

NACE International Media

**MIP** **MATERIALS**  
**PERFORMANCE**

CORROSION PREVENTION AND CONTROL WORLDWIDE

**2020**  
Media Kit



## The largest circulation magazine for corrosion professionals

### Readers by job function

Inspector	32%
Engineer	30%
QA/QC	29%
Project Manager/ Supervisor	25%
Coating Inspector	22%
Technician/Technologist	22%
Consultant	16%
Contractor	10%
Maintenance	10%
Coatings Applicator	7%
Trainer	7%
Integrity Manager	6%
Sales/Marketing	6%
Tester	6%
Executive/ Senior Management	5%
Chemist	3%
Scientist/ Researcher	3%
Other	2%
Professor/Instructor	2%
Retired	2%
Plant / Facility Manager	1%
Student	1%

### Readers by company function

Water/Wastewater	42%
Coatings	32%
Cathodic/Anodic Protection	22%
Testing Services	17%
Maintenance/Rehabilitation	16%
Aboveground/Underground Storage	12%
Refining/ Gas Processing	12%
Metal Fabrication	8%
Training	8%
Engineering	7%
Laboratory/Research	6%
Measuring, Analyzing & Controlling Instrumentation	6%
Materials Selection & Design	5%
Power/Energy Distribution	5%
Chemical Processing	3%

### Readers by company type

Service Provider/Contractor	43%
Manufacturer/Supplier	26%
Asset Owner/Operator	20%
Other/Function Not Listed	11%
Government/Regulatory Agency	5%
No Company Affiliation	5%
Academia/ R&D	5%

### MaterialsPerformance by the numbers

# 38,000

Total Circulation

# 79,800

Circulation multiplied by  
2.1 Reader Pass-along  
Rate

# 15,000

International Circulation:  
More than a third of  
*Materials Performance's*  
circulation is international,  
distributed to NACE  
members in 140 countries.

Source: Publisher's Report, 2018, 2019; 1.1 pass-along readers + 1.0 for subscriber equals 2.1 readers per issue, according to Harvey Research, April 2019.



## Connect with readers on multiple levels, through various channels.

### Monthly E-Newsletters



Subscribers:  
**32,000**

Distribution: NACE  
members with current  
email address.

### MaterialsPerformance.com Web Site

The magazine's online home



Monthly Traffic:  
**31,522**

Monthly Sessions:  
**15,980**

Monthly Unique Visitors:  
**19,467**

88% of MP readers have a  
role in product decisions

### NACE.org Web Site

The online destination for corrosion control  
and protective coatings professionals; host  
to MaterialsPerformance.com



Monthly Traffic:  
**738,322**

Monthly Users:  
**147,599**



## 2020 Editorial Calendar

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
EDITORIAL CONTENT						
ADD'L. AD OPPORTUNITIES		<b>Special Feature:</b> CORROSION 2020 Program Preview			<b>Corrosion Protection of Aboveground and Underground Storage Tanks Supplement</b>	
SAVINGS/ ADDED VALUE					Supplement advertisers receive a two-page spread—one for an ad, one for an advertorial	
BONUS DISTRIBUTION	SSPC 2020	CORROSION 2020	CORROSION 2020 NACE ChinaCorr 2020 Coating Society of the Houston Area Annual Trade Show CGA 811 Excavation Safety Conference & Expo	2020 Offshore Technology Conference		
CLOSINGS	<b>Space:</b> 12/2/19 <b>Materials:</b> 12/6/19	<b>Space:</b> 1/2/20 <b>Materials:</b> 1/6/20	<b>Space:</b> 2/3/20 <b>Materials:</b> 2/7/20	<b>Space:</b> 3/2/20 <b>Materials:</b> 3/6/20	<b>Space:</b> 4/1/20 <b>Materials:</b> 4/6/20	<b>Space:</b> 5/1/20 <b>Materials:</b> 5/5/20







### MONTHLY

#### Materials Performance Corrosion Engineering Directory (CED)

Keep brand or product marketing going throughout the year with business card-sized ad space in this much-referenced directory. See "Rates" for cost.



