



VMA & Valve Media Partners

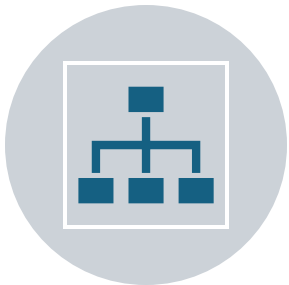
Agenda



VMA and Valve Media
Partners



What is the same; What
is different



Valve Magazine print,
digital, VMA & event
sponsorships & exhibits



Valve eNews




Changes to our Media Partners

- Transition from Gardner Business Media at end of 2025
- Opportunity to review products & services, and VMA needs
- Important that reviewed various alternatives to ensure that the key tenets and value of Valve Media remained and could be improved upon:
 - Technical content
 - Strong advertiser support and customer service
 - Ability to help us grow our audience
 - Experience in manufacturing industry & association publications and events
 - Knowledgeable on publication, events, sponsorship trends in both the profit and nonprofit spheres



Changes to our Media Partners

- **Heather Gaynor**, editor of Valve Magazine, became part of the VMA Staff
- **Big Red M** to provide Valve magazine & website advertising sales and magazine production; and VMA sponsorship, exhibit sales
- **SmartBrief** to provide editorial, production & advertising sales for Valve eNewsletter



Opportunities

- Valve Media Brand
 - Quarterly Magazine: Print & Digital Edition
 - Valvemagazine.com
 - eNewsletter
 - Weekly
 - Expand reach into end user markets and provide more curated coverage
- VMA Products
 - Events – Sponsorships & Exhibits
 - VMA Sponsorships
 - VMA Insider (formerly QuickRead) (Members Only)

The background features a large, stylized letter 'M' composed of overlapping geometric shapes. The top-right and bottom-right portions of the 'M' are a solid orange color, while the top-left and bottom-left portions are a solid blue color. A horizontal blue band with rounded ends cuts across the middle of the 'M', serving as a background for the text.

Big Red M: Advertising, Sponsorships, Exhibits



**Partnership
2026 Advertising
Event Sponsorship & Exhibiting
Sales Process & Contacts**

January 22, 2026



About Us

Since 2010, Big Red M has empowered the nation's leading associations to do what they do best – focusing on their mission – by taking time-consuming growth and development responsibilities off their plates.

Our unparalleled insights, comprehensive solutions, and strategic support attract and retain members, diversify and elevate revenue streams, and enhance brand visibility.

What We Do:

- **Sales-** Advertising, exhibits, sponsorships & membership
- **Consulting-** Strategic planning, pricing strategy, value & ROI analysis
- **Publications-** Full-service design, production and distribution.

Big Red M & VMA Partnership

What's New?

Big Red M will work with you on items listed below:

- Advertising purchase, artwork collection/proofing & invoicing for
 - *Valve Magazine* print & Digital Sponsorship
 - Valvemagazine.com banner ad packages
- Event exhibit and sponsorship opportunities

Big Red M will also takeover the design, printing & mail distribution of *Valve Magazine*

What's NOT New?

- Valve Magazine print, banner ad & digital sponsorship options and rates will remain the same as they were in 2025
- Heather Gaynor from VMA will continue to be the Editor and work with member companies on editorial submissions and provide all content for each issue

Meet The Big Red M Team

Sales/Main Contact



Cathleen Corbin
Account Executive

I've been with Big Red M for 10 months
18 years experience selling advertising & sponsorships

- 10 years working for a national nursing association
- 8 years working with major/national accounts at the Denver Post

I live in the mountain time zone near Boulder, Colorado with my husband and two teenagers
My favorite co-worker is my dog, Riley, who likes to make guest appearances on video calls

Ad Materials/Ad Proofing Contact



Amy Liss
Ads Graphic Designer

Amy joined Big Red M as an ad designer in 2017

- In 2020, Amy left for a cross-country adventure with her husband in a converted school bus—eventually landing in Montana, where they fell in love with the mountains and small-town life.
- After running her own business for five years, Amy returned to Big Red M in 2025.
- Amy enjoys working with advertisers collecting artwork, assisting in creating ads when needed, and leading the proofing process.

