and play solution to electrify mobile, industrial, and automotive fluid power systems and the F3 just takes that to the next level in terms of power levels.”

- Mike Terzo, CEO, Terzo Power Systems

SPONSOR PROVIDED HTML SPECS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Completed HTML file:
 - The html file should be a max width of 650 pixels
 - Use absolute URLs for your images (i.e. “http://www.yourdomain.com/image1.jpg” - do not use “../image1.jpg”)
 - Avoid using “div” & “float”, as some email clients will not render that code. Instead use tables to control layout
 - Styling should be done inline with the tags and not in the header area.
- Text version of eblast (optional)
- Seed list (email addresses of anyone that should receive a copy of the live deployment)
- Suppression file – optional but recommended (.csv or .xlsx file of email addresses of those that do not wish to receive communications from the advertiser)

- Outlook uses an engine that has a 1728 pixel limit for the height of images displayed in an email.
- WTWMedia recommends not using image-only emails as your HTML eblast, as these tend to load slowly or will not load at all.

Partner Promotion

Our template, **your message.**

SINGLE OFFER TEMPLATE


Provide WTWH with your message and we will create an email using our branded template.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.


- CPM \$380
- Setup \$500: Includes initial list pull - count only, suppression (up to 1M emails), tests, content checking and reporting
- Suppression \$125 / 2-10 M, \$250 / 10-40M
- Splits \$250 each

SINGLE OFFER SPECS

- Preferred subject line (recommend 70-80 characters including spaces)
- Main Image: 650x300 static jpg or gif
- Company logo: minimum 150 pixels wide; static jpg or gif
- Headline: 5-10 words
- Descriptive Copy: 30-80 words
- Call-to-action (3-5 words)
- URL or PDF file of resource




Pneumatics Tech Toolbox



Pneumatics is a fluid power technology similar to hydraulics in that it transmits force through a pressurized medium to create useful work. However, pneumatic technology differs from hydraulics in every critical fashion — compressibility.

Compressibility is an asset for pneumatic systems, allowing for extremely high acceleration and inherent shock absorption. As compressed air moves from high pressure to one of lower pressure, the expansion accelerates the air. Download this Pneumatics Tech Toolbox to learn more!



Providing Products for Sustainable Automation

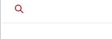
[Download PDF](#)

WTWH
Media LLC

This email was sent to email@domain.net
Address: 1111 Superior Avenue, 26th Floor, Cleveland, OH 44114
[View Online](#) | [Privacy Policy](#) | [Preference Center](#) | [Unsubscribe](#) | [Forward](#)

Single Offer + Lead Generation

Our single offer template with your message plus we create a lead form landing page with the following standard fields: Email, F/L Name, Company, Postal Code & Country



A Guide On Predictive Maintenance In Hydraulic Systems

By Fluid Power World Editor | March 3, 2020


Maintenance of a hydraulic system, or any mechanical device, involves ensuring that it remains in an operational state whenever it is required. In some cases, the hydraulic system and the machinery it operates may be required 24 hours a day, 7 days a week.

In other situations, the hydraulic equipment may operate for perhaps 10 minutes at a time every few days or weeks. Sometimes, the hydraulic equipment will be operating in the relatively clean and stable environment of a factory, at other times it may be installed on a mobile machine operating in rain, snow, heat or dust. It is unlikely therefore that any one approach to maintenance will be suitable for all situations. This paper will therefore describe first of all the four main philosophies of machine maintenance namely:

- Breakdown maintenance
- Preventive maintenance
- Predictive maintenance
- Proactive maintenance

and explain why the growing trend is towards a predictive maintenance approach.

Download the white paper from Webtec to learn more.



WEBTEC
HYDRAULIC MEASUREMENT AND CONTROL

Email *

Name *


First Last

Company *


Job Title *

Address *

Street Address



Webtec's new HPM7000 hand-held hydraulic data logger meets the demands of a broad user profile



With the highly versatile HPM7000 portable hydraulic data logger, which is the successor to Webtec's popular long-standing HPM6000 model, users can obtain quick answers to their biggest hydraulic challenges. The HPM7000 allows repair, test, inspection and R&D professionals to connect up to 48 sensors and create different hardware configurations simply by adding or changing input modules.

[Click here to find out more](#)

SPECIFICATIONS FOR A SINGLE OFFER WITH LEAD GENERATION: Same as single offer specs *plus* URL or PDF file of resource. Price based on CPM / Lead Requirements.

Supplied Content

Your supplied content within the confines of our editorial websites.

CUSTOM NATIVE CONTENT PROGRAM

- Dedicated content page featuring all articles
- All content is provided by advertiser (articles, images and links)
- Content appears on the brand website home page
- Featured in brand e-newsletter
- Brand social media promotion
- Content is archived

Cost: Contact your sales representative for details

SPONSORED CONTENT

- One content article provided by sponsor (900 words or less, title, image and URL)
- Content appears on the brand website home page and is labeled as "Sponsored Content"
- Featured 2x in brand e-newsletter
- 2 tweets per week for the month on brand social media
- 2 posts on brand LinkedIn page for the month
- Content is archived after one month

