

**FUGITIVE  
EMISSIONS**



**JOURNAL**

**Media Kit**  
**2023**

[WWW.FUGITIVE-EMISSIONS-JOURNAL.COM](http://WWW.FUGITIVE-EMISSIONS-JOURNAL.COM)

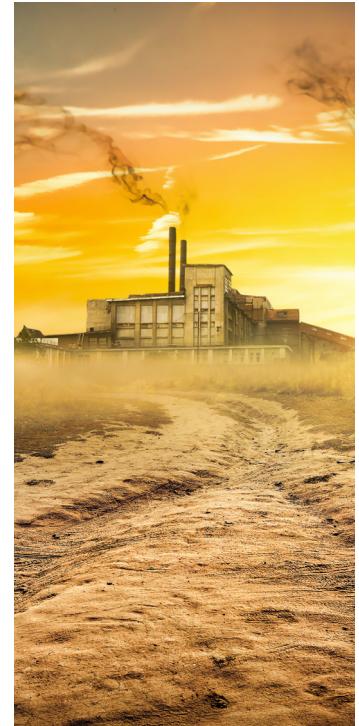
**INFLUENTIAL.  
COMPELLING.  
GLOBAL.  
CREDIBLE.  
INSIGHTFUL.  
CUTTING-EDGE.**



**THAT'S FUGITIVE  
EMISSIONS JOURNAL.**

**Fugitive Emissions Journal** engages a diverse global network of producers, manufacturers, distributors and users of emission control technology, and inspires them to discover the very best information on the latest innovations and industrial advancements in combating emissions. The magazine brings readers the most up-to-date news on the ever-changing world of industrial emissions reduction by providing a comprehensive guide to industry standards, consent decrees, and other technological initiatives. Helping facilities further develop programs to minimize emissions, the ultimate aim of the publication is to assist readers in improving and optimizing plant performance in the oil and gas, petrochemical, chemical, environmental and other related industries.

Through powerful company Cover Stories, white papers, interviews, and valuable technical content, **Fugitive Emissions Journal** sets the agenda – all in an easy-to-read and share format, becoming your most valuable marketing tool in 2023.



# COMPELLING CONTENT. MULTI-PLATFORM REACH.

Fugitive Emissions Journal



Website



Fugitive Emissions Summit Americas Expo & Conference



Media habits have changed and industry professionals are constantly on the lookout for new ways to engage and interact with information that is relevant to them. **Fugitive Emissions Journal** provides quality content across multiple platforms so that its community of users can choose when, where, and how they connect with the brand.

