



Media Portfolio 2025

www.heat-exchanger-world.com

INTRODUCTION



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"



MULTI MEDIA CHANNELS

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

The 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

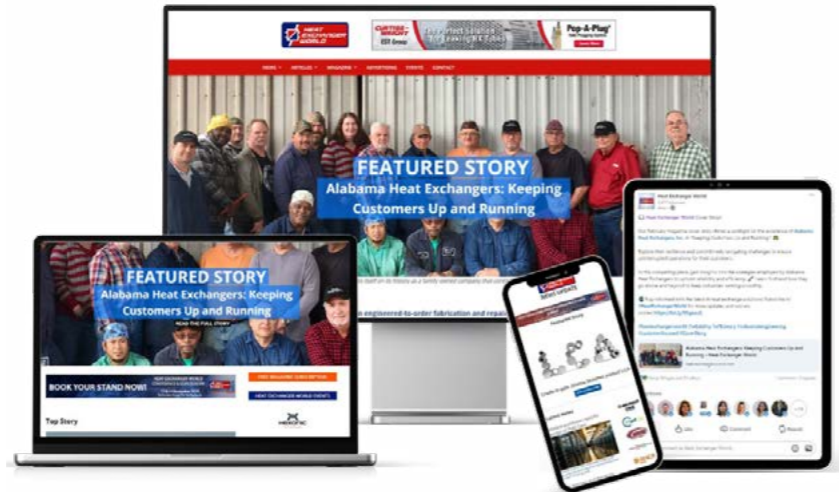
- Print and digital distribution to subscribers
- Printed copies for your own use

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





EDITORIAL PROGRAMME 2025

| Month | Cover story | Bonus distribution - <i>Our expo bonus distribution also includes the Interactive Digital Magazine, which can be downloaded for free by scanning a provided QR code on-site.</i> |
|-----------|----------------------------|--|
| February | Available | |
| March | Available | |
| April | Available | |
| May | Available | |
| July | Available | |
| September | Available | Heat Exchanger World Americas Conference & Expo, 15-16 October, Houston, TX, USA |
| October | Heavy Metal & Tubes, India | Heat Exchanger World Americas Conference & Expo, 15-16 October, Houston, TX, USA Stainless Steel World Conference & Expo 2025, 18-20 November, Maastricht, The Netherlands |
| November | Available | Stainless Steel World Conference & Expo 2025, 18-20 November, Maastricht, The Netherlands |



Heat Exchanger World magazine offers a range of advertising opportunities within the magazine and special publication 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 2025 (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 specification 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.

1. Newsletter Top Banner 2 newsletters
Your company advertising banner linked to your website EUR 2500

Unique Position

Format: jpg, eps, gif, ai. Size: 728 px x 90 px
Resolution 150 PPI

2. Newsletter Logo Banner 1 year
Your company logo linked to your website EUR 5350

Max. 20 positions available
Format: jpg. Size: max. 300 px x 150 px
Resolution 150 PPI

3. Newsletter Showcase Banner 2 newsletters
A boxed company advertisement for your news, products or services linked to your website EUR 2150

Two positions available
Format: jpg, gif. Size: max. 175 px x 175 px
Resolution 150 PPI

Press Releases and Industry News are hosted for free

Newsletter subscription is free

Submit an article >

Subscribe >

NEWS UPDATE

Heat Transfer Tubular Products Heat Exchanger Tubing In Stock
Call us on 918 718 1788 sales@heatexchangerworld.com
www.heatexchangerworld.com

