



35  
YEARS

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1989 - 2024



Media Kit 2024

[www.heat-exchanger-world.com](http://www.heat-exchanger-world.com)

**Publishing Company: Heat Exchanger World is part of the KCI Media Group of companies**



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Scan for more info  
about us



## About Heat Exchanger World

Heat Exchanger World is a global publication connecting members of the heat exchanger supply chain together. It is published by KCI Publishing, a multi-media channel communications advisory company, that has been building industrial communities for over thirty five years through its distinct combination of publishing informative magazines and newspapers, organizing conferences, providing research data and analyses, and work online. Well-known sister publications of Heat Exchanger World magazine include Stainless Steel World, Valve World, and Fugitive Emissions.

Heat Exchanger World covers all aspects of the heat exchanger supply chain: beginning with consultancy and design, the choice of materials, and moving on to suppliers that manufacture the basic components for heat exchangers, heat exchanger builders, engineering companies, software suppliers, special solution suppliers, distributors, end-users, and cleaning and maintenance companies. Produced by an authoritative and experienced editorial team, the aim of this magazine is to provide up-to-date market news and trends, innovative interviews with key players in the supply chain, technical papers, challenging application case studies, industry solutions, and opinionated columns according to the needs of our readers. In this way the dissemination of knowledge and information within the industry is promoted helping to build a strong, interactive heat exchanger community.

The magazine will be published nine times in 2024 (February, March, April, May, July, September, October, November with a special HEW Europe Conference & Expo Catalogue edition)



### Industry Focus:

Biotech, Chemicals & petrochemicals, Energy, Food, dairy and beverage, HVACR: Heating, ventilation, air-conditioning, and refrigeration, Machinery and manufacturing, Marine and transportation, Mining, minerals and pigments, Oil & Gas, Power generation, Pulp & paper, Refineries, Semiconductors and electronics, Water & treatment

### Supply chain:

Basic material suppliers (plates, tubes, and other materials needed to manufacture heat exchangers), Cleaning and maintenance companies, Consultants, Distributors, End users, Engineering companies/consultancy, Heat exchanger manufacturers, Materials, Software suppliers, Special solutions suppliers

## Editorial Programme 2024

Month	Material deadline	Cover story	Bonus distribution
January	16 January	Alabama Heat Exchanger, USA	
March	13 February	Teadit North America, USA	Wire & Tube, Messe Düsseldorf, 16 – 20 April 2024, Düsseldorf, Germany
April	14 March	HRS Heat Exchanger	Wire & Tube, Messe Düsseldorf, 16 – 20 April 2024, Düsseldorf, Germany Green Steel World Expo & Conference, 26 – 27 June 2024, Essen, Germany Hydrogen Tech World Expo & Conference, 26 – 27 June 2024, Essen, Germany
May	18 April	Hexonic, Germany	Green Steel World Expo & Conference, 26 – 27 June 2024, Essen, Germany Hydrogen Tech World Expo & Conference, 26 – 27 June 2024, Essen, Germany
July	18 June	Mannesmann Stainless Tubes GmbH, Germany	
September	13 August	Paul Meijering Stainless BV, The Netherlands	Heat Exchanger World Europe Conference & Expo, 6 – 7 November 2024, Rotterdam, The Netherlands Duplex World Conference & Expo, 6 – 7 November 2024, Rotterdam, The Netherlands
October	11 September	Heavy Metal & Tubes, India	Heat Exchanger World Europe Conference & Expo, 6 – 7 November 2024, Rotterdam, The Netherlands Duplex World Conference & Expo, 6 – 7 November 2024, Rotterdam, The Netherlands
November	8 November	FACO S.p.A., Italy	
<b>SPECIAL PUBLICATIONS 2024</b>			
<b>HEW Europe Conference &amp; Expo Catalogue</b>			Heat Exchanger World Europe Conference & Expo, 6 – 7 November 2024, Rotterdam, The Netherlands Duplex World Conference & Expo, 6 – 7 November 2024, Rotterdam, The Netherlands
	8 October	Cover story: Alleima	

