The Tube & Pipe Journal reaches more than 26,000 BPA-qualified subscribers
Source: December 2018 BPA statement

**REACH THE DECISION-MAKERS AT YOUR TARGET BUYING COMPANIES.**

Almost **70%** of subscribers are either a corporate executive, manufacturing engineer, manufacturing production supervisor, in production design/R&D, or purchasing.

CURRENT READERS ARE BUYING...AND SOON.

**55%** of subscribers plan on making a capital equipment purchase within the next year and a half.

PLUS **24%** additional subscribers haven't ruled out the possibility.

Nearly **80%** of subscribers are potential buyers for your newest products and services in 2020/21.

**TPJ HAS A HIGHLY ENGAGED AUDIENCE.**

- **83%** of subscribers spend at least 15 minutes engaging with each issue. (est. 19,932)
- All subscribers spend an average of 24.4 minutes reading each issue.
- Average of 1.7 pass-along readers per issue copy. Total potential reading audience of 64,841.

**TPJ LEADS THE PACK BY A MARGIN OF OVER 3-1!**

The Tube & Pipe Journal is considered the “most useful in making purchasing decisions” over closest competitor publication.

**TPJ ADVERTISEMENTS RESULT IN ACTION.**

- **84%** of all respondents reported having taken one or more actions as a result of reading advertisements in The Tube & Pipe Journal.
- **34%** requested additional information from an advertiser.
- **74%** visited advertiser’s website.
- **16%** bought products or services advertised.
- **39%** referred an ad/article to co-worker or decision-maker.
- **17%** recommended the purchase of advertised products or services.
- **7%** connected with an advertiser via social media site (Facebook, Twitter, etc.).

**91%** of subscribers have purchasing influence in one or more categories at their companies.

All data presented here was collected through a survey conducted by Harvey Research Inc., January/February 2019 issue
Base: 317 subscribers surveyed via the internet (3 studies).
### 2020 Editorial Calendar

#### JANUARY/FEBRUARY
Ad Close: 1-2-20  
Ad Material: 1-7-20
- **PRODUCING**  
  Monitoring & Testing
- **FORMING & FABRICATING**  
  Cutting
- **SPOTLIGHT**  
  FABTECH® Recap
- **FOCUS**  
  TUBE® Expo Preview
- **BUYERS’ GUIDE**  
  Orbital Welding Machine
- **ADVERTISER BONUS**  
  Harvey Readership Study

**BONUS DISTRIBUTION**

**The FABRICATOR’s Leadership Summit at the FMA Annual Meeting**  
San Antonio, March 3-5
**TUBE®**  
Düsseldorf, Germany  
March 30-April 3

#### MARCH
Ad Close: 2-11-20  
Ad Material: 2-18-20
- **PRODUCING**  
  OCTG
- **FORMING & FABRICATING**  
  Safety
- **BENDING**  
  Tooling
- **WELDING**  
  Code Compliance
- **SPOTLIGHT**  
  Transportation
- **BUYERS’ GUIDE**  
  Rotary Cutting Machine
- **ADVERTISER BONUS**  
  Lead Generation Package

**BONUS DISTRIBUTION**

**NASCC: The Steel Conference**  
Atlanta, April 22-24
**FABTECH Mexico**  
Mexico City, May 12-14

#### JUNE
Ad Close: 6-23-20  
Ad Material: 6-30-20
- **PRODUCING**  
  Seam Welding
- **FORMING & FABRICATING**  
  Cutting
- **BENDING**  
  Bend Measurement
- **WELDING**  
  Code Compliance
- **BUYERS’ GUIDE**  
  Tube Mill Entry-Exit Equipment
- **ADVERTISER BONUS**  
  New Product Advertorial (for 1/2-page and larger advertisers)

**BONUS DISTRIBUTION**

**FABTECH Canada**  
Toronto, June 16-18

#### JANUARY/FEBRUARY
Ad Close: 4-28-20  
Ad Material: 5-5-20
- **PRODUCING**  
  HSS
- **FORMING & FABRICATING**  
  Safety
- **BENDING**  
  Lubricants
- **WELDING**  
  Orbital Welding
- **LOGISTICS**  
  Material Handling
- **SPOTLIGHT**  
  Off-road Automotive
- **BUYERS’ GUIDE**  
  Tube & Pipe Supplier Directory

