EFFICIENT PLANT IS THE LEADING BRAND REACHING TODAY’S PLANT-MANAGEMENT TEAMS.

Efficient Plant reaches plant- and facility-management teams, from engineers and managers to plant-floor personnel. One of the most-trusted brands in the industry, Efficient Plant provides reliability and maintenance solutions through a wide variety of print and online channels – all designed to help you deliver your marketing message to qualified decision makers.

Efficient Plant offers integrated, customized programs that include print and website advertising, email-newsletter sponsorships, podcast interviews, webcasts, custom projects, and much more.

Our advertisers enjoy a total monthly reach of 169,368 professionals across our magazine, website, newsletter, and social-media channels, as verified by our BPA Worldwide Report.
Efficient Plant draws upon the knowledge of industry experts and other professionals to provide in-depth coverage of technologies and applications that help our audience succeed.

The Right Readers

- Plant & Facility Management
- Reliability & Maintenance Management
- Reliability & Maintenance Engineers
- Operations Management
- Engineering Management
- Information Management
- Executive Management/C-Level
- Safety, Health, & Environmental Leaders
- Business Owners
- Procurement & Stock-Room Management

Sectors Covered

- Aerospace
- Automotive
- Chemicals & Petrochemicals
- Facilities Management
- Food & Beverage
- General Manufacturing
- Life Sciences
- Metals
- Mining
- Oil & Gas
- Pharmaceutical & Nutraceutical
- Power Generation
- Pulp & Paper
- Water/Wastewater
- Utilities

Technologies Covered

- Automation & Controls
- CMMS/EAM Systems
- Compressors
- Condition Monitoring & Analysis Technologies
- Cybersecurity
- Electrical Systems
- Energy Systems/Standby Power
- Fluid- and Air-Handling Systems and Filtration
- IIoT
- Instrumentation & Control Technologies
- Lubricants & Lubrication Technologies
- Mobile Applications
- Motors & Drives
- MRO
- Plant Efficiency
- Power Transmission
- Personnel & Process Safety
- Process Heating & Cooling Equipment
- Pumping Systems
- SCADA
- Steam Systems
- Workforce Training & Development
- Valves

Efficient Plant’s Subscribers are Decision-Makers

Engaged Subscribers:

- 88% of our subscribers either specify, recommend, approve or purchase equipment & services
- 81% of our subscribers read 3 out 4 issues regularly
- 60% of our subscribers prefer the printed version of the magazine
- 40% of our subscribers prefer the electronic version of the magazine
- 71% of our subscribers use personal laptops at work
- 64% of our subscribers use personal smart phones at work
- 43% of our subscribers use company issued smart phones and or laptops at work

Making Major Purchase Decisions:

- 98% of subscribers say brand recognition is a key factor in making purchasing decisions.
- 96% of subscribers are involved in purchasing decisions.
- 91% of subscribers use trade magazines as a source when planning a significant purchase.
- 85% of subscribers use trade-magazine websites as a source when planning a significant purchase.
- 75% of subscribers were involved in making more than five significant purchases in the past 12 months.
- 60% of purchasing decisions come from the Maintenance Department.
- 58% of purchases involve a team decision.
- 40% of purchasing decisions are made by Executive Management.

“Efficient Plant keeps me up to date on new technology and advances in the industry.”

Corporate and Multi-Plant Manager
# 2020 Editorial Calendar

## Efficiency Solutions
- Cloud Computing/Data Management
- Additive Manufacturing
- Training Techniques

## Reliability Strategies
- Parts Management
- Safety
- Lubrication
- Condition Monitoring
- HMI Solutions
- Lubrication
- Motor and Drive PdM
- Vibration Issues
- Lubrication
- Ultrasound Solutions
- Pumping Systems
- Lubrication

## Technology Trends
- Special Coverage: Workforce Development and Training
- Artificial Intelligence in Manufacturing
- Special Coverage: Preventive/Predictive Maintenance
- Drone Systems and Plant Safety
- Special Coverage: MRO Systems and Solutions

## Reliability & Maintenance Center
- Enterprise Software Tips
- MRO Solutions
- Pump Systems
- Compressed Air
- Motors
- Enterprise Software Tips
- Electrical/Power
- Instrumentation Strategies
- Fluid Monitoring
- Workforce Issues
- Enterprise Software Tips
- Automation Data Management
- Ultrasound
- Power Transmission
- Compressed Air
- Enterprise Software Tips
- Cybersecurity
- Motors
- Fluid Control
- Electrical/Power
- Enterprise Software Tips
- Infrared/Thermal
- Information Technology
- Lubrication
- Robotics Mgmt

## Products
- Hydraulics/Pneumatics
- Software
- Compressed Air
- MRO
- Motors and Drives
- HMI
- Remote Monitoring
- Mobile Technology
- Handheld Instruments
- Condition Monitoring
- Software
- Software
- Ultrasound
- Belts/Chains
- Motors and Drives
- Bearings
- Energy Management
- Training
- HMI
- Instrumentation
- Valves
- Switchgear
- Software
- Safety Products
- Sensors
- Fire Protection/Suppression
- PdM
- Motors and Drives

## Industry Events
- ARC Forum, Feb. 3 to 6, Orlando
- AHR Expo, Feb. 3 to 5, Orlando
- UT Marcon, March 9 to 12, Knoxville, TN
- SAP-Centric, March 16 to 18, San Antonio, TX
- Reliable Plant Show, April 7 to 9, Louisville
- UE Conference, May 14 to 17, Clearwater Beach, FL

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GARY L. PARR, EDITORIAL DIRECTOR 847 702-8877 | gparr@efficientplantmag.com
**Efficient Plant** delivers information designed to help reliability/maintenance, manufacturing, and production managers and engineers achieve optimum production, reliability, maintainability, safety, profitability, and overall efficiency through monthly print and daily online coverage of technologies, applications, training, how-to tips, and new products.