Our expo bonus distribution also includes the Interactive Digital Magazine, which can be downloaded for free by scanning a provided QR code on-site. Subscribe, free of charge, to the Interactive magazine here: <https://heat-exchanger-world.com/subscriptions/>

### For questions, complimentary copies or marketing please contact:

#### Commercial:

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#### Editor-in-chief:

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Attn.: Mrs. Clotilde Straatman  
Phone: +31-575-7585-280  
E-mail: [c.straatman@kci-world.com](mailto:c.straatman@kci-world.com)

- Facts:**
- Magazine, A4, full color, average of 72 pages
  - Average printed and digital circulation: 6500 copies
  - Published 8 times in 2024 (February, March, April, May, July, September, October and November)
  - English language

- Distribution:**
- Subscription: Printed, Digital
  - Special focus to Target Audience
  - Global Events

**Audience:** Associations; Consultants; Contractors; Designers; Distributors; End-users; Engineering companies; Maintenance managers; Manufacturers; Procurement managers; Q&C managers; Stockists



## Global Distribution Overview



## Advertising rates 2024 (excl. VAT)

Number of insertions	1x	3x	6x	8x
<b>Full colour</b>	<b>Price per insertion</b>	<b>Price per insertion</b>	<b>Price per insertion</b>	<b>Price per insertion</b>
Full page	3090	2875	2555	2340
Half page	2345	2130	1810	1595
Third page	2070	1860	1440	1230
Quarter page	1810	1600	1170	955

### Advertising opportunity in the digital version

- **Link in digital publication**  
**€150 per advertisement**

Include a clickable link to your advertisement. This can direct our digital subscribers directly to a webpage of your choice.



- **Video in digital edition**  
**€200 per advertisement**

Host a video in our digital magazine instead of your advertisement. Digital subscribers are able to play this video while reading our magazine.



### Heat Exchanger World Subscriptions

Heat Exchanger World magazine is available as a

- Printed publication
- Digital online (free)

**Subscription rates**  
1 year (8 issues)

**Printed**  
EUR 99

**Digital**  
FREE



### DIGITAL SUBSCRIPTIONS ARE FREE!



Subscribe now and receive 8 digital issues per year of the Heat Exchanger World Magazine

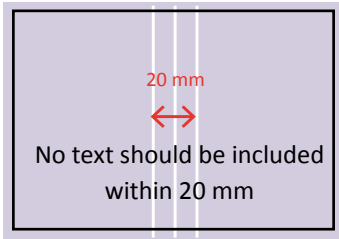


SCAN ME

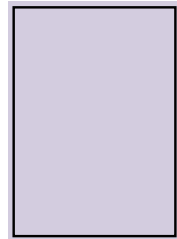
**Months of publication:** February, March, April, May, July, September, October, November

## Advertising opportunities:

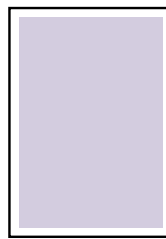
Heat Exchanger World Magazine offers a range of advertising opportunities within the Magazine + Special Publications  
 Cover Story Feature • Advertisements • News Items + Industry Updates • Advertorial • Tailor Made Flyers & Brochures  
 Plus further supplementary advertising, marketing and communication opportunities via our multi-media platforms:  
 Global Event Participation • Multi Lingual Digital Newsletters • Websites • Social Media



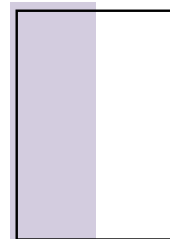
**2/1 page spread bleed**  
 W: 426 mm x H: 303 mm



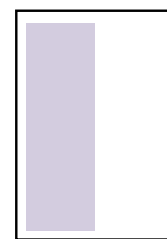
**1/1 page bleed**  
 W: 216 mm x H: 303 mm



