



35 YEARS

KCI Publishing Celebrates  
1989-2024



Media Portfolio 2024



Heat Exchanger World is part of the KCI Media Group of companies.

KCI is an independent publisher and event organizer focusing on technology topics in the energy and process industry markets.

As a leading multimedia communications company we connect B2B professionals by building global communities.

With the aim of solving information needs and helping to contribute to a sustainable world, with KCI you will always be "in Good Company".



Heat Exchanger World offers a dynamic range of multimedia channels to ensure your company and expertise are showcased and highly visible on a global scale. Utilise our various content and commercial formats and platforms and experience the power of Heat Exchanger World to grow your brand.

### Publishing



Published eight times per year printed and digital, the magazine focuses on end-user experience and practical applications.

### Online



With a substantial global following, the Heat Exchanger World website offers daily news, technical article. Feature stories, event updates and advertising opportunities.

### Digital



Heat Exchanger World digital newsletter, circulated 26 times yearly, shares industry news, featured articles, and advertising opportunities globally.

### Social media



With extensive global reach, Heat Exchanger World's social media channels reach materials professionals and users around the world via dedicated groups and forums.

### Events



For over 2 years, Heat Exchanger World events have fostered global networking, business, and knowledge-sharing with highly-respected, technical conferences and commercial exhibitions.



# The Heat Exchanger World

Heat Exchanger World magazine reaches a highly engaged and targeted audience across both print and digital platforms. By securing a cover story with us, you don't just get an article; you get a comprehensive package designed to amplify your presence and maximise your impact. Here's what you receive when you choose to be featured in our cover story:

#### Four Full-Color Pages

- Technical and commercial editorial
- Engaging text, graphics and images

#### Multimedia Integration

- Embed links, pictures, PDFs, graphics, charts, infographics and videos

#### Wide Distribution

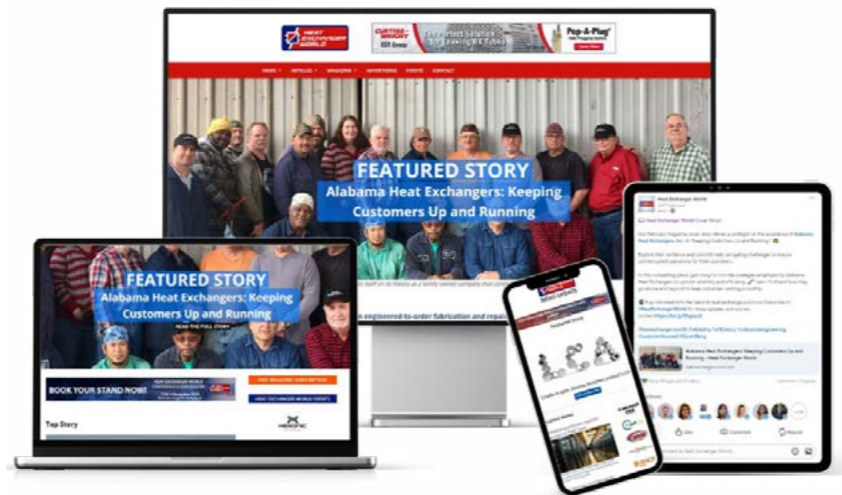
- Print and digital distribution to subscribers
- Printed copies for your own use