Featured Story

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

Latest News

Hydroniq to deliver cooling system to stern trawler

Alleima to invest in Mehsana manufacturing facility

Pop-A-Play

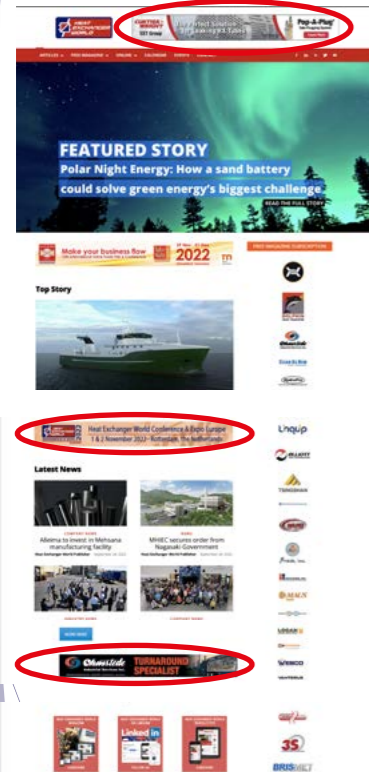
The BPHE specialist

SWEP



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

Displayed on homepage and repeated on every subpage: Logobanner on top of page linked to your URL
Unique placement

- Format: .jpg .gif
- Size: max. 728px x 90 px
- Resolution 150 PPI

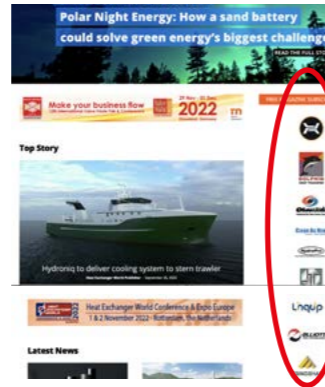
2 Weeks EUR 2250

2. Content Leaderboard Banner

Displayed on homepage: banner on homepage linked to your URL
3 positions available (position subject to availability)

- Format: .jpg .gif
- Size: max. 728px x 90 px
- Resolution 150 PPI

4 Weeks EUR 1960

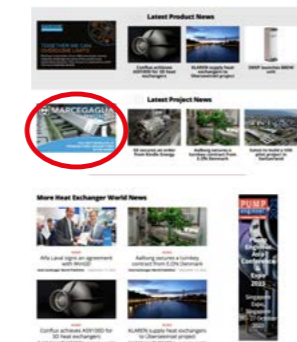


3. Homepage Logo Banner

Logo banner displayed on homepage linked to your URL. Placement in order of booking
Max. 20 positions available

1 Year EUR 4450

- Format: .jpg
- Size: 160 px x 60 px
- Resolution 150 PPI



4. Homepage News Category Banner

Displayed on homepage: banner on homepage linked to your URL
3 positions available (position subject to availability)

- Format: .jpg .gif
- Size: max. 325px x 200 px
- Resolution 150 PPI

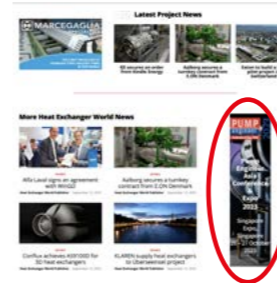
4 weeks EUR 1960



5. Company Video

Displayed on homepage for 4 weeks
YouTube video link to your website or to YouTube
4 positions available on the Heat Exchanger World website

1 Week EUR 2240

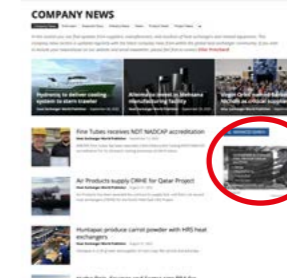


6. Homepage Skyscraper Banner

Displayed on homepage: advertisement on homepage linked to your homepage
Unique placement

- Format: .jpg .gif
- Size: max. 160px x 600 px
- Resolution 150 PPI

4 Weeks EUR 1960



7. News Category Logo Banner

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
- Resolution 150 PPI

1 year EUR 1,250



8. Event Page Logo 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
- Resolution 150 PPI

1 year EUR 1,250



HEAT EXCHANGER WORLD AMERICAS CONFERENCE & EXPO 2025



GET DOWN TO BUSINESS IN TEXAS!

heat-exchanger-world-americas.com



HEAT EXCHANGER WORLD EUROPE CONFERENCE & EXHIBITION 2026

6 - 7 May, Ahoy Rotterdam, the Netherlands



GET READY TO EXCHANGE WHAT MATTERS!

heat-exchanger-world-europe.com