

# 2025 MEDIA GUIDE

Covering the world of **plant  
engineering** with in-depth,  
technical content

**PLANT  
ENGINEERING**

[www.plantengineering.com](http://www.plantengineering.com)



**WTWH**  
Media LLC

# PLANT ENGINEERING NETWORK

**Plant Engineering** provides strategic manufacturing knowledge to help the plant manager operate efficiently, effectively, and safely.

Inspire engineering interaction with **Plant Engineering**

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

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

## TABLE OF CONTENTS



### Audience Marketing

Online Display  
High-Impact Display – Flex  
High-Impact Display – Prelude  
Own the Topic  
First-Party Audience Targeting  
Audience Extension  
Remarketing / Retargeting Campaigns  
Editorial e-Newsletter Sponsorship  
CoBranded e-Newsletters  
Partner Promotion – Sponsor HTML  
Partner Promotion – Single Offer  
Supplied Content



### Lead Generation

eBooks  
Webcasts  
Content Syndication



### Content Studio

Content Campaign Programming  
Content Development (Long Form)  
Content Development (Short Form)  
Voices/Views



### Editorial

2025 Planning Guide  
Digital Edition Sponsorship  
Leadership in Plant Operations  
Product of the Year (POY) Awards  
Engineering Leaders Under 40  
System Integrator Giants  
Marketing to Engineers®  
Print Specifications



### Marketing Services

Social Media Management

**Contact Us** ➤

# PLANT ENGINEERING NETWORK AUDIENCE

WEBSITE

**76,295+**  
MONTHLY PAGEVIEWS

The Plant Engineering network logs over 66,072 monthly users and over 120,875 pageviews.

SOCIAL

**16,549+**  
FOLLOWERS

Over 16,549+ social followers across all platforms.  
The Plant Engineering network has a highly-engaged social media audience.



NEWSLETTER

**83,344**

Digital circulation reaches over 83,344 online subscribers with mobile optimized content.

PUBLICATION

**60,495**  
ENGINEERING  
PROFESSIONALS

Plant Engineering reaches 60,495 engineering professionals via print and digital.

SUBSCRIBERS

**123,903**

Total unduplicated Plant Engineering subscribers includes newsletters, magazine, eBooks & webcast registrants.

# Surrounding **plant 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

- 60,495 print + digital edition subscribers

#### Weekly Newsletter

- 83,344 digital subscribers

#### Monthly Website Traffic

- 76,295+ monthly pageviews
- 47,677+ monthly users

#### Social Media Audience in Industry – Total Social Reach: 16,549

- Facebook
- X
- Instagram
- LinkedIn
- YouTube



## 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
- 970x250

## PRESTITIAL ADS

640x480 and 300x225 @ 72 DPI

**Rate: \$2,500**

## 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

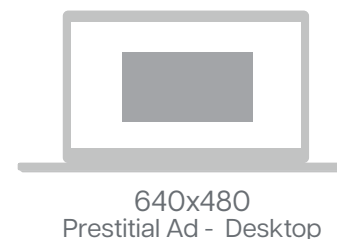
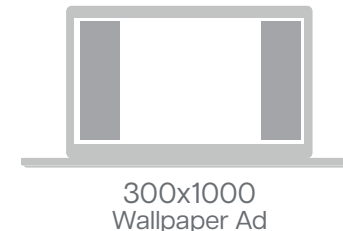
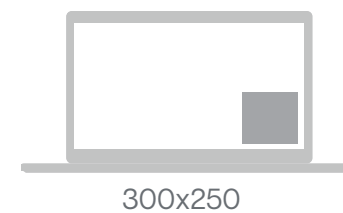
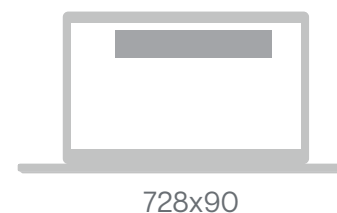
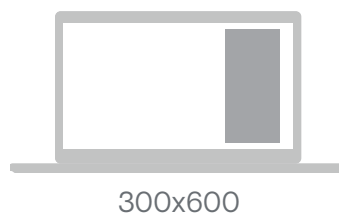
File type: .gif, .jpg, .bmp, .png, videos (.mp4, VAST, YouTube), and HTML tags. File size: 4MB max for combined size of all assets.

**Rate: \$2,500**

## ROS BUNDLE PACKAGE

25,000 Impressions

**Rate: \$5,000 per month**



## 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 Plant Engineering 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)

*Contact your representative for more details.*

## FILE TYPES

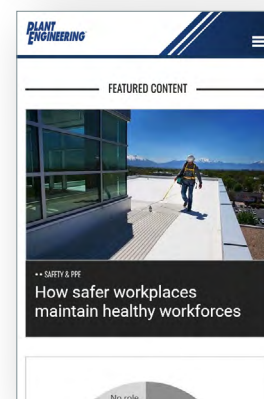
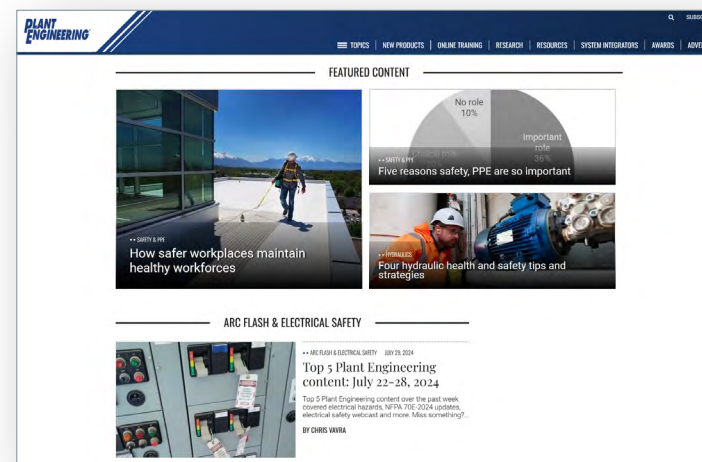
### IMAGES

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

### VIDEOS

- Media Types  
VAST (MP4 Only), 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

Contact your representative for more details.

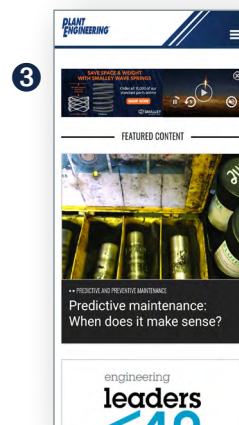
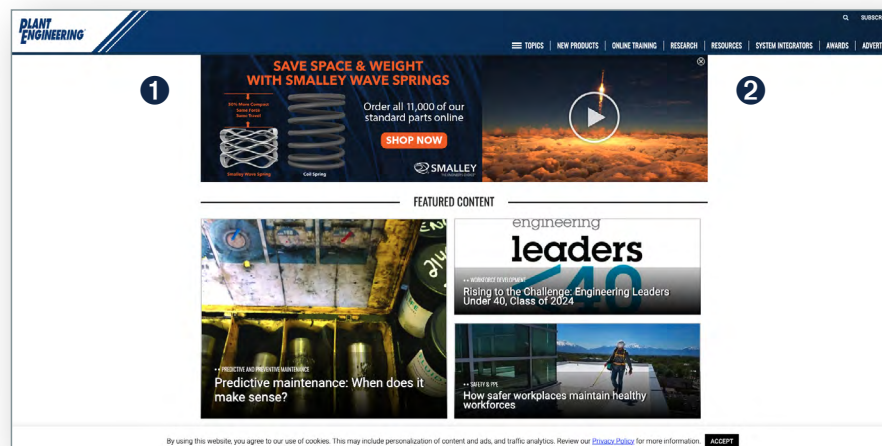
## FILE TYPES

### 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.

# Own the Topic

"Own the Topic" (OTT) is a **3 month minimum** contextual advertising service that ensures display ads appear within relevant topical categories on our brand websites. This service includes a monthly email blast (3) to subscribers interested in this topic. This product positions an advertiser as an authority in key discussion areas by connecting its ads directly with the content engineers are engaging with.

