

MARKETING PLANNER

Where Experts Turn for the Latest Processing Solutions

2025



Processing

P.I.
PROCESS INSTRUMENTATION

Water
Technology

FOCUSED CONTENT

Modern marketers who engage the Processing Group audiences rely on a multi-step approach for keeping their funnels full and driving conversion. Our portfolio of solutions can help you do just that – from generating awareness and driving traffic to your site to educating users through virtual bootcamps or creating distraction-free environments that allow users to binge on content and move them further along in their journey. We have the target audiences you need to reach, the industry and marketing expertise to engage them, and the solutions that will help you meet your goals.



Processing

Valves & Actuators
Mixing and Blending
Pumps, Motors & Drives
Powder & Bulk Processing



[VISIT PROCESSINGMAGAZINE.COM](https://www.processingmagazine.com)



Flow Instrumentation
Valves & Actuators
Pressure & Temperature
Level Instrumentation



[VISIT PIPROCESSINSTRUMENTATION.COM](https://www.piprocessinstrumentation.com)



Process Water
Wastewater
Water Reuse
Produced Water



[VISIT WATERTECHONLINE.COM](https://www.watertechnology.com)

AT A GLANCE



NEWSLETTERS

4 Processing-Focused Newsletters

[+VIEW PROCESSING NEWSLETTERS](#)

[+VIEW PI NEWSLETTER](#)

[+VIEW WATER TECHNOLOGY NEWSLETTER](#)



eHANDBOOKS

Long form content that dives deep into technical applications and demonstrates how technology addresses engineers most pressing challenges.

[+VIEW OPPORTUNITIES](#)



PODCASTS

Ear on Processing

Episodes Released Weekly

[+LISTEN TO AN EPISODE](#)



WEBINARS

Editorial driven webinars that build brand awareness and generate high quality leads for your organization.

[+VIEW OPPORTUNITIES](#)

GENERATE DEMAND & HIGH-QUALITY LEADS IN THE PROCESSING SECTOR

Leverage **Processing, Process Instrumentation and Water Technology's** engaged audience, comprehensive coverage and multi-channel opportunities to generate demand and high-quality leads in the processing sector. We connect marketers with the engineers, managers, operators and contractors who ensure a sustainable, uninterrupted flow of society's essential needs.



[VIEW FULL AUDIENCE PROFILE](#)

Processing



PROCESSING MAGAZINE

65,000 Subscribers

12x Annual Print and Digital Issues

[+VISIT DIGITAL LIBRARY](#)



processingmagazine.com

44,157 Average Monthly Page Views

Premium Processing Content

[+VISIT WEBSITE](#)



PROCESSING SOCIAL

23,129 Followers

Join the Conversation on:
[Facebook](#), [LinkedIn](#) and [X](#)



piprocessinstrumentation.com

26,493 Average Monthly Page Views

Premium Process Instrumentation Content

[+VISIT WEBSITE](#)



PROCESS INSTRUMENTATION SOCIAL

23,076 Followers

Join the Conversation on:
[Facebook](#), [LinkedIn](#) and [X](#)



watertechonline.com

29,642 Average Monthly Page Views

Premium Water Technology Insider Content

[+VISIT WEBSITE](#)



WATER TECHNOLOGY SOCIAL

36,538 Followers

Join the Conversation on:
[Facebook](#), [LinkedIn](#) and [X](#)

MARKETING SOLUTIONS



INTELLIGENCE & RESEARCH

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- **MARKET INSIGHT**
- **PRODUCT LAUNCH**
- **BRAND HEALTH**
- **VOICE OF CUSTOMER**



CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- **WHITE PAPERS**
- **TOP TIPS**
- **REPORTS**
- **ARTICLES**
- **FAQ's**
- **INFOGRAPHICS**



AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- **PODCASTS**
- **EXPLAINER VIDEO**
- **QUICKCHATS**
- **STORYDESIGNS**
- **EVENT VIDEO**



LEAD GENERATION

Highly-Qualified Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- **PERSONA TARGETING**
- **WEBINARS**
- **CONTENT SYNDICATION**
- **EBOOKS**



AI-POWERED MARKETING

Real-time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

- **LEARN MORE AT [PERSONIF.AI](https://personif.ai)**



EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precision marketing solutions for building awareness and keeping brands top of mind with decision-makers and buying teams in key sectors.

