



# SPECIALTY GAS REPORT

Published by GASWORLD Publishing LLC

## MEDIA GUIDE 2012



The magazine for producers, distributors and users of specialty and medical gases

[www.specialtygasreport.com](http://www.specialtygasreport.com)

2012 promises to be another interesting year for specialty and medical gases, as technology, regulatory standards and markets continue to move inexorably forward. **Specialty Gas Report** aims to continue its tradition of offering focused and informative articles dedicated to these gases, with input from highly respected experts that you can trust.

In addition, **Specialty Gas Report** is delighted to extend its reach this year to serve you better. Our powerful new website will pull in news from contributors globally, and offer an enhanced directory of companies and organizations within specialty and medical gases. A newsletter service will also be available, to keep you updated with the latest from your industry. We are excited to share several powerful new tools through which **Specialty Gas Report** will help you reach your audience, be that through an advertisement or by spreading the news about your company's achievements in our editorial coverage. Our annual **Master Sourcing Guide** remains another invaluable opportunity to promote your product or service in the gases arena.

**Specialty Gas Report** remains the only publication dedicated to specialty and medical gases. Featuring in **Specialty Gas Report** will spread your message to producers, distributors and end users across North America, and beyond. This guide aims to show you how **Specialty Gas Report** can support your business. We look forward to working with you.

**Specialty Gas Report** magazine is published quarterly, and reaches all levels of personnel involved in specialty and medical gas production, applications, distribution, and marketing. The majority of our readers are based in North America.

The publications are circulated to key industry decision makers. We aim to ensure the magazine gets into the hands of those who make purchasing decisions, to maximize the value to your company when it appears in the publication.

Our editorial coverage targets readers with fact-filled articles that range from the basics of specialty gas production and handling, through to sophisticated application coverage. **Specialty Gas Report** also attends key conferences and events throughout the year, where we circulate additional copies of the magazine to targeted and relevant audiences.



Whether it is on our website, in our magazine, in the **Master Sourcing Guide** or as part of our newsletters, **Specialty Gas Report** has the advertising options to meet your objectives.

**Specialty Gas Report** offers the unique opportunity to target specialty and medical gas professionals. We can help you to hand pick from our range of advertising options to showcase your company and services effectively, at competitive rates.

## Artwork Specifications

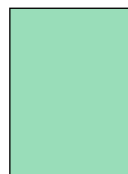
Please see our guide opposite for full details. Allow 0.125" bleed around full page and double page spread artwork.

Electronic artwork submissions should be supplied at 300dpi by e-mail or CD, in CMYK format and as a PDF, Adobe Photoshop/Adobe Illustrator/TIFF/EPS file.

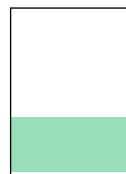
## Contact



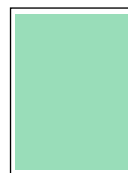
For advertising enquiries please contact  
**Patrick Carlucci**,  
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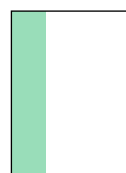
**Full Page with bleed**  
8.75 W X 11.25 H  
(includes 0.125 bleed on all sides)  
Live area should not  
Exceed 8 X 10.5



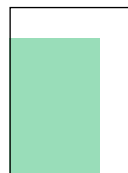
**Third Page Horizontal**  
7.5 W x 3.25 H



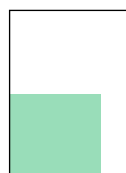
**Full Page**  
7.5 W X 10 H



**Third Page Vertical**  
2.375 W x 10 H



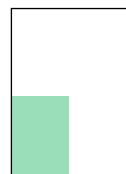
**Half Page Island**  
Vertical  
4.96 W X 8 H



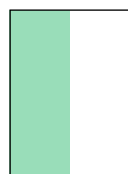
**Third Page Square**  
4.96 W x 4.9 H



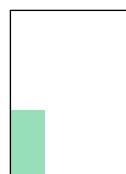
**Half Page Horizontal**  
7.5 W X 4.9 H