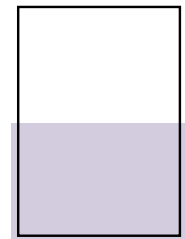
**1/1 page**  
 W: 192 mm x H: 271 mm



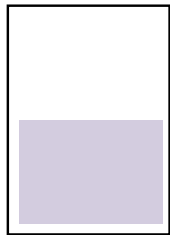
**1/2 page vertical bleed**  
 W: 111 mm x H: 303 mm



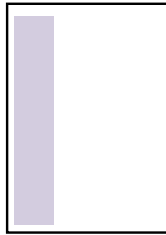
**1/2 page vertical**  
 W: 90 mm x H: 271 mm



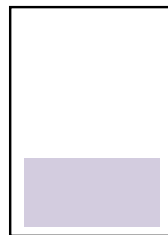
**1/2 page horizontal bleed**  
 W: 216 mm x H: 148 mm



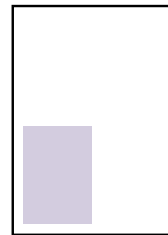
**1/2 page horizontal**  
 W: 192 mm x H: 131 mm



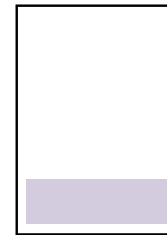
**1/3 vertical**  
 Without bleed:  
 W 64 mm x H 271 mm  
 With bleed:  
 W 73 mm x H 303 mm



**1/3 horizontal**  
 Without bleed:  
 W 192 mm x H 86 mm  
 With bleed:  
 W 216 mm x H 102 mm



**1/4 page square**  
 Without bleed:  
 W 90 X H 131 mm  
 With bleed:  
 W 110 X H 155 mm



**1/4 page horizontal**  
 W 192 x H 70 mm  
 W 216 X 78 mm

**Technical Costs:** Any production work caused by non-print ready material and/or advertisement lithography will be re-charged at cost. A quotation will be sent prior to production.

**Reprints:** Reprints of advertisements and articles are possible. Rates upon request.

For further information regarding specifications and material delivery, please visit [www.heat-exchanger-world.com](http://www.heat-exchanger-world.com) and click on: ADVERTISING  
 Please send your advertising material to Mrs. Clotilde Straatman, tel: +31-575-585-280, [c.straatman@kci-world.com](mailto:c.straatman@kci-world.com)

## Heat Exchanger World Cover Story

The cover story is a unique marketing mix of an editorial feature and an advertising campaign with an enormous selling power.



### The Heat Exchanger World cover story comprises:

- The front cover of the Heat Exchanger World magazine: designed in mutual agreement with the editor. Your company's name will appear on the cover.
- A feature article on four full colour pages combining text and images. As a product of Heat Exchanger World, this will be written in the Heat Exchanger World style. Text will be mutually approved prior to publication.
- A number of full colour advertisements in the Heat Exchanger World magazine in pre-agreed issues.
- 200 copies will be made available for your own distribution amongst your clients and prospects.
- The feature will be hosted in the Cover Story Gallery on the website of Heat Exchanger World ([www.heat-exchanger-world.com](http://www.heat-exchanger-world.com)) for at least one year. It will also be placed as the feature article for one week on the web page of the magazine when the issue is published, and will be dispatched as the main story in the newsletter sent out in the same week.
- In addition, a supplementary package of (flexible) digital and on line media services complete the Cover Story Package.

