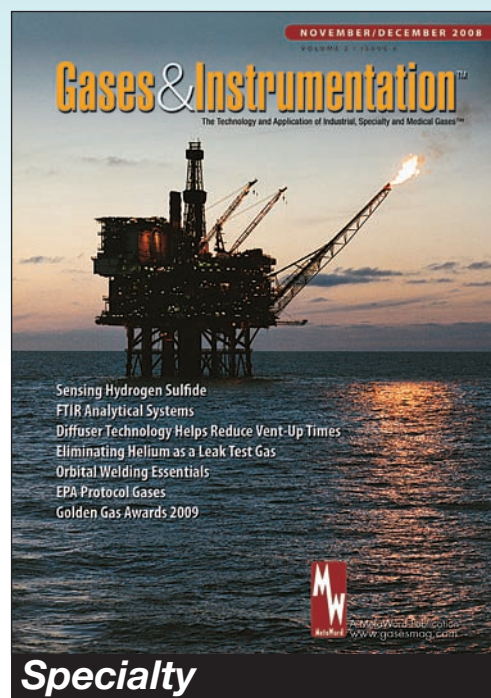
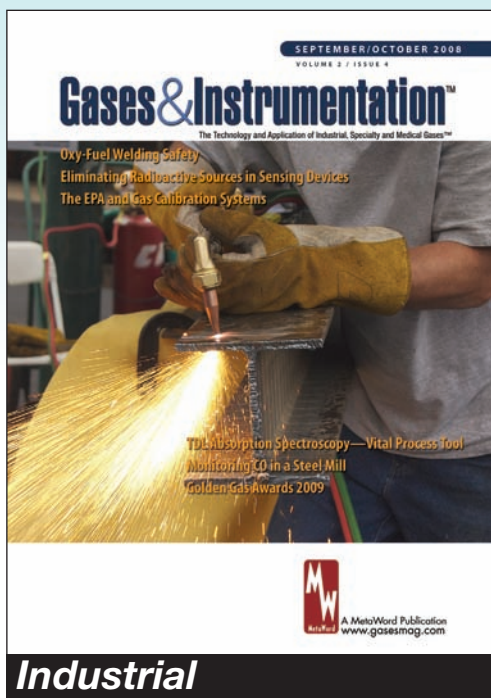
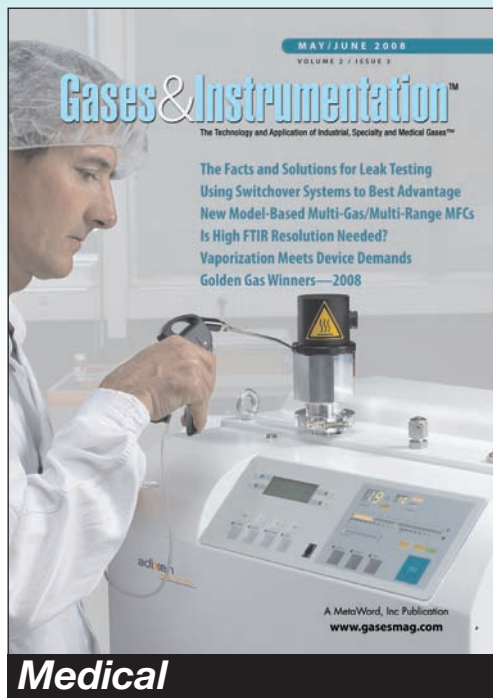


Gases & Instrumentation™

The Technology and Application of Industrial, Specialty and Medical Gases™



2009 Media Guide

www.gasesmag.com



A MetaWord Publication

2009 Gases & Instrumentation Magazine Media Guide

www.gasesmag.com



Gases & Instrumentation^{INTERNATIONAL}™

The Technology and Application of Industrial, Specialty and Medical Gases™

Focusing on Gases and You

Be a part of the publication that reaches recommenders, buyers, and users of gases and gas-related instrumentation in all vertical markets, domestically and internationally. *Gases & Instrumentation*™ (G&I) magazine focuses exclusively on gas technologies, products, and news. This makes it an influential and focused marketing vehicle for advertisers wanting to reach gases users from the research laboratory to the production line. The team at G&I provides the most current and accurate information available on technologies, products, solutions, case studies and industry trends in this dynamic industry.

G&I also offers a rich mix of print and online advertising opportunities for product and service vendors. Each issue of G&I will be filled with leading-edge technical coverage together with industry news, new products, and executive viewpoints that our subscribers need to know in order to conduct their daily business.

Reaching key decision makers is an important aspect of any marketing campaign. To help ensure advertiser success, the G&I circulation department continually pursues to widen the subscriber base, both domestic and international, to present our advertisers with worldwide coverage.

