

# TubeProducts INTERNATIONAL

[www.read-tpi.com](http://www.read-tpi.com)

# Media Pack 2023



## The trade magazine for tube and pipe products

Intras  
PUBLICATIONS

Here to serve the industries we helped to shape



## Distribution

The worldwide circulation of Tube Products INTERNATIONAL is further increased by bonus distribution of free copies to visitors at all of the leading international tube and pipe related trade fairs around the globe.

**Total global distribution:  
19,800 per issue**

**Europe – 62%**

**Asia (including China) – 30%**

**Americas – 6%**

**Rest of the World – 2%**

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

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

## Website statistics

**Total sessions served  
141,144**  
(unique visitors)

**Total hits  
513,438**

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

*Usage analysis provided by Matrix Stats*

## 2023 Editorial Focus

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

<b>JANUARY</b>	<b>Fittings, valves, flanges &amp; connectors</b> <b>OCTG, gas &amp; pipeline products</b>		Advertising deadline: 2 Dec Editorial closing date: 2 Dec
<b>MARCH</b>	<b>Small diameter, high precision tubes</b> <b>Plastic pipe production</b>		Advertising deadline: 3 Feb Editorial closing date: 3 Feb
<b>MAY</b>	<b>Made in Steel 2023 – show issue</b> <b>Lamiera 2023 – show issue</b> <b>Tube China 2023 – show issue</b>	<b>Copper &amp; aluminium tubes</b> <b>Steel &amp; stainless steel pipes</b>	Advertising deadline: 5 April Editorial closing date: 5 April
<b>JULY</b>	<b>OCTG, gas &amp; pipeline products</b> <b>Construction &amp; structural tubes</b>		Advertising deadline: 20 June Editorial closing date: 20 June
<b>SEPTEMBER</b>	<b>FABTECH 2023 – show issue</b> <b>Tube Southeast Asia – show issue</b> <b>EMO 2023 – show issue</b>	<b>Fittings, valves, flanges &amp; connectors</b> <b>Plastic &amp; composite tubes &amp; pipes</b>	Advertising deadline: 2 Aug Editorial closing date: 2 Aug
<b>NOVEMBER</b>	<b>STEELFAB 2023 – show issue</b>	<b>Steel &amp; stainless steel pipes</b> <b>Tube handling &amp; logistics</b>	Advertising deadline: 3 Oct Editorial closing date: 3 Oct

## 2023 Events

*All dates correct at the time of publishing*



9-12 Jan

**STEEL FAB**

Sharjah, UAE

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



9-11 May

**Made In Steel**

Milan, Italy

[www.madeinsteel.it](http://www.madeinsteel.it)

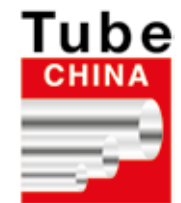


10-13 May

**Lamiera**

Milan, Italy

[www.lamiera.net](http://www.lamiera.net)



14-16 June

**Tube China**

Shanghai, China

[www.tubechina.net](http://www.tubechina.net)



11-14 Sept

**FABTECH**

Chicago, IL, USA

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



18-23 Sept

**EMO-Hannover**

Hannover, Germany

[www.emo.hannover.de](http://www.emo.hannover.de)



20-22 Sept

**Tube Southeast Asia**

Bangkok, Thailand

[www.tube-southeastasia.com](http://www.tube-southeastasia.com)

## Online Advertising

### Option 1: Website



- 2 months min booking
- Sizes:  
728px (w) x 90px (h),  
300px (w) x 250px (h)
- JPEG, PNG or GIF

### Option 2: Website advertisement



- 2 months min booking
- Size:  
300px (w) x 600px (h)
- JPEG, PNG or GIF

### Option 3: Digital



cover



option 3 + inner cover

- Advertising space on electronic (Ezine)  
**first left hand page next to the inner cover**
- Format: A4 (72dpi) JPEG, PNG or GIF
- Hyperlinked
- Example: [click here](#)

### Option 4: TPi newsletter



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

### Option 5: TPi 'Out Now' email



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

## Advertisement Sizes

### 1 Page Bleed

**Bleed size**  
303mm high x  
216mm wide  
**Trim size**  
297mm high x  
210mm wide  
**Text area**  
277mm high x  
190mm wide

### 1 Page

**Size**  
260mm high x  
180mm wide

### 1/2 Page Horizontal

**Size**  
125mm high x  
180mm wide

### 1/2 Page Vertical

**Size**  
260mm  
high  
x  
87mm  
wide

### 1/2 Page Island

**Size**  
190mm  
high x  
118mm  
wide

### 1/3 Page Vertical

**Size**  
260mm high  
x  
55mm wide

### 1/3 Page Square

**Size**  
125mm high x  
115mm wide

### 1/3 Page Horizontal

**Size**  
86mm high x  
180mm wide

### 1/4 Page Horizontal

**Size**  
60mm high x  
180mm wide

### 1/4 Page Vertical

**Size**  
125mm high x  
87mm wide

### 1/6 Page Display panel

VERTICAL ONLY  
**Size**  
125mm high x  
55mm wide

### Double Page Spread

**Bleed size**  
303mm high x 426mm wide  
**Trim size**  
297mm high x 420mm wide  
**Text area**  
277mm high x 400mm wide  
Text 13mm away from gutter on both sides

## Specifications – Print

**Advertising material must be provided to us in ELECTRONIC FILE FORMAT**

**JPEG / TIFF file:**

CMYK

Resolution – 300dpi (minimum)

**PDF document:** (PDF/X-1a setting)

All fonts should be embedded

All linked image files should be included

Graphics should be high quality (minimum 300dpi)

CMYK

QR codes must be minimum 20mm

**We cannot accept advertisements supplied in Microsoft Word, Publisher or PowerPoint**

**IMPORTANT NOTICE:**

**For advertisers unable to supply material in any of the above formats, please call to discuss in-house advertisement production services.**

## Meet the Team

### EDITOR

Rory McBride

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### SALES

**UK, ROW, USA, CANADA & S. AMERICA,  
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### ADVERT MATERIAL & PRODUCTION

Liz Hughes

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## What our customers and readers say about us . . .

"We've advertised in *Tube & Pipe Technology* and its sister publications for many years. Their publications provide an excellent environment for creating positive recognition, impressions, and awareness of our NDT systems for tube, bar and wire readers. Editor Rory McBride is a pleasure to work with, always responsive and helpful, and our ad agency finds Jason Smith, sales director at Intras, outstanding."



"Our partnership with *Tube & Pipe Technology* over the years has enabled us to grow our profile and, therefore, our business. Thanks to the publication's international readership it also enables our company news and marketing activities to reach our global customer base."



"We highly appreciate the ongoing collaboration with Intras Ltd, which supports us regularly with advertising and articles in *Tube & Pipe Technology* magazine, which is the leading magazine in the tube industry."



"*Tube & Pipe Technology* has provided us a really professional and well-known communication platform for our welded pipe mill over more than 30 years. TPT creates an opportunity for Chinese enterprises like us to know the international trends in the industry, which has been particularly useful when travel to trade events has been difficult in recent times."



"We appreciate the long-standing relationship and the good cooperation we have with *Tube & Pipe Technology* and the opportunity that they provide for us to communicate with the global industry."



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INTERNATIONAL

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Intras  
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Here to serve the industries we helped to shape

