

TPJ

THE TUBE & PIPE JOURNAL®
OPTIMIZING YOUR TUBE AND PIPE
OPERATIONS—INSIDE AND OUT



Media Kit

The Smart Investment...



... the combination to reach your target customers

It would be a serious understatement to say that the past several years have been difficult for the manufacturing industry in the U.S. The two biggest problems have been losing manufacturing work to overseas companies and the financial meltdown of 2008. Most of the fallout from the financial meltdown has been cleaned up, and based on discussions with many fabricators, we know that some of the manufacturing work that left has been coming back. Quite a few U.S. OEMs have learned that a favorable labor rate doesn't offset long lead-times, inconsistent quality, and a host of other problems.

The U.S. manufacturing industry is on the mend, and the staff at *TPJ-The Tube & Pipe Journal* is as committed as ever to bringing you up-to-the minute articles to keep you informed about the state of tube and pipe manufacturing.

What's in store for 2012? Web site data and conversations with fabricators make it clear that unusual and unique stories about fabricating are popular with *TPJ* readers, so our staff will continue to hit the pavement, poke around fab shops, and write the sorts of stories that readers love. Furthermore, 93 percent of *TPJ* readers rated the problem/solution stories as the most valuable article format we have*, so we'll publish more of these in 2012.

Adding some coverage doesn't mean that we're making wholesale changes. That would be foolish; in our most recent readership survey,* a majority of the respondents said they would choose *TPJ* if they had to choose just one tube- and pipe-related magazine. Therefore, we'll keep our core coverage intact, providing plenty of opportunities to inform our readers about trends in fabricating and innovations in cutting, forming, welding, and finishing equipment and processes.

We'll continue with our same approach: Focus on educating the reader. This emphasis on editorial integrity has served *TPJ* and its audience well since the magazine's inception in 1990. We'll continue to use this as our blueprint for the magazine and for TPJTV in 2012 and beyond.



Eric Lundin
Editor

*Source: Harvey Readership Survey, January/February 2011 issue



Eric Lundin joined the editorial staff of *TPJ-The Tube & Pipe Journal* as an associate editor in 2000. His primary duties include editing technical articles on tube and pipe production and fabrication and writing case studies and company profiles. He was promoted to editor in 2007.

Before joining the magazine staff, he spent five years serving in the United States Air Force (1985-1990) and six years working for a manufacturer of tube, pipe, and conduit benders, first as a customer service representative and later as technical writer (1994-2000). He attended Northern Illinois University, DeKalb, Ill., and earned a Bachelor of Science degree in economics in 1994.



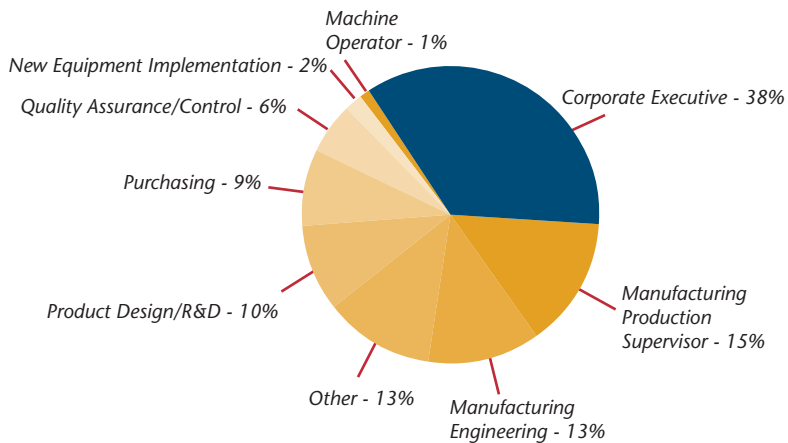
The TPJTV video is being viewed by people you want to reach — prospects in the tube and pipe industry. Video is the most powerful medium currently available in terms of offering both sight and sound and making dramatic and lifelike representation of people and products. According to research by KnowledgeStorm and Universal McCann, 84% of Internet users said that online video enhances content related to technology product information and research. Get your product information in front of the right people at the right time.



Readers aren't the only ones who recognize the value that *TPJ* brings to the marketplace. The American Society of Business Publication Editors www.asbpe.org/ also noticed and named "Pulsed GTAW for stainless steel," which appeared in the April/May issue of *TPJ*, as a winner for best technical article. After reviewing thousands of articles, ASBPE deemed that just seven were worthy of the award.