## 2020 Editorial Calendar

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
						<b>EDITORIAL CONTENT</b>
<b>MP Buyers Guide</b>	<b>Pipeline Corrosion</b>	<b>Corrosion in the Power Industry</b>	<b>Corrosion of Bridges, Highways, and Piers</b>	<b>Corrosion in Marine Environments</b>	<b>Refinery and Chemical Processing Corrosion</b>	
<b>Special Feature:</b> CORROSION 2020 Conference Recap		Company Showcase Section <b>Corrosion Management for Pipeline Integrity Supplement</b>	<b>Special Feature:</b> CORROSION 2021 Advance Program			<b>ADD'L. AD OPPORTUNITIES</b>
Issue advertisers receive free logo, description, and listing enhancements in the <i>MP Buyers Guide</i>		Supplement advertisers receive a two-page spread—one for an ad, one for an advertorial	Advertisers who are also exhibitors receive free logo and enhancements in the Advance Program			<b>SAVINGS/ ADDED VALUE</b>
CORROSION 2021 NACE Area Conferences NACE Corrosion Technology Week 2020	NACE Nonmetallic Conference 2020 NACE LatinCorr 2020	IMAT (International Materials Applications & Technologies) 2020	1,200 standalone Advance Programs to NACE nonmembers	WorkBoat		<b>BONUS DISTRIBUTION</b>
<b>Space:</b> 6/1/20 <b>Materials:</b> 6/5/20	<b>Space:</b> 7/1/20 <b>Materials:</b> 7/6/20	<b>Space:</b> 8/3/20 <b>Materials:</b> 8/7/20	<b>Space:</b> 9/1/20 <b>Materials:</b> 9/4/20	<b>Space:</b> 10/1/20 <b>Materials:</b> 10/5/20	<b>Space:</b> 11/2/20 <b>Materials:</b> 11/6/20	<b>CLOSINGS</b>



## Other NACE Marketing Solutions

Switch up your marketing mix with these content marketing options.  
Download our eBooks from [adsolutions.nace.org](https://adsolutions.nace.org) to learn more!

### White Papers



**HEMPEL**  
Trust is earned

**New water-repellent coating system reduces maintenance requirements offshore**  
How can a new advanced water-repellent two-coat system extend maintenance intervals and reduce costs for offshore asset owners?

Due to the harsh marine environment and isolated location, offshore steel structures have long been difficult to maintain, leading to high maintenance costs for asset owners. In the oil & gas industry, three coat anti-corrosion coating systems have traditionally been used for maintenance of offshore steel structures. However, these systems regularly show signs of early coating failure, primarily due to water ingress through the coating system, stress-induced microcracking and/or mechanical damage. As a result, maintenance cycles are frequent, most asset owners struggle with a backlog of maintenance work, and maintenance costs – already high due to the difficulties of performing maintenance offshore – can become unsustainable.

Coatings manufacturer Hempel recently launched Hempel Regal 800, the first volumetric water repellent coating on the market. This article analyzes the performance of this coating in a field trial with the world's premier offshore asset owner. This article analyzes the performance of this coating in a field trial with the world's premier offshore asset owner. This article analyzes the performance of this coating in a field trial with the world's premier offshore asset owner.

### Videos



**MP** MATERIALS  
PERFORMANCE

HOME MAGAZINE NEWS TOPICS RESOURCES ADVERTISE SUBMIT MANUSCRIPT

**Collision Repair Group Releases Videos on Automotive Corrosion Protection**  
5/31/2017 5:00 AM

**T**he Society of Collision Repair Specialists (SCRS) (Plymouth, Washington) recently released a three-part series of videos addressing the corrosion protection process in vehicles.

"Whether you work for a collision repair business, or a company that works with collision repair businesses, we encourage you to watch, share with your staff, share with your customer base, and pass along to your colleagues in the industry," SCRS says. Presented by the group's education committee, the three videos include segments on primers, sealers, and cavity wax and undercoating.

SCRS says it produces the videos and provides them for free to the industry because information and understanding of necessary repair processes are integral to performing a proper repair and reducing the challenges that stand in the way.

Source: SCRS, scrs.com.

