

# EFFICIENT PLANT

ACHIEVING OPERATIONAL PROFITABILITY

**2020**  
EDITORIAL  
CALENDAR



# EFFICIENT PLANT

## 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.

DELIVERING A MONTHLY REACH OF **169,368** SUBSCRIBERS.\*\*



\* BPA December 2018 Statement

\*\* Publisher's Own Data



# Content Excellence

## 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* draws upon the knowledge of industry experts and other professionals to provide in-depth coverage of technologies and applications that help our audience succeed.

## 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 of 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



	<b>January</b> Ad Close: 12/16/19 Materials Due: 12/23/19	<b>February</b> Ad Close: 1/14 Materials Due: 1/21	<b>March</b> Ad Close: 2/7 Materials Due: 2/14	<b>April</b> Ad Close: 3/10 Materials Due: 3/17	<b>May</b> Ad Close: 4/10 Materials Due: 4/17
<b>Efficiency Solutions</b>	<ul style="list-style-type: none"> <li>• Cloud Computing/ Data Management</li> <li>• Additive Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>• Training Techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Scalability/ Preventing Obsolescence</li> </ul>	<ul style="list-style-type: none"> <li>• IIoT Technology</li> <li>• The Connected Enterprise</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile Access and Monitoring Technology</li> </ul>
<b>Reliability Strategies</b>	<ul style="list-style-type: none"> <li>• Parts Management</li> <li>• Safety</li> <li>• Lubrication</li> </ul>	<ul style="list-style-type: none"> <li>• Condition Monitoring</li> <li>• HMI Solutions</li> <li>• Lubrication</li> </ul>	<ul style="list-style-type: none"> <li>• Motor and Drive PdM</li> <li>• Vibration Issues</li> <li>• Lubrication</li> </ul>	<ul style="list-style-type: none"> <li>• Ultrasound Solutions</li> <li>• Pumping Systems</li> <li>• Lubrication</li> </ul>	<ul style="list-style-type: none"> <li>• Developing Skilled Workers</li> <li>• Aging Plants</li> <li>• Lubrication</li> </ul>
<b>Technology Trends</b>	<i>Special Coverage:</i> Workforce Development and Training	Artificial Intelligence in Manufacturing	<i>Special Coverage:</i> Preventive/Predictive Maintenance	Drone Systems and Plant Safety	<i>Special Coverage:</i> MRO Systems and Solutions
 <b>Reliability &amp; Maintenance Center</b>	<ul style="list-style-type: none"> <li>• Enterprise Software Tips</li> <li>• MRO Solutions</li> <li>• Pump Systems</li> <li>• Compressed Air</li> <li>• Motors</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise Software Tips</li> <li>• Electrical/Power</li> <li>• Instrumentation Strategies</li> <li>• Fluid Monitoring</li> <li>• Workforce Issues</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise Software Tips</li> <li>• Automation Data Management</li> <li>• Ultrasound</li> <li>• Power Transmission</li> <li>• Compressed Air</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise Software Tips</li> <li>• Cybersecurity</li> <li>• Motors</li> <li>• Fluid Control</li> <li>• Electrical/Power</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise Software Tips</li> <li>• Infrared/Thermal</li> <li>• Information Technology</li> <li>• Lubrication</li> <li>• Robotics Mgmt</li> </ul>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Hydraulics/Pneumatics</li> <li>• Software</li> <li>• Compressed Air</li> <li>• MRO</li> <li>• Motors and Drives</li> <li>• HMI</li> </ul>	<ul style="list-style-type: none"> <li>• Remote Monitoring</li> <li>• Mobile Technology</li> <li>• Handheld Instruments</li> <li>• Condition Monitoring</li> <li>• Software</li> </ul>	<ul style="list-style-type: none"> <li>• Software</li> <li>• Ultrasound</li> <li>• Belts/Chains</li> <li>• Motors and Drives</li> <li>• Bearings</li> <li>• Energy Management</li> </ul>	<ul style="list-style-type: none"> <li>• Training</li> <li>• HMI</li> <li>• Instrumentation</li> <li>• Valves</li> <li>• Switchgear</li> </ul>	<ul style="list-style-type: none"> <li>• Software</li> <li>• Safety Products</li> <li>• Sensors</li> <li>• Fire Protection/ Suppression</li> <li>• PdM</li> <li>• Motors and Drives</li> </ul>
<b>Industry Events</b>	<ul style="list-style-type: none"> <li>• ARC Forum, Feb. 3 to 6, Orlando</li> <li>• AHR Expo, Feb. 3 to 5, Orlando</li> </ul>	<ul style="list-style-type: none"> <li>• UT Marcon, March 9 to 12, Knoxville, TN</li> <li>• SAP-Centric, March 16 to 18, San Antonio, TX</li> </ul>	<ul style="list-style-type: none"> <li>• Reliable Plant Show, April 7 to 9, Louisville</li> </ul>	<ul style="list-style-type: none"> <li>• UE Conference, May 14 to 17, Clearwater Beach, FL</li> </ul>	