TPJ delivers to every member of your company's target buying team.

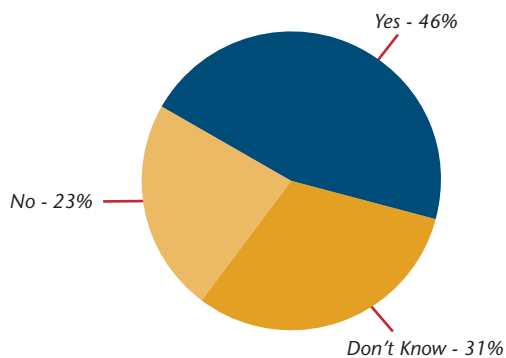
"Please indicate the area of responsibility which best describes your primary job function."



Base: Fewer than 1,400 readers surveyed through January/February 2011. Total exceeds 100% due to multiple responses.

TPJ subscribers are planning to invest in capital equipment.

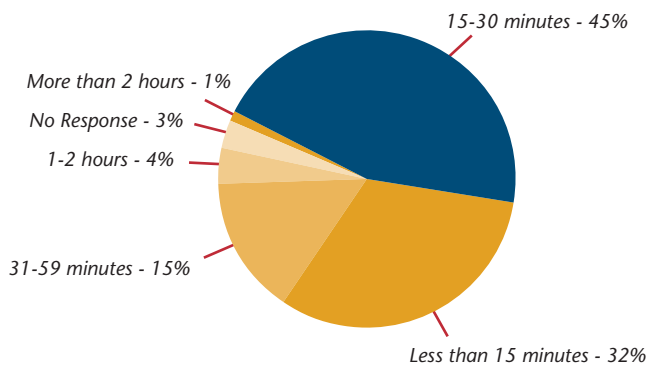
"Does your company plan to make capital equipment purchases or improvements within the next 18 months?"



Base: Fewer than 1,400 readers surveyed through January/February 2011.

TPJ subscribers engage with the magazine regularly.

"How much time do you generally spend reading an issue of TPJ-The Tube & Pipe Journal?"



The typical respondent generally spends an average of 20.6 minutes reading an issue of TPJ.

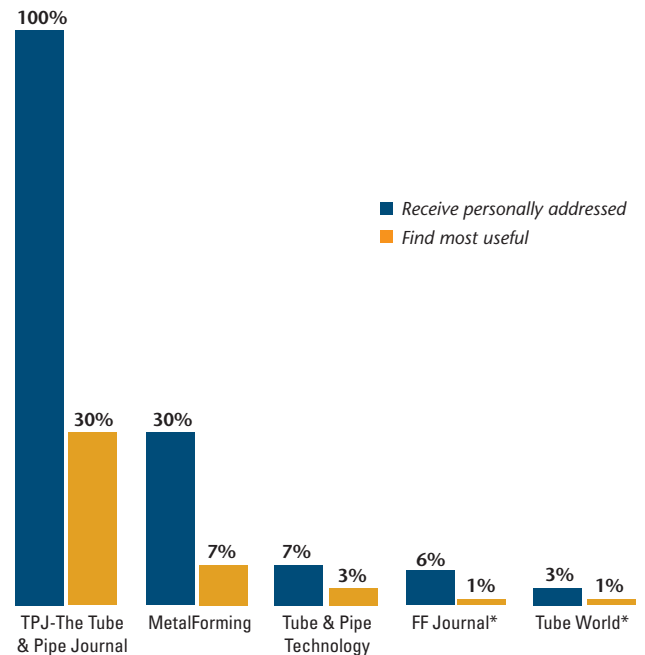
The average number of readers per copy for the January/February 2011 issue was 2.6 (1.6 pass-along readers + 1.0 for the subscriber), comprising a total potential reading audience of 63,983.

Base: Fewer than 1,400 readers surveyed through January/February 2011.

Surveys conducted by Harvey Research Inc.

TPJ-The Tube & Pipe Journal: The most useful tube and pipe magazine by a margin of 3-1!

"Which of the following trade publications do you receive personally addressed? Which of them do you find most useful in making purchasing decisions?"