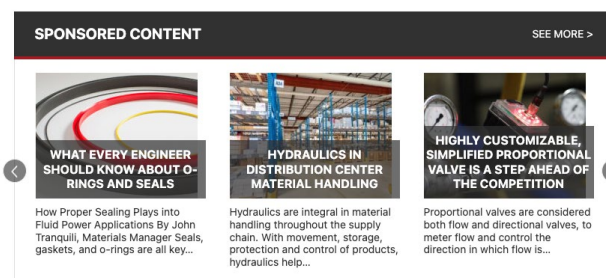
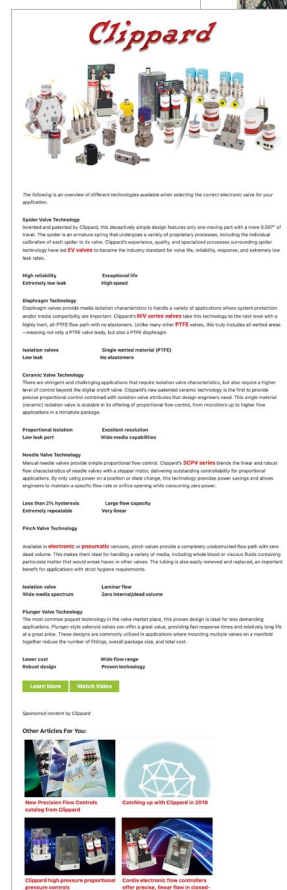
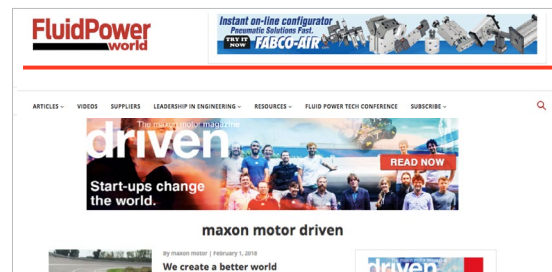
Cost: \$4,500/month

SPECIFICATIONS:

- Featured article image for slider and thumbnail at 770x500
- Hero Image for the top of the article – up to 740px across; can be the same as the Featured image
- For the Content:
 - Headline
 - Sub-headline (Optional)
 - Body Copy – 900 words or less; include URLs
 - Supporting images (Optional) – up to 500px wide
 - Author information – Name & Title

We will use the above to build out the landing page for your review.

Once that is approved, we then promote that page via our newsletters and social media.



Content Syndication

Audience Marketing | Lead Generation

AUDIENCE MARKETING

Fully Managed Content Syndication

- Promote content to specific targets
- Global contact record database available for selection
- Assistance in designing campaigns
- Leads delivered in time frame needed

Lead Generation Campaigns

All lead types are qualified but some types are highly qualified based on level of engagement by the prospects.

MQL Gated

Marketing
qualified lead

2-Touch Performance MQL

A lead has
consumed two
pieces of content

BANT Performance

A lead that has consumed 1 piece of content and answered additional qualifying questions related to budget, authority, need and timeline identifying the lead as a higher value prospect

Content Assets

- Choose the **type of content** you would like to promote
- Leverage **assets** that are relevant to the audience and educational

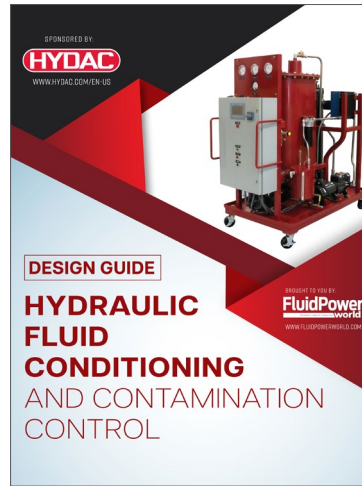
White Paper | Case Study | Infographic | On-Demand Video

Example of Content Asset Promo / Lead Collection

Dynamic content provides the personalization necessary to drive more engagement

Design Guides

Content focused on key technologies available as a downloadable PDF per category.



Sponsor a design guide and hard leads will be delivered to you based on the amount of leads you designate. Our design guides include key technology content produced by the Editors of Fluid Power World.

Priced at \$88/CPL

Contact your sales representative for details

DESIGN GUIDES REQUIREMENTS FOR SPONSORED PDF:

- Hi Res Logo (min 200 pixels or higher or eps/ai version) + URL Link
- Hi Res product photo to use for Front Cover of Design Guide (optional)
- Full Page PDF ad to be inserted as the last page/back cover of the Design Guide PDF

WWW.FLUIDPOWERWORLD.COM/DESIGN-GUIDE-LIBRARY

Tech Toolbox

Vendor neutral content broken out by key technologies, produced as a gated downloadable PDF with **multiple sponsors** per category.



TECH TOOLBOX SPECS OVERVIEW:

- Vendor neutral content and images (images will not be sponsor/supplier product images with the exception of sponsored content page). Logo placement on front cover — 300 dpi or vector (preferred). Sponsor logos will be linked to sponsor's website or specific URL of choice.
- Sponsor can include an advertisement (hi-res pdf or jpg and will be placed and sized accordingly), full page of supplied content, and video.
- Supplied content has to be limited to full page with or without image and we design as sponsored content. No supplied images other than on sponsored page. Image size: 200 dpi @ 4-5 inches or larger.

LEAD
GENERATIONBACK TO
TOC

Webinars

Engage a captive audience and generate leads.

Fluid Power World webinar series offers companies the opportunity to work with editors on preparing and delivering both editorial and custom content in a live, interactive format or on-demand.