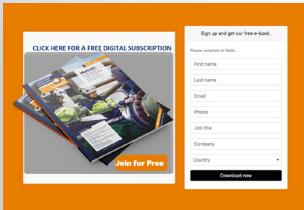
Market Research



Courses



Marketing Integration



Online Newsletter



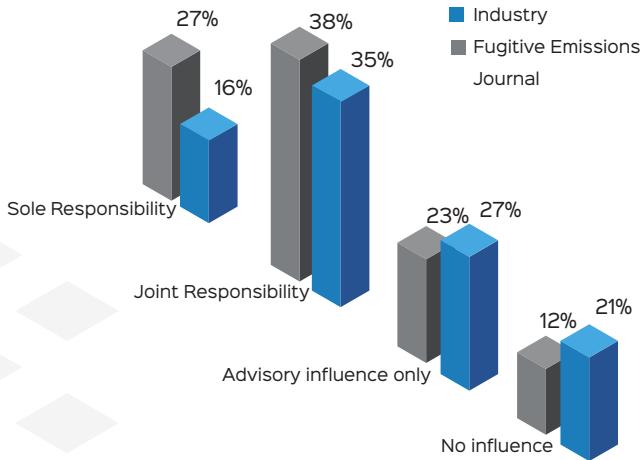
Interactive Digital Publishing



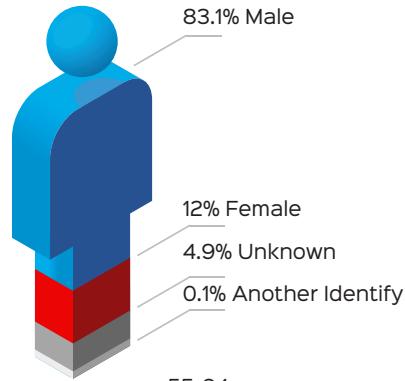
# FAST FACTS

## Purchasing Authority

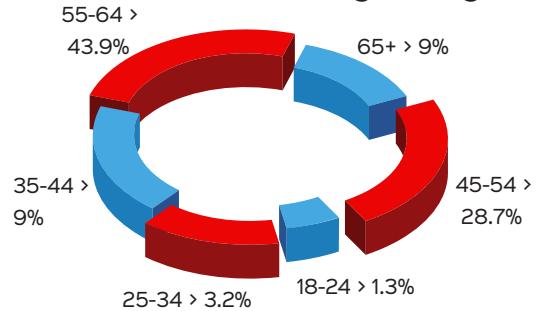
Over **75%** of readers have some degree of influence in the purchasing decision process.



## Gender

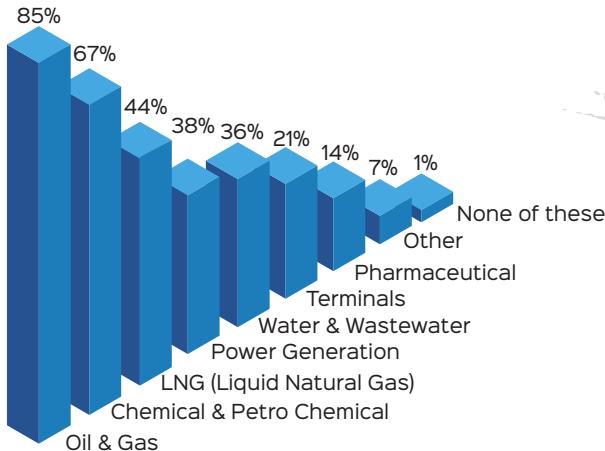


## Age Range



## Industrial Sectors of Interest

On average, **Fugitive Emissions Journal** readers have three industrial sectors of interest.



## Well Educated Demographic

Nearly **100%** of the readers have a four-year college degree or have attended college.

Builds awareness of your brand.

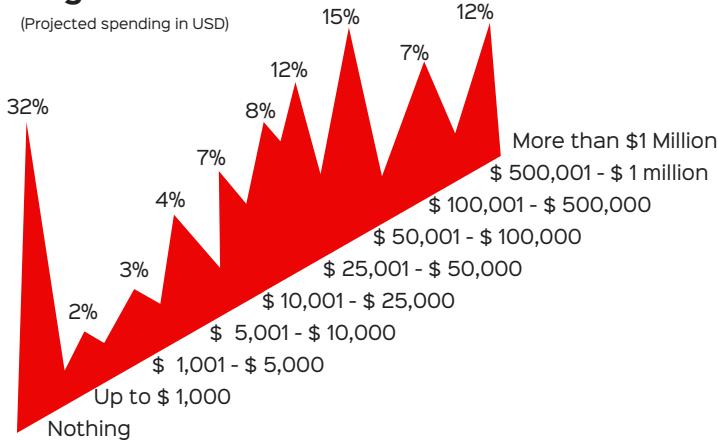
# 63%

of readers keep their copy until the next issue arrives.

## Total Spend

Over two in three community members expect to spend money over the next year as a result of **Fugitive Emissions Journal**.

