

# Powder and Bulk Engineering

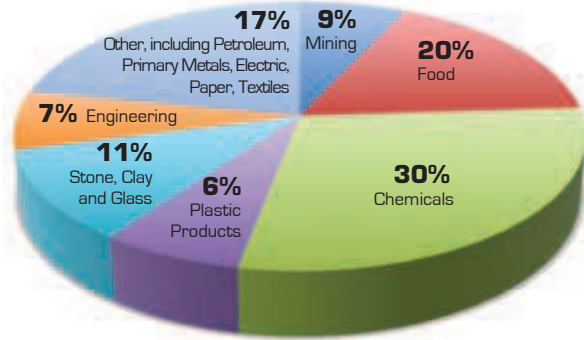
Number 28

Effective: December 1, 2012

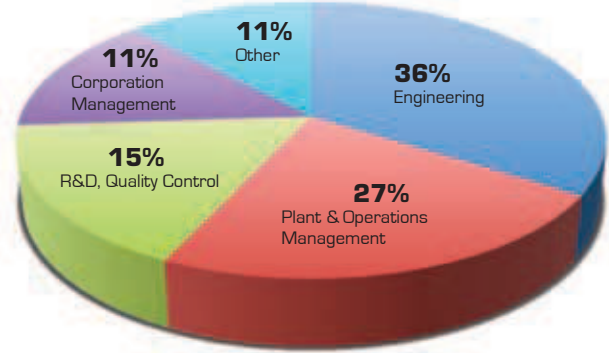


# MEDIA FILE 2013

# CIRCULATION



By Industry



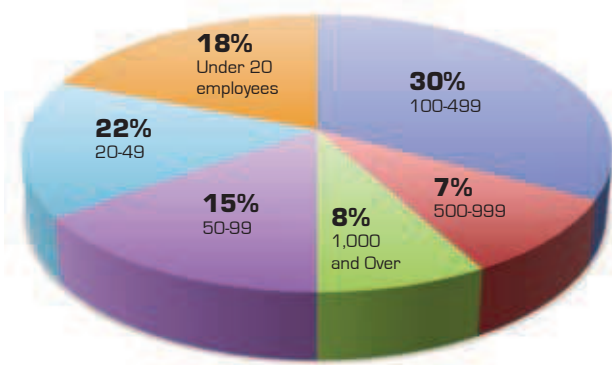
By Job Function

## PBE'S TARGET MARKET

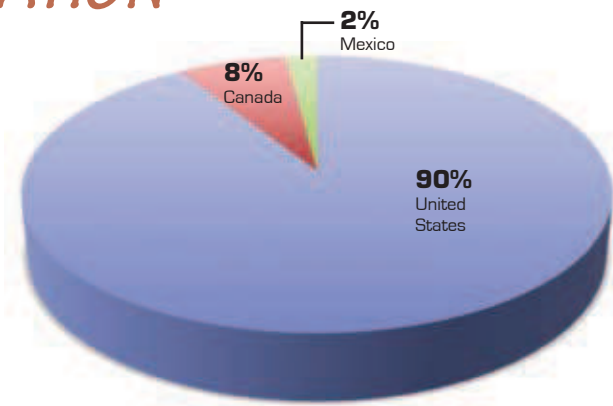
SIC CODE	DESCRIPTION	#U.S. PLANTS*	SIC CODE	DESCRIPTION	#U.S. PLANTS*	SIC CODE	DESCRIPTION	#U.S. PLANTS*
1011	Iron ores	9	21	Tobacco products	58	326	Pottery & related products	115
1021	Copper ores	21		Wood preservation	207	3271/72	Concrete block/brick/pipe & other products	1,458
1031	Lead & zinc ores	14	2493	Reconstituted wood products	183	3274/75	Lime & gypsum	167
1041	Gold ores	72	261	Pulp mills	30	329	Misc. nonmetallic mineral products	532
1044	Silver ores	6	262	Paper mills	208		STONE/CLAY/ GLASS SUBTOTAL	2,987
1094	Uranium-radium- -vanadium ores	6	263	Paperboard mills	166	331	Blast furnaces & steel mills	381
1099	Misc. ores	10	2653	Corrugated & solid fiber boxes	1,046	332	Iron & steel foundries	516
	METAL MINING SUBTOTAL	138	2672	Paper coating	265	333	Primary nonferrous metals	213
122	Bituminous coal, lignite, & anthracite	710	2676	Sanitary paper products	99	334	Secondary nonferrous metals	216
				PULP & PAPER SUBTOTAL	1,814	3357	Nonferrous wiredrawing Ferrous/ & insulating	316
142	Crushed & broken stone	648	281	Industrial inorganic chemicals (excluding gases)	384	336	Nonferrous foundries	632
144	Sand & gravel	413	282	Plastic materials & synthetics	739		PRIMARY METALS SUBTOTAL	2,274
145	Clay, ceramic & refractory minerals	90		Organic fibers	78	348	Ordnance & accessories	88
147	Chemical & fertilizer mineral mining	44	283	Pharmaceuticals	973	3624	Carbon & graphite products	68
149	Misc. nonmetallic minerals	62	2841/42/43	Soap & detergents, polishes & surfactants	414	3674	Semiconductors	409
	NONMETALLIC MINERALS MINING SUBTOTAL	1,257	2844	Toilet preparations	320	3675/76	Capacitors & resistors	86
2023	Evaporated milk	123	2851	Paints & adhesives	732	3691/92	Batteries	98
203	Preserved fruits & vgs.	1,196	286	Industrial organic chemicals	629		ELECTRONIC SUBTOTAL	749
204	Grain mill products	1,041	287	Agricultural chemicals	301	491	Electric services	1,405
205	Bakery products	1,266	289	Misc. chemical products	564	494	Water supply	187
206	Sugar & confectionery	416		CHEMICAL SUBTOTAL	5,134	495	Sanitary services	1,305
207	Seed oils	93	2951	Paving Mixtures	189		U.S. TOTALS	32,155
2082/83	Malt & malt beverages	117	2952	Asphalts felts & coatings	134	7389	Manufacturer's reps	750
2084/85	Wines & distilled liquor	409		PAVING & ASPHALT SUBTOTAL	323	8711	Engineering firms	850
2087	Flavoring extracts & syrups	83	30	Rubber & misc. plastics products	7,035			
2095	Roasted coffee & tea	107	3087	Plastics compounding	235			
2096	Potato chips & snacks	273	321/22	Glass	231			
2097	Manufactured ice	106	3241	Hydraulic cement	152			
2098	Macaroni & spaghetti	46	325	Structural clay products	332			
2099	Spices	164						
	FOOD SUBTOTAL	5,440						

\* With 20 or more employees  
Source: 2007 Census of Manufacturers

# CIRCULATION



By Plant Size



By Geography

## Why PBE?

Magazines serving vertical markets can be very useful if you really must penetrate the entire market. For example, a pet food magazine will have circulation at every level of a pet food plant: President, VP finance, marketing, production, distribution, sales, and more. If you need to reach the full range of those types of people in pet food plants, then advertising in a pet food magazine certainly makes a lot of sense. A complete, new, turnkey line costing two million dollars will likely involve many of the above job titles at that pet food plant.