EDITORIAL WEBINARS

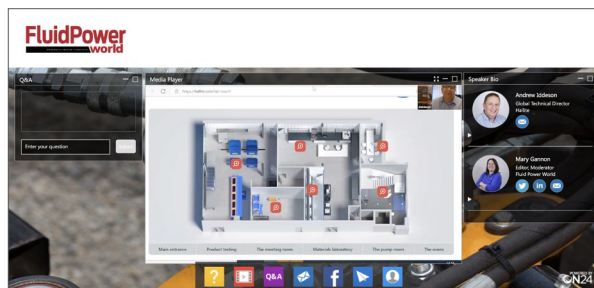
Fluid Power World has developed a 2025 webinar schedule and invites manufacturers to share their experiences and expertise to help design engineers better understand technology or product related issues and challenges. Fluid Power World editors will select a limited number of manufacturers to participate in each webinar.

Rate: \$5,450

CUSTOM WEBINARS

Sponsor chooses their own topic and presents educational material related to that topic. Fluid Power World will assign an editor who will moderate the event and a technical coordinator who will coordinate promotions and produce the live event.

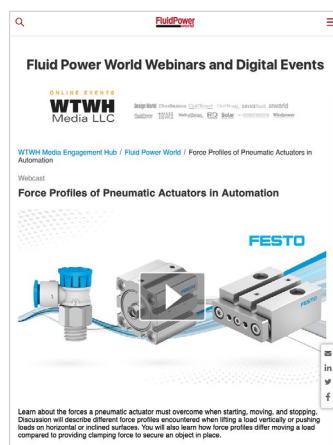
Custom Webinars are based on a \$70 cost-per-registrant basis.



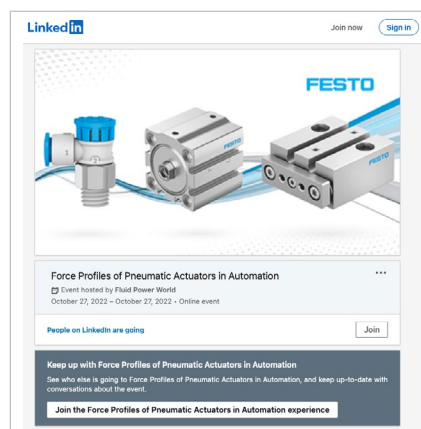
All webinars are recorded and emailed to all registrants, then placed online behind registration for on-demand viewing. Sponsors receive reporting URL for full attendee contact information, live and on-demand metrics and survey results, if applicable.

Recommendations:

- Position yourself as a thought leader by presenting on educational topics in your industry
- Attract great leads by describing what your attendees will gain from participating
- Includes graphics, images and downloadable assets
- Use poll and survey questions to increase engagement and take the pulse of your audience
- Present using webcam to create a captivating presentation
- Utilize HTML5 technology to ensure your attendees will have the best viewing experience



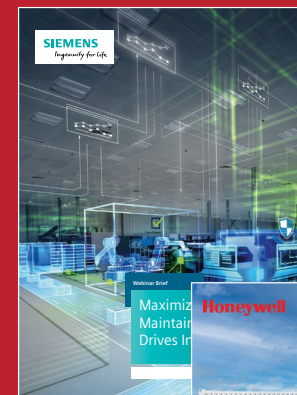
On-Demand Registration Page



Social Promotion

WEBINAR TO CONTENT E-BOOK / BRIEF / WHITE PAPER

*Take advantage of this new
opportunity and have unlimited
reach to your audience*



Contact your sales representative for more information and package pricing.



**STRATEGY.
AMPLIFICATION.
PERFORMANCE.**



WTWH Media's Content Studio leverages its B2B media expertise and unique first-party data to co-create thoughtful, engaging reported content with industry partners that helps position them as thought leaders within their niches while identifying the best mix of products and syndication strategies to amplify these messages and ensure partners achieve their most important business goals.

Branded content campaign creation:

Branded Voice

Fold outs, Supplements,
Featurettes, Special Sections

Branded Industry Thought Leadership

White Papers, Ebooks,
Case Studies

Branded Engagement

Blog Posts, Social Media
Posts, Press Releases

Branded Videos

Explainer Videos,
Product Demonstrations,
Corporate videos

Voice matters when seeking to drive engagement and measurable results from engaged audiences.

Content Development

Print Content | End-to-end project management content creation, design & layout



VENDOR DIRECTED Q&A

- WTWH works with you to create a graphically-oriented and highly-visual 1 page
- Up to 500 words, showcasing an application or technology
- Vendor Directed Q&A program: \$4,500



VENDOR DIRECTED COLUMN

- Single Page
- 500 Words
- Content created by Custom Studio
- Vendor Director Column program: \$6,250



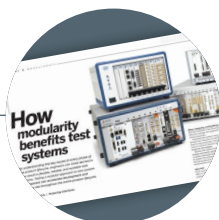
TWO-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurtte program: \$8,500



FOUR-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurtte program: \$9,400



FEATURE ARTICLE

- 1,000 word branded content in article format
- Feature Article program: \$11,000



EIGHT-PAGE CUSTOM SUPPLEMENT

- A supplement stitched into the magazine combining content created by Content Studio and display ads
- 2,000–2,200 words
- Eight-Page Custom Supplement program: \$19,000

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page



ARTICLE LICENSE

- License to use and reprint referenced article from an WTWH publication
- One-time license permits Customer to host the entire article on Customer website with full credit to the author and publisher
- WTWH will also provide a printable PDF version.
- Article License program: \$1,000



