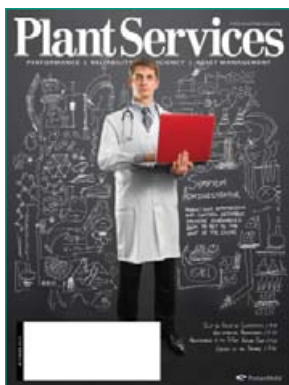




Plant Services

2012 MEDIA FILE



OUR TARGET:

The technical and managerial professionals responsible for optimizing the productivity of North America's industrial infrastructure.

OUR AMMUNITION:

Useful, unbiased and engaging information and analysis of basic and advanced technologies, methods and tools.

OUR MISSION:

To optimize industrial facility performance, operations, maintenance, reliability and asset management.

Visit Plant Services' media website at

WWW.PUTMAN.NET/BRANDS/PS/

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EDITORIAL COVERAGE

Four Pillars Support Success

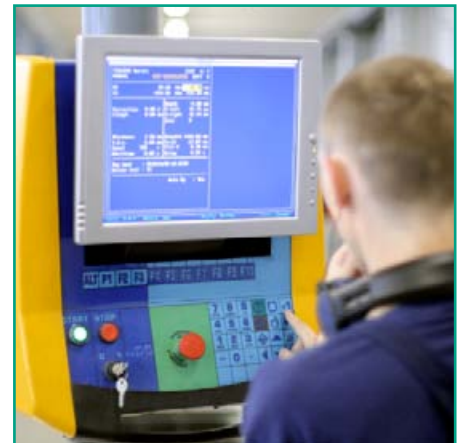
Plant Services supports our readers' progress by focusing on four critical elements:

- **Performance:** Maximizing output and quality.
- **Reliability:** Industry-leading predictive practices.
- **Efficiency:** Minimizing energy and resource consumption.
- **Management:** Engineering, information, outsourcing, personnel, safety, security and training.

Plant Services covers all the current issues relating to the physical assets of a modern industrial facility:

- Energy & Power Generation
- Sustainability
- Steam and Compressed Air
- HVAC
- Building Envelope... roofs...doors...floors...lighting
- Outsourcing & Services
- Maintenance & Repair
- Asset Management
- Fluid Handling
- Material Handling
- Plant Optimization
- Production Management
- Predictive Maintenance
- Condition Monitoring
- EAM / CMMS
- Controls & Instrumentation
- Safety, Security, Compliance
- Electric Motors
- Power Transmission
- Pumps & Seals
- Production Machinery

[See current issue](#)



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AUDIENCE

Plant Services, PlantServices.com and *Plant Services* E-Newsletters reach a monthly world wide audience of over 150,000 professionals responsible for optimizing the productivity, asset utilization and manufacturing reliability for more than 35,000 industrial plants, facilities and utilities in North America and across the globe.

Target Audience

- Plant & Department Management
- Plant Maintenance & Supervisory
- Plant Operations
- Engineering
- Manufacturing IT
- Purchasing

Current BPA statement

Experience with a Large Degree of Responsibility

- 50% have been in the current industry for 21+ years
- 80% have been in their current industry for 10+ years
- 41% have subscribed to PS for 6 or more years
- 26.4% are the primary decision maker in selecting suppliers
- 69% provide input as part of a team when selecting suppliers
- 28% select suppliers for more than 1 company location

Involved Magazine Readers

- 69.7% read *Plant Services* regularly
- 21.6% indicate they read the entire issues
- 63.6% indicate they are spending the same or greater amount of time with industry publications compared to 2 years ago
- 84.1% utilize industry magazines on a monthly/weekly or daily basis as a resource for work
- 69.2% are looking for articles related to a problem they are dealing with
- 82.2% are looking for new ideas
- 72.1% visit a vendor website after reading an article or ad
- 50.9% contact a vendor/advertiser for more information after reading
- Trade/industry publications ranked #1 for
 - ◇ Keeping current with industry trends
 - ◇ Keeping current with new technology

Engaged Internet Users

- 64% spend 3+ hours per week for work related usage
- 44.7% indicated that they use PS.com on at least a monthly basis
- 73% utilize search engines daily
- PS readers utilize the following on a daily or weekly basis:
 - ◇ Search engines: 96.6%
 - ◇ Publication websites: 55.8%
 - ◇ Supplier websites: 60.6%