On the other hand, if you only need to reach the production and engineering managers to sell your products, then buying ads in the pet food magazine could be wasting advertising dollars, as you have to buy the full circulation.

Also, in larger marketplaces, such as food processing, there are many segments in the food industry that do not get involved with dry processing and handling. The largest segment in food processing is red meat & poultry. Followed by dairy products. Followed by beverages. Again, there is built-in waste if your products are only aimed at dry processing and handling, because you have to once again buy the entire circulation.

That is the primary reason that *PBE* was created: To eliminate wasted circulation. When you buy advertising in *PBE*, you are assured that your ads will be seen by the right people in the right places. The President of Kraft Foods is not a *PBE* reader. In fact, the larger the company, the smaller the job title of a typical *PBE* subscriber. VP of Engineering is frequently the highest on the totem pole of a large corporation. Of course, at small- to medium-size companies, the title may be president, but the actual function much of the day is plant management.

Buying several vertical magazines is an expensive proposition, even without calculating the wasted circulation.

By reading through the list of plant descriptions to the left of this note, you can see that *PBE* targets only those plants that do a significant amount of dry material processing and handling. Targeted circulation with very little waste.

One other important note is that *PBE* targets these plants in all of North America, **including Canada and Mexico**. Many magazines do not send copies to either of those countries, as it does cost quite a bit more postage to send issues beyond the borders of the USA. We feel that all of North America is basically one market today and deserves to be educated in dry particulates technology.

Circulation .....	2	Calendar .....	8	Rates .....	14
Editorial .....	4	Advantages .....	10	Mechanical.....	16
Readex.....	7	Digital .....	12	Personnel .....	Back Cover

# THE POWER OF EDITORIAL

## From the Publisher: *Editorial Is the Heart of Any Magazine.*

Well-targeted editorial attracts loyal readers who share the magazine with others and squirrel away issues to reread later.

Well-targeted editorial attracts a particular readership — one that's engaged in the magazine's subject matter. *Golf Digest* attracts golfers. *Vogue* attracts fashion fans. *Powder and Bulk Engineering* attracts process engineers, design engineers, plant managers, and others directly involved in improving and maintaining dry bulk solids processing and handling systems.

When you advertise in *PBE*, you can be sure you'll reach the people who count — those with the interest, responsibility, and authority to buy advertised products and services.

## Editorial Opportunities to Highlight Your Company's Products and Expertise

*PBE* editors are constantly on the lookout for good articles that will provide useful, practical, and unbiased information to our readers. Because *PBE* is known for its reliable editorial content, readers view companies featured in *PBE* articles as having special expertise. *PBE* editorial is a good way to let our readers know more about your company and its capabilities.

*PBE* features two main types of feature articles — technical and application.

**Technical articles** are written by engineers for engineers and other plant personnel in operating and decision-making roles. *PBE* editors work with the authors to ensure that the article is accurate, objective, and readable. Although *PBE* technical articles highlight the author's expertise, they don't promote the author's or any

company's products, even when the author is employed by an equipment supplier. Instead, *PBE* articles provide objective and useful information that helps readers improve their understanding of processes and equipment. The published article's objectivity ensures its credibility and increases your company's visibility among *PBE*'s readers.

Typical technical article topics include troubleshooting, maintaining, or retrofitting equipment; changes or trends in equipment design or technologies; techniques for streamlining a process or reducing operating costs or energy use; major engineering projects; and methods for processing difficult-to-handle materials.

If you don't have time to write a full-length, detailed technical article, consider writing a shorter *Tips* article

instead. In a page or so, *Tips* articles give readers quick insight into how to do something better. These can even be adapted from material you hand out to your customers.

**Application articles** tell a story that readers can relate to. They tell readers how dry bulk solids plants like theirs have solved processing and handling problems. *PBE* editors craft these stories based on interviews with the bulk solids processor and the equipment supplier or engineering consultant who helped them solve or prevent a problem. These articles truly speak to the readers because they're written from the perspective of plant personnel like themselves.

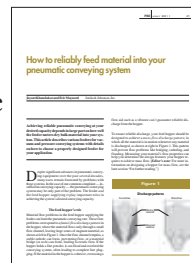
Typical *PBE* application articles include *Case Histories*, *New Installations*, *Custom Processors*, and *Test Centers*.

*Case History* and *New Installation* articles are problem-solution stories: A manufacturing customer tells about the processing or handling problem the plant faced (or, in the case of a new installation, was trying to prevent), how it tried to solve the problem, and how it eventually



ended up working with an equipment supplier or engineering consultant to solve it. These articles highlight the equipment supplier's solution. The story is objective

and forthright and clearly shows *PBE* readers what the supplier or consultant is like to work with and how it helps customers.



*Custom Processor* and *Test Center* articles present the bulk solids processing or handling capabilities of the custom processor or test facility and describe the steps of an actual custom process or test project — from receiving material through packaging and shipping.

**Other Opportunities to See Your Company and Its Products Featured in PBE**

**Product and literature sections**, such as Product Summary, Resource Catalogs, Engineering Literature, Product News, What's New, and Product and Literature Update, appear in every issue of *PBE* and feature descriptions and photographs of dry bulk solids processing and handling equipment. Every issue has a

**News and event sections**, such as Industry News, Markets Update, Research Notes, Calendar, Continuing Education, Call for Papers, People News, Supplier Notes, and Trade Show Previews, highlight news and information about dry bulk solids industries and companies. *PBE* serves as the prime resource for our readers, keeping them abreast of industry trends, changes, and events. We welcome news about your company and events or courses your organization is planning or participating in.