(Projected spending in USD)



## Readership

**8,000+**

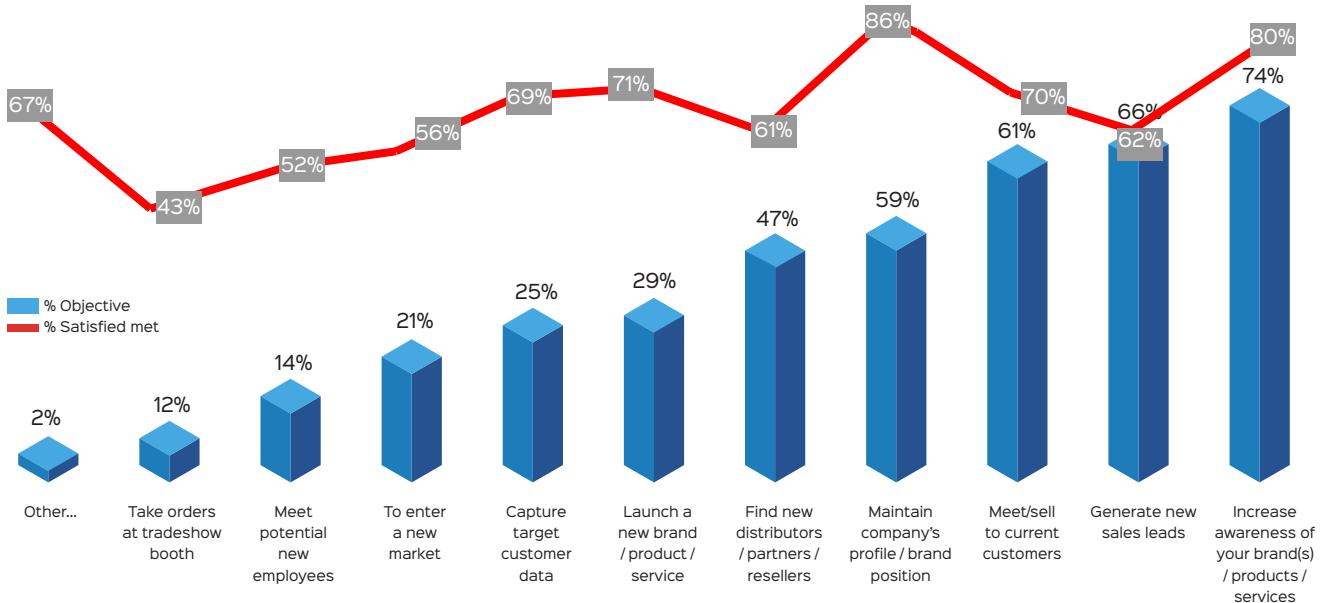
Total Average Readership  
(per issue)

+ Annual Procurement Report  
+ Conference Catalogs

**6 Issues**

## Objectives

Raising brand and product awareness is the most common objective held by **Fugitive Emissions Journal**, followed by sales related objectives.



# IN EVERY ISSUE

## 1 - Cover Story

Highlight your company's latest innovations, new product developments, business growth, and achievements in a four-page article and cover story feature.

## 2 - End User Interviews

Exclusive interviews with end users & EPCs discuss the latest projects, challenges faced by operators, technological advancements, vendor partnerships, and more!

## 3 - Global Highlights Map

Check out new emission projects and global trends using the interactive map.



## 4 - New Technologies

Learn about the latest products and technologies available in emission control including LDAR, CEMS, flares, instrumentation, and compliance.

## 5 - Projects, News & Product Developments

Stay up-to-date on leading industrial emission news, exclusive projects, and innovative new monitoring technologies.

## 6 - White Papers & Technical Articles

Read in-depth articles highlighting technological advancements in emission control technologies, the latest in industry standards, and more!





## MEET OUR TEAM



Sara Mathov is the Editor of Fugitive Emissions Journal, overseeing content creation, and works closely with the emissions community to build the brand.



KCI Toronto Sales Manager Josh Gillen is responsible for account management in the Americas and overseeing daily sales operations.