- **DIGITAL AD NETWORK**
- **SOCIAL MARKETING**
- **EMAIL MARKETING**



Leveraging our subject matter **expertise, extensive data, and engaged audiences**, we create strategic digital marketing solutions that impact our customer's marketing goals.



Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.



CONTENT CALENDAR

Processing

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	ONLINE COVERAGE	PROCESSING MAGAZINE	PROCESSING MAGAZINE	ONLINE COVERAGE	PROCESSING MAGAZINE	PROCESSING MAGAZINE
AD CLOSE		1/10/25	2/10/25		4/14/25	5/9/25
MATERIALS DUE		1/21/25	2/18/25		4/22/25	5/19/25
EDITORIAL FOCUS	Food & Beverage Processing	Powder & Bulk Processing	Chemical Processing	Oil & Gas Processing	Powder & Bulk Processing	Food & Beverage Processing
FEATURES & CASE STUDIES	Powder & Bulk Processing; Remote Monitoring; Piping, Tube & Hose	Process Heating & Cooling; Cybersecurity; Bearings & Seals	Pump Systems; Software; Filtration & Separation	Powder & Bulk Processing; Plant Maintenance; PLC/SCADA	VFDs; Control Panels & Enclosures; Valves & Actuators	Mixing & Blending (wet); Asset Management; Conveyors
POWDER & BULK SOLIDS PROCESSING SECTION FOCUS	Screening & Classifying	Mixing & Blending	Feeders	Drying	Pneumatic Conveying	Size Reduction
 P. I. PROCESS INSTRUMENTATION SPECIALTY CONTENT	Level Measurement	Flowmeters		Pressure Measurement	Measurement	
 WATER TECHNOLOGY FEATURED CONTENT	Oil & Gas Processing		Process Water	Industrial Water Treatment		Wastewater
PRODUCT SPOTLIGHTS	Pumps & Compressors; Weighers & Feeders	Couplings & Fittings; Tanks & Vessels	Bagging & Packaging; Bearings & Seals	Valves & Actuators; Filtration & Separation	Motors & Drives; Dryers & Evaporators	Mixers & Blenders; Piping, Tube & Hose
ROUNDTABLE WEBINARS		Industrial Water/Wastewater RT (WT)			Powder & Bulk Processing RT (Processing) Industrial Water/Wastewater RT (WT)	Mixing & Blending RT (Processing)
PODCASTS	Powder & Bulk Processing	Cover Story Podcast	Cover Story Podcast	Powder & Bulk Processing	Cover Story Podcast	Cover Story Podcast
EHANDBOOKS	Dust Collection (Processing)	Valves & Actuators (Processing)	Mixing & Blending (Processing)	Industrial Water/Wastewater (WT) Powder Bulk Solids (Processing)	Plant Maintenance & Safety (Processing)	Flow Measurement (P.I.) Sustainability & Green Initiatives (Processing)
MAJOR TRADE SHOWS		International Powder & Bulk Solids Conference & Exhibition (4/29--5/1)		OTC (5/5-5/8)		WEFTEC (9/29-10/1)