**Cover photo:** Every issue has a cover photo relating to the issue's main equipment focus. We look for good-

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"Right after the issue with our case history appeared, we got a call from a major chemical company that had seen the article. They bought a complete system from us." — Joe Morris, Cyclonaire

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special focus for the Product Summary, Resource Catalogs, and Special Focus sections. See the Editorial Calendar for specific information. *PBE* editors carefully review all submissions for relevance and edit them for clarity and length.

quality, high-resolution vertical photos showing equipment operating.

For more information about these and other editorial opportunities, contact editor Terry O'Neill at 651-287-5621 (toneill@cscpub.com).

### **PBE Online!**

*Powder and Bulk Engineering's* website offers readers access to the complete catalog of *PBE* articles since its beginning. Readers can get up-to-the-minute information about the dry bulk solids industries (*Industry Update*) and *PBE Educational Webinars*. They can also access free *White Papers* from equipment suppliers like you and quickly find links to supplier websites (*Special Supplier Links*). All of the information in the annual Reference & Buyer's Resource issue (including detailed contact information for equipment suppliers) is available (*Online Buyers Guide* and *Tools & Resources*). These are just some of the features that help keep *PBE* readers educated and informed about material processing and handling equipment and processes.

### **What Readers Tell Us:**

- More than half of our readers discuss items in the magazine with others in their company.
- Half save the magazine for future reference.
- Half have contacted an author or the author's company for more information.

### **Expert Insights**

*Powder and Bulk Engineering* is pleased to present several columns by dry bulk solids experts. On a regular basis, we publish

- Agglomeration Advisor by Rachel Smith
- Drying Desk by John J. Walsh
- Dust Doctor by John A. Constance
- Mixing Mechanics by Jim Davis
- Particle Professor by Ray Cocco
- Pneumatic Points to Ponder... by Paul E. Solt and Jack D. Hilbert



Ray Cocco



John J. Walsh



John A. Constance



Jim Davis



Paul E. Solt



Jack D. Hilbert

In addition, a distinguished panel of independent industry consulting engineers make up *PBE's* Editorial Advisory Board. This group contributes insightful editorials and provides expert advice to *PBE* editors on technology and industry trends. This group includes John W. Carson, Jenike & Johanson; Ray Cocco, Particulate Solids Research Inc.; John A. Constance, The Engineers

Collaborative; James L. Davis, Procter & Gamble, Shrikant Dhodapkar, The Dow Chemical Company USA; Daniel J. Donovan, Dow Chemical North America; William H. Engelleitner, AME Pittsburgh; Richard J. Farnish, The Wolfson Centre; Gary Q. Johnson, Workplace Exposure Solutions; George E. Klinzing, University of Pittsburgh; Schuyler K. Marsh, E.I. DuPont de Nemours and Co.; Brij M. Moudgil, Particle Engineering Research Center; Rachel Smith, University of Sheffield; Paul E. Solt, Pneumatic Conveying Consultants; and John J. Walsh, American Drying Consultants.

### Note from the Publisher

Advertising is an investment in your company's future profitability. Done properly, it's not an expense. When you're considering which publication to place your ads in, it's important to ask some tough questions:

- Will the publication's editorial content attract the kind of people I must influence to successfully market my product?
- Does the editorial content complement my advertising message?
- Does the editorial content focus the reader's mind on the problems and solutions I talk about in my ads?

*Powder and Bulk Engineering* provides an ideal editorial environment. It's your best choice to attract your best prospects. *PBE* attracts quality responses and gives your advertising maximum credibility.

## OUR EDITORIAL TEAM

*Powder and Bulk Engineering's* editorial team has more than 85 years of professional editing experience. *Every* word in *every* issue is reviewed multiple times by our editors to ensure that our articles have value to our readers and are readily understood. *PBE's* mission is to help its readers evaluate, select, design, and maintain bulk solids processing and handling systems. Engineers, plant managers, and others in decision-making positions turn to *PBE* editorial again and again for reliable, practical information about equipment for processing and handling their dry bulk solids. Our readers know they can rely on *PBE*.



**Terry O'Neill, Editor**

Terry has been a professional editor in book and magazine publishing for more than 30 years and has been *PBE's* chief editor for 14 years. Finding good, practical, down-to-earth articles that will help *PBE* readers do their job better is her goal. She oversees the editorial process from start to finish, doing the long-term planning needed to ensure that every issue contains the high-quality information *PBE* is known for. 651-287-5621, [toneill@cscpub.com](mailto:toneill@cscpub.com)

**Katherine Davich, Senior Editor**

Katherine has been a professional editor for more than 30 years, including 5 years with an educational book publisher, 5 years working with Honeywell scientists and engineers to produce technical papers, and 24 years with *PBE*. Specializing in editing *PBE's* technical articles, Katherine works closely with authors to adapt their information into objective, detailed, and reader-friendly articles that provide practical processing and handling advice. Katherine often hears from authors that she has "done them proud," and many report that their articles generate reader calls even years after appearing in *PBE*. 218-543-6104, [kdavich@cscpub.com](mailto:kdavich@cscpub.com)



**Robert Harkin, Associate Editor**

Robert has been a professional editor at *PBE* for 13 years. He specializes in application articles, working closely with equipment suppliers and their customers to show how the supplier has helped its customers solve processing and handling problems. "Even after all this time, I'm still thrilled when equipment suppliers come back to me and say that my article helped them sell a piece of equipment," says Robert. 651-287-5625, [rharkin@cscpub.com](mailto:rharkin@cscpub.com)



**Alicia Tyznik, Associate Editor**

Alicia has been a professional editor at *PBE* for 10 years. Alicia organizes and edits the hundreds of press releases *PBE* receives each month about new products and company and industry news. Keeping track of all this material is a mammoth task, but *PBE's* Organizer Extraordinaire is more than up to it. She makes sure that accurate write-ups about dozens of companies and pieces of equipment appear in every issue of *PBE*. Alicia also keeps her eyes open for good cover photos showing processing and handling equipment at work. 651-287-5620, [atyznik@cscpub.com](mailto:atyznik@cscpub.com)

# READEX

*PBE* spends a great deal of money every year on research. In addition to our renowned biannual Brand Awareness and Preference study, we also stay in touch with our subscribers, asking them about the editorial content and direction of the magazine.

We also ask our subscribers to rate advertisements. What looks like a great ad might not resonate with the people the ad is supposed to influence. So, how do you go about finding out just how good (or bad) your ad is? Easy— schedule your ad in an issue of *PBE* that will be studied by Readex.