*Rate: \$12,000 per month*

## OWN THE TOPIC BUNDLE PACKAGE



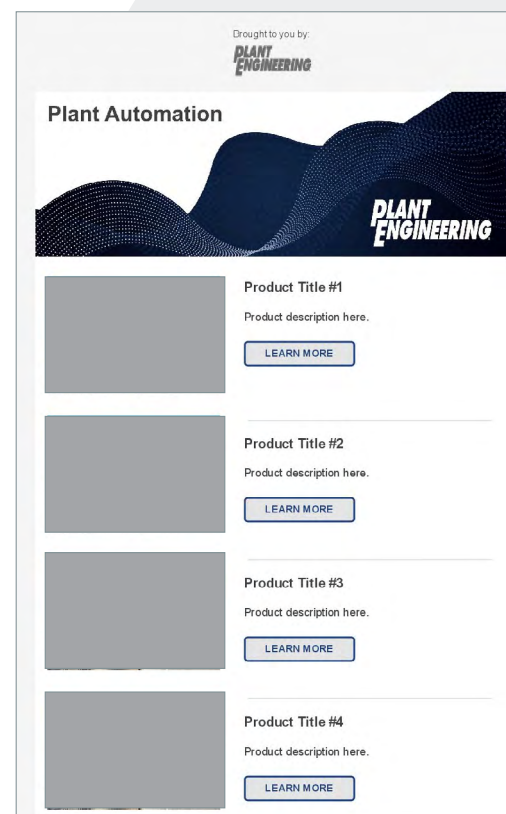
300x600



728x90



300x250



## TOPIC EXAMPLES INCLUDE:

Energy Efficiency and Management  
HVAC and Mechanical Engineering  
Motors and Drives Efficiency  
Predictive & Preventative Maintenance  
Safety & Personal Protective Equipment  
Arc Flash Safety & Training

Building Automation Controls  
Control Systems (PLC, HMI, DCS, Sensors)  
Digital Transformation & IIoT  
Edge Computing & Connectivity



# First-Party Audience Targeting

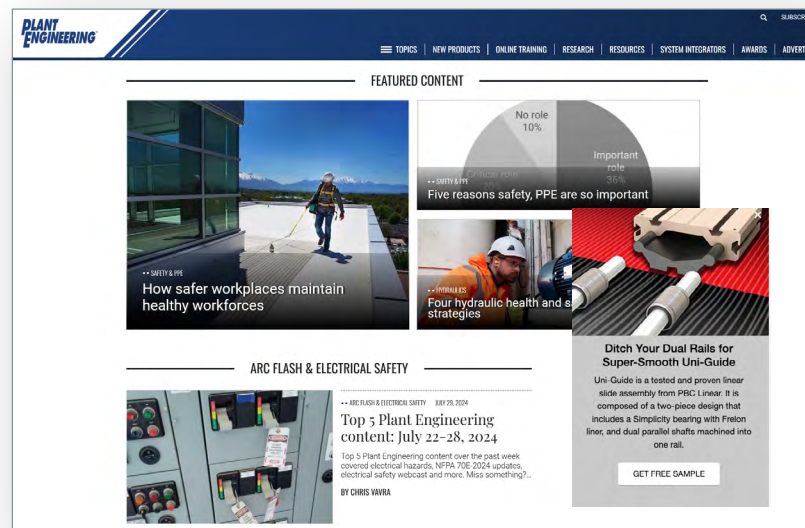
## Content Affinity Targeting

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

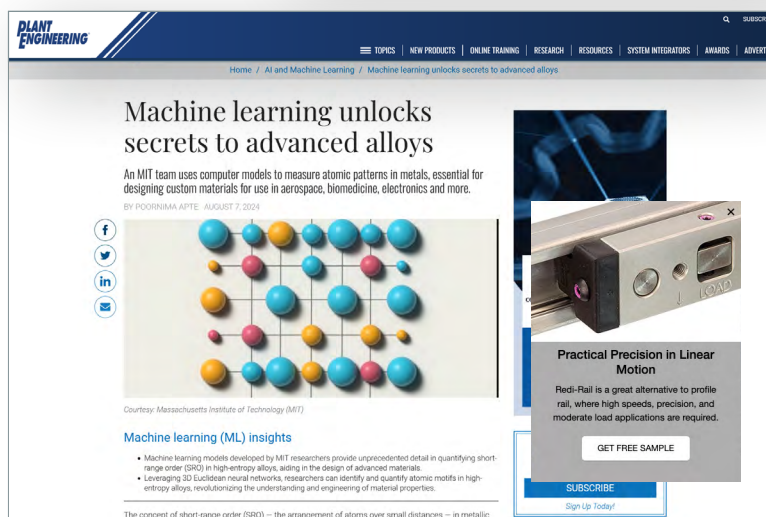
- Target by content affinities across the Plant Engineering network.
- Personalized offers with your message serve to site users based on their content affinity.

Contact your representative for more details.



## Online Ad Specifications:

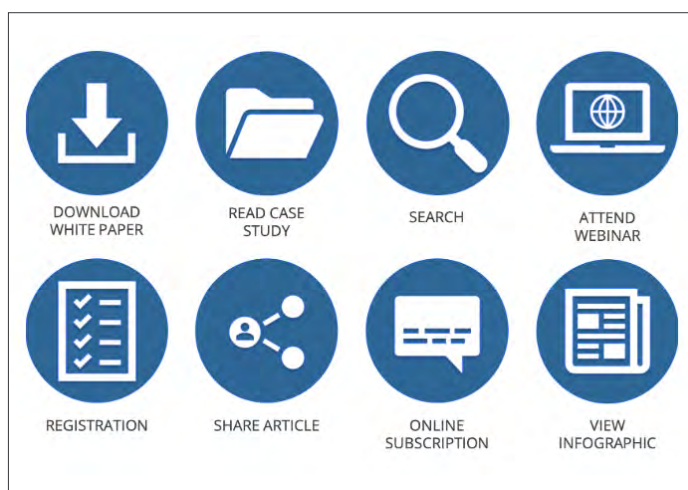
- Headline (no more than 8 words)
- One sentence description (no more than 25 words)
- 386x225 image
- Click-through URL



# Audience Extension

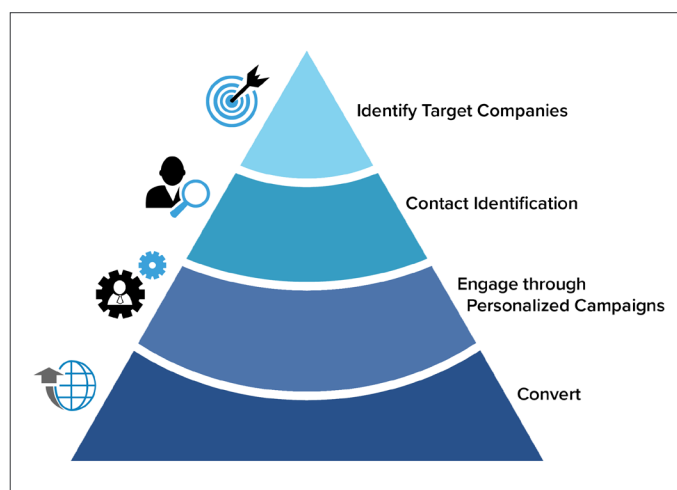
## Intent-Based Marketing | Account-Based Marketing

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 Plant Engineering Network Network to retarget key segment audiences.