Invoicing/Payment Contact



Melissa Engstrom
Director of Finance and Operations

Melissa brings over 27 years of financial management expertise.

- She oversees everything from daily financial operations, payroll, and HR functions to larger strategic initiatives like profit analysis, financial forecasting, and executive-level reporting.
- Melissa resides in Oregon and spends her free time boating with her husband and enjoying life with her grown kids and grandkids.



Why Advertise With Valve?

We Reach the Right People at the Right Time, in the Right Way.

12,400+
▶ **Magazine**
SUBSCRIBERS

16,000+
▶ **Online**
VISITORS

16,000+
▶ **Social**
FOLLOWERS

✓ Valve Magazine

We are the industry leader in covering manufacturing technology and providing authoritative reporting from the front lines of the industry.

✓ Valve Digital

Our website delivers up-to-the minute manufacturing news, trends and updates the manufacturing community needs daily.





Valve Magazine informs and educates the buyers, specifiers, manufacturers, distributors, and suppliers in the ever-changing industrial valve industry through a mix of articles, including technical reviews, practical applications, case studies, problem-solving examples, and issue-oriented features.

2026 Editorial Calendar

Issue	Deadline	Main Feature	Valve Basics
Winter 2026	2/9/26	Automation for Manufacturing	Mounting kits
Spring 2026	4/30/26	Nuclear	Position sensor fundamentals
Summer 2026	7/31/26	Valve/actuator repair	Auxiliary connections
Fall 2026	10/16/26	Chemical/Petrochemical	Controller selection

Interested in contributing content for a future issue?
We'd love to hear your story idea!
Contact Heather Gaynor @ hgaynor@vma.org

Valve Leadership Team



HEATHER GAYNOR
Director, Marketing & Communications, Valve Manufacturers Association
Editor, *Valve Magazine*
hgaynor@vma.org



HEATHER RHODERICK
President, Valve Manufacturers Association
hrhoderick@vma.org

By placing an ad in a respected magazine like VALVE, you'll benefit from the credibility and trust associated with our publication and positively influence your buyers' perception of YOUR brand.

You receive:

- A highly visual and memorable showcase for your products and services for a **targeted audience of 12,400 subscribers.**
- A **longer lifespan for your marketing message** in a medium that is often kept and referenced multiple times.
- An opportunity to **shape consumers' perception and build awareness** of your brand through ads that feature creative storytelling, impactful imagery and consistent branding.



	VMA Member			Non-Member		
	1X	2X	4X	1X	2X	4X
Full Page	\$6,200	\$5,900	\$5,500	\$7,500	\$7,200	\$6,700
Island	\$4,900	\$4,700	\$4,400	\$5,900	\$5,700	\$5,400
1/2 Page	\$4,800	\$4,600	\$4,300	\$5,800	\$5,500	\$5,200
1/3 Page	\$3,900	\$3,800	\$3,700	\$4,700	\$4,500	\$4,400
1/4 Page	\$3,500	\$3,300	\$2,400	\$4,100	\$3,800	\$3,500

Premium Positions	VMA Member	Non-Member
Front Inside Cover	\$6,700	\$7,700
Back Inside Cover	\$6,400	\$7,400
Back Outside Cover	\$7,000	\$8,000

Digital Edition Sponsorship

Maximum exposure for your company makes an impact with your exclusive sponsorship of the online magazine formatted to mirror the printed version.

You receive:

- ✓ Full-page ad on the opening page
- ✓ Leaderboard ad in the email announcing the Digital Edition
- ✓ Advertising on Valvemagazine.com's latest issue landing page

	VMA Member	Non-Member
Digital Edition Sponsorship	\$5,300 per issue	\$6,900 per issue

Valvemagazine.com Display Banner Advertising

The most trusted and visited website for content about industrial manufacturing technologies, products and processes.



