ABOUT US

2012 ADVERTISING GUIDE

Why Advertise With Us?

1. ***Fluid Power Journal*** is the official publication of the IFPS, providing access to a qualified membership of fluid power professionals and certified individuals.
2. ***Fluid Power Journal*** supports your ads with articles written by experts in the industry.
3. ***Fluid Power Journal*** offers both a print and digital edition, providing more opportunities for ad exposure.
4. ***Fluid Power Journal*** publishes an E-Newsletter every month to thousands of subscribers with exclusive content.
5. ***Fluid Power Journal*** targets your primary customers: over 25% of our readers are involved in fluid power engineering.
6. ***Fluid Power Journal's*** special advertising sections will bring focus to your new and bestselling products.
7. ***Fluid Power Journal*** has four comprehensive directory issues every year that highlight your company listing, products, and services.

The ***FLUID POWER JOURNAL*** reaches your best customers and prospects – engineers, technicians, managers, and corporate officers involved in hydraulics, pneumatics, vacuum, and electronic control technologies ten times each year. The leads and exposure generated by running your ad in FPJ offers a cost-effective way to launch new products as well as bolster sales of existing product lines. With over 28,000 primary subscribers, pass-along easily increases total reach to more than 60,000 readers. Of these individuals, over 70% specify, select, or influence the purchase of hydraulic components and systems, over 60% for pneumatic, over 46% for electronic control, and over 35% for vacuum control.

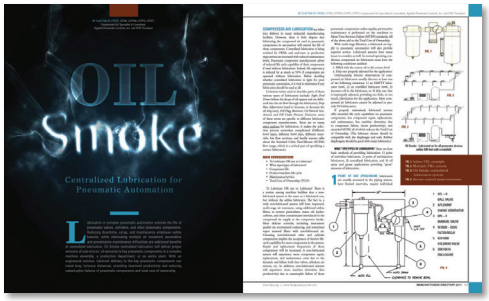
SIX REGULAR ISSUES

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

FOUR DIRECTORY ISSUES

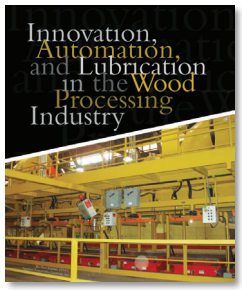
- Systems Integrator Directory
- Off-Highway Suppliers Directory
- Manufacturers Directory
- Tech Directory

The Fluid Power Journal is the official publication of the International Fluid Power Society. It contains professional, technical, and referenced articles along with the latest industry news from industry associations. Cover to cover, FPJ is packed with relevant information that assists with professional career growth and corporate profitability, as well as promotes training, education, and the advancement of fluid power society.



DEPARTMENTS

- Air Teasers
- All About Air
- Association News
- Calendar of Events
- Executive Profile
- Figure It Out
- Industry News
- Math Teasers
- Notable Words
- Product Reviews
- Professional Development



NEWS

- Fluid Power Distributors Association (FPDA)
- Fluid Power Education Foundation (FPEF)
- International Fluid Power Society (IFPS)
- National Fluid Power Association (NFPA)
- American Society of Mechanical Engineers (ASME – 36th Division)
- Compressed Air and Gas Institute (CAGI)
- The Center for Compact and Efficient Fluid Power (CCEFP)
- Newly certified individuals of the industry and certification testing schedule