**Quarter Page**  
3.68 W x 4.9 H



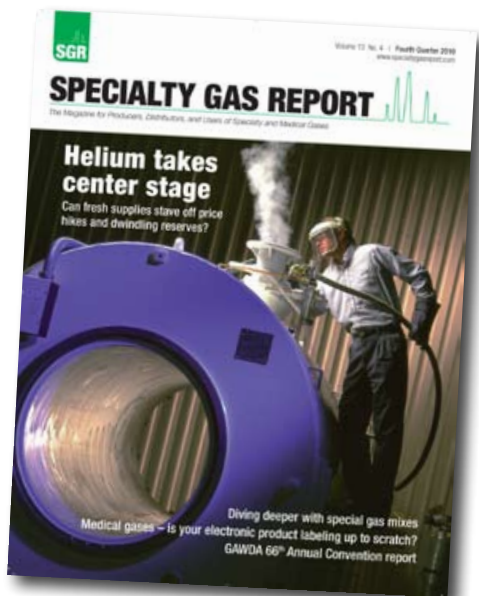
**Half Page Vertical**  
3.68 W X 9.96 H



**Product Showcase Ad  
Sixth Page**  
2.375W X 4.625H

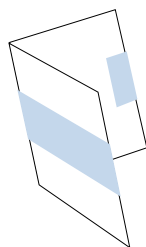
SIZE	4X	3X	2X	1X
Outside Back Cover	\$2500	\$2700	\$2800	\$3200
Inside Covers	2450	2600	2700	2925
Full Page	2200	2450	2500	2800
One-Half Page Island	1650	1750	1850	1950
One-Half Page	1325	1460	1500	1700
One-Third Page	1050	1100	1150	1275
One-Quarter Page	825	860	900	1050
One-Sixth Page Showcase Ad				400

## Other print opportunities



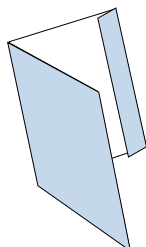
### Belly-bands/Spreadmarkers

A high-impact device, particularly when tipped on a double page spread, because readers have to turn to your advertisement first before they can read the rest of the magazine.



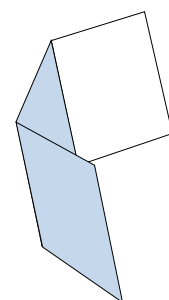
### False cover

The most prestigious advertising position, with branding on the front and back covers of the magazine. Create a huge impact on **Specialty Gas Report's** audience.



### Gatefolds

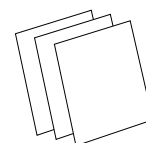
Two, three or four-page gatefolds from the inside front cover of within the main book.



### \*Prices available upon request

### Inserts

Mailing cards	\$750
Single page, 1 or 2 sides	\$1200
4 to 8 page brochure	\$2300
Larger inserts	Inquire



## Other gasworld publications

Those of you with business beyond North America, or in the wider gases market, may be interested in opportunities in **Specialty Gas Report's** sister publications, too.

### gasworld

The focal point for global industrial gas news, views and information

#### CONTACT

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### gasworld greater China

Members of Gasworld China receive this bi-monthly Chinese language magazine as well as discounts on Gasworld and other industrial gas events.

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## Master Sourcing Guide

Our **Master Sourcing Guide**, published annually, is a print publication listing hundreds of suppliers of products and services to the specialty and medical gas industry in over 100 product categories and sub-categories.

In addition to this guide being sent to our entire database of gas professionals, including senior managers in Tier 1 companies, equipment companies, distributors and major end-users, copies are also distributed at a number of major events throughout the year.

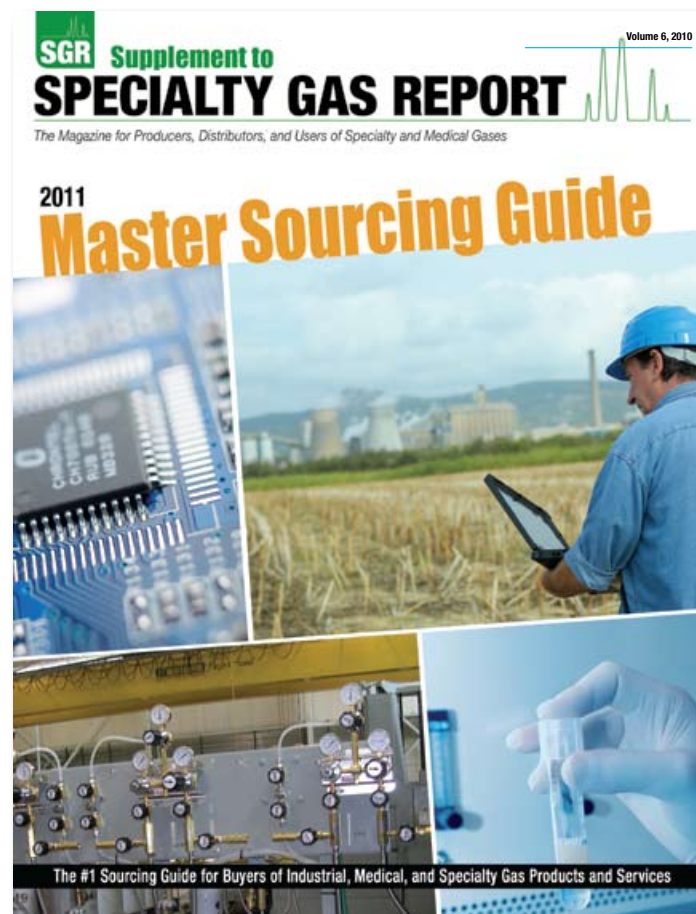
The **Specialty Gas Report** offers a number of marketing enhancements to the **Master Sourcing Guide** that offers the opportunity to make your listing stand out above the crowd and receive the notice and attention of thousands of gas industry equipment and services buyers and specifiers. Call or write for a listing form, or get one at our web site, [www.specialtygasreport.com](http://www.specialtygasreport.com).