Package (per month)	VMA Member	Non-Member
Premium- Includes 1 leaderboard, 1 medium rectangle- Run of Site	\$1,600/month	\$2,000/month
Basic- Includes medium rectangle- Run of Site	\$1,000/month	\$1,500/month



Discover Valve Forum- April 13-15, 2026, The Woodlands, TX
Valve Forum is the gathering for professionals across the entire valve industry value chain including manufacturing ops, sales and business, technical, and fundamentals. With more than 150 flow control experts and exhibitors.

Save the Date!

2026 Valve Repair Seminar: Conference & Exhibits

Pasadena, Texas | June 9 - 10, 2026

Discover the Valve Repair Seminar

The sixth Valve Repair Seminar will be hosted at the San Jacinto College Center for Petrochemical Energy & Technology in Pasadena, Texas. Hosted every two years, don't miss the only industry event designed for those in valve repair.

Save the Date: 2026 Annual Meeting

Quebec City, Canada

September 9-11, 2026

Exclusively for VMA & VRC Members

C-suite executives, senior leaders, and emerging leaders all came together at the industrial valve and flow control industry's premier leadership event. The Annual Meeting provides strategic insights, expert-led sessions, and high-value networking opportunities.

Sales Process- What to Expect

Let's Meet- I'd love to learn more about your company!

Work with Cathleen to determine which options work best with your marketing goals, timeframe & budget.

Once your schedule is set, you will receive an insertion order outlining purchased items, deadlines, and billing terms and conditions.

Insertion order requires a signature to complete the order.

Advertising Creative/Fulfillment

The Big Red M advertising team will contact you to collect ad materials and work with you on any questions about ad specs, deadlines, etc.

Need help creating an ad? Big Red M offers FREE ad design (with revisions up to 3 proofs)

Correspondence will come from Amy Liss-
ads@bigredm.com

Invoices

Big Red M will now be invoicing you for advertising, exhibiting and sponsorship purchases.

You can elect to receive an invoice for your entire purchase OR you can elect to be invoiced within the deadline timeframe they are published.

Invoices are typically emailed the month following the deadline of the purchased item.

Payment terms are 30 days from receipt and can be paid via credit card, check, or bank transfer.

Contact Us

Sales/Main Contact



Cathleen Corbin
*Advertising, Exhibiting &
Sponsorship Sales*
(303) 550-4480
Ccorbin@vma.org
Cathleen@bigredm.com

Ad Materials/Ad Proofing Contact



Amy Liss
Advertising Designer
(503) 445-2240
ads@bigredm.com

Invoicing/Payment Contact



Melissa G. Engstrom
Director of Finance and Operations
(503) 445-2228
Melissa.engstrom@bigredm.com



SmartBrief: Weekly Valve Newsletter

SmartBrief Platforms

ENGAGING SMARTBRIEF AUDIENCES



SmartBrief

SmartBrief Overview

E-NEWSLETTERS WITH TRADE ASSOCIATIONS



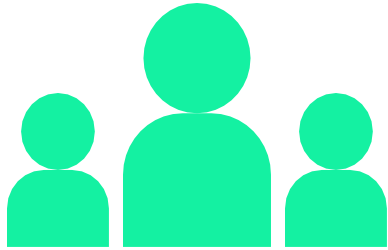
7+ MILLION SUBSCRIBERS

220+ NEWSLETTERS

16+ INDUSTRIES

100% OPT-IN

Valve News: Powered by SmartBrief



Launching to 8,000 Subscribers

Weekly eNewsletter launch date:
Thursday, January 29th, 2026

The Valve News: Powered by SmartBrief, in partnership with the Valve Manufacturers Association, offers targeted **valve and actuator** news and information specifically designed for professionals in critical industry sectors such as oil & gas, power generation, chemical processing, water, nuclear and manufacturing.

Reach our subscribers at the most opportune moment, while they are engaging with the valuable and contextually relevant content provided via Valve News: Powered by SmartBrief.