VOICES

- A sponsored content Q&A published to help get your company thought leaders to share their knowledge and subject matter expertise.
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Voices program: \$3,250



VIEWS

- An original article of 600-750 words based on one interview with your internal source or customer to spotlight and highlight your product or service
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Views program: \$3,250



CASE STUDY

- Application story featuring your product or solution
- 600-800 words
- Case study program: \$5,500



E-BOOK

- Graphically-oriented and highly-visual e-book
- Designed as a custom pdf of 2-4 pages for lead generation and/or brand recognition
- Up to 1,000 words of content supplied by customer
- e-Book program: \$5,500



EVENT BRIEF

- WTWH creates a follow up to a virtual or live event panel
- This is for event sponsor only based on event panel including 3-5 pages, 1200-1700 words
- Includes design & graphics and speaker bios.
- Event Brief program: \$6,500



LIVE EVENT SESSION BRIEF (FLAT RATE)

- 2-page co-branded session brief based on recorded live event session
- Designed in pdf format & hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Live Event Session Brief program: \$7,500



WHITE PAPER

- Interview with your subject matter expert
- 1,200-1,500 words
- Customer-supplied imagery that can be used for lead generation and/or brand recognition
- White Paper program: \$7,500

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page



BLOG/GHOST WRITING

- Blog/Ghost Writing 600 - 800 words
- Article created by Content Studio
- Blog/Ghost Writing: \$1,600



SPONSORED/FEATURED ARTICLES

- Sponsored/Featured Article 600 - 800 words
- Article created by Content Studio
- Sponsored/Featured Article Program: \$1,600



WEB EXCLUSIVE

- Content of up to 500 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- Web Exclusive program: \$3,000



THE BIG STORY

- Content of up to 1,000–1,200 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- The Big Story program: \$9,500



WEBINAR BRIEF (FLAT RATE)

- 2-page co-branded webinar brief of 600 words based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days.
- Webinar Brief program: \$6,500



WEBINAR BRIEF

- 2-page co-branded webinar brief based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Webinar Brief program: \$8,500



SPONSORED PREMIUM REPORT

- Minimum 16 page editorial report plus 8 pages of content
- Created by Custom Studio and includes add-on email campaign promotion
- Sponsored Premium Report program: \$19,000

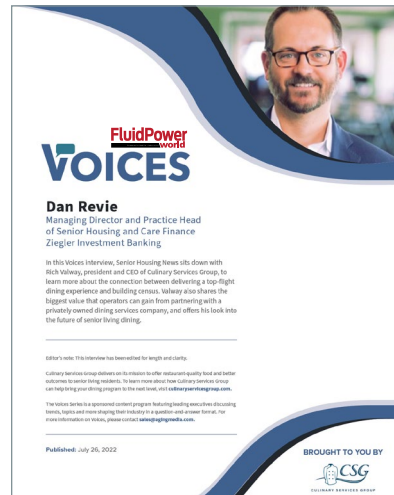
VOICES

Your Message, Your Voice. Is your company looking for a way to get a consistent message out about thought leadership? We provide a simple and effective way for executives to deliver unique insights and position themselves as industry thought leaders.

Our VOICES product is a sponsored content opportunity to have a Q&A published to help get your company's thought leaders to share their knowledge and subject matter expertise.

The offering consists of the following:

- 6-question Q&A (prepared in advance) on a particular topic or area subject to editorial review and approval
- Recorded interview with executive and WTWH editor
- Client has the ability to review edited transcript
- Posted on sa WTWH Media website upon review and approval by both client and WTWH
- Included as one article (text ad) in newsletter
- Labeled as sponsored at start of article
- High resolution PDF copy for distribution
- Marked as sponsored in the closing text at the bottom of the article
- Company to provide interviewee headshot (sized to 600 x 600 pixels and 300 dpi) to include in the Q&A article
- Company has the ability to link back to corporate website at the bottom
- Complete editorial control rests with WTWH and must fit WTWH standard and style formats
- Premium category takeover on website with a full concentration on the Voices brand



ViEWS



WTWH ViEWS program provides a simple, cost-effective solution to promote your company's news, views, case studies, testimonials and announcements to our readers through a customized article written and published by WTWH.



WTWH will write an original article of 600–750 words based on one interview with your internal source or customer to spotlight and highlight your product or service for our audience.



Our high-touch, customized approach will result in a digital article that combines your message and our voice.

The offering consists of the following:

- One phone interview between WTWH representative and either a sponsor company representative or a sponsor customer contact
- Creation of original article content to be reviewed by sponsor and approved by WTWH as meeting WTWH editorial standards
- Included as one article (text ad) in newsletter
- Premium takeover that excludes third party advertising
- Labeled as sponsored at start of article
- Company to provide one image or logo for inclusion in the article, subject to WTWH specifications & approval
- High-resolution PDF of the article available to sponsor for distribution
- Company has the ability to link back to corporate website at the bottom of PDF
- Reporting available upon request

Fluid Power World's Learning Center

An online digital content hub for fluid power engineers.