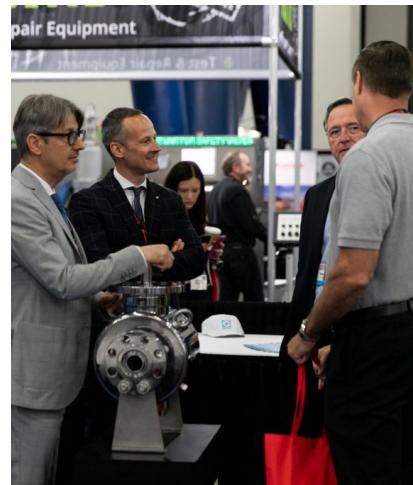
Lindsay Jackson is responsible for event organization and marketing for KCI's events and publications in the Americas.

# CONFERENCE & EXPO



The **Fugitive Emissions Summit Americas** addresses the ever-changing world of fugitive emissions regulations and control. With a strong emphasis on leak detection and repair, emission control & testing technologies, and safety as they pertain to current regulations, the event brings together a community of end users, EPCs,

distributors, manufacturers, and suppliers dedicated to improving workplace practices, in efforts to reduce environmental damage caused by industrial emissions. Learn about the latest emission initiatives while networking with the industry's top professionals.





# COURSES

With in-person and remote learning options available, KCI's educational portfolio has been developed through more than 30 years of unparalleled valve expertise.

## INDUSTRIAL VALVE COURSE

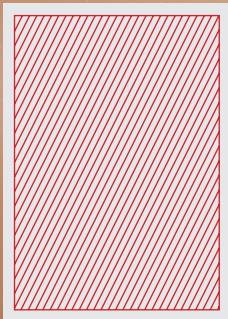
Industrial valves are a complex subject. In order to make them do what they are supposed to do – control flow in a predictable way – it is crucial to understand not just how a valve works, but also all the processes associated with it, such as design, manufacturing, inspection, and operation. Curated by a leading valve expert, the two eight-hour days of the Industrial Valve courses cover the most important topics addressed in the publication.

## FUGITIVE EMISSIONS COURSE

Taught by the industry's leading subject matter experts, the Fugitive Emissions course is a one-day education program designed to jump-start your career or provide a refresher on fugitive emissions pertaining to valves. Professionals will gain a generalized outline of fugitive emissions standards and expand their understanding of LDAR, EPA requirements and testing procedures, and equipment used in mitigating fugitive emissions.

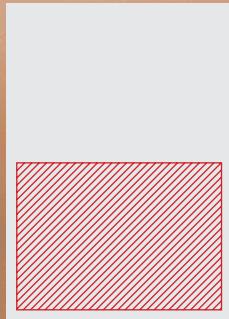
Sponsorship options include courses of 20 participants for USD \$7,500 and the use of your products as examples by the instructors during our presentation.

# AD SPECS



**Full Page**

W: 220mm x H: 307 mm.



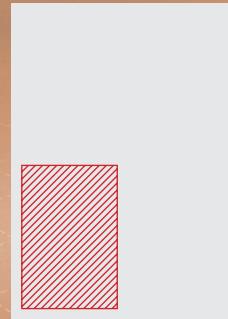
**Half page horizontal**

W: 220 mm x H: 153 mm



**Half page vertical**

W: 115 mm x H: 307 mm



**Quarter page vertical**

105 mm x H: 148 mm

## ADVERTISEMENT COPY REQUIREMENTS:

- Delivery of advertising material should be a PDF (PDF/X1a:2001) or TIFF (300 DPI).
- No text should be included within 10 mm of the right and left sides of the crop marks.
- All fonts embedded or Flattened.
- Full-color material should be provided in CMYK.
- Please send your advertising material to Lindsay Jackson, ljackson@kci-world.com +1-416-361-7030

## Subscription Rates

**1 year: (4 issues) \$ 125 USD**

**2 years: (8 issues) \$ 199 USD**

**3 years: (12 issues) \$ 275 USD**



Months of Publication:

**February, April, June, August, October, and December**

Advertisement price per insertion in USD	1X	6X
<b>FULL-COLOR</b>	Price per unit	Price per unit
<b>1/1</b>	\$ 2,800	\$ 2,250
<b>1/2</b>	\$ 1,450	\$ 1,150
<b>1/4</b>	\$ 925	\$ 800



## ONLINE NEWSLETTER

The **Fugitive Emissions Journal** News Update is sent monthly to over 5,500 recipients. It is free to subscribe and appears in your mailbox every month. It contains the latest news and projects from the industry, making it a proactive method for reaching potential clients.