**ADVERTISER BONUS**

**Corporate Profile Advertorial**  
(for 1/2-page and larger advertisers)

### JULY/AUGUST
Ad Close: 8-4-20  
Ad Material: 8-11-20
- **PRODUCING**  
  Testing
- **FORMING & FABRICATING**  
  Automation & Robotics
- **BENDING**  
  Nonrounds
- **WELDING**  
  Nonferrous
- **SPOTLIGHT**  
  High-performance Automotive
- **BUYERS’ GUIDE**  
  Tube & Pipe Mill Machine
- **ADVERTISER BONUS**  
  Lead Generation Package

**BONUS DISTRIBUTION**

**NASCC: The Steel Conference**  
Atlanta, April 22-24
**FABTECH Mexico**  
Mexico City, May 12-14

#### OCTOBER/NOVEMBER
Ad Close: 9-15-20  
Ad Material: 9-22-20
- **PRODUCING**  
  Extrusion, Drawing & Tube Reducing (EDTR)
- **FORMING & FABRICATING**  
  End Forming
- **HYDROFORMING**  
  Automotive Applications
- **MANAGEMENT**  
  Safety
- **SPOTLIGHT**  
  FABTECH Preview
- **BUYERS’ GUIDE**  
  Tube & Pipe Mill Machine
- **ADVERTISER BONUS**  
  FABTECH Package

**BONUS DISTRIBUTION**

**FABTECH**  
Las Vegas, Nov. 18-20

#### DECEMBER
Ad Close: 10-27-20  
Ad Material: 11-3-20
- **PRODUCING**  
  Cutoff
- **FORMING & FABRICATING**  
  Measurement & Testing
- **WELDING**  
  Ferrous
- **LOGISTICS**  
  Material Handling
- **SPOTLIGHT**  
  Sports & Recreation
- **BUYERS’ GUIDE**  
  Tube & Pipe Bending Machine
- **ADVERTISER BONUS**  
  Corporate Profile Advertorial  
  (for 1/2-page and larger advertisers)

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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. The publisher of The Tube & Pipe Journal® reserves the right to amend this schedule if necessary.*
Ad Dimensions for *The Tube & Pipe Journal*®
Trim Size: 8.25" x 10.75" (209.6 mm x 273.1 mm)

**Standard**

Bleed: 8.5" x 11"  
215.9 mm x 279.4 mm

No Bleed: 8.25" x 10.75"  
209.6 mm x 273.1 mm

**2/3 Vertical**

4.625" x 10"  
117.5 mm x 254 mm

**1/2 Vertical**

4.625" x 7.25"  
117.5 mm x 184.2 mm

**1/2 Horizontal**

7" x 4.875"  
177.8 mm x 123.8 mm

**1/3 Vertical**

2.1875" x 10"  
55.6 mm x 254 mm

**1/3 Horizontal**

4.625" x 4.875"  
117.5 mm x 123.8 mm

**1/4 Vertical**

3.375" x 4.875"  
85.7 mm x 123.8 mm

**1/4 Horizontal**

4.875" x 3.375"  
123.8 mm x 85.7 mm

**1/6**

2.125" x 4.125"  
54.0 mm x 104.8 mm

Ask about Metal Market Ads
Testimonials

Consulting/Inventor
“I am a retired pipe-organ builder—‘factory manager’—and have had all professional publications such as TPJ that were addressed to me, there, sent to my home. I retain all, and pass them out at the monthly Home Metal Shop Club meetings. All magazines get seen, and many are taken by others.”

Estimating
“I appreciate the detailed articles each month. They provide a wealth of information.”

Welding Instructor
“As an educator, this publication helps me stay current with available technology.”

Sales & Marketing Manager/End Product
“I always try to pass any industry magazine along to the crews. Some of them will be the foremen or managers of tomorrow. They are well received by the better workers. They are the ones wanting to do a better job.”

International Project Coordinator/Equipment Vendor
“Articles are always informative and cover the broad spectrum of tube and pipe fabrication and the processes therein. I use the The Tube & Pipe Journal to keep up on latest trends, as well as to see what suppliers are up to.”

Keep up the good work and information!”

Machine Shop/Assembly Superintendent/End Product Manufacturer/OEM