[Access the 2026 Media Kit Here.](#)



Audience Engagement

IN-BRIEF ADVERTISING

DISPLAY ADVERTISING: BILLBOARD BANNER




Decades of experience delivering large-scale nuclear projects

SGT, a joint venture of Aecon and Framatome, has the people, processes and resources to plan and implement projects with predictable success. As the leading team for executing steam generator replacements in North America, SGT brings decades of experience delivering reliable results.

[Learn More](#)




NATIVE ADVERTISING: VIDEO-TEXT AD



The peace of mind you deserve.

Reliable instrumentation and control (I&C) support — it helps you relax. It's also standard with Framatome's long-term service agreements (LTSAs), backed by the world's largest team of I&C experts. Our LTSAs deliver peace of mind. [Count on it.](#)

ADVERTISEMENT 

NATIVE ADVERTISING: RECTANGLE-TEXT AD



We're Running On Hydrogen

Ariel's KBH is a vertically oriented, non-lubricated, reciprocating compressor designed for hydrogen mobility, trailer filling, and other hydrogen storage and transport needs. Ariel KBH compressors can compress hydrogen gas to pressures up to 7,250 psig (500 barg.) [Learn More](#)

ADVERTISEMENT 

NATIVE ADVERTISING: FEATURED CONTENT

FEATURED CONTENT
Sponsored Content from Roland Berger



Sustainability as Strategy Podcast
Benjamin Lowe
Partner

Can utilities accommodate the explosive demand for data centers?

In this podcast, Ben Lowe, a partner at Roland Berger Americas, outlines how the rapid growth of data centers is placing a strain on power grids, utility planning, and energy equipment supply chains. Lowe says the main challenge is the speed at which the grid and utilities can adapt.

[Listen Now.](#)

NATIVE ADVERTISING: ABOVE THE FOLD TAKEOVER



ACC Smart Brief
American Chemistry Council
News for American Chemistry [SIGN UP](#) - [SHARE](#)



Limble
The Annual Maintenance Plan Handbook
[DOWNLOAD NOW >>>](#)

Top Story

US government reopens after longest shutdown ever

Federal employees furloughed during the 43-day US government shutdown are expected to return to work today after President Donald Trump signed a short-term funding bill passed by both chambers of Congress that restores agency operations through Jan. 30, reverses planned layoffs and guarantees back pay for 1.25 million federal workers. The deal leaves both parties at odds over expiring Affordable Care Act subsidies, setting up another confrontation in the weeks ahead. The shutdown's economic impact is estimated at a permanent loss of \$11 billion.

Full Story: [The Associated Press](#) (11/17/20) [The Washington Post](#) (11/17/20) [SHARE](#)



Limble
The Annual Maintenance Plan Handbook
[DOWNLOAD NOW >>>](#)

Build a Safer Maintenance Plan

Unplanned downtime in chemical plants can mean safety risks and lost production. The Annual Maintenance Planning Handbook gives you a proven framework to plan preventive work, reduce costs, and keep your facility compliant and reliable.

[Download now](#)

ADVERTISEMENT 

SmartSocial Extension

EXTEND YOUR CAMPAIGN AND REACH SUBSCRIBERS ON SOCIAL



GAIN EXCLUSIVE ACCESS

to SmartBrief's closed list of qualified professionals. Our data and technology are used to match readers' email addresses with their social media account.



REACH YOUR TARGET CUSTOMERS

throughout the day with your content as they browse their preferred social media platform(s).



ACHIEVE TREMENDOUS ENGAGEMENT

by using a combination of sponsored and promoted social posts across Facebook, Instagram and Twitter to influence the highest-quality viewer.



AUTOMATICALLY OPTIMIZE YOUR MESSAGE

to the highest-performing creative and social media placements, providing you with the best possible engagement.