You have a limited budget to spend on advertising. Although you try to select the publications that deliver your sales message to the most qualified customers and prospects, you still wonder how well your ad is working.

An Ad Readership Study can help you answer that question by gauging how well your ad jump-starts the selling process. Selling is a multi-step process rather than a single event. A successful ad affects the first few steps of the process, such as making contact, generating interest, and providing information.

An ad must first attract attention or be seen before it can do anything else. Once contact is made, an effective ad draws readers into the copy, inviting them to go beyond the illustration and headline. Furthermore, a successful ad prompts a response by generating interest, creating a favorable impression, or causing the reader to want to follow up in some fashion. The challenge is finding out whether or not your ad does any or all of these things.

Study results provide feedback regarding the areas of the sales models that advertising impacts, helping you not only to answer the question, “How well is my ad working?” but also, “How can it be improved?”

## A Few Words about Readex Research

Readex Research is an independent research organization that has worked with thousands of publications since 1947. Through hundreds of research projects, Readex contacts thousands of people annually.

Year after year, advertisers from Madison Avenue to Main Street make media decisions based on information gathered and reported by Readex. Clients include business and trade publications, medical journals, consumer titles, and custom publications, as well as corporate marketers and associations.

Advertiser	page	size/color	attention-getting	believable	informative	COMPOSITE AVERAGE*
<b>Mechanical Conveying</b>						
average 3 ads						
Arconco	45	1/2 page, 4 color	83%	77%	84%	80%
Colony Conveyors	18	1/3 page, 2 color	82%	87%	81%	80%
Conveyor Engineering & Manufacturing Co.	60	1/3 page, 1/4 color	89%	89%	89%	79%
Flakon Corporation	3	1/2 page, 4 color	79%	89%	82%	84%
Fisher	66	1/4 page, 1/4 color	49%	53%	23%	40%
Lambert International	72	1/4 page, 1/4 color	20%	30%	75%	67%
Repat Corporation	62	1/2 page, 1/4 color	64%	61%	57%	57%
Shenkar Systems	73	1/2 page, 4 color	88%	81%	62%	77%
Urbach	47	1/4 page, 1/4 color	39%	71%	67%	62%
<b>Miscellaneous</b>						
average 2 ads						
Impro/Bar	Cover 4	1 page, 4 color	81%	79%	79%	79%
Jenike & Johanson	61	1/3 page, 2 color	88%	87%	83%	83%
<b>Mixing &amp; Blending</b>						
average 3 ads						
Arconco Mixing Technology	30	1/4 page, 4 color	28%	50%	56%	47%
Charles Heiss & Son	12	1/2 page, 4 color	78%	64%	60%	64%
Muesel Machinery Company, Inc.	66	1/3 page, 1/4 color	63%	58%	61%	59%
<b>Pneumatic Conveying</b>						
average 11 ads						
Air Trail Corporation	31	1/4 page, 1/4 color	64%	68%	67%	69%
Air Trail Corporation	31	1/4 page, 1/4 color	64%	68%	67%	69%
ALL CON World Systems	66	1/4 page, 2 color	61%	76%	63%	63%
ATO	60	1/4 page, 4 color	20%	27%	13%	20%
Chubberson	20	1/2 page, 4 color	77%	73%	67%	70%
Drexler Fluid	34	1/2 page, 4 color	61%	67%	70%	70%
Eastwing Valve Company	64	1/2 page, 4 color	77%	73%	64%	68%
Flakon Corporation	1	1/2 page, 4 color	67%	67%	69%	67%
Flow Valve	16	1/2 page, 2 color	69%	67%	64%	70%
Grainex Service	2	1/2 page, 4 color	59%	67%	69%	71%
Hammer Mill Corporation	Cover 1/4	1 page, 4 color	88%	79%	69%	77%
Hammer Mill Corporation	13	1/2 page, 4 color	66%	68%	67%	64%
Heaman	68	1/2 page, 4 color	62%	64%	61%	60%
Industrial Valves and Power	47	1/4 page, 1/4 color	27%	52%	67%	60%
Jenike Model Tuning System	18	1/3 page, 2 color	96%	89%	86%	77%

\*Average of attention-getting, believable, and informative scores.

Powder and Bulk Engineering March 2011 Issue

Readex Research

# 2013 PBE EDITORIAL CALENDAR

Month	Focus	Expert Insights	Show Coverage	Edit Closing A = Article P = Product & Cover Image
<b>January</b>	Mixing & Blending	Drying Desk	International Feed Expo (January 29-31)	A: September 5 P: November 2
<b>February</b>	Screening & Classifying	1. Dust Doctor 2. Particle Professor	GEAPS Exchange (February 23-26) PITTCON (March 17-21)	A: October 3 P: December 7
<b>March</b> (NANO)	Pneumatic Conveying	Pneumatic Points to Ponder...	POWTECH/ Techno Pharm (April 23-25)	A: October 31 P: January 4
<b>April</b>	Drying	Mixing Mechanics	INTERPHEX (April 23-25) <b>PBE Powder Show™</b> <b>PREVIEW</b> (May 21-23)	A: November 28 P: February 1
<b>May</b>	Bagging & Packaging (1-110 pounds) (Bulk Bags)	Dust Doctor	<b>PBE Powder Show™</b> <b>Intros</b>	A: December 26 P: March 1
<b>June</b> (NANO)	Size Reduction	Agglomeration Advisor	Expo-Pack México (June 25-28)	A: January 30 P: March 29
<b>July</b>	Mechanical Conveying	Pneumatic Points to Ponder...		A: February 27 P: May 3
<b>August</b>	<b>ANNUAL REFERENCE &amp; BUYER'S RESOURCE</b>			
<b>September</b>	Weighing & Batching	1. Drying Desk 2. Mixing Mechanics	PACK EXPO (September 23-25)	A: May 1 P: July 5
<b>October</b>	Dust Collection	1. Agglomeration Advisor 2. Particle Professor	Process Expo (November 3-6)	A: May 29 P: August 2
<b>November</b> (NANO)	Storage	Pneumatic Points to Ponder...	Chem Show (December 10-12)	A: July 3 P: August 30
<b>December</b>	Feeders	Milling Mentor		A: July 31 P: October 4



Special Focus	Ad Bonus	Material Closing	Ad Closing
Bulk Bags & Equipment	Double Up— Buy One Ad Get One Free!	December 11	December 7
Explosion Protection		January 8	January 4
Bin Level Indicators	Readex <sup>®</sup> Readership Study	February 5	February 1
Bin Dischargers		March 5	March 1
1. Rotary Airlocks 2. Abrasion/ Corrosion Protection		April 2	March 29
Monitors	Mini Case Histories (April 20)	May 7	May 3
1. Filter Media 2. Vacuum Cleaning Equipment		June 4	May 31
<b>THE BEST, MOST COMPLETE, AND LARGEST BUYER'S RESOURCE AND DIRECTORY SERVING THIS MARKETPLACE</b>		July 9	July 5
Flow Aids	Readex <sup>®</sup> Readership Study	August 6	August 2
Valves		September 3	August 30
Crushers	Web Review (September 27)	October 8	October 4
Contamination Detectors & Separators		November 5	November 1

# PBE'S PARTNERSHIP ADVANTAGES

Ad frequency is the single most important factor in planning an advertising campaign.

