

TPJ

THE TUBE & PIPE JOURNAL®



"TPJ is a great way for me to stay updated on the latest products and technical information that I need to do my job better. It helps me make more informed decisions when it comes time to make equipment purchases."

Russ Argadine
Fabrication Manager - Morton Welding Company Inc.
Morton, Ill.

TPJ-The Tube & Pipe Journal® is the market's premier source for tube fabricating and production information. Readers know that when they pick up the latest issue of the publication they are getting content they can trust—articles that are free of commercial bias and marketing lingo.

Editorial Overview

TPJ-The Tube & Pipe Journal's core coverage consists of technical articles and case studies. The technical articles give readers the “how-to” information they rely on for improving their shop floor practices. We use case studies to share with our readers the challenges involved in tackling a specific tube or pipe problem, analyzing its scope, and implementing a solution.

TPJ-The Tube & Pipe Journal covers industry developments as well. The Product News and Product Highlights sections keep readers informed about new equipment on the market. The Industry News section keeps them current on the business side. Our buyers' guides help readers get started in searching for new machines when they are ready to upgrade equipment, increase capacity, or branch out into new fabricating niches.

What's Ahead in 2010?

TPJ-The Tube & Pipe Journal and its parent organization, the Tube & Pipe Association, Intl., will continue to sponsor the Industry Award program in 2010. This program showcases a company that stands out among publication subscribers. The winner is a company that has improved its operations, made progress with regard to market share, and contributed to both the local and industry communities. This award is part of *TPJ-The Tube & Pipe Journal's* ongoing commitment to highlighting manufacturers that deserve industrywide recognition. It's also a chance to look at the personal side of the business—a glimpse of the struggles and the successes through the eyes of an entrepreneur.

We'll expand our focus on equipment and consumables by bringing you the latest information on products in specific niche areas and continue to explore a variety of materials with our nonferrous metal fabricating coverage. As always, we'll keep our eyes open for fabricators and their stories. We'll also continue to report on one of today's hottest topics—energy—and branch out to include green manufacturing technologies and practices.



Eric Lundin
Editor - *TPJ-The Tube & Pipe Journal*

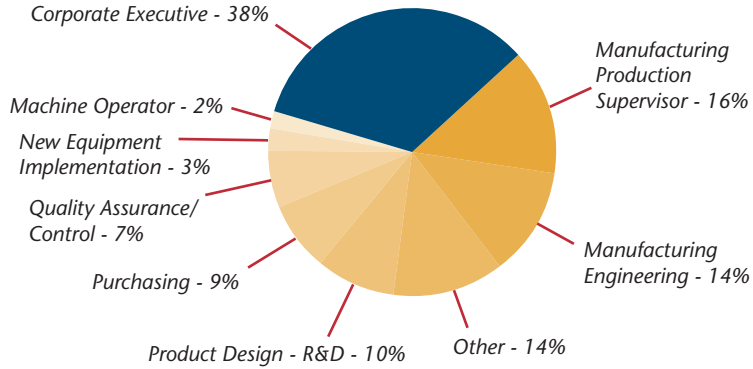


Eric Lundin joined the editorial staff of *TPJ-The Tube & Pipe Journal*® as an associate editor in 2000. His primary duties include editing technical articles on tube and pipe production and fabrication and writing case studies and company profiles. He was promoted to senior editor in 2003 and editor 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.

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

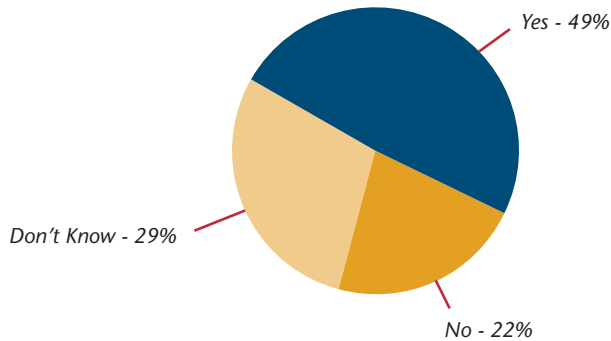
"Please indicate the area of responsibility which best describes your primary job function."