For Example:

#### Package A:

- 6 full page (A4) full colour advertisements in the magazine
- Cover feature + editorial article (4 pages: text and images)
- Heat Exchanger World home page: 1 web box (1 year)
- Heat Exchanger World home page: content leaderboard banner (4 weeks)
- Heat Exchanger World Digital Newsletter 1 banner (26 mailings a year)
- Heat Exchanger World: 1 year subscription (printed and digital)

**Introductory package price € 24.900,-**

#### Package B:

- 3 full page (A4) full colour advertisements in the magazine
- Cover feature + editorial article (4 pages: text and images)
- Heat Exchanger World home page: 1 web box (1 year)
- Heat Exchanger World home page: content leaderboard banner (4 weeks)
- Heat Exchanger World Digital Newsletter 1 banner (26 mailings a year)
- Heat Exchanger World: 1 year subscription (printed and digital)

**Introductory package price € 19.900,-**





1

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 www.htproducts.com

Featured Story



Energy Storage Polar Night Energy: How a sand battery could solve green energy's biggest challenge

View Archived Story

### Latest News

Hydronic to deliver cooling system to stern trawler



WSD has placed a contract with Hydronic Cooling to deliver the marine seawater cooling system to a new-build stern trawler.

Alleima to invest in Mehsana manufacturing facility



Alleima has announced the investment and expansion of its Mehsana manufacturing facility in India.



2



3



## Heat Exchanger World Newsletter

The Heat Exchanger World Newsletter has 6500 global subscribers who receive 26 mailings of this digital newsletter each year.

Each issue features important industry news and information AND provides the platform to showcase your company with (interactive) advertising opportunities

Subscription is Free and easy via: <http://kci-world.com/newsletters/>

### 1. Newsletter Top Banner

4 weeks

Your company logo linked to your website on a top position within the Heat Exchanger World newsletter

Euro 2500

Format: jpg, eps, ai

728 px 90 px

### 2. Newsletter Logo Banner

1 year

2 years

The Logobanner is linked to your website

EUR 5350

EUR 8750

Format: jpg

Size: max. 300 px \* 150 px

### 3. Newsletter Showcase

4 weeks

A boxed advertisement promoting your company, news products or services. Links to your website

EUR 2150

Format: gif

Size: max. 175px x 175px

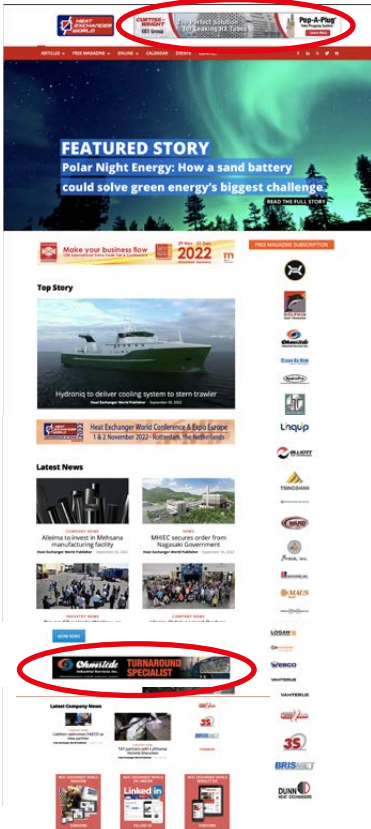
### Press Releases and Industry News are hosted for Free!

We invite you to send your Press Releases and company news for consideration for inclusion in the news items section of the Newsletter. All items must be relevant interest to the Heat Exchanger Supply Chain.

All press releases and news items are hosted subject to Editorial discretion.

Please send your press release and company news to: [Joanne McIntyre, j.mcintyre@kci-world.com](mailto:JoanneMcIntyre,j.mcintyre@kci-world.com)

Heat Exchanger World online provides an extensive online communications and marketing platform for the global Heat Exchanger World Community 24/7!