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<th>June</th>
<th>July/August</th>
<th>September</th>
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<td>Materials Due: 9/15</td>
<td>Materials Due: 11/6</td>
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- Robotics Technology
- IIoT Hardware and Connectivity
- Ultrasound Technology
- Identifying and Eliminating Threats
- Cybersecurity Training
- AI/Automation Technology
- Vibration and Reliability
- Data Analytics Software/ERP/MES
- Designing for Maintainability
- IIoT Technology

- Plant Power Systems
- ERP Solutions
- Lubrication
- Managing Software Updates
- IT/OT Cooperation
- Lubrication
- IT/OT Collaboration
- Plant Safety
- Lubrication
- Achieving the Efficient Plant
- Compressed Air Systems
- Maximizing Motor Performance
- Lubrication
- Leveraging Ultrasound
- Training Today’s Workers
- Lubrication

Special Coverage:
- Plant Safety
- Cybersecurity
- Wearable Technology
- Simulation/Digital-Twin Technology
- Additive Manufacturing

- Enterprise Software Tips
- Instrumentation Strategies
- Temperature Monitoring/Control
- Vibration Solutions
- Cybersecurity
- Enterprise Software Tips
- Ultrasound
- Workforce Issues
- HMI Interfaces
- Pump Reliability
- Enterprise Software Tips
- Hydraulics/Pneumatics
- HVAC Systems
- Compressed Air Safety
- Enterprise Software Tips
- SCADA
- Information Technology
- MRO Solutions
- Vibration and Pumps
- Enterprise Software Tips
- Lubrication
- Cybersecurity
- Compressed Air Fluid Handling

- Condition Monitoring
- Instrumentation
- Electrical
- Sensors
- Motors and Drives
- PdM
- Energy Management
- Software
- Pumps
- Ultrasound
- HMI/SCADA
- PdM
- Bearings/Seals
- Electrical
- HVAC
- MRO
- PdM
- Compressed Air
- Safety
- Hydraulics/Pneumatics
- Standby Power
- Motors and Drives
- PdM
- Mobile Technology
- HMI/SCADA
- MRO
- Motors and Drives
- Software
- Energy Management
- Sensors
- Wireless Technology
- Compressed Air
- Ultrasound
- Valves
- Switchgear
- Electrical Safety
- Training

- Honeywell Users Group, June 21 to 25, Orlando, FL
- CBM USA 2020, Sept. 14 to 17, Indianapolis
- Emerson Exchange, Oct. 5 to 9, Phoenix
- SMRP, Oct. 19 to 22, Columbus, OH
- Schneider Electric Innovation Days
- AVEVA World Conference
## 2020 Web Calendar

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<tr>
<th>Month</th>
<th>Editorial Focus</th>
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<th>Video of the Month*</th>
<th>Editors’ Choice Webinars*</th>
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<td>Cloud Computing/Data Management</td>
<td>Data Analysis without Added Headcount</td>
<td>New Products In Action</td>
<td>Develop New Workers, Train Current Workers</td>
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<td>February</td>
<td>Artificial Intelligence in Manufacturing</td>
<td>AI's Role in Reliability</td>
<td>Demonstrating Leading Products</td>
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<td>March</td>
<td>Preventive/Predictive Maintenance</td>
<td>Are You as Predictive as You Think?</td>
<td>New Products In Action</td>
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<td>April</td>
<td>Drone Systems And Plant Safety</td>
<td>Regulation Compliance</td>
<td>Demonstrating Leading Products</td>
<td>Move Out of the 4th Quartile</td>
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<tr>
<td>May</td>
<td>MRO Systems and Solutions</td>
<td>IIoT and Parts Management</td>
<td>New Products In Action</td>
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<tr>
<td>June</td>
<td>Robotic Technology</td>
<td>Assuring Robot Reliability</td>
<td>Demonstrating Leading Products</td>
<td>Time for a Safety Check?</td>
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<td>July/August</td>
<td>Cybersecurity</td>
<td>Winning the Network-Security Battle</td>
<td>New Products In Action</td>
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<td>September</td>
<td>Wearable Technology</td>
<td>Instant Data Access, Enhance Efficiency</td>
<td>Demonstrating Leading Products</td>
<td>Establish a Culture of Reliability</td>
</tr>
<tr>
<td>October</td>
<td>Simulation/Digital-Twin Technology</td>
<td>Maintaining Initial Efficiencies</td>
<td>New Products In Action</td>
<td></td>
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<tr>
<td>November/December</td>
<td>Additive Manufacturing</td>
<td>Selecting the Right Printing Materials</td>
<td>Demonstrating Leading Products</td>
<td>IIoT Technology is Game-Changing</td>
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</tbody>
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*Paid opportunities