It's important to have visibility in front of customers and prospects in at least one-half of a magazine's issues.

We all know that in real estate, it's location, location, location. In advertising, substitute the word frequency.

These programs are designed to serve you as a marketing partner by providing as much extra support as we can and in order to deliver an outstanding return on your advertising investment with us.

By providing you with preferred customer status, you'll receive valuable products and services either at no charge, or at greatly reduced prices; these advantages are for 6x and better advertisers.

The more you invest in PBE, the more we invest back with you. Frequency is determined by your 12-month ad program.

<b>FREE SPECIAL SUPPLIER LINKS (HOT-LINKS)</b>	Your products will be included on our website with hot-links to your website; <b>hundreds of links.</b>	\$3,000 value
<b>FREE WHITE PAPERS</b>	Two of your technical articles, case histories, etc., [four for 12x advertisers], will be posted on our website. <b>Additional hundreds of links.</b>	\$5,000-\$10,000 value
<b>FREE VIDEO LINKS</b>	Two links to your company's industry videos [four for 12x advertisers], will be posted on our website. <b>Additional hundreds of links.</b>	\$5,000-\$10,000 value
<b>FREE BUYING ACTION REPORTS</b>	Quarterly reports detailing the purchasing plans of our subscribers. <b>250+ sales leads x 4.</b>	\$10,000 value
<b>FREE DRY NEWS</b>	The only newsletter for the dry solids marketplace that provides <b>50 or more leads</b> on new plants and expansions every month.	\$10,000 value
<b>FREE MAILING LIST RENTAL</b>	Up to 3,000 <i>PBE</i> subscribers [7,000 for 12x advertisers]. Choose by product, job function, plant size, and/or geography. List rental agreement must be signed prior to fulfillment.	\$500-\$1,100 value
<b>FREE BRAND AWARENESS/PREFERENCE STUDY</b>	Every two years <i>PBE</i> surveys its subscribers to help determine your position in the market.	\$5,000 value
<b>FREE CUSTOM STUDY</b>	One-page study to gather information from either 500 random <i>PBE</i> readers, or from your own database.	\$1,500 value
<b>FREE 800#</b>	We highly recommend that our advertisers use an 800# dedicated to <i>PBE</i> exclusively. We'll pay the cost.	\$600 value
<b>FREE SALES LETTER</b>	Cover letter with an issue from the publisher to your reps.	\$400 value
<b>1/2-PRICE E-NEWSLETTER</b>	Twice each month, all of <i>PBE</i> 's subscribers that have provided an e-mail address are sent the e-newsletter. <b>Hundreds of leads.</b>	\$3,000 value
<b>1/2-PRICE WEBINAR SPONSORSHIPS</b>	Each year <i>PBE</i> provides a number of webinars to our subscribers. <b>Hundreds of leads.</b>	\$2,500-\$9,000 value
<b>1/2-PRICE WEB WATCH POSTINGS (6x advertisers)</b>	One web page each in the February and July Web Watch postings on our website. <b>Dozens to hundreds of leads.</b>	\$1,200 value
<b>FREE WEB WATCH POSTINGS (12x advertisers)</b>	One web page each in the February and July Web Watch postings on our website. <b>Hundreds of leads.</b>	\$2,400 value
<b>1/2-PRICE (or better) CCR PAGE</b>	Save 50% or more on your Corporate Capabilities Report 4-color page.	\$2,100-\$2,600 value
<b>1/2-PRICE CLASSIFIED ADS</b>	Save 50% on all your classified ads. (6x advertisers)	\$450 (or more) value
<b>12-one inch CLASSIFIED ADS</b>	12x display advertisers	FREE



### Special Supplier Links

*PBE* readers searching for new equipment and services will be able to find your company fast by using the hot links listed under the Special Supplier Links on every page of *PBE's* website. A user clicks on the type of equipment they're looking for, then sees your company name with a brief summary of your offerings. One click and they're on your website where they can explore everything you have to offer.



### White Papers

6x and 12x advertisers have white papers hot-linked from *PBE's* website to their own. What better way to show off your company's expertise than with a free white paper. This can be a *PBE* technical or application article, a technical article published elsewhere, an article you've written especially for the *PBE* audience, tips you hand out to your customers, or a research report an independent organization has done about your equipment type. Talk to your *PBE* sales rep if you want more ideas about your free white paper opportunities.



### Video Links

6x and 12x advertisers have links to their company's industry videos posted in this section of *PBE's* website. Convey your company's expertise and capabilities visually by sharing links to your videos that show equipment in action, demonstrate new products or techniques, instruct on equipment maintenance or procedures, etc. Talk to your *PBE* sales rep if you want more ideas about your free video link opportunities.



### Buying Action Report

Do you want to know more about which *PBE* readers are in the market for new equipment? Our quarterly reports give you that information. Streamline your cold calls by knowing ahead of time where you have the best opportunity to make sales headway.



### Dry News

This monthly newsletter details dozens of leads on new plants and expansions -- all of which are going to need new dry bulk solids processing and handling equipment. Armed with this information, your sales reps have a real advantage in finding new places to make sales.



### The Powder Show™

Advertisers in *Powder and Bulk Engineering* magazine qualify for special discounted booth rental rates at all *PBE* Regional Conference & Exhibition venues. Ad frequency based, booth rental discounts at *PBE's* Powder Show™ are as high as 35% off the standard booth rental fees.

# PBE ONLINE & DIGITAL



**PBE-News**

## Newsletter

*PBE-News* - Sent to all *PBE* subscribers who have provided an e-mail address. Currently, almost 20,000 subscribers. Sent twice each month/24 times per year.