CONTENT CALENDAR

Processing

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	ONLINE COVERAGE	PROCESSING MAGAZINE	PROCESSING MAGAZINE	PROCESSING MAGAZINE	PROCESSING MAGAZINE	ONLINE COVERAGE
AD CLOSE		7/14/25	8/15/25	9/15/25	10/20/25	
MATERIALS DUE		7/22/25	8/25/25	9/23/25	10/28/24	
EDITORIAL FOCUS	Chemical Processing	Powder & Bulk Processing	Oil & Gas Processing	Powder & Bulk Processing	Breakthrough Products Awards	Pharmaceutical Processing
FEATURES & CASE STUDIES	Powder & Bulk Processing; Process Control & Automation; Sustainability	Bagging & Packaging; Emissions Monitoring; Plant Safety	Condition Monitoring; Data Management/Analytics; Product Inspection	Compressors, Blowers & Fans; Digitalization/IIoT; Regulatory Compliance	Metals & Mining; System Integration; Fluid Handling	Powder & Bulk Processing; Energy Efficiency; Year in Review/2026 Preview
POWDER & BULK SOLIDS PROCESSING SECTION FOCUS	Explosion Protection	Weighing & Batching	Mechanical Conveying	Dust Collection	Storage	Agglomeration
 P. I. PROCESS INSTRUMENTATION SPECIALTY CONTENT	Temperature Measurement	Instrumentation		Monitoring		Innovation Awards
 WATER TECHNOLOGY FEATURED CONTENT	Zero Liquid Discharge		Water Reuse		Produced Water	Filtration
PRODUCT SPOTLIGHTS	Conveyors; Mills, Granulators & Crushers	Blowers & Fans; Screeners & Separators	Process Control; Bins & Hoppers	Motors & Drives; Software	Flowmeters; Product Inspection	Sensors; Heating & Cooling
ROUNDTABLE WEBINARS	Flow RT (PI)	Dust Collection RT (Processing)	Powder & Bulk Processing RT (Processing)	Process Instrumentation RT (PI)	Industrial Water/ Wastewater RT (WT)	
PODCASTS	Powder & Bulk Processing	Cover Story Podcast	Cover Story Podcast	Cover Story Podcast	Cover Story Podcast	Powder & Bulk Processing
EHANDBOOKS	Pumps, Motors & Drives (Processing)	Conveyors (Processing)	Industrial Water / WEFTEC Preview (WT) Pack Expo Preview (Processing)	Process Control & Automation (Processing)	Dust Collection (Processing)	Pressure/Level/Temperature Measurement (P.I.)
MAJOR TRADE SHOWS		PACK EXPO Las Vegas (9/29-10/1)	Process Expo (10/28-10/30)			

ADVERTISING & PROMOTIONS

PROCESSING MAGAZINE ISSUES

FEBRUARY

Ad Close: 1/10/25 | Material Due: 1/24/25

MARCH

Ad Close: 2/10/25 | Material Due: 2/18/25

MAY

Ad Close: 4/14/25 | Material Due: 4/22/25

JUNE

Ad Close: 5/9/25 | Material Due: 5/19/25

AUGUST

Ad Close: 7/14/25 | Material Due: 7/22/25

SEPTEMBER

Ad Close: 8/15/25 | Material Due: 8/25/25

OCTOBER

Ad Close: 9/15/25 | Material Due: 9/23/25

NOVEMBER

Ad Close: 10/20/25 | Material Due: 10/28/25

ELECTRONIC SUBMISSION OF PRINT & DIGITAL MAGAZINE AD MATERIAL

TO EMAIL: For files up to 10MB, please email your ad to Melissa Meng | mmeng@endeavorb2b.com. Please include advertiser name, publication name, and issue date.

DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision-makers with impactful messaging as they browse trusted Processing content.

[+VIEW SPECS](#)

CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision-makers, leveraging the credibility of the Processing reputation.

AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision-makers when they're most receptive.

AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

CONNECTED TV

Reach decision-makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.

NEWSLETTERS

PROCESSING

Serves professionals who are focused on the development, management, maintenance and improvement of industrial processing operations to maximize product quality, output and profitability.

Weekly newsletter with a different focus each issue:

Week 1 Valves & Actuators

Week 2 Powder & Bulk Processing

Week 3 Pumps, Motors & Drives

Week 4 Powder & Bulk Processing

Week 5 Mechanical and Pneumatic Conveying

Subscribers: **35,102**

PROCESSING NEWSLETTER AD SIZES

Leaderboard	\$1,785
Sponsored Content Position 1	\$1,785
Sponsored Content Position 2	\$900
Sponsored Content Position 3	\$750
Sponsored Content Positions 4-5	\$500
Event Showcase WEFTEC	\$1,575

The data provided within is obtained via internal and third party sources, including Google Analytics, Oracle Cloud-EL-oqua, and Omeda. Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports.