Audience Engagement

EXCLUSIVE SENDS



OWNERSHIP

100% share of voice within the email send



TURNKEY

Quick and efficient execution



VERSATILE

Choose from 200+ unique audiences or create a custom segment



PERFORMANCE

Generate mass engagement with a single send

DEDICATED SENDS

WEF SmartBrief | Water Environment Federation

Breaking Down PFAS

Register Now for the Upcoming PFAS Webinar

PFAS in Wastewater and Biosolids: How Water Utilities Can Start Breaking the Cycle
April 2 at 1:00 p.m. ET

Register NOW to learn about what's NEXT

Heather Lanza, Eric Spargano, Samir Mathur, Ralph Eberts

As part of normal operations, water resource recovery facilities receive vast amounts of wastewater daily and can receive PFAS from multiple waste streams. Absent clear pathways forward, many states are moving ahead with their own PFAS regulations, which can vary considerably. For water resource recovery facilities looking for direction on how they can prepare and best protect their communities from potentially hazardous PFAS, CDM Smith presents "PFAS in Wastewater and Biosolids: How Water Utilities Can Start Breaking the Cycle."

Join the upcoming webinar on April 2 at 1:00 p.m. ET to learn:

- ✓ How PFAS moves through wastewater systems
- ✓ How to interpret data and make informed decisions
- ✓ Practical steps for tackling PFAS challenges in biosolids
- ✓ Insights on the biosolids risk assessment and regulatory process

REGISTER TODAY

SPECIAL REPORTS

NEMA | SmartBrief

Today's top news for the electromobility

ENERGY SOLUTIONS FOR A SUSTAINABLE FUTURE.

Constellation

Greetings,

The global economy is changing rapidly, and the electromobility is at the center of that change. Manufacturers and businesses are aiming to reduce energy use and operate more sustainably amidst rising energy costs. As the year winds down, now is the time to reevaluate processes and review results, with manufacturers examining how innovations and methods can help them reach financial and sustainability goals. Some are turning to cutting-edge technologies, such as AI, while others are exploring novel solutions, such as energy storage and green hydrogen.

All of this comes at a time when US electricity use is rising for the first time in decades, driven in large part by AI data centers and the electrification of vehicles, heating and cooling and more, presenting significant challenges to the power grid and increasing demand for grid components and energy efficiency solutions.

From reducing costs to leveraging AI, it's crucial to continually improve in a competitive industry.

In this NEMA SmartBrief special report, we'll examine these trends and others.

Gain insights for your business. Listen to Constellation energy experts on the "Plugged In: Exploring Energy" podcast.

Constellation

A podcast miniseries with Constellation

Join Constellation -- the nation's leading producer of clean, reliable energy -- as we explore the latest energy trends and innovations, the small modular reactors (SMRs) for AI and data centers, 24/7 carbon-free energy matching, and more. Listen Now.

SPOTLIGHT

SPOTLIGHT

API SmartBrief | API American Petroleum Institute

Sponsored Content

SPOTLIGHT ON THE NEW ADMINISTRATION: UPCOMING REGULATORY SIGNALS FOR ENERGY

'Day One' Executive Orders quickly targeted Energy--from declaring a national emergency to lifting restrictions on LNG export permits. KPMG continues to monitor legislative and tax policy developments as part of our ongoing coverage of the new administration's impact on the energy sector and related industries.

FEATURED SECTION

Sponsored Content by KPMG

The Tax Bill Unveiled – The Impact to Energy Tax Credits

On July 4, 2025, President Trump signed the One Big Beautiful Bill, avoiding the 2025 tax cliff. It includes extensions, new provisions, and revenue measures. KPMG Washington National Tax professionals explore proposed energy tax credit changes and what businesses should consider. Watch the webcast.

Fueling Opportunities in the Face of Tariffs

From exploration and production to sustainability, companies in the energy, natural resources, and chemicals sector are faced with navigating complex tariffs, and developing a comprehensive strategy for managing global trade is crucial. This involves addressing tariff impacts in key areas like feedstock and equipment sources, infrastructure investments, and indirect tariff exposure. Read the full article.