- LEARNING CENTER CLASSROOMS
- FLUID POWER WORLD SPECIAL ISSUES AND HANDBOOKS
- DESIGN GUIDE LIBRARY
- INDUSTRY TRENDS

CLASSROOMS

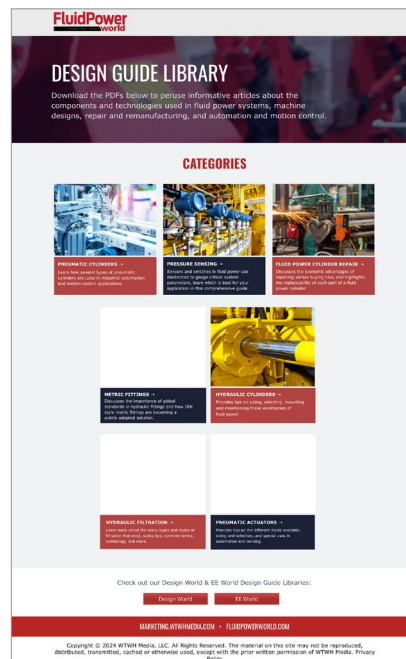
The Fluid Power World Learning Center Classrooms is a syndicated content resource for fluid power engineers looking for need-to-know information about components and systems in the engineering space.

Curated by Fluid Power World's editorial team, this digital content hub includes comprehensive background information, current trends, typical and emerging applications and frequently asked questions relating to a range of motion components.

SPONSORSHIP

- Logo recognition on classroom landing page.
- e-Newsletter co-brand newsletter for category selected – sent to 23,000 subscribers.
- Specs: 728x90 banner (optional), 300x250 banner(optional), Up to 6 articles including image (450x255), headline, 30-35 words, click-through URL
- Social media promotion across all Fluid Power World social channels.
- Promotion in Fluid Power World e-newsletters.
- Up to 4 assets to promote anything of your choice (whitepaper, brochure, product, etc.) Please provide image, headline and URL for each asset.
- Featured video on landing page (optional). Please provide link to video.

Each classroom category is available for up to 4 sponsors at \$6,875 / sponsor.



CLASSROOM TOPICS INCLUDE:

Hydraulic Symbolology and Circuits – Hydraulic Valves
 Contamination Control
 Fluid Power Repair and Rebuild
 Hydraulic Fluid Conditioning
 Hose assemblies
 Fittings and couplings
 Hydraulic actuation
 Compressed air prep

Additional topics could include:

Accumulators	Maintenance & repair
Compressed Air Efficiency	Pneumatics & automation control
Filters/filtration	Pneumatic cylinders
Fittings, couplings, flanges	Pneumatic valves
FRLs	Sealing
Hydraulic technologies	Pressure sensing
Hydraulic cylinders	Position sensing
Hydraulic fluids	Shock absorbers, dampers, gas springs
Hydraulic hoses	Troubleshooting
Hydraulic pumps/motors	Vacuum technologies
Hydraulic valves	
Leakage	



Issue Date/ Ad Close	FEATURE COVERAGE	ENERGY EFFICIENCY	FUNDAMENALS	PRODUCT FOCUS	TRAINING/ SAFETY	MAINTENANCE	TROUBLESHOOTING CHALLENGE	R&D	PRODUCT WORLD
January	Hose cleanliness · Cold weather hydraulics								
February 12/31/24	Blockbuster issue – Mobile Trends Mobile – Construction Pneumatics – Air preparation Industrial – Automotive manufacturing bauma Preview	■	■	Hose Assemblies, Vacuum Technologies	■	■	■	■	■
March	Pneumatics in food and beverage · Continued bauma coverage								
April 2/11/25	Mobile - Mobile Cranes Pneumatics – Smart Automation Industrial – Offshore OTC Preview	■	■	Hose/fittings, compressed air	■		■		■
May	Industrial robotics and end effectors · OTC Show wrapup								
June 4/14/25	Blockbuster issue – Contamination Control Mobile – Agriculture Pneumatics – Food and Beverage Industrial – Material handling IVT Expo Preview	■	■	Filtration, Sensors	■	■	■	■	■
July	Fluid power in entertainment · Hydraulic fluid additive								
August 6/10/25	Blockbuster issue – Utility Expo Mobile – Utility Pneumatics – Compressed Air Efficiency Industrial – Machine Tools Utility Expo Preview	■	■	Valves, Pumps	■		■		■
September	Utility Expo wrap-up · Dangers of dry hydraulic pumps								
October 8/12/25	Blockbuster issue sneak peak at CONEXPO-CON/AGG Mobile – Construction Pneumatics – Packaging solutions Industrial – Smart manufacturing PackExpo Preview	■	■	Sensing technologies, brakes & clutches	■	■	■	■	■
November	Industrial Maintenance · Clean Dry Air								
December 10/14/25	Blockbuster Issue – FLUID POWER HANDBOOK: Covering the world of fluid power, technology and innovation.								

■ Print ■ Online



Fluid Power World is written by engineers for engineers engaged in designing machines and/or equipment in Off-Highway, Oil & Gas, Mining, Packaging, Industrial Applications, Agriculture, Construction, Forestry, Medical and Material Handling. Fluid Power World covers pneumatics, mobile hydraulics and industrial hydraulics. Fluid Power World magazine reaches 10,000 professionals with each print issue and our Fluid Power World website logs over 37,485 users per month.

FLUID POWER HANDBOOK CATEGORIES INCLUDE:

- Air Brakes
- Air Compressors
- Air Springs
- Accumulators
- Clutches / Brakes
- Cylinders
- Filters
- Fluids
- FRLs
- Gauges
- Hoses
- Manifolds
- Miniature Pneumatics
- Motors
- Pressure Transducers
- PTOs & Gearboxes
- Rings
- Rotary Actuators
- Safety
- Seals
- Shock Absorbers
- Vacuum Components
- Valves
- AND MORE!