**Plant Engineering offers the ability to manage retargeting** campaigns for our customers across a variety of platforms including any Plant Engineering network website.

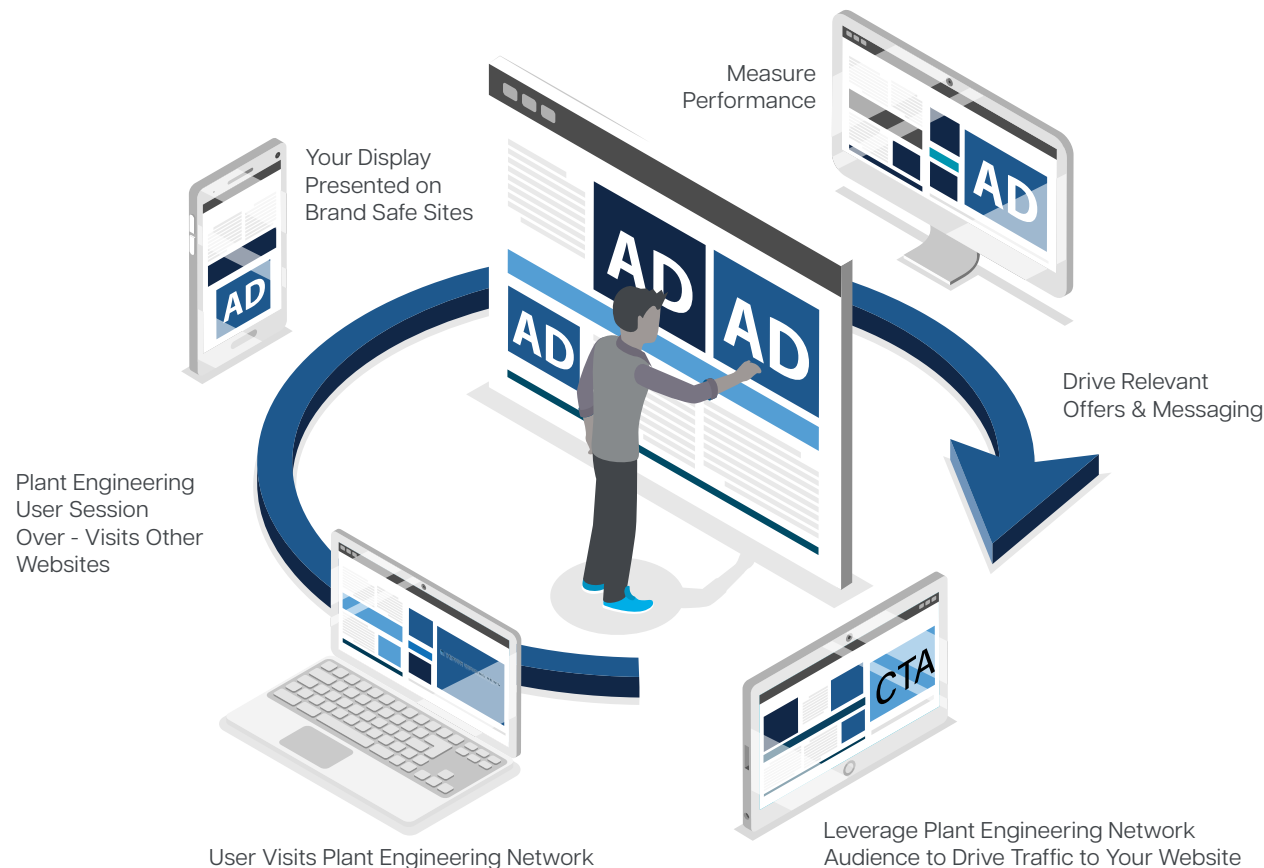
*Pricing based on CPM volume and custom ROI programs*

## RETARGETING REQUIREMENTS:

- All ads must have a border
- 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.

Plant Engineering uses the latest in marketing automation, lead and profile management software to ensure all Enews 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.

## Air Compressors

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	21,004	\$5,800	\$1,650

## Arc Flash & Electrical Safety

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	30,494	\$5,800	\$1,650

## Digital Transformation

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	27,757	\$5,800	\$1,650

## IIoT: Process Control & Automation

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	33,122	\$5,800	\$1,650

## IIoT: Sensing, Connectivity and Analytics

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	34,033	\$5,800	\$1,650

## Industrial Lubrication

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	13,599	\$5,800	\$1,650

## Mechanical & Electrical

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	27,155	\$5,800	\$1,650

## Monthly Top Picks from Amara Rozgus

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	17,690	\$5,800	\$1,650

## Oil & Gas Engineering

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	19,974	\$5,800	\$1,650

## Plant Automation

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	16,222	\$5,800	\$1,650

## PlantMail

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	13,190	\$5,800	\$1,650

## Predictive & Preventive Maintenance

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	16,151	\$5,800	\$1,650

## Product & Media Showcase

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	11,102	\$5,800	\$1,650

## Safety & PPE

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	23,557	\$5,800	\$1,650

## Whitepaper Connection

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	12,088	\$5,800	\$1,650

## EDITORIAL ENEWSLETTER SPECIFICATIONS:

### SINGLE AD SPECS:

Text ad:

- Image: 450x255 static jpg or gif file
- Title: 5-10 words
- Copy: 50-75 words
- Call to Action (3 to 5 Words) + URL

### EXCLUSIVE SPECS:

As an exclusive e-newsletter advertiser you will have placements in all 5 ad spots (728x90, 300x250 & 3 text ads).