ADDITIONAL RESOURCES

Sponsored Content from KPMG

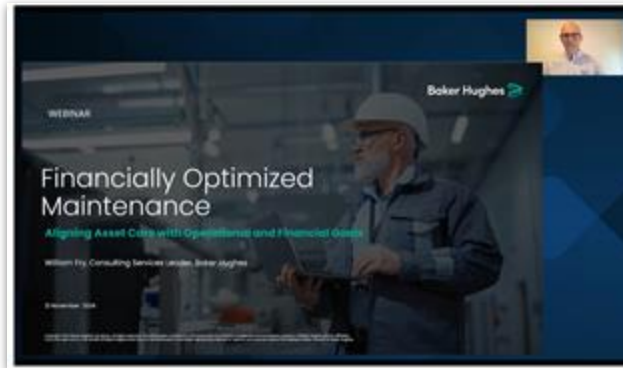
KPMG Tariff Modeler

The KPMG approach to tariff modeling leverages the latest technologies while considering the data needed to navigate global trade disruption. Utilizing client-specific historical data, current tariff information, and aligning with your organizational objectives, the KPMG Tariff Modeler develops meaningful data for true scenario planning. Learn more.

Audience Engagement

CONTENT MARKETING

WEBINARS



BLOG POSTS



INFOGRAPHICS



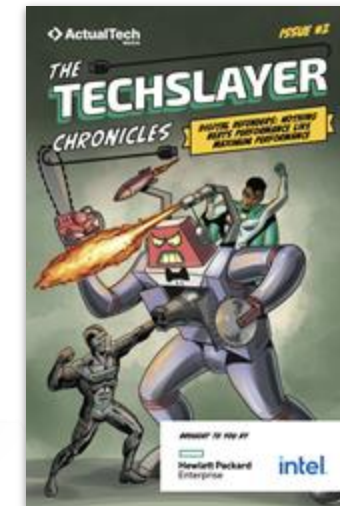
WHITEPAPERS



PODCASTS



COMIC BOOKS



E-Newsletter Reporting

ACTIONABLE INSIGHT

SmartBrief campaign reporting includes:

- Emails Sent
- Total Ad Impressions
- Ad Impression Rate
- Clicks
- CTR
- Clicks by [Company Name](#)
- Clicks by [Professional Title](#)
- Clicks by [Position Level](#)

Issue Date	Publication	Sent	Ad Impressions	Ad Impression Rate	Clicks	CTR	Position	Ad Format
02-14-2023	ICMA	20,840	8,463	40.61%	17	0.20%	Billboard	Billboard
			8,311	39.88%	44	0.53%	News 1	Half-Page
02-28-2023	ICMA	20,765	8,442	40.65%	20	0.24%	Billboard	Billboard
			8,357	40.25%	71	0.85%	News 1	Half-Page
03-08-2023	ICMA	21,275	9,054	42.56%	0	0.00%	Featured Content	Big Summary-FC
					11	0.12%	Featured Content	Big Summary-FC
Totals :		62,880	25,722	40.91%	163	0.63%		
2023 March Webinar Campaign								
Issue Date	Publication	Sent	Ad Impressions	Ad Impression Rate	Clicks	CTR	Position	Ad Format
03-16-2023	ICMA	21,197	8,277	39.05%	13	0.16%	News 2	Rectangle-Text
03-17-2023	ICMA	23,101	9,558	41.37%	6	0.06%	Billboard	Billboard
			9,376	40.59%	32	0.34%	News 1	Half-Page
03-20-2023	ICMA	23,081	9,533	41.30%	14	0.15%	News 2	Rectangle-Text
03-21-2023	ICMA	23,075	9,454	40.97%	4	0.04%	Billboard	Billboard
			9,347	40.51%	17	0.18%	News 1	Half-Page
03-22-2023	ICMA	23,063	9,480	41.10%	12	0.13%	News 2	Rectangle-Text
03-23-2023	ICMA	23,040	9,098	39.49%	3	0.03%	News 2	Rectangle-Text
03-24-2023	ICMA	23,034	9,075	39.40%	3	0.03%	News 2	Rectangle-Text
03-27-2023	ICMA	23,021	9,447	41.04%	1	0.01%	News 2	Rectangle-Text