Advertising Rates:

Full page.....	\$4,260
2/3 page	\$4,650
1/2 island	\$3,100
1/2 page	\$2,800
1/3 page	\$2,130
1/4 page.....	\$1,640

	January	February	March	April	May	June	July	August	September	October	November	December
Content Studio			Manufacturer Spotlight (Views)		Subject Matter Expert Spotlight (Voices)		Manufacturer Spotlight (Views)		Subject Matter Expert Spotlight (Voices)		Manufacturer Spotlight (Views)	
Digital Report										Off Highway OEM Manufacturers Trends		
Digital Show Packages			bauma Show Preview	NAHAD (April 12-15 Tampa)	OTC (May 5-7th)	iVT Expo Preview		iVT Expo Utility Expo Preview		Utility Expo (October 7-9) Louisville		
2025 Trade Shows		IVT Expo				iVT Expo		iVT Expo		Utility Expo (October 7-9) Louisville		
2025 Newsletter Schedule												
1x per month	Fluid Power World Direct	Fluid Power World Direct	Fluid Power World Direct	Fluid Power World Direct	Fluid Power World Direct	Fluid Power World Direct	Fluid Power World Direct	Fluid Power World Direct	Fluid Power World Direct	Fluid Power World Direct	Fluid Power World Direct	Fluid Power World Direct
1x per month	Mobile Hydraulic Tips	Hose Assembly	Mobile Hydraulic Tips	Hose Assembly	Mobile Hydraulic Tips	Hose Assembly	Mobile Hydraulic Tips	Hose Assembly	Mobile Hydraulic Tips	Hose Assembly	Mobile Hydraulic Tips	Hose Assembly
1x per month	Sealing & Contamination	Pneumatic Tips	Sealing & Contamination	Pneumatic Tips	Sealing & Contamination	Pneumatic Tips	Sealing & Contamination	Pneumatic Tips	Sealing & Contamination	Pneumatic Tips	Sealing & Contamination	Pneumatic Tips
1x per month	Industrial Automation Round Up	Electrification Round Up	Construction Round Up	Off-Highway Round Up	Industrial Automation Round Up	Electrification Round Up	Construction Round Up	Off-Highway Round Up	Industrial Automation Round Up	Electrification Round Up	Construction Round Up	Off-Highway Round Up
Product Focus eNewsletters	Electrification Product Spotlight	Agriculture Product Spotlight	Medical Product Spotlight	Electrification Product Spotlight	Oil & Gas Product Spotlight	Construction Product Spotlight	Electrification Product Spotlight	Off Highway Product Spotlight	Forestry Product Spotlight	Electrification Product Spotlight	Mining Product Spotlight	
Fluid Power Editorial Webinars			Electrification Webinar Series		Fluid Analysis & Contamination Control		Advanced Valve Functions		Hydraulic Hose Assemblies			

Leadership in Engineering Achievement Program (LEAP)

The Leap Awards celebrates the most innovative and forward-thinking products serving the design engineering space.



NOW IN ITS
7TH YEAR!

The LEAP Awards have had **180%** growth in entries since the program began in 2018!

LEAP WILL HONOR THE BEST DESIGNS IN THE FOLLOWING CATEGORIES:

- Advanced Materials
- Connectivity
- Embedded Computing
- Fluid Power
- Industrial Automation
- Mechanical
- Motion Control
- Power Electronics
- Software
- Switches & Sensors, and
- Test & Measurement

KEY DATES:

- Open for submissions: 4/9/25
- Early bird deadline: (\$395) 6/24/25
- Final deadline: (\$495) 7/18/25

WINNERS ANNOUNCED:

In print and online November issue. The LEAP Awards will be included in a special print and online editorial section listing all winners, as well as profiles of the judges.

CRITERIA:

Entries submitted must be new products that are commercially available in the United States and have been released since January 1, 2024. If the product is a derivation of a past component, the updates made to the design and function must be significant. All submissions become the property of WTWMedia LLC, and the company reserves the right to publish information in any of its media outlets.

Our world-class judging panel will be comprised of OEM design engineers from a wide variety of industries, along with other engineering experts representing the mechanical and electrical design fields.

A FEW OF OUR PAST LEAP AWARD WINNERS:

- Electrocraft
- Emerson
- Festo
- FUTEK Advanced Sensor Technology, Inc.
- MakerBot
- Microchip Technology Inc.
- Moog Inc.
- ON Semiconductor
- Rohde & Schwarz
- Silicon Labs
- TE Connectivity
- Texas Instruments
- Universal Robots
- Wittenstein

wtwhmedia.submittable.com/submit

Digital Editions Sponsorship

Exclusive packages for lead generation, optimal placement and maximum reach.

DIGITAL EDITION PROGRAM

Customize your digital full page located next to the cover page. Use an existing print ad or customize your own page to direct customers to your offers. Your logo will also be prominent on the digital issue landing page and will be linked to your company's website.