* July 2010 Plant Services Audience Survey. Data available upon request



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READER KEY INITIATIVES

Plant Services Reader 2012 Key Initiatives & Planned Spending

Current or planned major initiatives over the next 12 months

Employee safety	63.79%
Energy conservation/optimization	55.60%
Reduce operating costs	53.45%
Process improvements	52.16%
Improve reliability	42.24%
Employee training/skills	41.81%
Lean manufacturing	37.07%
Reduce maintenance costs	35.78%
Planned/predictive maintenance	35.34%
Increase capacity	34.91%
Asset performance optimization	34.05%
Sustainability	29.74%
Regulatory Compliance	27.16%
Replacement of obsolete capital equipment	25.43%
Environmental upgrades	24.57%
Plant automation	20.26%
IT infrastructure optimization	15.52%

Planned equipment, technology, or services purchase over the next 12 months

Electric motors/drives	45.49%
Employee training	42.06%
Automation technology	40.77%
Pumps	36.05%
Industrial controls	35.62%
Lighting	34.76%
Personal protection equipment	32.62%
Compressors/compressed air products	29.18%
Instrumentation	27.90%
Tools, assembly products	27.47%
Personal safety products	26.61%
Heating, ventilating equipment	24.03%
Lubrication products/ equipment	23.61%
Motor controls	23.61%
Material handling equipment	23.18%
HVAC/ceiling fans	21.89%

2012 capital equipment budget

Less than \$1 million	36.8%
\$5 million +	30.3%
\$1 million - \$3 million	24.1%
\$3 million - \$5 million	8.8%



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2012 Editorial Calendar

Production Optimization:
including Automation,
Information Systems

Reliability:
including Predictive
technologies,
Failure analysis

Efficiency:
including Energy,
Labor

Management:
including Engineering,
Information, Outsourcing,
Personnel, Safety,
Security, Training