## 1. Top Leaderboard Banner on Homepage

Displayed on Homepage and repeated on every subpage: Logobanner on top of page linked to your URL

**unique placement**

- Format: .jpg  
- Size: max. 728px x 90 px

2 Weeks 2250 Eur

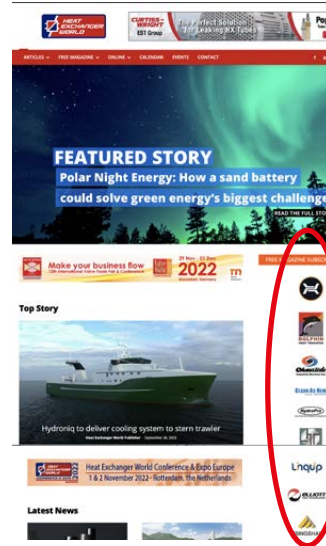
## 2. Content Leaderboard Banner on Homepage

Displayed on Homepage: banner on homepage linked to your URL

**3 positions available** (position subject to availability)

- Format: .jpg  
- Size: max. 728px x 90 px

4 Weeks 1950 Eur



## 3. Logo Banner on Homepage

Logo banner displayed on Homepage linked to your URL. Placement in order of booking

**Max. 20 positions available**

- Format: .jpg  
- Size: 160 px x 60 px

1 Year 4450 Eur



## 4. Company Video on Homepage

Displayed on Homepage for 4 weeks YouTube video link to your website or to YouTube

**4 positions in Latest company videos**

4 Weeks 2250 Eur



**5. News Category Banner on Homepage**  
 Displayed on Homepage:  
**banner on homepage linked to your URL**  
 3 positions available (position subject to availability)

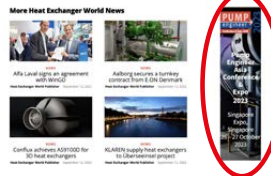


- Format: .jpg  
 - Size: max. 325px x 200 px

4 weeks 1950 Eur

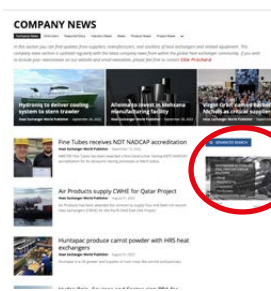


**6. Skyscraper on Homepage**  
 Displayed on Homepage:  
 advertisement on homepage linked to your homepage  
 1 position available



- Format: .jpg  
 - Size: max. 160px x 600 px

4 Weeks 1950 Eur



**7. Banner on Category Pages**  
 Positioned on multiple category pages. Category defined by topic, material or application.  
**Position: Right hand column, next to content, top to bottom in order of booking.**  
 In sidebar of every news page in your chosen category

- Format: .jpg  
 - Size: max. 325px x 160 px

4 weeks 1950 Eur



**8. Branded Sidebar on Subpage**  
 Displayed next to own press release – choice of items

- A. Logo banner
- B. Social Media box
- C. Location
- D. Other news
- E. Tweets Other news

12 weeks 1950 Eur



**9. Skyscraper on Category page**  
 Displayed in categories page linked to your homepage  
**unique placement**

- Format: .jpg  
 - Size: max. 160px x 600 px

4 weeks 1950 Eur

## HEAT EXCHANGER WORLD AMERICAS CONFERENCE & EXPO 2024

15 & 16 October, Pasadena, Texas, USA



### GET DOWN TO BUSINESS IN TEXAS!

The Heat Exchanger World Conference and Expo Americas welcomes end users, manufacturers and other members of the heat transfer supply chain to share industry knowledge and expertise to Pasadena, TX, USA on 15 & 16 October 2024. Serving as the meeting point for the heat transfer industry, professionals will be given the opportunity to network and gain experience, and ultimately make heat transfer equipment a priority.



[heat-exchanger-world-americas.com](http://heat-exchanger-world-americas.com)

## HEAT EXCHANGER WORLD CONFERENCE & EXHIBITION EUROPE 2024

13 & 14 November, Ahoy Rotterdam, the Netherlands



### GET READY TO EXCHANGE WHAT MATTERS!

The Heat Exchanger World team welcomes our community back to Rotterdam on 13 & 14 November for our Conference & Exhibition 2024. Having grown almost twice the size, the 2024 event will be hosted at the Ahoy Rotterdam where even more of the heat exchanger industry can come together. Get ready to...

Exchange What Matters!



[heat-exchanger-world-europe.com](http://heat-exchanger-world-europe.com)

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