Clicks	Company
9	town of erie
6	city of cape coral
6	city of nashua
6	city of parkland

Total Clicks	Title
21	city manager
17	assistant city manager
15	town manager
9	finance director
7	deputy city manager
7	project coordinator
7	township manager
6	communications director
6	consultant
6	it client services supervisor
5	division manager
5	grant administrator
5	real property manager
5	senior manager, conferences & sponsorships
4	chief of staff
4	county administrator
4	deputy chief administrative officer
4	director, contractor licensing
4	division director, management training
4	housing and community development director
4	parks and recreation manager

SmartSocial Reporting

ACTIONABLE INSIGHT

SmartSocial campaign reporting includes:

- Impressions
- Total Clicks
- CTR
- Reach
- Frequency
- Video Views & ACR
- Post Reactions
- Post Likes
- Post Shares
- Post Comments



Reporting Start	Reporting End	Campaign Name	Booked Impressions	Actual Impressions	Reach	Average Frequency	Clicks	Average CTR	Total Engagement
8/1/2024	8/31/2024	Advertiser_Creative		24,776	6,729	3.68	255	1.03%	255
8/1/2024	8/31/2024	Advertiser_Creative		42,918	10,879	3.95	329	0.77%	329
8/1/2024	8/31/2024	Advertiser_Creative		53,360	13,058	4.09	420	0.79%	420
8/1/2024	8/31/2024	Advertiser_Creative		33,621	7,138	4.71	271	0.81%	271
TOTAL			153,850	154,675	18,774	8.24	1,275	0.82%	1,275

Rate Card Pricing & Specs

Nonmember Display & Native Advertising

- | | |
|--|--------------------------------------|
| ■ Above-the-Fold Takeover (Billboard + News 1) | \$975/issue |
| ■ Billboard | \$750/issue |
| ■ News 1 Rectangle-Text | \$750/issue |
| ■ News 2 Rectangle-Text | \$525/issue |
| ■ News 3 Rectangle-Text | \$300/issue |
| ■ Featured Content | \$750/issue |
| ■ SmartSocial | Meta: \$40 CPM
LinkedIn: \$65 CPM |
- 5x minimum on Display & Native Advertising
 - Upgrade any Above-the-Fold Takeover or News 1-3 ad placement to a Video-Text ad for a premium

Exclusive Opportunities

- | | |
|---|---------|
| ■ Special Report Single Issue | \$3,825 |
| ■ Dedicated Send | \$7,350 |
| ■ Spotlight | \$7,350 |
| ■ Year in Review | \$7,350 |

■ [View SmartBrief Ad Specs Here](#)

- Reach out for customized content marketing packages, including distribution and guaranteed leads.

**Member companies receive
a 10% discount from
nonmember rates!**

SmartBrief Contact Info



Elizabeth Kaufman

Senior Account Director, Energy & Industrial
San Francisco, CA
240-529-3722

Elizabeth.Kaufman@futurenet.com



Stephanie Ortiz

Client Success Manager
Seattle, WA

Stephanie.Ortiz@futurenet.com



Marisa Hobbs

Digital Ad Operations Manager
Hummelstown, PA

Marisa.hobbs@futurenet.com





Next Steps

- Calls with Big Red M and Smart Brief to secure your packages for 2026

The background features several overlapping, semi-transparent geometric shapes. On the left, there are three parallel diagonal stripes in shades of blue, extending from the bottom-left towards the top-right. On the right, there are two overlapping shapes: a larger orange one and a smaller blue one, both with rounded corners and extending from the top-right towards the bottom-left. A solid dark blue horizontal band spans the width of the image, containing the text.

Questions and Thank You!



www.vma.org