- Leaderboard ad (728x90) + URL
- Box ad (300x250) + URL

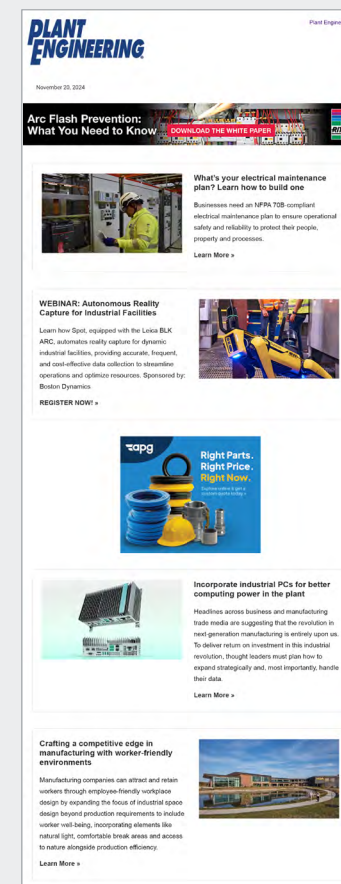
## PRODUCT & MEDIA SHOWCASE SPECIFICATIONS:

### MULTI-SPONSOR:

One product highlight: static image (product or logo at 450x255 pixels), headline (5-10 words), descriptive ad text (30-35 words), CTA text (3-5 words) and URL

### EXCLUSIVE SPONSORSHIP:

Six product highlights: each with a static image (product or logo at 450x255 pixels), headline (5-10 words), descriptive ad text (30-35 words), CTA text (3-5 words) and URL





# CoBranded e-Newsletters

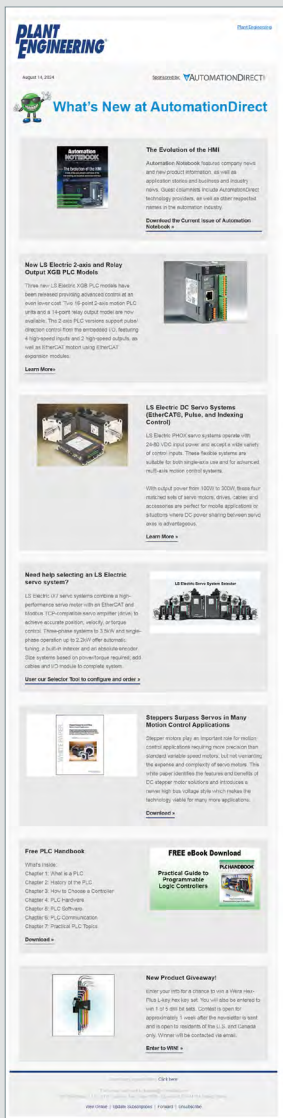
Sponsorship includes **all ad placements** + **logo** recognition

Plant Engineering 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
- Lead generation available target range: 50-100 leads per campaign

**Rate: \$7,700**



# Partner Promotion

Your HTML, **our audience.**

## SPONSOR HTML

Plant Engineering 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.

**Rate: \$7,500**

**IMPORTANT!** Plant Engineering 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, Plant Engineering 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.



## 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)
- Max image file size limit: 500 KB. If HTML consists of multiple images, individual images should be no larger than 500 KB

- Outlook uses an engine that has a 1728 pixel limit for the height of images displayed in an email.
- WTW Media 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.

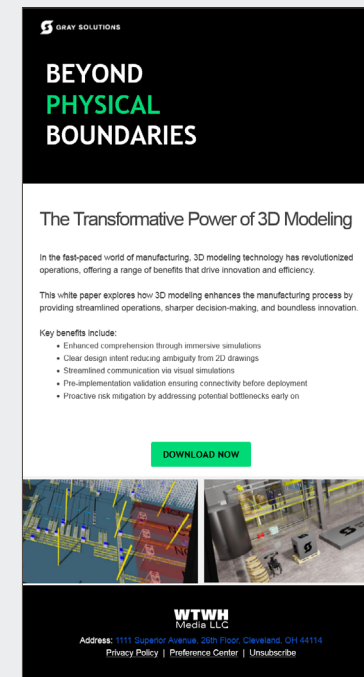
**Rate: \$7,500**

## 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
- Max image file size limit: 500 KB

## 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



### 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

Rate: \$8,000

## 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

Rate: \$8,000

## 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.

## Custom Native Programs

**US TSUBAKI SPONSORED CONTENT**


SEE MORE >




**WORKHORSE® Chain Offers Dependable Strength and Reliability for Bucket Elevators**

In cement, mining, fertilizer and industrial aggregate applications, chain bucket elevators are used to transport bulk materials vertically. Demanding environments like these often challenge system reliability and require unique, innovative chain solutions. Balancing adequate strength with features that effectively defend against corrosion and abrasion can often be a challenge but is certainly feasible and should...


**A Smarter Approach to Identifying Sprocket Wear**




**Tsubaki KALPROTUM® Series Enables Smart Cable Management**



**Optimizing Maintenance Overrunning**



**Chain Wear**



**By Sponsored Content | June 16, 2021**

**US Tsubaki**

**WORKHORSE® Chain Offers Dependable Strength and Reliability for Bucket Elevators**

In cement, mining, fertilizer and industrial aggregate applications, chain bucket elevators are used to transport bulk materials vertically. Demanding environments like these often challenge system reliability and require unique, innovative chain solutions. Balancing adequate strength with features that effectively defend against corrosion and abrasion can often be a challenge but is certainly feasible and should...

**By Sponsored Content | June 16, 2021**

**A Smarter Approach to Identifying Sprocket Wear**

Over time, the wear on sprockets can go unnoticed until it's too late. The consequences of sprocket wear include increased chain stress, chain elongation, increased wear on the chain, and ultimately, chain failure. To prevent this, it's important to identify sprocket wear early and take corrective action. This can be done by using a simple, effective method that doesn't require specialized equipment or expertise. It's called the "Tsubaki Sprocket Wear Test".

**By Sponsored Content | June 16, 2021**

**Tsubaki KALPROTUM® Office Series Enables Smart Cable Management**

Cable management is a complex task that requires a lot of time and effort. The Tsubaki KALPROTUM® Office Series is a smart cable management system that makes it easy to manage cables in a clean, organized way. It's made of high-quality materials and is designed to be easy to install and use. It's also very durable and can handle a lot of weight. It's a great solution for anyone who needs to manage cables in an office or industrial setting.

**By Sponsored Content | June 16, 2021**

**Optimizing Lubrication Maintenance for Overrunning Clutches**

Overrunning clutches are used in a variety of applications, from automotive to industrial. They are designed to allow a machine to run in one direction while preventing it from running in the opposite direction. This is useful for protecting the machine from damage in the event of a failure. However, overrunning clutches can wear out over time, and it's important to maintain them properly. This can be done by using the right lubricant and following the manufacturer's instructions.

**By Sponsored Content | June 16, 2021**


**Chain Wear Indicator Kit**

The Chain Wear Indicator Kit is a simple, effective way to measure chain wear. It consists of a small, easy-to-use device that can be attached to a chain link. It measures the amount of wear on the chain link and provides a visual indication of the wear level. This is a great way to monitor chain wear and prevent failure before it happens.

## Sponsored Content

**Renishaw next-generation FORTIS™ enclosed linear encoders offer enhanced metrology and reliability for machine tools**

By Sponsored Content | June 1, 2022



**FORTIS™** is the new enclosed encoder that enables machine tool builders to improve machine tool performance and increase uptime while enhancing the efficiency of assembly, maintenance, and servicing.

The innovative **FORTIS** enclosed linear absolute encoder series is designed for use in harsh environments such as machine tools. It can also be used in functional safety applications up to SIL2 and PLd.

**SPONSORED CONTENT**

**Renishaw next-generation FORTIS™ enclosed linear...**

**WAGO's smartDESIGNER Online Provides Seamless...**

**Epoxy Certified for UL 1203 Standard**

**The Importance of Industrial Cable Resistance to...**

**Optimize, streamline and increase production capacity...**

**Global supply needs drive increased manufacturing...**



# eBooks

Multi-sponsored educational supplements that contain a mix of editorial content and sponsor content about a specific topic.