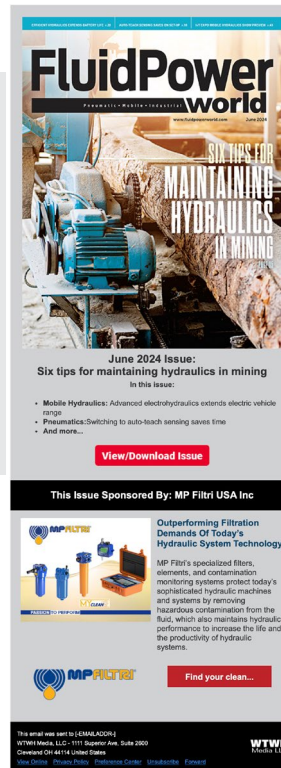
- Full page ad size: 9 x 10 7/8 in. 150 dpi PDF RGB
- Logo – minimum 200 wide
- URL to landing page

Exclusive featured offer in e-newsletter pushed to FPW Digital Edition subscribers.

- Image – 250x200
- Logo – 200 wide
- Title - 5-10 words
- Copy- 30-40 words
- URL to landing page
- Call-to-action

Featured Digital Edition promotion across entire network.

FULL PAGE DIGITAL AD / TEXT PRODUCT SPOTLIGHT:
\$6,750



Fluid Power World digital issues are optimized and supported across all platforms for desktop, tablets and mobile devices.

WTWH MEDIA PRINT AD SPECIFICATIONS

AD SIZE	AD SHAPE	TRIM	BLEED
Full Page	Full Page	8-1/2" x 10-7/8" (8.5" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125")
1/2 Page	1/2 Vertical	3-5/8" x 10" (3.625" x 10")	N/A
	1/2 Horizontal	7-1/2" x 4-7/8" (7.5" x 4.875")	N/A
	1/2 Island	4-7/8" x 8-1/2" (4.875" x 8.5")	N/A
2/3 Page	2/3 Vertical	4-7/8" x 10" (4.875" x 10")	N/A
1/3 Page	1/3 Vertical	2-3/8" x 10" (2.375" x 10")	N/A
	1/3 Square	4-7/8" x 4-7/8" (4.875" x 4.875")	N/A
	1/3 Horizontal	7-1/2" x 3-1/8" (7.5" x 3.125")	N/A
1/4 Page	1/4 Square	3-5/8" x 4-5/8" (3.625" x 4.625")	N/A
ADS PLUS			
1/2 Page	1/2 Page Spread	17" x 5-3/8" (17" x 5.375")	17.25" x 5.625"
Full + 1/3	Full + 1/3 Vertical	8-1/2" x 10-7/8" (8.5" x 10.875") PLUS 2-3/4" x 10-7/8" (2.75" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125") PLUS 3" x 11-1/8" (3" x 11.125")
2-Page Spread	2-Page Spread	8-1/2" x 10-7/8" (8.5" x 10.875") (two separate full pages)	8-3/4" x 11-1/8" (8.75" x 11.125")

Please submit ads via the WTWH Ad Portal at ads.wtwhmedia.com.

LIVE (SAFETY) AND BLEED

Keep all live items (not intended to trim) 1/4" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting.

MEDIA

File format: Ads must be PDF/X-1a files. Please save PDF as: PDF/X-1a:2001 with the compatibility set to Acrobat 4 (PDF 1.3).

Fonts: Embed all fonts

Color space: CMYK – Images and colors saved as CMYK, no RGB files and no spot colors or pantones within PDFs.

Resolution: 300 dpi

Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

PROOF

Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, please contact your Customer Service Representative for details.

QUESTIONS

For ad production questions, please contact:

Tracy Powers, Customer Service Representative, (440) 452-3449

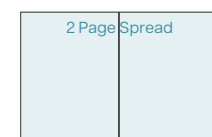
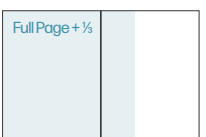
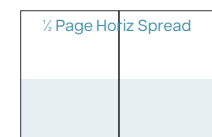
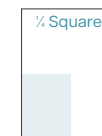
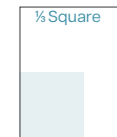
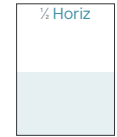
tpowers@wtwhmedia.com

Printing Process: Offset, computer-to-plate (CTP)

Binding Method: Perfect bound

SUPPLEMENT HALF-PAGE TIP SPECS:

1. High resolution logo (preferably ai or eps file)
2. 1 image (3x3, 300 dpi, preferably jpg, eps, tiff, or pdf)
3. 100-125 words of copy (May include title)
4. Contact info (Company Name, website and address and phone # if preferred)



Social Media Management

Reach Your Audience | Build Awareness | Increase Engagement

Fluid Power World manages a wide variety of manufacturers' social accounts based on a proven track record of engagement, communication, reach and value. Our approach is very hands on to achieve the best results based on your needs to start or increase your digital marketing footprint.

OUR GOAL

Increase thought leadership presence via social channels

Create & post content

Grow following & increase engagement

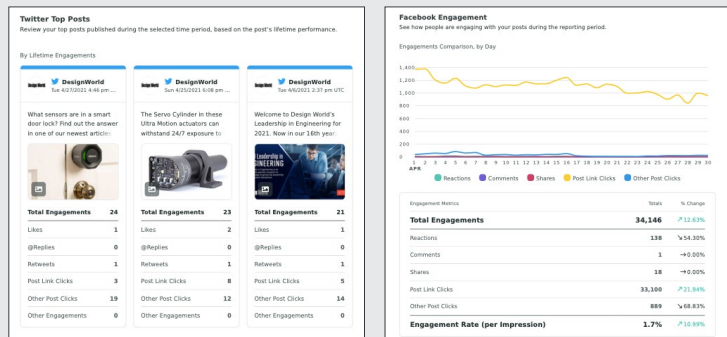
Increase social conversion to your website

FLUID POWER WORLD OFFERS

- Dedicated Account Manager to oversee and implement your social strategy
- Management & set-up of all major social platforms
- Content creation of all posts
- Monitoring all interactions of your brand across platforms
- Monthly reporting
- Review & strategy sessions

Packages range from \$900-\$1,900 depending on number of platforms managed and frequency of posting schedule.