SCRS Education Committee Presents

**MORE ARTICLES**

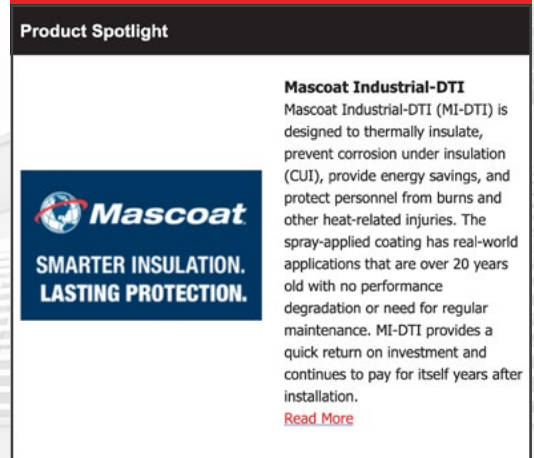
- Coatings & Linings
- Cathodic Protection
- Chemical Treatment
- Materials Selection & Design
- Phlogiston Phenomena
- Failure Analysis
- Case Histories
- Corrosion Basics

**WHITE PAPERS**

- Data Quality Management: Mitigating Data Corruption in the Age of Big Data Analytics

**WEBINARS**

### Product Spotlights



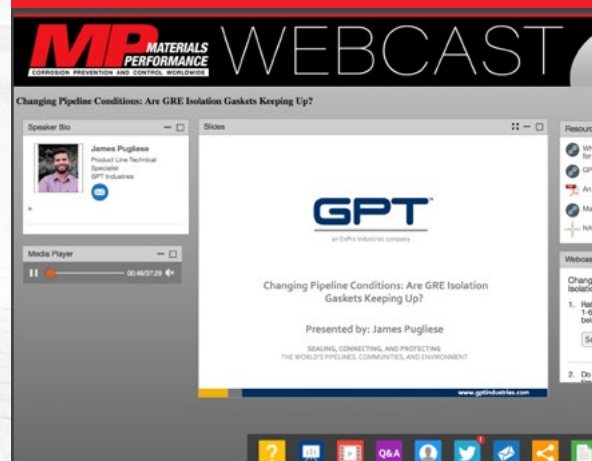
**Product Spotlight**

**Mascoat**  
SMARTER INSULATION.  
LASTING PROTECTION.

**Mascoat Industrial-DTI**  
Mascoat Industrial-DTI (MI-DTI) is designed to thermally insulate, prevent corrosion under insulation (CUI), provide energy savings, and protect personnel from burns and other heat-related injuries. The spray-applied coating has real-world applications that are over 20 years old with no performance degradation or need for regular maintenance. MI-DTI provides a quick return on investment and continues to pay for itself years after installation.

[Read More](#)

### Webcasts



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**WEBCAST**

**Changing Pipeline Conditions: Are GRE Isolation Gaskets Keeping Up?**

Speaker Bio: James Pugliese, Product Line Technical Specialist, GPT Industries

**GPT**  
an Alfa Laval company

Presented by: James Pugliese  
SEALING, CONNECTING, AND PROTECTING THE WORLD'S PIPELINES, COMMUNITIES, AND ENVIRONMENT

Media Player: 00:46:37:28

Changing Pipeline Conditions: Are GRE Isolation Gaskets Keeping Up?

1. Rate of 1-1/2, only being 1-1/2

2. Do you

### Native Advertising



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HOME MAGAZINE NEWS TOPICS RESOURCES ADVERTISE SUBMIT MANUSCRIPT

**YOUR CONTENT HERE**

**EQUIPMENT, MATERIALS, AND CORROSION IN THE PIPELINE INDUSTRY**  
The pipeline industry requires utilizing corrosion- and degradation-resistant materials

**HYBRID NANO-COATING EXTENDS LIFE OF INDUSTRIAL COATING SYSTEMS**  
The single component, humidity cured, polyurethane-polyester hybrid nanocoating provides the preferred process for

**COST-EFFECTIVE CATHODIC PROTECTION FOR WATER INFRASTRUCTURE**  
For equipment where coatings are the primary method of corrosion prevention, cathodic

**EDITOR'S CHOICE ARTICLES**

**CORROSION's most viewed articles, in one compilation.**

**YOUR CONTENT HERE**

**MORE ARTICLES**

- Coatings & Linings
- Cathodic Protection
- Chemical Treatment
- Materials Selection & Design
- Phlogiston Phenomena
- Failure Analysis



## More ways to reach the influential NACE member and customer.

### Conference/Face-to-Face Marketing

The Premier Protective Coatings and Corrosion Event



### NACE Publications



### NACE Newsletters & Industry Editions





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To view the full 2020 Media File  
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