	January	February	March	April	May	June	July	August	September	October	November	December	
PRINT							PRINT						
Ad Closing Dates	December 13	January 10	February 14	March 13	April 10	May 8	June 12	July 10	August 7	September 11	October 9	November 13	
Material Due Dates	December 20	January 17	February 21	March 20	April 17	May 15	June 19	July 17	August 14	September 18	October 16	November 20	
Cover Story	On-Site Alternative Energy	MRO Services	Engineering and Maintenance	CMMS Review	Air Compressor Efficiency	Vibration Analysis	Industry Outlook on Maintenance	Boiler Systems	Electrical Safety	Material Handling	Energy Efficiency With Motors & Drives	Thermography	
Predictive Maintenance	Thermography	Bearings	Lubrication	Vibration Analysis	Lubrication	Contracted MRO Services	Thermography	Lubrication	Plant Maintenance	Thermography	Bearings	Motors & Drives	
Optimization	Compressed Air	Motors & Drives	Sustainability	Electrical Systems	Motors & Drives	Facilities Management	Sustainability	Compressed Air	Heating & Cooling	Control Systems	Electrical Systems	Compressed Air	
Reliability	Industrial Safety	Electrical Systems	Compressed Air	Industrial Networks	Heating & Cooling	Fluid Handling	Compressed Air	Sustainability	Asset Management Software	Compressed Air	Asset Management Software	Electrical Systems	
Energy Efficiency	Electrical Systems	Fluid Handling	Motors & Drives	Compressed Air	Contracted MRO Services	Heating & Cooling	Electrical Systems	Contracted MRO Services	Control Systems	Facilities Management	Sustainability	Heating & Cooling	
Product Roundup	Industrial Networks	Predictive Technology	Heating & Cooling	Control Systems	Electrical Systems	Motors & Drives	Facilities Management	Material Handling	Compressed Air	Fluid Handling	Safety Products	Asset Management Software	
DIGITAL							DIGITAL						
PlantServices.com Exclusive	Motors and Drives	Compressed Air	Electrical Systems	Thermography	Facilities Management	Compressed Air Systems	Bearings	Thermography	Thermography	Electrical Systems	Compressed Air	Industrial Safety	
PlantServices.com	Control Systems	Heating/Cooling	Plant Maintenance	Fluid Handling	Material Handling	Electrical Systems	Motors & Drives	Vibration Analysis	Lubrication	Motors & Drives	Heating & Cooling	Contracted MRO Services	
Webinar Series	MIR: Compressed Air Systems	Electrical Safety: Arc Flash	ARC: Asset Management Software	MIR: Control Systems	Thermography	ARC: Predictive Technology	MIR: Fluid Handling	Heating & Cooling	Electrical Safety: Arc Flash	Contracted MRO Services	MIR: Motors & Drives	Lubrication	
NEWSLETTERS							NEWSLETTERS						
Insider Series	Plant Services Enews 1	General Coverage 1/5	General Coverage 2/2	General Coverage 3/1	General Coverage 4/5	General Coverage 5/3	General Coverage 6/7	General Coverage 7/5	General Coverage 8/2	General Coverage 9/6	General Coverage 10/4	General Coverage 11/1	General Coverage 12/6
	Plant Services Enews 2	Motors and Drives 1/12	Boiler Systems 2/9	Maintenance Technology 3/8	Fluid Handling Systems 4/12	Material Handling Systems 5/10	Compressed Air Systems 6/14	Bearing Maintenance 7/12	Predictive Tools 8/9	Lubrication 9/13	Electrical Systems 10/11	Heating/Cooling Systems 11/8	Industrial Safety 12/13
	Plant Services Enews 3	Plant Optimization 1/19	Plant Optimization 2/16	Plant Optimization 3/15	Plant Optimization 4/19	Plant Optimization 5/17	Plant Optimization 6/21	Plant Optimization 7/19	Plant Optimization 8/16	Plant Optimization 9/20	Plant Optimization 10/18	Plant Optimization 11/15	Plant Optimization 12/20
	Plant Energy Insider	Energy 1/3	Motors 2/7	HVAC 3/6	Facilities 4/3	Energy 5/1	Motors 6/5	HVAC 7/3	Facilities 8/7	Energy 9/4	Motors 10/2	HVAC 11/6	Facilities 12/24
	Industrial IT Insider	CMMS Software 1/11	CMMS Software 2/15	CMMS Software 3/14	CMMS Software 4/11	CMMS Software 5/9	CMMS Software 6/13	CMMS Software 7/11	CMMS Software 8/15	CMMS Software 9/12	CMMS Software 10/10	CMMS Software 11/14	CMMS Software 12/12
	Training Advisor	Training 1/17	Certification 2/21	Compliance 3/20	Training 4/17	Certification 5/15	Compliance 6/19	Training 7/17	Certification 8/21	Compliance 9/18	Training 10/16	Certification 11/20	Compliance 12/18
	Training Advisor Course Guide	Course Focus 1/10	Course Focus 2/14	Course Focus 3/13	Course Focus 4/10	Course Focus 5/8	Course Focus 6/12	Course Focus 7/10	Course Focus 8/14	Course Focus 9/11	Course Focus 10/9	Course Focus 11/13	Course Focus 12/11
	New Product Bulletin	New Products 1/4, 1/18	New Products 2/8, 2/22	New Products 3/7, 3/21	New Products 4/4, 4/18	New Products 5/2, 5/16	New Products 6/6, 6/20	New Products 7/6, 7/18	New Products 8/8, 8/22	New Products 9/5, 9/19	New Products 10/3, 10/17	New Products 11/7, 11/21	New Products 12/5, 12/19
	Tech Specs		Product Specifications 2/29		Product Specifications 4/25		Product Specifications 6/27		Product Specifications 8/29		Product Specifications 10/24		Product Specifications 12/26
Video Showcase	Product Demonstrations 1/25		Product Demonstrations 3/28		Product Demonstrations 3/28		Product Demonstrations 7/25		Product Demonstrations 9/26		Product Demonstrations 11/28		
Around the Web	Industry News & Views 1/13	Industry News & Views 2/17	Industry News & Views 3/16	Industry News & Views 4/13	Industry News & Views 5/11	Industry News & Views 6/15	Industry News & Views 7/13	Industry News & Views 8/17	Industry News & Views 9/14	Industry News & Views 10/12	Industry News & Views 11/16	Industry News & Views 12/14	
OnTarget	Compressor Systems	Compressor Systems 1/26		Compressor Systems 3/22		Compressor Systems 5/24		Compressor Systems 7/26		Compressor Systems 9/27		Compressor Systems 11/29	
	Electrical Systems & Safety		Electrical Systems 2/23		Electrical Systems 4/26		Electrical Systems 6/28		Electrical Systems 8/30		Electrical Systems 10/25		Electrical Systems 12/27



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