#### Unlimited Digital Access

- Access link for your network

#### Prime Online Placement

- Main feature on our homepage
- Archived in Online News and Cover Story Gallery



# Cover Story

Combining technical & commercial editorial

#### Newsletter and Social Media Spotlight

- Featured in our email newsletter
- Shared across social media and LinkedIn

#### Commemorative Keepsake

- Framed front cover of your feature

#### Ongoing Engagement

- Free submission of follow-up technical articles

#### Supplementary Branding and Advertising

- Additional branding and advertising package



Follow up technical articles & case studies



Month	Cover story	Bonus distribution - Our expo bonus distribution also includes the Interactive Digital Magazine, which can be downloaded for free by scanning a provided QR code on-site.
February	Alabama Heat Exchanger, USA	
March	Teadit North America, USA	Wire & Tube, Messe Düsseldorf, 16 - 20 April 2024, Düsseldorf, Germany
April	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	Hexonic, Germany	ACHEMA 2024, 10 - 14 June, Frankfurt, Germany Green Steel World Expo & Conference, 26 - 27 June 2024, Essen, Germany Hydrogen Tech World Expo & Conference, 26 - 27 June 2024, Essen, Germany
July	Mannesmann Stainless Tubes GmbH, Germany	
September	Paul Meijering Stainless BV, The Netherlands	Heat Exchanger World Americas Conference & Expo, 16 - 17 October, Pasadena, USA Heat Exchanger World Europe Conference & Expo, 13 - 14 November 2024, Rotterdam, The Netherlands Duplex World Conference & Expo, 13 - 14 November 2024, Rotterdam, The Netherlands
October	Heavy Metal & Tubes, India	Heat Exchanger World Europe Conference & Expo, 13 - 14 November 2024, Rotterdam, The Netherlands Duplex World Conference & Expo, 13 - 14 November 2024, Rotterdam, The Netherlands
November	FACO S.p.A., Italy	TBD
<b>SPECIAL PUBLICATIONS 2024</b>		
<b>HEW Europe Conference &amp; Expo Catalogue</b>		Heat Exchanger World Europe Conference & Expo, 13 - 14 November 2024, Rotterdam, The Netherlands Duplex World Conference & Expo, 13 - 14 November 2024, Rotterdam, The Netherlands
Cover story: Alleima		

*Topics are subject to change at discretion of KCI Publishing*



Heat Exchanger World magazine offers a range of advertising opportunities within the magazine and special publications to increase your visibility, credibility and attract more customers.

### Subscriptions

Heat Exchanger World magazine is available as a  
- Printed publication  
- Digital version



Subscription rates	Printed	Digital
1 year (8 issues)	EUR 99	FREE

### DIGITAL SUBSCRIPTIONS ARE FREE

Subscribe now and receive 8 digital issues per year of Heat Exchanger World magazine.



[Subscribe here >](#)

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

### Advertising

Advertising rates 2024 (excl. VAT) in €

Number of insertions	1x
full page	2550
half page	1850
1/3 page	1650
quarter page	1450

Includes a **FREE** clickable link to direct our digital subscribers directly to a webpage of your choice.

Incorporate clickable links and video content for maximum exposure.

#### + Video upgrade €200

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

[For full material specifications click here.](#)



Heat Exchanger World leverages multiple social media platforms to share and discuss technical insights and industry-specific news and information directly to our global community.

- Your Cover Story, Feature Story, news articles, product launches
- Exhibition Showcase
- Exhibition Sponsorship

All promoted, discussed and shared via our social media platforms.



**Heat Exchanger World Newsletter**

The Heat Exchanger World Newsletter is delivered directly to the digital desks of our global subscribers, who receive 26 issues each year.

Each edition features crucial industry news and information, offering an excellent platform for showcasing your company through (interactive) advertising opportunities.

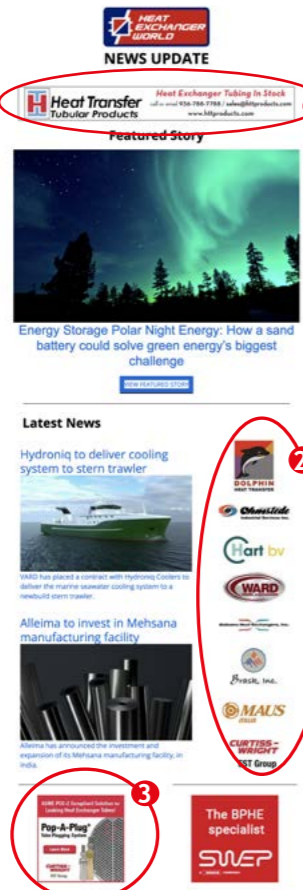
- |  |          |
|--|----------|
| <b>1. Top Banner</b>   | 4 weeks  |
| Your company advertising banner linked to your website                                   | EUR 2500 |
| <b>Unique Position</b>   |          |
| Format: jpg, eps, ai Size: 728 px x 90 px  |          |
| <b>2. Logo Banner</b>  | 1 year   |
| Your company logo linked to your website   | EUR 5350 |
| Format: jpg Size: max. 300 px x 150 px   |          |
| <b>3. Showcase Advertisement</b>   | 4 weeks  |
| A boxed company advertisement for your news, products or services linked to your website | EUR 2150 |
| Format: gif Size: max. 175 px x 175 px   |          |

**Press Releases and Industry News are hosted for free.**  
Send your press releases and company news for consideration for inclusion in the news items section of the newsletter.