### NEWSLETTER LOGO BANNER

Banner including link to your homepage  
Format: .jpg  
Size: max. 125 px \* 40 px

**1 YEAR**  
**\$ 3,500 USD**

### TOP BANNER

Clickable logo banner in a prime position.

**4 WEEKS**  
**\$ 1,750 USD**

### NEWSLETTER PRODUCT SHOWCASE

You can add a box with information about your products, company news, events, etc.

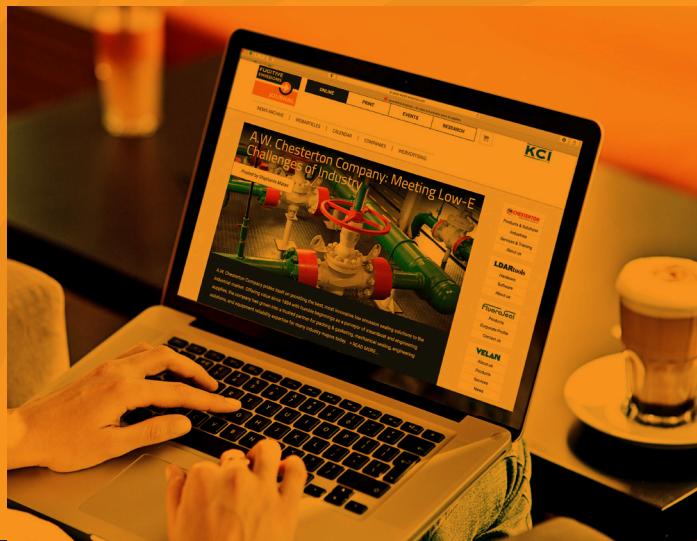
Size: max. 175px x 175px

**4 WEEKS**  
**\$ 1,250 USD**

# WEBSITE

The benefits of online exposure are obvious: fast, interactive, direct worldwide access, 24 hours a day. **Fugitive Emissions Journal** community members connect to their target audience through a singular or multi-platform approach. From online News Updates to Web TV, the benefits are: brand recognition, global exposure, buyer education and quality, targeted leads.

Visit us at [www.fugitive-emissions-journal.com](http://www.fugitive-emissions-journal.com) and get connected!



**5,000+**  
MONTHLY  
UNIQUE  
VISITORS



**100+**  
PAGE 1  
RANKING  
KEYWORDS



**4-5 MINS**  
AVG. TIME ON  
ARTICLES



**6,000**  
ORGANIC  
IMPRESSIONS  
PER MONTH



**10,000**  
MONTHLY  
PAGE VIEWS

## 1 MONTH

USD \$1,175

### LEADERBOARD

- Size: 728 x 90 pixels
- File format: eps or jpg

## 3 MONTHS

USD \$1,500

### HOMEPAGE ROTATION BOARD

- Size: 285 x 75 pixels  
(ration width/height = 3.8:1)
- File format: eps or jpg

## 1 YEAR

USD \$2,500

## 2 YEARS

USD \$4,600

### BRAND WEB LINK

- Size: 344 x 90 pixels
- File format: eps or jpg

## 1 YEAR

USD \$2,500

## 2 YEARS

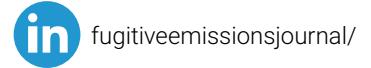
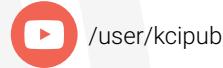
USD \$4,600

### ROTATION AD BOARD

- Size: 285 x 75 pixels
- File format: eps or jpg

# SOCIAL MEDIA

**Fugitive Emissions Journal's** social media channels connect our emission control community members through one-of-a-kind platforms. End users, engineers, suppliers, and international experts stay connected and highlight their companies to gain optimal exposure.



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