## PLANT ENGINEERING EBOOK TOPICS INCLUDE:

Air Compressors	Oil & Gas Engineering
AI & Machine Learning	Pain Points and Solutions in Discrete Manufacturing
Applied Automation	PID Tuning
Arc Flash & Electrical Safety	Plant Floor Safety
Digital Transformation	PLCs
Edge & Cloud Computing	Pneumatic Conveying
Enclosures & Cut-to-length Wire	Robotics
Energy Management	Supply Chain
Industrial Networking	System Integration
Maintenance	Vision Systems
Material Handling & Automation	Wellsite Automation
Mechanical & Electrical	
Motors and Drives	

## Editorial eBook Example

Sponsor an eBook and hard leads will be delivered to you on a weekly basis. Our eBooks include key technology content picked by the Editors of Plant Engineering.

*Priced at \$18,645 for a 6-month sponsorship*  
*Contact your sales representative for details*

## Custom eBook Example



## eBOOK PROMOTION:

- eBook is housed on Plant Engineering website
- Email blasts promoting the eBook sent out quarterly
- Additional promotion through vacant web ads and eNewsletter inventory

## eBOOKS REQUIREMENTS FOR SPONSORED PDF:

- One (1) article or case study (up to 3,000 words and any corresponding images)
- One (1) video (YouTube link or direct link to video on your website)
- One (1) digital display ad (.pdf is preferred and gives the best resolution)
  - Option 1 ("full-page" ad shrunk to fit eBook alongside text): 7"x10" VERTICAL
  - Option 2 (take up entire page space): 10.5" x 8.25" HORIZONTAL
- High-res company logo
- Website URL

## eBooks

Multi-sponsored educational supplements that contain a mix of editorial content and sponsor content about a specific topic.

	Spring Edition	Summer Edition	Fall Edition	Winter Edition
AppliedAutomation	February 13, 2025	May 15, 2025	August 14, 2025	November 13, 2025
Digital Transformation	February 13, 2025	May 15, 2025	August 14, 2025	November 13, 2025
Enclosures & Cut-to-length Wire	February 13, 2025	May 15, 2025	August 14, 2025	November 13, 2025
Maintenance	February 13, 2025	May 15, 2025	August 14, 2025	November 13, 2025
System Integration	February 13, 2025	May 15, 2025	August 14, 2025	November 13, 2025
Vision Systems	February 13, 2025	May 15, 2025	August 14, 2025	November 13, 2025
AI & Machine Learning	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
Air Compressors	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
Edge & Cloud Computing	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
Industrial Networking	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
Material Handling & Automation	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
Oil & Gas Engineering	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
Pain points and solutions in Discrete Manufacturing	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
PID Tuning	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
Plant Floor Safety	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
Supply Chain	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
Wellsite Automation	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
Arc Flash & Electrical Safety	April 10, 2025	July 10, 2025	October 16, 2025	January 15, 2026
Energy Management	April 10, 2025	July 10, 2025	October 16, 2025	January 15, 2026
Mechanical & Electrical	April 10, 2025	July 10, 2025	October 16, 2025	January 15, 2026
PLCs	April 10, 2025	July 10, 2025	October 16, 2025	January 15, 2026
Pneumatic Conveying	April 10, 2025	July 10, 2025	October 16, 2025	January 15, 2026
Robotics	April 10, 2025	July 10, 2025	October 16, 2025	January 15, 2026



# Webcasts

Engage a captive audience and generate leads.

**Plant Engineering webcast 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 WEBCASTS

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

*\*RCEP Accredited courses, eligible for certified Professional Development Hours (PDHs)*

Rate: \$16,720

## CUSTOM WEBCASTS

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

Rate: \$ 23,650

### WEBCAST FEATURES:

- Sponsors receive pre-qualified lead information from registrant database
- Sponsor logos on all webcast promotion (e-blasts, registration page, and more)
- Sponsors receive one proprietary question on follow-up survey
- Pre-recorded advertisement demonstrating your brand's solutions, products, services, industry leadership role and value proposition during the Webcast (streaming audio and images)
- Sponsor recognition throughout Webcast
- Webcasts are archived for 365 days

View in browser

**PLANT ENGINEERING WEBCAST**

How to optimize pumping systems by eliminating excess recirculation flow

Tuesday, September 24, 2024  
11AM PT | 1PM CT | 2PM ET

**REGISTER TODAY!**

Attendees are eligible for a certificate of completion.

Recirculation flow is common in centrifugal pump systems and has been traditionally justified for many reasons such as protection against minimum flow, system heat balance or simply maintaining acceptable pump efficiency. In this webinar, we will discuss how to combat recirculation through system optimization strategies that reduce excess operational costs and increase equipment reliability by removing energy from the pumping system.

**Learning Objectives**

- What is pump system recirculation?
- What are the impacts of recirculation?
- How can you eliminate recirculation?
- What are the impacts of recirculation reduction?

All webcasts 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.

**PLANT ENGINEERING WEBCAST**

How to optimize pumping systems by eliminating excess recirculation flow

Tue, Sep 24, 2024 1:00 PM CDT

**Complete this form to enter the webcast.**

(\*) indicates required field

First Name\*

Last Name\*

Company\*

Email\*

Title\*

Address 1\*

Address 2

City\*

State\*

Country\*

Zip\*

Phone Code\*

Phone Number

Mobile Number

Please indicate if 3 questions or specific topics you would like to see the presenter address during the webcast:

Do you anticipate purchasing or specifying fluid handling pumps, valves or fittings in the next 12 months?

• Yes

• No

On a scale of 1-5, when considering fluid loss reduction for your plant, do you agree there is significant value or advantage in leveraging the expertise of an expert O&M?

• 1

• 2

• 3

• 4

• 5

• 6

• 7

• 8

• 9

• 10

How did this webcast topic align with your engineering background?

• By clicking above before and registering for the webcast, I acknowledge and agree to receive the content information to be presented with the above offering by P&E. I understand that the content information is for informational purposes only and is not intended to constitute an offer of any product or service. I understand that my participation in this webcast is subject to the terms and conditions of the webcast, and that my registration is subject to the terms and conditions of the webcast.

**Submit**

SPONSORED BY:

**FLOWERVE**

Need more continuing education?

Visit our On-Demand Webcast Library and register.