Each sponsor is listed, by product category, in each issue. Plus, on a rotated basis, sponsor's white papers and banners are featured. The annual cost is \$6,000.

Sponsors also receive a 10% discount on all other *PBE* electronic products, including Webinars, E-blasts, Custom e-newsletters, Library, Buyer's Guide Blasts, and other future e-projects.

## Annual Reference & Buyer's Resource

Our easy-to-use 24/7 online version.

## White Papers

6x and 12x advertisers have white papers hot-linked from *PBE's* website to their own.

## Webinars

Major topics covered throughout the year. Two hours of live education, including a Q&A session. 6x or better advertisers only.

Sponsorship Cost - \$1,000 per Webinar

Custom Webinars for single sponsors are available. Attendees are gathered from the sponsor's list, or *PBE's* subscribers, or a combination thereof. Typically the sponsor will provide their own presenter(s).

Cost begins at \$2,800



**PBE Library**

## PBE Library

The Article Index includes the articles published in *PBE* during the past 25 years.

Sponsorship is by Category. Sponsors receive a hot-linked logo at the top of the category.

Limit of four sponsors per category. The cost is \$1,500 for twenty-four months. 6x or better advertisers only.

## E-Blasts

Includes *PBE* doing the blasting. Choose by demographics, including SIC, Job Function, Plant Size and Zip Code.

6x or better advertisers - \$500/M

Advertisers - \$1,000/M

Non-advertisers - \$1,500/M

## Custom E-Newsletters

We can help create a newsletter, or simply send your current e-newsletter to all or a demographic portion of our subscribers.

All prices are at net.

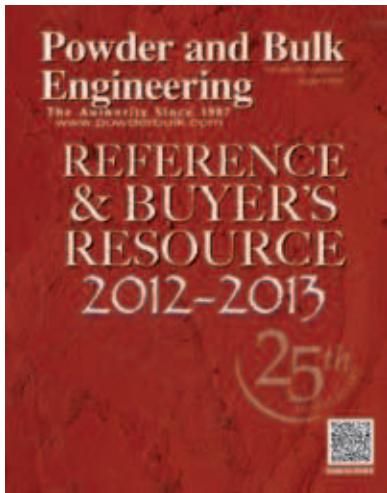


Web Watch

Want to drive more traffic to your company website? Take advantage of *PBE*'s twice-a-year Web Watch. An e-mail newsletter features a snapshot of your homepage along with a description of your company or equipment. By clicking the e-mail link, the reader is taken directly to your website. Web Watch is also featured on *PBE*'s website for 60 days. See page 15 for costs.

# REFERENCE & BUYER'S RESOURCE

Published annually in August, it's the biggest because it's the best.



If you can use a dictionary, you'll love our Buyer's Guide. No hidden categories. Everything is alphabetical, so that you don't have to hunt for the products you need.

When you browse our Buyer's Guide, you'll quickly see that *PBE* truly understands the dry particulates market. Items you won't find include: Dewatering Feeders; Screens and Dedusters listed as Particle Enlargers; and other items that make you scratch your head, as found in other directories trying to serve this marketplace.

Yes, but is it used? 94.2% of our subscribers keep it at their desks until the new one arrives. That says it's a valuable tool.

24/7

Our likewise easy-to-use online version is at your fingertips at any time of the day or night. Hot-linked to our advertisers' websites, for complete product information. Includes an enhanced search function by customer, company or specific word search capabilities.

Advertisers in the print edition automatically get enhanced listings in the online edition.

Ad closing is July 5.

# 2013 B/W RATES

SPACE	1X	3X	6X	12X	18X	24X	36X	48X
2 page spread (includes 2-, 3-, or 4-color process)	\$12,225	\$11,860	\$11,490	\$10,760	\$10,390	\$10,025	\$9,170	\$8,560
1 page	6,795	6,590	6,390	5,980	5,775	5,570	5,095	4,755
2/3 page	5,095	4,940	4,790	4,485	4,330	4,180	3,820	3,565
1/2 page island or diagonal	4,555	4,420	4,280	4,010	3,870	3,735	3,415	3,190
1/2 page	4,140	4,015	3,890	3,645	3,520	3,395	3,105	2,900
1/3 page	2,785	2,700	2,615	2,450	2,365	2,285	2,090	1,950
1/4 page	2,240	2,170	2,105	1,970	1,905	1,835	1,680	1,570
1/6 page	1,560	1,515	1,465	1,370	1,325	1,280	1,170	1,090

## COLOR

4-color process .....	\$1,975
4-color process per spread .....	3,555
Matched color (matched from process, nonmetallic) .....	975
Matched color per spread (matched from process, nonmetallic) .....	1,755
Standard AAAA (red, blue, green, yellow) .....	825
Standard AAAA per spread .....	1,485
Sheen & metallic ink rates — contact publisher	

3-color ads are run with process colors at 4-color process rates. If other than process colors are desired for 3-color work, consult publisher for rates.

Duotone ads will be charged at 4-color rate.

## INSERTS

Each full run insert counts as one insertion toward annual frequency discounts.

1 page .....	\$6,765
2 pages, per page .....	3,600
4 pages, per page .....	2,700
6 pages, per page .....	2,100
8 pages, per page .....	1,900
12 pages, per page .....	1,600

## ADDITIONAL RATES

Covers: Noncancellable. Additional percentage on space costs.

Cover 2: Add 15% to earned rate

Cover 3: Add 15% to earned rate

Cover 4: Add 20% to earned rate

Special Positions: 15% premium on space.

Bleed: No charge.

## WEB WATCH POSTINGS

### (net prices)

We'll put your home page (or any other) in a special section on our website for 60 days. Our subscribers will be notified that this information is available, and we'll provide their names, addresses, etc. to you when they hyperlink to your website.

Does not count toward ad frequency.

February — Closes December 28

July — Closes May 31

**Rates:** (noncommissionable)

Includes full-color and written description.

Magazine advertiser	Nonadvertiser	
1 web page	\$1,200	\$1,600
2 web pages	1,000	1,400
3 web pages	900	1,300
6 web pages	800	1,200

6x magazine advertiser —  
One in each posting @\$600

12x magazine advertiser —  
One in each posting — Free

## CLASSIFIED ADVERTISING

<b>Rates:</b>	1x	6x*	12x*
Per column inch	\$195	\$150	\$125

The ad must be a minimum of 1 inch. Ad height maximum of 3 inches. 1/2 inch increments are available. The column width is 2 1/8 inches. All classified advertising is prepaid.