**Newsletter subscription is free.**  
Gain free access to a snapshot of the latest tech-related developments in the Heat Exchanger World sector - delivered straight to your email inbox.

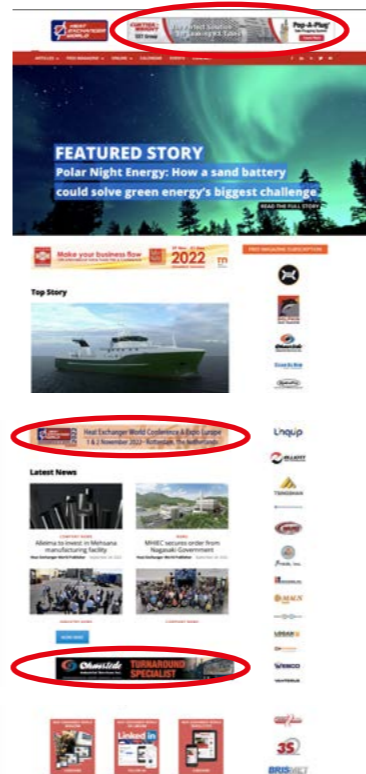
[Submit an article >](#)

[Subscribe >](#)



Heat Exchanger World Online provides an extensive online communications and marketing platform for the global Heat Exchanger World community 24/7.

**Showcase your company:** Providing a range of highly effective advertising opportunities, Heat Exchanger World Online ensures highly effective visibility with packages of alternating online advertising services. Choose from:



**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

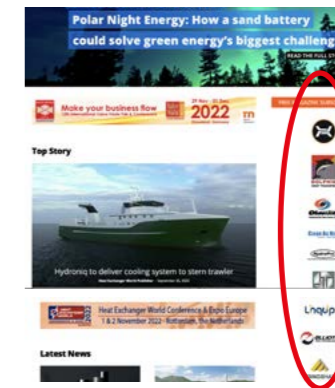
2 Weeks 2250 Eur

**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

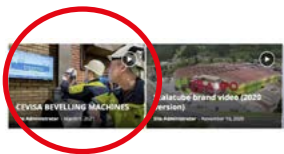


**4. News Category Banner on Homepage**  
Displayed on homepage: banner on homepage linked to your URL

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

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

4 weeks 1950 Eur



**5. Company Video on Homepage**  
 Displayed on homepage for 4 weeks  
 YouTube video link to your website or to YouTube  
**4 positions available on the Heat Exchanger World website**

4 Weeks 2250 Eur



**6. Skyscraper on Homepage**  
 Displayed on homepage: advertisement on homepage linked to your homepage  
**Unique placement**

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

4 Weeks 1950 Eur



**7. 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



**8. 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



**9. Calendar Page Banner**  
 Positioned on calendar page:  
 Advertisement linked to your URL  
**Position: right hand column, next to content, top to bottom in order of booking**

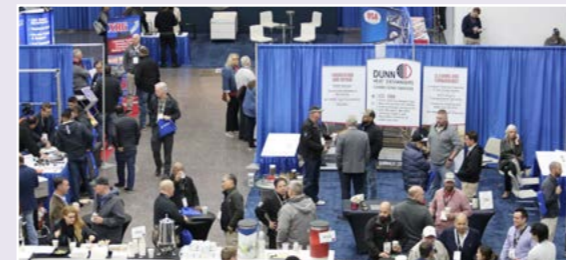
- Format: .jpg  
 - Size 160 px x 60 px

1 year EUR 1,250



**HEAT EXCHANGER WORLD AMERICAS CONFERENCE & EXPO 2024**

16 & 17 October, Pasadena, Texas, USA



**GET DOWN TO BUSINESS IN TEXAS!**

heat-exchanger-world-americas.com

Proudly sponsored by:



**HEAT EXCHANGER WORLD CONFERENCE & EXHIBITION EUROPE 2024**

13 & 14 November, Ahoy Rotterdam, the Netherlands



**GET READY TO EXCHANGE WHAT MATTERS!**

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