Paul Nesdore

Editorial Charter

Gases & Instrumentation[™] (G&I) Magazine is an international technical trade journal focused entirely on gases technology. G&I is designed for anyone working with gases from the university research laboratory to the production line. G&I publishes technical articles, new product information and gas company news. Topics include:

- Manufacturing
- Generation
- Distribution and Delivery
- Purity / Filtration
- Gas Management
- HAZMAT / safety
- Sensing/Detecting/Monitoring
- Analysis
- Validation/Regulatory Issues
- Abatement
- Cylinders;Packaging;Storage
- Vacuum Technology
- Leak Detection
- Optoelectronics
- Chromatography
- Bulk Gases
- Cryogenics
- Gasification
- Air Separation Technology

In addition to feature articles on focused topics (see Editorial Calendar) issues of Gases & Instrumentation[™] will contain:

- News and lead news stories
- New Products
- Product Focus
- Editorial
- Featured Product (specially selected product that exhibits leading technology)
- Company profiles (carefully selected companies with impressive technology)
- "Executive Views", a special one page guest editorial from gas company executives or industry experts sharing their view of the gas technology landscape as it applies to their company or expertise.
- Selected case studies and Q&A interviews with movers and shakers in the gases industry.

The above technologies are covered across all vertical markets using gases. These include:

Semiconductors; FPD; MEMS; Nanotechnology
Electronics Manufacturing

- Medical and Pharmaceutical Gases
- Food and Beverage
- Environmental Issues
- Homeland Security
- Welding
- Chemical Processing
- Pulp and Paper
- Metals Manufacturing and Fabrication



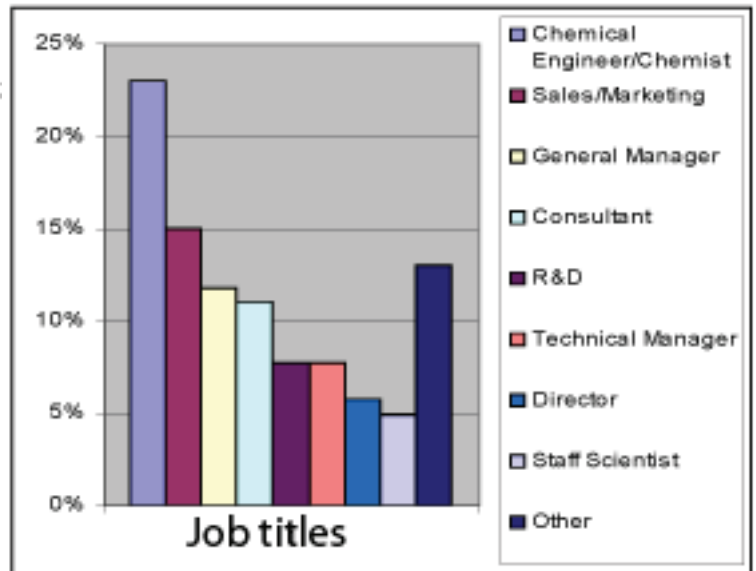
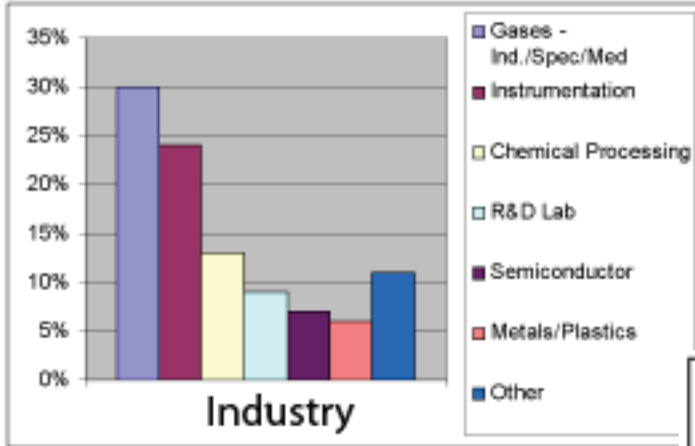
Annual Technology Excellence Awards

Each year, G&I sponsors the Golden Gas Awards[™] for product excellence. Awards are given in several categories for gas-related products that show technological innovation, value and utility. The Golden Gas Awards winners will be announced and presented at the annual PITTCON trade show as well as appearing in the magazine and on the Website. Nominations are welcome from vendors, customers and PR agencies alike as well as international companies. All entries will be reviewed by an independent jury of industry experts and peers. Rules and entry forms are posted on www.gasesmag.com.