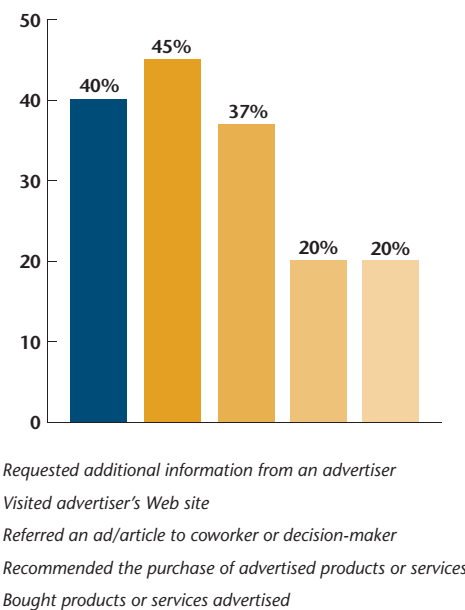


Base: 1,400 readers surveyed through January/February 2011.

*Base: Fewer than 1,400 readers surveyed through January/February 2011.

TPJ advertisements result in action.

"What action(s) have you taken during the past year as a result of advertisements in TPJ-The Tube & Pipe Journal?"



80% of all respondents reported having taken one or more of the above actions during the past year as a result of advertisements and/or articles in TPJ.

Base: 1,400 readers surveyed through January/February 2011.

TPJ – The Tube & Pipe Journal – Editorial Calendar 2011

	Producing	Forming & Fabricating	Bending
January/February <i>Ad Close: 1-10-12</i> <i>Ad Material: 1-18-12</i>	Energy	Cutting	
March <i>Ad Close: 2-15-12</i> <i>Ad Material: 2-23-12</i>		Finishing	Tooling
April/May <i>Ad Close: 3-22-12</i> <i>Ad Material: 3-29-12</i>	Material Handling	End Forming	Bending
June <i>Ad Close: 5-10-12</i> <i>Ad Material: 5-17-12</i>	Extrusion, Drawing & Tube Reducing	Sports and Recreation	
July/August <i>Ad Close: 6-21-12</i> <i>Ad Material: 6-28-12</i>	Seam Welding	Cutting	Bending
September <i>Ad Close: 8-7-12</i> <i>Ad Material: 8-14-12</i>	Testing	Finishing	
October/November <i>Ad Close: 9-20-12</i> <i>Ad Material: 9-27-12</i>	Extrusion, Drawing & Tube Reducing	Hydroforming	Lubricants
December <i>Ad Close: 11-7-12</i> <i>Ad Material: 11-14-12</i>	Cutoff	Testing	

Dates subject to change. Published eight times per year.

If proofs are required or copy is to be set, material must be received five days earlier than material due date. Cancellations accepted up to closing date only.

• *Note: Buyers' Guide deadlines are four weeks before issue advertising deadlines.*

Appearing Each Issue:

Editor's Angle—Editor Eric Lundin provides a unique perspective on those issues affecting the tube and pipe industry.

Tech Talk—Industry veteran George Winton talks about the technologies and practices all tube shops need to know about.

The Pulse—This snapshot of leading economic indicators helps to keep managers updated on the industry's vitality.

Welding	Spotlight	Buyers' Guide	Advertiser Bonus
	Tube Düsseldorf Preview	Orbital Welding Machine	<i>Harvey Readership Study</i>
Nondestructive Testing	<i>TPJ-The Tube & Pipe Journal's 2012 Industry Award Winner</i>	Cutting & Sawing Machine	
Stainless Steel		Flaw Detection & Measurement Equipment	<i>Problem Solvers Directory Advertorial Package (for ½-page and larger advertisers)</i>
	Structural	Tube Mill Entry/Exit Equipment	
		Tube & Pipe Directory	<i>New Product Advertorial Package (for ½-page and larger advertisers)</i>
Thin-walled Material	OCTG	Tube & Pipe Mill Machine	
	FABTECH Exhibitor Highlights		<i>FABTECH Package</i>
	Sports and Recreation	Tube & Pipe Bending Machine	<i>Problem Solvers Directory Advertorial Package (for ½-page and larger advertisers)</i>

Tradeshows to remember:

The FABRICATOR®'s Leadership Summit: 7th Annual Metal Matters, Scottsdale, Ariz., Feb. 29-March 2

TUBE Düsseldorf, Düsseldorf, Germany, March 26-30

FABTECH Mexico/Weldmex/METALFORM Mexico, Mexico City, May 2-4

FABTECH, Las Vegas, Nov. 12-14