**REGISTER TODAY!**

**PLANT ENGINEERING**

View in Browser

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Not what you're looking for? [Manage your preferences](#)

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LinkedIn

Join now

**PLANT ENGINEERING**

How to optimize pumping systems by eliminating excess recirculation flow

Tuesday, September 24, 2024  
11AM PST | 1PM CST | 2PM EST

**Register Now**

**Tyler Thomas**  
Field Engineer, Energy Advantage  
Flowserve Corporation

Sponsored by **FLOWERVE**

# 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

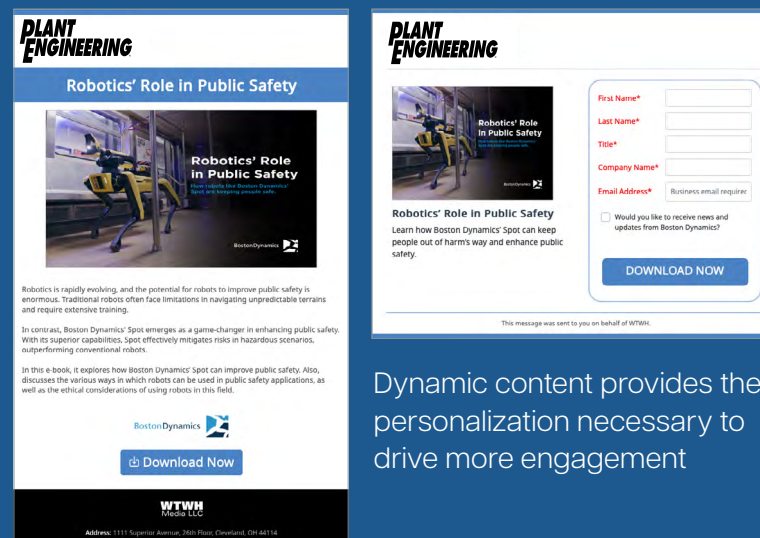
A lead that has consumed 1 piece of content and answered additional qualifying questions related to budget, authority, need and timeline identifying the lead as a higher value prospect

## 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

Contact your representative for more details.





**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

- WTW 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 Featurette 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 Featurette 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 Views 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



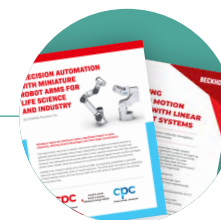
## EVENT BRIEF

- 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



## WEBCAST BRIEF (FLAT RATE)

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



## WEBCAST BRIEF

- 2-page co-branded webcast brief based on recorded webcast
- The brief will be designed in pdf format, hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Webcast 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

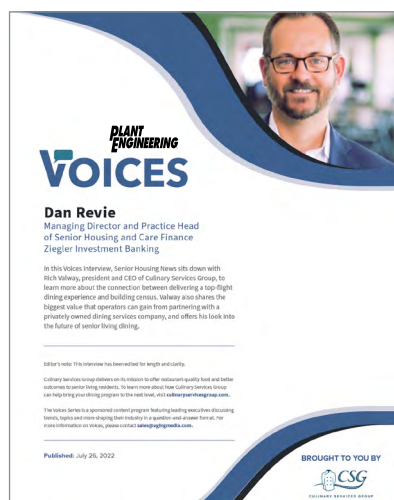
# VOICES

**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 WTHW editor
- Client has the ability to review edited transcript
- Posted on a WTHW Media website upon review and approval by both client and WTHW
- 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 WTHW and must fit WTHW standard and style formats
- Premium category takeover on website with a full concentration on the Voices brand
- Voices Program Rate: \$3,250



# VIEWS



WTHW 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 WTHW.



WTHW 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 WTHW 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 WTHW as meeting WTHW 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 WTHW 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
- Views Program Rate: \$3,250



JANUARY / FEBRUARY AD CLOSE: 1/13/2025	MARCH / APRIL AD CLOSE: 3/11/2025	MAY / JUNE AD CLOSE: 5/13/2025	JULY/AUGUST AD CLOSE: 7/15/2025	SEPTEMBER / OCTOBER AD CLOSE: 9/16/2025	NOVEMBER / DECEMBER AD CLOSE: 11/7/2025
<b>Features</b>					
2025 Salary Survey Motors and drives Personal protective equipment (PPE) Maximized manufacturing while minimizing energy use Emissions reduction	Plant automation and AI Plant hardware and software Choosing a valve Fall protection	Lubrication NFPA 70B: Standard for Electrical Equipment Maintenance EV charging systems safety Pumping system safety and optimization	Predictive maintenance Motor calculations Fluid performance Material handling	2025 Engineering Leaders Under 40 Asset management for energy efficiency Managing mechanical and electrical systems Maintenance and energy management tools	2025 Product of the Year Compressed air systems Using robots to improve efficiency Preventive maintenance Rotating machine lubrication
<b>Expert Q&amp;A</b>					
Power and electrical systems	Maintenance	Asset management	Hazard protection and hazardous environments	Variable frequency drives (VFD) and variable speed drives (VSD)	Plant automation
<b>Webcasts</b>					
<b>February 20, 2025:</b> Predictive and preventive maintenance	<b>March 20, 2025:</b> Compressed air systems  <b>April 22, 2025:</b> Motor management troubleshooting and diagnostics	<b>May 29, 2025:</b> Electrical safety (NFPA 70B)	<b>July 23, 2025:</b> Motor replacement criteria  <b>August 21, 2025:</b> Compressed air systems	<b>September 23, 2025:</b> Power and electrical system efficiency  <b>October 23, 2025:</b> Predictive and preventive maintenance	<b>December 11, 2025:</b> Energy management using variable speed drives
<b>Research</b>					
<b>February:</b> Automation	<b>April:</b> MRO and Tariffs		<b>July:</b> Welding	<b>September:</b> Flooring <b>October:</b> Pumps	

## Research

**WTWH Media** leverages its relationship with qualified engineering professionals and works with content experts to compile state-of-the-art research on trending topics. WTWH invests in research processes and proprietary methodologies to cut through information over-load, decipher multiple viewpoints and develop insights that allow you to perceive your business landscape more clearly.

**67%** of respondents ranked sponsored research as an advertising tactic they believe is most effective.

**30%** of engineers are in the research stage of the buying cycle when they are attending a trade show.

**42%** of engineers are willing to view four or more pages of search results before selecting one.

### Advertising Rates:

Full page.....	\$9,350
2/3 page .....	\$7,480
1/2 island .....	\$7,480
1/2 page.....	\$7,040
1/3 page .....	\$4,730
1/4 page.....	\$3,740
1/3 page spread.....	\$6,600
Two-Page Spread.....	\$14,960

# 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 73,500 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:**  
**\$7,750**



*Plant Engineering digital issues are optimized and supported across all platforms for desktop, tablets and mobile devices.*

# Leadership in Plant Operations

Recognizing our leaders in automation engineering.

The **Leadership in Plant Operations** program for January 2025 celebrates excellence in the key areas of plant operations and maintenance. This program highlights companies that demonstrate outstanding leadership, innovation, and expertise in essential product categories critical to plant efficiency and safety.



Nomination examples include engineering leadership for a person or inventor, engineering leadership by a specific department or overall company accomplishment.

Members of the engineering community will be required to register in order to cast votes for nominees. Participation rates are based on earned frequency and ongoing marketing programs with Plant Engineering.

Rate: \$4,500

## CATEGORIES:

- Motors & Drives
- Lubrication
- Pumps & Compressors
- Personal Protective Equipment
- Predictive Maintenance Technologies
- Bearings



## DIGITAL PROFILE MATERIALS CHECKLIST:

- Company Contact Info: mailing address & website URL
- Company Overview:
  - Headline (50 characters / 5-7 words)
  - Boilerplate (750 characters / 125 words)
- Why you are a leader: 250 Words (1500 characters)
- Company Logo\*: 370 pixels wide and height is flexible
- 3 Featured Images\*: 320 pixels wide x 380 pixels high
- Social Media links (optional): Facebook, YouTube, LinkedIn, X (formerly Twitter)
- Featured Video (optional): must be YouTube URL
- Up to 2 Promotional Assets (optional) each includes:
  - Headline – 80 character
  - Description – 300 characters
  - PDF file – 50MB max file size
  - Image\* – 300 pixels wide; height is flexible

\*All Images should be web ready resolution (72 DPI). File formats are: .jpg, png or .gif. Max file size 6MB each

## Product of the Year (POY)

The *Plant Engineering* Product of the Year\* program highlights some of the best new control, instrumentation, and automation products as chosen by *Plant Engineering's* print and online subscribers. Qualified subscribers are asked to select products based on technological advancement, service to the industry, and market impact. The annual reader-choice program was created to provide *Plant Engineering's* readers with information about the top new product in their fields.