**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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June Ad Close: 5/8 Materials Due: 5/15	July/August Ad Close: 6/30 Materials Due: 7/7	September Ad Close: 8/7 Materials Due: 8/14	October Ad Close: 9/8 Materials Due: 9/15	November/ December Ad Close: 10/30 Materials Due: 11/6
<ul style="list-style-type: none"> <li>• Robotics Technology</li> <li>• IIOT Hardware and Connectivity</li> <li>• Ultrasound Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Identifying and Eliminating Threats</li> <li>• Cybersecurity Training</li> </ul>	<ul style="list-style-type: none"> <li>• AI/Automation Technology</li> <li>• Vibration and Reliability</li> </ul>	<ul style="list-style-type: none"> <li>• Data Analytics Software/ERP/MES</li> </ul>	<ul style="list-style-type: none"> <li>• Designing for Maintainability</li> <li>• IIOT Technology</li> </ul>
<ul style="list-style-type: none"> <li>• Plant Power Systems</li> <li>• ERP Solutions</li> <li>• Lubrication</li> </ul>	<ul style="list-style-type: none"> <li>• Managing Software Updates</li> <li>• IT/OT Cooperation</li> <li>• Lubrication</li> </ul>	<ul style="list-style-type: none"> <li>• IT/OT Collaboration</li> <li>• Plant Safety</li> <li>• Lubrication</li> </ul>	<ul style="list-style-type: none"> <li>• Achieving the Efficient Plant</li> <li>• Compressed Air Systems</li> <li>• Maximizing Motor Performance</li> <li>• Lubrication</li> </ul>	<ul style="list-style-type: none"> <li>• Leveraging Ultrasound</li> <li>• Training Today's Workers</li> <li>• Lubrication</li> </ul>
Special Coverage: Plant Safety	Special Coverage: Cybersecurity	Wearable Technology	Simulation/Digital-Twin Technology	Additive Manufacturing
<ul style="list-style-type: none"> <li>• Enterprise Software Tips</li> <li>• Instrumentation Strategies</li> <li>• Temperature Monitoring/Control</li> <li>• Vibration Solutions</li> <li>• Cybersecurity</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise Software Tips</li> <li>• Ultrasound</li> <li>• Workforce Issues</li> <li>• HMI Interfaces</li> <li>• Pump Reliability</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise Software Tips</li> <li>• Hydraulics/Pneumatics</li> <li>• HVAC Systems</li> <li>• Compressed Air</li> <li>• Safety</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise Software Tips</li> <li>• SCADA</li> <li>• Information Technology</li> <li>• MRO Solutions</li> <li>• Vibration and Pumps</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise Software Tips</li> <li>• Lubrication</li> <li>• Cybersecurity</li> <li>• Compressed Air</li> <li>• Fluid Handling</li> </ul>
<ul style="list-style-type: none"> <li>• Condition Monitoring</li> <li>• Instrumentation</li> <li>• Electrical</li> <li>• Sensors</li> <li>• Motors and Drives</li> <li>• PdM</li> <li>• Energy Management</li> </ul>	<ul style="list-style-type: none"> <li>• Software</li> <li>• Pumps</li> <li>• Ultrasound</li> <li>• HMI/SCADA</li> <li>• PdM</li> <li>• Bearings/Seals</li> <li>• Electrical</li> <li>• HVAC</li> </ul>	<ul style="list-style-type: none"> <li>• MRO</li> <li>• PdM</li> <li>• Compressed Air</li> <li>• Safety</li> <li>• Hydraulics/Pneumatics</li> <li>• Standby Power</li> <li>• Motors and Drives</li> </ul>	<ul style="list-style-type: none"> <li>• PdM</li> <li>• Mobile Technology</li> <li>• HMI/SCADA</li> <li>• MRO</li> <li>• Motors and Drives</li> <li>• Software</li> <li>• Energy Management</li> </ul>	<ul style="list-style-type: none"> <li>• Sensors</li> <li>• Wireless Technology</li> <li>• Compressed Air</li> <li>• Ultrasound</li> <li>• Valves</li> <li>• Switchgear</li> <li>• Electrical Safety</li> <li>• Training</li> </ul>
<ul style="list-style-type: none"> <li>• Honeywell Users Group, June 21 to 25, Orlando, FL</li> </ul>		<ul style="list-style-type: none"> <li>• CBM USA 2020, Sept. 14 to 17, Indianapolis</li> <li>• Emerson Exchange, Oct. 5 to 9, Phoenix</li> </ul>	<ul style="list-style-type: none"> <li>• SMRP, Oct. 19 to 22, Columbus, OH</li> <li>• Schneider Electric Innovation Days</li> </ul>	<ul style="list-style-type: none"> <li>• AVEVA World Conference</li> </ul>

# 2020 Web Calendar



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

\*Paid opportunities