Please contact your sales representative for more information.



Monthly reporting is a standard part of all social media packages to assist in the optimization of brand, product and/or lead-generation goals for your company. Our team of experts works with you to fine-tune messaging, promotion and campaigns critical to your success.

SOCIAL MEDIA AD TARGETING

In addition to social media platform management, Fluid Power World manages paid ad targeting on all social media platforms, including Facebook and LinkedIn. All platforms offer varying ways to target a specific audience by demographics, industry, title and company. With admin access to your social platform of choice, Fluid Power World will work with you to build an audience on that social platform, meeting your requirements and target a message directly to that audience.

• LinkedIn

Target your ideal customer by geography, industry, job title, company size, member groups, email contact list or even company name. LinkedIn will match those with member user data and create an audience that can be used to target ads. LinkedIn is also a great platform for lead generation.

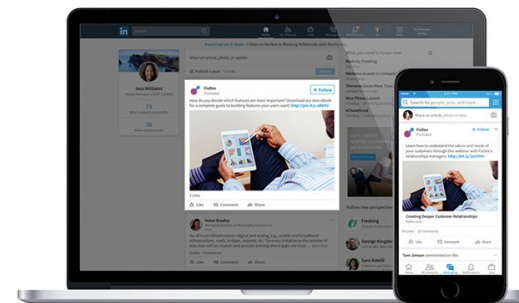
• Facebook

Target ads by geography, job title, field of study and device usage.

Investment:

Cost to reach audiences varies based on budget and audience targets. Most platforms will offer the ability to pay cost-per-click or cost-per-impression to reach the targeted audience. Fluid Power World's social media marketing team will work with you to estimate the investment to reach your audience. Cost of campaign goes directly to the social media platform. Management fee to Fluid Power World is 30% of the total campaign budget.

Please contact your sales representative for more details and pricing.



PPC Management: Google Ads

Drive Traffic & Conversions | Immediate & Measurable Results

When **PPC is done right**, it can be a **valuable part** of your inbound **marketing strategy**.

It is an ongoing effort that takes skill, strategy and time. WTWB is a long-term partner who will work with you to develop an effective PPC strategy, manage that strategy, and measure it.

ANALYSIS, STRATEGY & SET-UP

- Review of current PPC program (if applicable)
- Competitive assessment
- Identify goals & expectations
- Comprehensive keyword research
- Building & implementation of negative keyword list
- Ad text creation
- Landing page analysis & consultation
- Budgeting & bidding set-up

ONGOING ACCOUNT MANAGEMENT

- Campaign expansion
- Continuous ad testing & optimization
- Ongoing strategic bid & budget management
- Keyword expansion
- Ongoing negative keyword implementation
- Ongoing competitive assessment

MEASURABLE ROI & REPORTING

- Weekly optimization updates
- Weekly detailed performance report
- Attribution analysis (Google Analytics read-only access required)
- Conversion tracking analysis
- Monthly reporting
- Monthly program review & strategy call with dedicated account manager

INVESTMENT

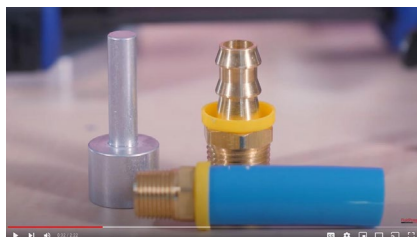
- Minimum campaign monthly campaign budget -- \$2,000 paid to Google / Annual campaign management with cancellation option
- Monthly management fee of 30% of campaign monthly spend
- Additional \$1,700 one-time set-up fee for new account creation



Video Production Services

Full-Service HD Video Production

WTWH media offers end-to-end HD video production services, including script development, filming, editing, post-production and delivery. Our team is dedicated to bringing your brand to life through captivating visuals and compelling storytelling. Throughout the process, we collaborate closely with your team to ensure our videos align with your brand identity and marketing objectives.



PRODUCT VIDEO

This dynamic and engaging video type showcases the unique features and benefits of your product while driving brand awareness. We expertly capture the essence of your product utilizing dynamic camera angles, smooth transitions, and captivating visuals to showcase its functionality in action.

Pricing based on SOW



CLIENT TESTIMONIAL VIDEO

These videos are a powerful tool to build trust, credibility and social proof of your brand. We will showcase individuals who have experienced firsthand the value and benefits of your product, service, or brand. Through compelling storytelling, we carefully craft a narrative that highlights the journey and success of your customer.

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CORPORATE OVERVIEW VIDEO

Videos that effectively communicate your brand's story, mission, and key messages to your target audience. We work with you to identify the most important aspects of your company story that you want to convey to your audience. Whether it's showcasing your state-of-the-art facilities, or highlighting your innovative products and services, these videos bring your company to life on screen.

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www.youtube.com/@FluidPowerWorld

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