**PLANT  
ENGINEERING®**  
**PRODUCT  
OF THE YEAR**

### PRODUCT OF THE YEAR RECOGNIZE THE NOMINATIONS FOR THE FOLLOWING CATEGORIES:

- Actuators, Motors, Drives
- Automated Processes
- Control Systems
- Facility Type
- I/O & Networking
- Information Management
- Plumbing
- Safety & Security
- Services
- Test & Measurement
- Asset Management
- Building & Construction
- Electrical & Lighting
- HVAC
- Industries
- Mechanical
- Power
- Sensors
- Software

### KEY DATES:

Nominations open Oct. 1, 2024, and close Jan. 31, 2025. Nominees listing announced March 2, 2025; Winners announced June 2, 2025.

### RECOGNITION:

All nominations that meet the eligibility requirements are named Nominees. Nominees receive an official Nominee logo to use in marketing efforts promoting their status to customers. Nominees are listed in a special eBook released in March 2025.

Based on the voting results, one Most Valuable Product (MVP) winner will be named (the product that receives the most votes overall) and each category will have a declared Gold, Silver and Bronze winner. In the event of a tie, it is possible for more than one Gold, Silver or Bronze winner to be awarded in a category. All winners receive an official Gold, Silver, Bronze or MVP logo to use in marketing efforts promoting their status. Winners are featured in a special eBook released in June 2025.

### ELIGIBILITY REQUIREMENTS:

Products nominated into the 2025 POY program must meet the following criteria:

- Products must have been made first available for purchase in the North American market between January 1, 2024, and December 31, 2024.
- If the nomination is a new version of a previously available product, the nomination must represent a major modification or redesign of the product. New versions of software must offer new capabilities and significant enhancements.
- Products must be available for purchase in the United States.
- All information fields on the nomination form are completed and accurate regarding the product and the manufacturer.
- Products for the 2025 POY program cannot have been previously nominated for the 2024 POY program.



[www.plantengineering.com/product-of-the-year](http://www.plantengineering.com/product-of-the-year)

## Engineering Leaders Under 40

The Engineering Leaders Under 40 program\* recognizes manufacturing professionals under the age of 40 who are making a significant contribution to their plant's success, and to the Plant Engineering and/or plant engineering professions. Our research shows that finding, training and retaining workers is the biggest issue facing manufacturing today. The goal of the Engineering Leaders Under 40 program is to call attention to these successful young engineers in manufacturing and to show how manufacturers are recruiting and developing the next generation of manufacturing professionals.

*\*This program was formerly known as the Plant Engineering Leaders Under 40 program.*

engineering  
**leaders**  
**<40**

NOMINEES MUST HAVE CONTROL AND/OR PLANT ENGINEERING PRODUCTS OR SYSTEMS PURCHASE OR SPECIFICATION RESPONSIBILITIES FROM AMONG THE FOLLOWING:

- Control systems including HMIs, PLCs, PACs, DCSs, single-loop or PC-based controllers
- SCADA, historian, alarm management or data acquisition systems
- Design, analytics, PLM, ERP, MES, batch, scheduling, SCM or IOT systems
- PCs, IPCs, mobile devices, embedded components, edge computing or other computer equipment
- Process, discrete or vision systems, sensors, transmitters, relays, timers, RFID, bar code, power supplies
- Motors, drives and actuators
- Wired or wireless networking (Ethernet, switches, routers), device bus, fieldbus networks, I/O modules and systems
- Motion control systems and robotics
- Safety for process or machine systems
- Power distribution systems or power protection systems, and enclosures
- Analytical instruments, test or calibration equipment
- Pumps, valves, positioners

### SELECTION CRITERIA:

Some of the qualities and characteristics the editors will be looking for (in no particular order):

- Leadership skills
- Sustained career progress
- Academic training
- Personal integrity
- Community outreach/volunteer work
- Inventiveness
- "People" skills
- Dedication
- Technical skills

### RECOGNITION:

Winners will receive recognition from *Plant Engineering* and *Plant Engineering* magazines and will be announced in the print and online editions of the magazines as well as in *Plant Engineering* and *Plant Engineering* e-newsletters. Winners grant WTW Media the right to use his or her nomination, name, likeness, hometown, and biographical information in advertising and promotion in all media without further compensation or permission, except where prohibited by law. All expenses, including taxes, if any, related to winning are the sole responsibility of the winner. Winner releases WTW Media, affiliates, suppliers, and agents from any and all liability for any loss, harm, damages, cost or expense, including without limitation property damages, personal injury and/or death, arising out of participation in this contest.

### KEY DATES:

Nominations for open April 1, 2025, and close June 27, 2025.

[www.plantengineering.com/EngineeringLeaders](http://www.plantengineering.com/EngineeringLeaders)



# System Integrator Giants

The System Integrator Giants program (SI Giants) lists the top 100 system integrators among companies listed in the WTW Media **Global System Integrator Database**, ranked solely on total system integration revenue.



KEY DATES:

- System Integrator Giants submissions are due by Friday, Aug. 30, 2024, at 5 p.m. CT
- Early December 2024: 2025 System Integrator Giants announced online and featured in the Global System Integrator Report



2024 SYSTEM INTEGRATOR GIANTS			
CFE Media and Technology presents the 2024 System Integrator Giants, a ranking of the top systems integrators by system integration revenue as reported in the Global System Integrator Database.			
RANK	FIRM NAME	TOTAL SI REVENUE (USD)	TOTAL GROSS REVENUE (USD)
1	Andritz	\$340,000,000	\$8,106,725,000
2	ReinGys	\$254,000,000	\$955,000,000
3	Quaid Plus	\$232,000,000	\$232,000,000
4	Prime Controls	\$207,380,002	\$220,422,222
5	Wunderlich-Malec	\$197,460,000	\$216,400,000
6	Fox Automation	\$190,000,000	\$190,000,000
7	John Wood Group	\$149,000,000	\$1,400,000,000
8	Berry Wehmiller Design Group	\$142,994,377	\$480,312,000
9	E Tech Group	Confidential	Confidential
10	SAGE Group	\$119,856,240	\$120,791,702
11	Thermo Systems	\$84,642,818	\$121,720,818
12	Tesco Controls	Confidential	Confidential
13	Revere Control Systems	\$76,000,000	\$76,000,000
14	Logral Systems	\$75,043,000	\$78,709,000
15	Colman Electronics	\$61,206,000	\$63,530,000
16	Startek	\$58,820,000	\$58,820,000
17	Gray Solutions	\$56,000,000	\$92,000,000
18	Adamsium North America	\$53,000,000	\$53,000,000
19	M.C. Dean	\$46,941,000	\$1,568,000,000
20	Trid Controls System	\$45,780,000	\$870,000,000
21	Intertek	\$41,200,000	\$285,130,912

RECOGNITION:

The annual list of SI Giants will be released in December with WTW Media's Global System Integrator Report. Intended as a 12-month reference guide, the Report celebrates recent achievements by highlighting integrators who will make a difference in the years to come.