P.I. PROCESS INSTRUMENTATION

Delivering in-depth technical articles, case studies, product announcements, event previews and industry news tailored to solutions in process instrumentation for industrial professionals.

Weekly newsletter offers a round-up of content across the process instrumentation industry.

Subscribers: **18,437**

WATER TECHNOLOGY

Delivering in-depth technical articles, case studies, product announcements, event previews and industry news tailored to solutions in industrial water sectors.

Weekly newsletter offers a round-up of content across the industrial water sector.

Subscribers: **19,587**

P.I. AND WATER TECHNOLOGY NEWSLETTER AD SIZES

Leaderboard	\$1,700
Sponsored Content Position 1	\$900
Sponsored Content Position 2	\$750
Sponsored Content Position 3-5	\$500

 **NEWSLETTER SPECS**

Market Focused Insight with **MARKET MOVES** NEWSLETTERS

INDUSTRIAL SUSTAINABILITY

Providing industrial sector insight for implementing sustainable practices that range from decarbonization to circularity. Focusing on equipping professionals with the necessary tools and strategies to precisely measure, effectively manage, and actively reduce their environmental impact.

Target audience: C-suite, management and staff titles focused on operations, engineering, automation, technology, strategy, innovation, sustainability, regulatory compliance, HSE (health, safety and environment).

Sponsorship Opportunities:
Sponsored Content in 2 Positions – \$3,000 each

Twice Monthly on Tuesdays

+ LEARN MORE ABOUT MARKET MOVES NEWSLETTERS FROM ENDEAVOR BUSINESS MEDIA

RATES, SPECS & SUBMISSION

MAGAZINE ADS

Publication Trim Size 10.25" x 12
Processing Publishes 8 Monthly Issues

Monthly Magazine Rates

4-COLOR RATES	1X
Tabloid 2-Page Spread	\$10,200
Tabloid Page	\$7,055
Tabloid 1/2 H/V	\$5,290
Tabloid 1/3 H/V/S	\$3,525
Tabloid 1/4 Page	\$2,380
Tabloid 1/6 Page	\$2,097

Print Ad Material Contact

Melissa Meng
mmeng@endeavorb2b.com
Include advertiser name, publication, and issue date

+ Click to Learn More

DIGITAL ADS

AD TYPE	CPM RATE
Leaderboard Units	\$160
Standard Banner Bundle	\$150
Billboard	\$160
Rectangle	\$125
Expanding Rectangle	\$125
Half Page	\$160
Expanding Half Page	\$160
Welcome Ad	\$3,750/week
In-Banner Video	\$125
In-Article Video	\$175
Native Ad	\$150
Reskin	\$180
In-Article Premium	\$175
In-Article Flex	\$175

Digital Ad Material Contact

webtraffic@endeavorb2b.com
Materials Due: Seven business days prior to publication.

WANT TO KNOW WHAT IS COMING UP?

Go to our online content calendar for topics, due dates, supplements and webinars.

+ CONTENT CALENDAR

SPECS SITE

Find all the print, digital ads and newsletter specs you need at our specification site.

+ PRINT SPECS

+ DIGITAL BANNER AD SPECS

+ NEWSLETTER SPECS

ENDEAVOR ADVANTAGE



90+ media brands and **45+ in-person events** that attract and engage B2B decision-makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines**, and **delivering highquality leads** for their organizations.



MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences & move decision-makers further along their journey.



BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



+ INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision-making.



+ TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision-makers in high-growth markets.



EVENTS

A diverse range of events and tradeshows that engage audiences, establish brand presence, and enable lead generation.



CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.



LEARN MORE

AUSTIN MILLER
Sales Development
Representative
205-535-2542
austinm@endeavorb2b.com