\*Must be consecutive issues.

**Color:** \$150 per color, per issue. Standard AAAA (red, blue, green, yellow) colors available.

Four-color process: \$300 per issue

### Display Rates:

Use ROB display rates for both black and white and color. The ad must be at least 1/4 page. Agency commission is only given on display ads 1/4 page or larger.

**Categories Available:** Custom Services, Reps Wanted, Reps Available, Equipment Wanted, Consultants, Professional Services, Engineering Services, Surplus Materials, Surplus Equipment, Contract Packaging Services, Positions Wanted, Positions Available.

**Regulations:** Used equipment advertising is not allowed from machinery dealers.

**To Order:** Submit your typed ad on a separate sheet of paper with the ad heading at the top. Advertising closing is the 1st of the preceding month (i.e., January closes December 1).

## COMBINATION RATES

Combination frequency discounts applicable with *Powder and Bulk Engineering International* magazine, *Tablets & Capsules* magazine, *Powder Coating* magazine, *Inhalation* magazine, and *Air Pollution Control* magazine.

## COMMISSION & CREDIT

15% to agencies on space, color and position charges. No cash discount. *Net 30 days* from date of invoice. Publisher reserves the right to: Re-bill at gross, if not paid within 30 days. An additional 25% fee will automatically be assessed against an account turned over for collections; plus reasonable attorney's fees when necessary.

## PUBLISHER POLICIES

Rates subject to change upon notice. At the time a rate change is announced, a contract may be cancelled without incurring a shortrate provided the contract rate has been earned up to the date of cancellation.

CSC Publishing reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

CSC Publishing reserves the right to refuse advertising that is, in our estimation, in bad taste, or not in keeping with the nature of *Powder and Bulk Engineering's* editorial policy and circulation standards.

It is understood that the advertiser and/or advertising agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

## PARTNERSHIP ADVERTISER ADVANTAGES

*What is a partnership advertiser?*

Any advertiser who orders 6x or more ads within a 12 month-period. Extra advantages for extra frequency:

Please see our Partnership Advantages on pages 10 & 11 for complete details.

# PBE's SPECIFICATIONS & REQUIREMENTS



## MECHANICAL REQUIREMENTS

Final Trim size: 8 1/8" x 10 7/8"  
 Number of columns: 2 & 3  
 Printing: Web offset  
 Binding method: Perfect

Dimensions: Ad Page

Spread	15 3/4" x 10"
Full page	7" x 10"
2/3	4 9/16" x 10"
1/2 horizontal	7" x 4 7/8"
1/2 vertical	3 3/8" x 10"
1/2 island	4 9/16" x 7 1/2"
1/2 diagonal	8"H x 10 3/4"V x 13 5/16"D
1/3 square	4 9/16" x 4 7/8"
1/3 vertical	2 3/16" x 10"
1/3 horizontal	7" x 3 3/8"
1/4	3 3/8" x 4 7/8"
1/6	2 3/16" x 4 7/8"

Bleed size: 8 3/8" x 11 1/8"

Trim size: 8 1/8" x 10 7/8"

Keep all vital type and matter 1/4" from trim edges.