Source: 5,000 subscribers surveyed via e-mail through January/February 2009 and conducted by Harvey Research Inc.

TPJ subscribers are planning to invest in capital equipment.

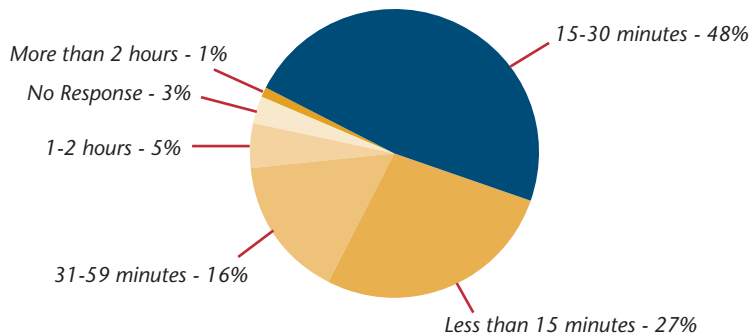
"Does your company plan to make capital equipment purchases within the next 18 months?"



Source: 5,000 subscribers surveyed via e-mail through January/February 2009 and conducted by Harvey Research Inc.

TPJ subscribers engage with the magazine regularly.

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

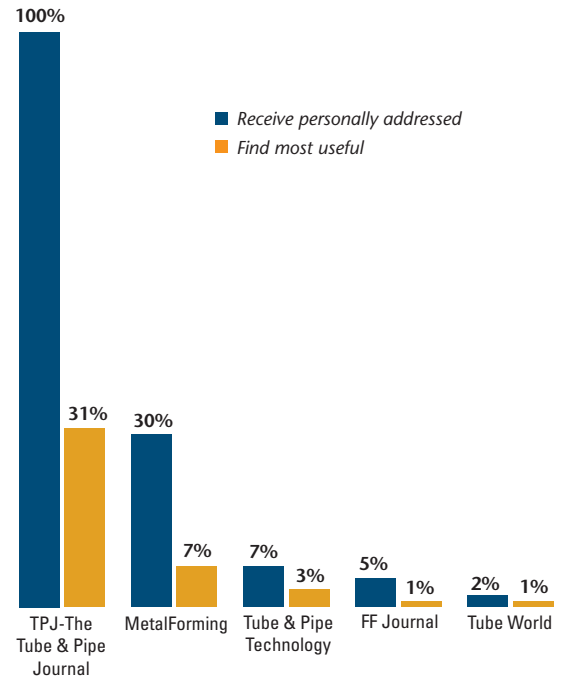


The typical respondent generally spends an average of 21.7 minutes reading an issue of TPJ. The average number of readers per copy for the April/May 2009 issue was 2.1 (1.1 pass-along readers + 1.0 for the subscriber), comprising a total potential reading audience of 56,834.

Source: 5,000 subscribers surveyed via e-mail through January/February 2009 and conducted by Harvey Research Inc.

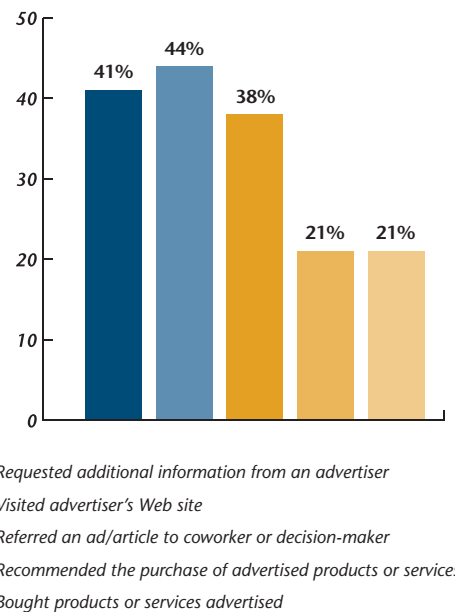
TPJ-The Tube & Pipe Journal: The most useful tube and pipe magazine by a margin of more than 4-1!