The Right Industries, the Right People

Circulation/Demographics

Our initial base circulation constitutes 7,000 carefully selected end-users, suppliers, and researchers from industry, government, and academia.



And We are International!

Gases & Instrumentation realizing the global nature of gases technology actively seek international subscribers as well as additional international new product announcements, news, and technical articles. Our international audience is already well established with subscribers from 30 countries:

BELGIUM	NIGERIA
BRAZIL	NORWAY
CAMEROON	PERU
CANADA	PHILIPPINES
FINLAND	QATAR
FRANCE	SCOTLAND
GERMANY	SAUDI ARABIA
INDIA	SOUTH KOREA
INDONESIA	SPAIN
IRAN	SRI LANKA
ISRAEL	TAIWAN
JAPAN	THAILAND
MALAYSIA	UNITED ARAB EMIRATES
MEXICO	UNITED KINGDOM
NETHERLANDS	USA

Gases & Instrumentation 2009 Editorial Calendar

Issue Month	Editorial Focus	Product Focus	Bonus Distribution*
January/February 2009	Gas Analysis; Gas Chromatography	PITTCON SHOWCASE	PITTCON
March/April 2009	Gas Sensors; Vacuum; Cryogenics	Flow Meters; Valves	SVC (Society of Vacuum Coaters)
May/June 2009	Gas Distribution; Gas Management	Cylinders; Gas Handling Components	SEMICON West;/Sensors Expo
July/August 2009	Gases in Semiconductors; Photovoltaic	SEMICON SHOWCASE	SEMICON West
September/October 2009	Gas Purity; Filtration; Welding	Vacuum Technology	ISA
November/December 2009	Gas Safety; HAZMAT; Regulatory Issues	Gas Sensors; Monitors	EAS (Eastern Analytical Symposium)

**Information on shows and conferences is subject to change without notice.*

2009 Issues	Ad Space Close	Materials Due
January/February	12/09/2008	12/10/2008
March/April	2/06/2009	2/07/2009
May/June	4/09/2009	4/10/2009
July/August	6/09/2009	6/10/2009
September/October	8/11/2009	8/12/2009
November/December	10/12/2009	10/13/2009

2009 Print Advertising Rates & Specs

(All prices quoted in US dollars)

Contact:

Luann Kulbashian

Sales Director

kulbashian@gasesmag.com

603-249-9424

Deadlines and Shipments

Materials must arrive by the materials close date. Send all insertion orders, contracts, proofs and reproduction materials with the month of the issue indicated along with the name, phone number and name of the creator to the shipping address.

4-COLOR	1X	3X	6X	9X	12X
1 page	\$6,150	\$5,900	\$5,700	\$5,400	\$5,100
2/3 page	\$5,400	45,150	\$4,950	\$4,650	\$4,350
1/2 page Island	\$5,000	\$4,750	\$4,550	\$4,250	\$3,950
1/2 page	\$4,700	\$4,450	\$4,250	\$3,950	\$3,650
1/3 page	\$4,450	\$4,200	\$4,000	\$3,700	\$3,400
1/4 page	3,125	\$2,875	\$2,675	\$2,375	\$2,075
B&W	1X	3X	6X	9X	12X
1 page	\$5,250	\$5,000	\$4,800	\$4,500	\$4,200
2/3 page	\$4,500	\$4,250	\$4,050	\$3,750	\$3,450
1/2 page Island	\$4,100	\$3,850	\$3,650	\$3,350	\$3,050
1/2 page	\$3,800	\$3,550	\$3,350	\$3,050	\$2,750
1/3 page	\$3,550	\$3,300	\$3,100	\$2,800	\$2,500
1/4 page	\$2,225	\$1,975	\$1,775	\$1,475	\$1,175
Gases Market Resource	\$400	\$400	\$400	\$400	\$400

SPACE	WIDTH	DEPTH	(MM w x d)
Full page (bleed)	8.25"	11"	20.55 mm x 279.4 mm
Full page (trim)	8"	10.75"	203.2 mm x 273.05 mm
Full page (live area)	7"	10"	177.8 mm x 254 mm
2/3 page	4.5"	9.75"	114.3 mm x 247.65 mm
1/2 page island	4.5"	9.75"	114.3 mm x 187.325 mm
1/2 page vertical	3.375"	9.75"	85.725 mm x 247.65 mm
1/2 page horizontal	7"	4.875"	177.8 mm x 123.825 mm
1/3 page vertical	2.25"	9.75"	57.15 mm x 247.65 mm
1/3 page square	4.5"	4.875"	114.3 mm x 123.825 mm
1/4 page square	3.375"	4.875"	79.375 mm x 123.825 mm
Gases Market Resource	2.375"	3"	(60.33 mm x 76.20mm)