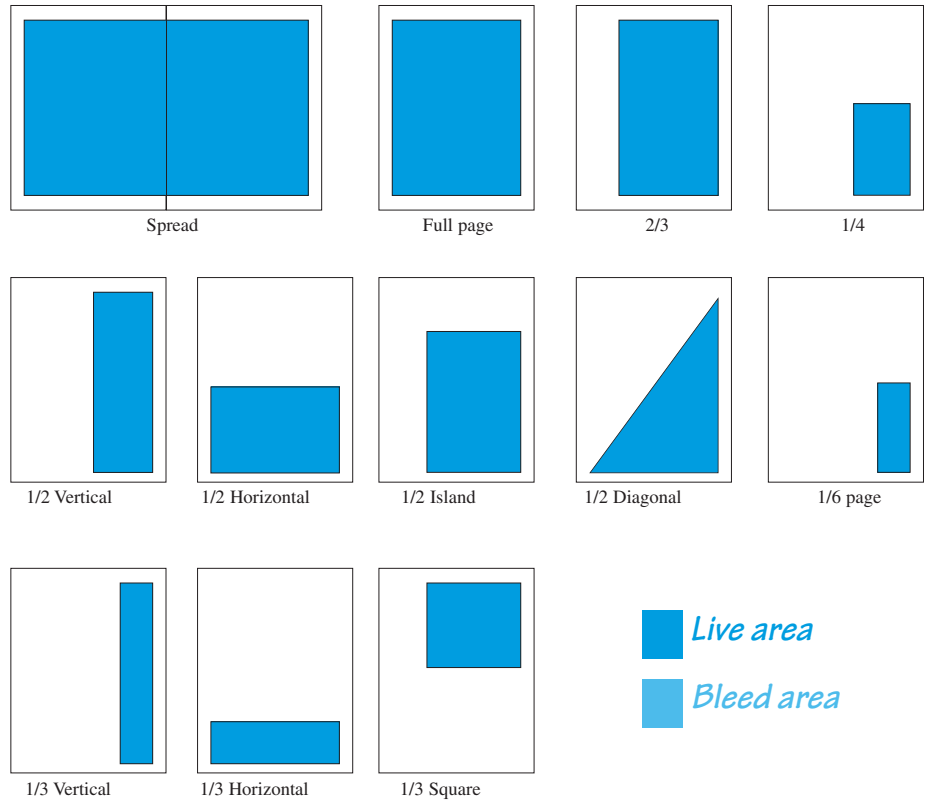
### Metric

### Millimeters

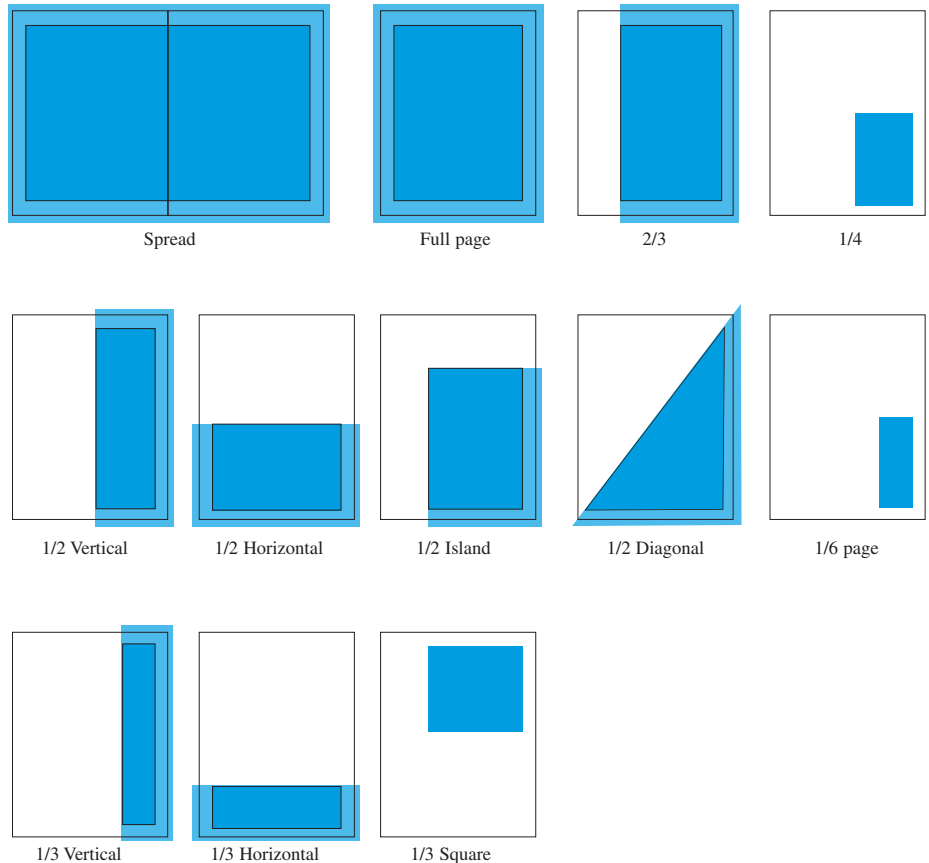
Full page	178 x 254
2/3	116 x 254
1/2 horizontal	178 x 124
1/2 vertical	86 x 254
1/2 island	116 x 190
1/2 diagonal	210H x 281V x 349D
1/3 square	116 x 124
1/3 vertical	56 x 254
1/3 horizontal	178 x 86
1/4	86 x 124
1/6	56 x 124
Bleed size:	213 x 281
Trim size:	206 x 276

Keep all vital type and images 6 mm from trim edges (diagonal ad — 19 mm from horizontal and vertical edges).

## ad shapes



## ad shapes with bleed





**Supplying Ads** All digital files must be Mac compatible and saved in Quark Xpress, Adobe Photoshop, Adobe Illustrator, Adobe InDesign. **PDF** files to be saved according to printer specifications (PDFX1a will be accepted). All scans/images and type fonts used must be included.



**File Formats:** Adobe PhotoShop .tif (CMYK, layers flattened); QuarkXPress native files up to Quark 8.5 (all fonts and high resolution images must be included); Adobe Illustrator CS (CMYK colors, fonts converted to outlines, all linked images); **PDF** high resolution (embed all fonts, high-resolution CMYK images).

Microsoft applications are not printable and therefore not accepted.

**DUOTONE** ads will be charged as 4c unless magazine specs are followed.

**Production Contact**  
Harry Myers  
651-287-5609  
hmyers@cscpub.com

**Pre-press Contact**  
Chris Myers  
651-287-5611  
cmyers@cscpub.com

**Proofs Required: B/W:** A clean fax, laser or matchprint. We must have a hard copy to compare to your digital file, even if sent via FTP or e-mail.

**4C or 2C:** Color must be saved in CMYK. For all color ads that are "color critical" we ask a high-quality proof (matchprint) accompany your ad files. A color proof from a regular color printer is NOT acceptable as there are too many variables. Upon request, we can supply you with a color proof. In order to do this ad materials must be sent in AT LEAST one week before ad close. This will ensure plenty of time to get the sample proof sent out to you and approval back to us. There is a charge for all color proofs done by us. We cannot be held responsible for color unless the above is followed.

**Preparing Scans/Images Files:** Supply high-resolution images @ 300 d.p.i. in CMYK color mode. EPS and TIFF file formats are acceptable. Supply all linked EPS/TIFF files that are used. If Quark EPS files are supplied, provide the original application files.

Additional artwork, typesetting, scanning and any other work required to complete the ad will be charged at cost and is not commissionable.

### Supplying Digital Ad Materials via FTP

To access the CSC Publishing FTP site, you will need FTP access software. If you do not have such software, it can be downloaded from many software sites such as [www.tucows.com](http://www.tucows.com), [www.download.com](http://www.download.com), <http://fetchsoftworks.com>, <http://www.ipswitch.com/products/file-transfer.html>. We suggest that Mac users try "Fetch" and PC users try "WS FTP LE." You can often download free trial versions of these programs.

Open your FTP access software and enter the following information:

**Host:** ftp.cscpub.com  
**ID or Login:** csc\_client  
**Password:** redhook1

If you use [INTERNET EXPLORER](#) on [Windows only](#) for FTP access enter the following information in the address bar:

[ftp://csc\\_client:redhook1@ftp.cscpub.com](ftp://csc_client:redhook1@ftp.cscpub.com)

You can now drag and drop files from your computer to the ftp site.

OR

<https://dropbox.yousendit.com/cscpub>

1. Fill in information including magazine name and month of issue in the message box.
2. Select your document
3. Send



# NOTES



Keith Simpson, Spiroflow

"You are only getting (our advertising) business because you deserve it!!!!!! Research we conducted among our customers ... confirmed *PBE* as by far and away the best read title."

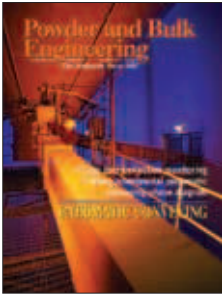
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Hal E. Buchert Prin, B&A Engineering Consultants

"Great magazine -- use it often in our work -- thank you!"

---



Howard Hatley, Engineer, Coalescence

"Best journal that I receive"

---



Terry Shaw, Director of Marketing, Acrison, Inc.

"We appreciate the many opportunities offered by the *PBE* suite of products. The newsletters, webinars and of course the core *PBE* publications offer great exposure for advertisers while at the same time delivering great content for your readership. That is why you folks stay in a leadership position."

"Again thank you for your support."

---





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