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



Source: 5,000 subscribers surveyed via e-mail through January/February 2009 and conducted by Harvey Research Inc.

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



82% of all respondents reported having taken one or more of the above actions during the past year as a result of advertisements in TPJ.

Source: 5,000 subscribers surveyed via e-mail through January/February 2009 and conducted by Harvey Research Inc.

	Producing	Forming & Fabricating	Bending	Welding/Brazing
January/February <i>Ad Close: 12-11-09</i> <i>Ad Material: 12-18-09</i>	Roll Forming	Cutting		Titanium Welding
March <i>Ad Close: 2-1-10</i> <i>Ad Material: 2-8-10</i>	Extrusion, Drawing & Tube Reducing	Hydroforming	Tooling	
April/May <i>Ad Close: 4-10-10</i> <i>Ad Material: 4-17-10</i>	Oil Country Tubular Goods	End Forming	Bending	Stainless Steel Welding
June <i>Ad Close: 5-5-10</i> <i>Ad Material: 5-12-10</i>	Extrusion, Drawing & Tube Reducing	Automation		
July/August <i>Ad Close: 6-18-10</i> <i>Ad Material: 6-25-10</i>	Seam Welding	Laser Cutting	Measurement	
September <i>Ad Close: 8-4-10</i> <i>Ad Material: 8-11-10</i>	Extrusion, Drawing & Tube Reducing	Cutting		Chromium-Molybdenum Welding
October/November <i>Ad Close: 9-10-10</i> <i>Ad Material: 9-17-10</i>	Testing	Hydroforming	Lubricants	
December <i>Ad Close: 11-3-10</i> <i>Ad Material: 11-10-10</i>	Cutoff	Tooling		

Dates subject to change

Appearing in 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 about which all tube shops need to know.

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

Tradeshows to remember:

Westec - Los Angeles, March 23-25

Tube Düsseldorf - Düsseldorf, Germany, April 12-16

FABTECH Mexico/Weldmex/METALFORM Mexico - Mexico City, May 11-13

Eastec - West Springfield, Mass., May 25-27

FABTECH International/AWS Welding Show/METALFORM - Atlanta, November 2-4

Spotlight	Product Highlight	Buyers' Guide	Advertiser Bonus
<i>TPJ's 2010 Industry Award Winner</i>	Bending Equipment	Orbital Welding Machine	
Renewable Energy	Tube Düsseldorf Exhibitor Highlights	Cutting & Sawing Machine	<i>Tube Düsseldorf Package</i>
	Cutting Technologies	Inspection Equipment	<i>Harvey Readership Study</i>
Architectural		Tube Mill Entry/Exit Equipment	<i>Web Site Directory Advertorial Package (for 1/2 page & larger advertisers)</i>
	Electric Benders	Tube & Pipe Producers	
	FABTECH Exhibitor Highlights		<i>FABTECH/AWS Welding Show/ METALFORM Package</i>
	Lubricants & Coolants	Tube & Pipe Mill Machine	
Sports & Recreation	Material Handling	Bending Machine	<i>Corporate Profile Advertorial Package (for 1/2 page & larger advertisers)</i>

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. The publisher of *TPJ-The Tube & Pipe Journal*® reserves the right to amend this schedule if necessary.

New coverage for 2010:

Plenty of buzz is being generated about alternative-energy industries, and *TPJ-The Tube & Pipe Journal* will focus on these opportunities with expanded editorial and industry news coverage.

TPJ-The Tube & Pipe Journal will highlight specific product segments this year in an effort to deliver the technology information requested by its readers.

"Great job, keep up the good work." — President, Manufacturer/Job Shop

"Very useful for finding new equipment and suppliers."
 — Contract Manufacturer/Job Shop

Source: *Harvey Research Inc. survey, April/May 2009 issue*