### 2013 edition publication deadlines:

Advertisement insertion	Oct 15, 2012
Advertising materials	Oct 30, 2012
Listings	Oct 1, 2012
Publication date:	Dec 1, 2012

### Contact:

For **Master Sourcing Guide** advertising inquiries, please contact **Patrick Carlucci**, Director, Sales & Marketing  
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## 6 Editorial calendar



In-depth editorial materials in **Specialty Gas Report** include technical data, how-to articles, educational and training materials, and market-oriented information on hard goods, instrumentation, and other

equipment for special gas handling, application, and analysis.

We are fortunate to be able to share best practice and advice from leading experts in the specialty gases field, including those active in equipment design, regulatory compliance, and specialist applications. Our contributors come from professional and government organizations as well as from both Tier 1 companies and niche or regional players.

We invite equipment manufacturers to share their latest developments and case studies with our readers. **Specialty Gas Report** also incorporates regular updates from experts at NIST and the EPA on

standards, as well as our popular compliance feature series. We also bring you in-person interviews with industry leaders, offering insight into what makes for company and product success from across North America.

We welcome and value reader input on any aspect of the production, marketing, and application of specialty gases. Distributors and manufacturers are solicited for editorial contributions that are of interest to our readers, including, but not limited to, new product and literature releases.

We incorporate input from the field, industry news, a calendar of shows, conferences, and symposiums; and the latest on products, literature, and personnel changes.

### Contact:

Helen Carmichael, Editor  
helen.carmichael@specialtygasreport.com

### Quarter 1

#### Feature focus: Protocols and analysis

*The latest developments in analytical instrumentation*  
*Calorimetry*  
*Moisture analysis*  
*Gas standards and traceability*  
*Cylinder management and best practice*  
*Pittcon Preview*  
*Regular compliance article*  
*Specialty gas industry news*  
*Conference and event reviews*  
*Product news*  
*Industry insight*

Insertion Date: January 12, 2011

Publication Date: February 2, 2011

### Quarter 3

#### Feature focus: Onsite generation

*Medical gas generation in remote and challenging locations*  
*Why onsite? Key companies discuss the market*  
*Remote control: equipment that operates from afar*  
*Vacuum technology: from cylinder to point of use*  
*Reference materials and protocols*  
*Regular compliance article*  
*Specialty gas industry news*  
*Conference and event reviews*  
*Product news*  
*Industry insight*

Insertion date: July 9, 2011

Publication date: August 3, 2011

### Quarter 2

#### Feature focus: Asset Management

*Why track it? - Cylinder tracking pros and cons*  
*Cylinder filling equipment*  
*On-site fluorine generation*  
*Standard Reference Materials*  
*Pittcon Review*  
*Regular compliance article*  
*Specialty gas industry news*  
*Conference and event reviews*  
*Product news*  
*Industry insight*

Insertion date: April 12, 2011

Publication date: May 1, 2011

### Quarter 4

#### Feature Focus: Medical

*Xenon in medical applications*  
*Helium – looking ahead to 2013*  
*Homecare – succeeding in a challenging business environment*  
*MRI technology*  
*Regular compliance article*  
*North America conference preview*  
*Specialty gas industry news*  
*Conference and event reviews*  
*Product news*  
*Industry insight*

Insertion date: October 15, 2011

Publication date: November 2, 2011

## Rates

U.S. price	\$42
Canada/Mexico price	\$49
International price	\$80

Subscription includes quarterly print edition and access to all content at: [www.specialtygasreport.com](http://www.specialtygasreport.com)



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