WWW.CONTROLENG.COM/GIANTS

# Marketing to Engineers®

Research | Presentations | Panels

The **Marketing to Engineers® seminar** features industry experts presenting tips for successful integrated marketing campaigns, and the latest trends relevant to the engineering community.

Provide **real solutions** to four key engineer subscriber groups via multi-media platforms based on **subscriber research and industry intelligence**.

## RESEARCH

- The results of the latest Marketing to Engineers® research studies are revealed at the beginning of each live event.

## PRESENTATIONS

- Enjoy presentations from industry experts on topics such as content marketing, lead generation, social media and more.

## PANELS

- Participate in discussions with industry experts and the engineers themselves through a variety of panels.



JUNE 2025

WTWH MEDIA PRINT AD SPECIFICATIONS			
AD SIZE	AD SHAPE	TRIM	BLEED
Full Page	Full Page	9" x 10-7/8" (9" x 10.875")	9-1/4" x 11-1/8" (9.25" x 11.125")
1/2 Page	1/2 Vertical	3-7/8" x 9-7/8" (3.875" x 9.875")	4-1/2" x 11-1/8" (4.5" x 11.125")
	1/2 Horizontal	8" x 4-3/4" (8" x 4.75")	9-1/4" x 5-3/8" (9.25" x 5.375")
	1/2 Island	5-1/4" x 8" (5.25" x 8")	5-7/8" x 8-3/4" (5.875" x 8.75")
2/3 Page	2/3 Vertical	5-1/4" x 9-7/8" (5.25" x 9.875")	5-7/8" x 11-1/8" (5.875" x 11.125")
1/3 Page	1/3 Vertical	2-1/4" x 9-7/8" (2.25" x 9.875")	3-1/8" x 11-1/8" (3.125" x 11.125")
	1/3 Square	5-1/4" x 5" (5.25" x 5")	5-7/8" x 5-5/8" (5.875" x 5.625")
	1/3 Horizontal	8" x 3-1/8" (8" x 3.125")	9-1/4" x 3-3/4" (9.25" x 3.75")
1/4 Page	1/4 Square	3-7/8" x 5" (3.875" x 5")	4-1/2" x 5-5/8" (4.5" x 5.625")
1/6 Page	1/6 Horizontal	8" x 1-5/8" (8" x 1.625")	9-1/4" x 2-1/4" (9.25" x 2.25")
	1/6 Media Showcase	2.4" x 4.5"	N/A
ADS PLUS			
Full Page	Full Page Spread	18" x 10-7/8" (18" x 10.875")	18-1/4" x 11-1/8" (18.25" x 11.125")
1/2 Page	1/2 Horizontal Spread	17" x 4-3/4" (17" x 4.75")	18-1/4" x 5-3/8" (18.25" x 5.375")
Bellyband	Bellyband (please consult w/ CSR)	19-1/2" x 5" (19.5" x 5")	19-3/4" x 5-1/4" (19.75" x 5.25")

Please submit ads via the WTWH Ad Portal at [ads.wtwhmedia.com](https://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

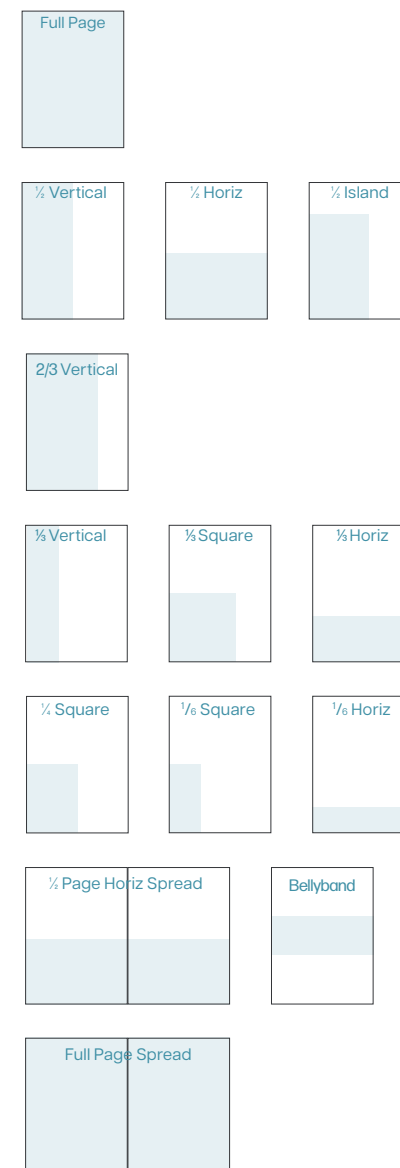
Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

## 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.

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

**Binding Method:** Perfect bound / Saddle stitch bound



# Social Media Management

Reach Your Audience | Build Awareness | Increase Engagement

Plant Engineering 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

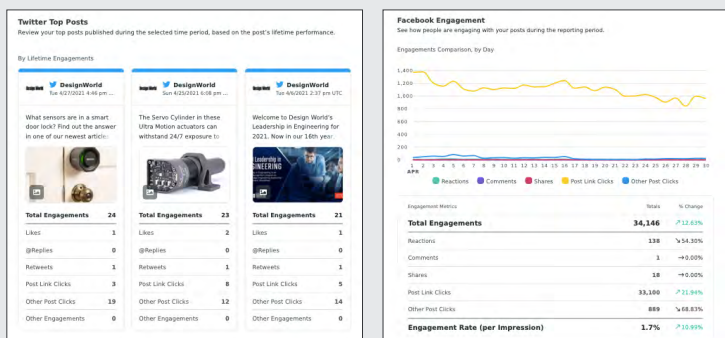
Increase social conversion to your website

## PLANT ENGINEERING 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, Plant Engineering 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, Plant Engineering 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.

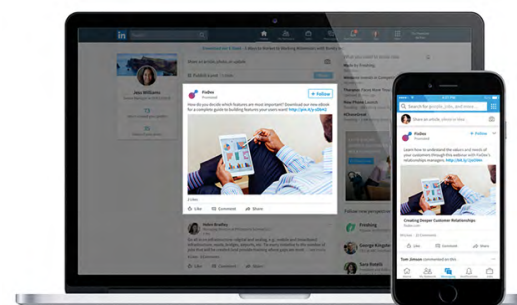
### • Facebook

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. Plant Engineering'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.

Please contact your sales representative for more details and pricing.





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BACK TO  
TOC

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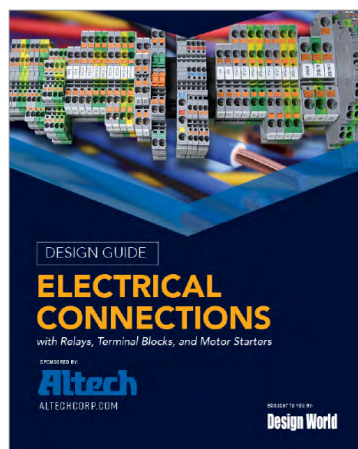
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# Design Guides

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 Plant Engineering.

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

# 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.