

LPGas

2023

**MEDIA
PLANNER**



THE PROPANE INDUSTRY'S MOST TRUSTED RESOURCE.

ABOUT US

For more than 80 years, LP Gas' mission has been to deliver timely and impactful content that informs and connects propane industry businesses. We use multiple media platforms to bring readers the information they need for knowledge and success including: news, features, in-depth analyses of trending topics, best practices for business management, safe and legal operations, and marketing.



Cover photo: Empire Gas
Magazine: timurock/iStock / Getty Images Plus/Getty Images
All 3D Illustrations: Hilch/iStock / Getty Images Plus/Getty Images

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LP GAS	PRINT	DIGITAL	CONTENT MARKETING	BUYERS GUIDE	EVENTS	STAFF
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Largest Audited Audience

15,164

Unduplicated & Audited Number of LP Gas Print & Digital Magazine and E-newsletter Subscribers



LP GAS CARES ABOUT ACCURATE DATA FOR OUR ADVERTISERS

LP Gas invests in a third-party-provided audience audit that analyzes our readers to provide you with an unbiased evaluation and reporting of our annual readership data. Verified Audit Circulation has been providing audit services since its founding in 1951. Not only does it audit our print and e-newsletter data, it also aggregates and verifies our website, social media and webinars so that you, the advertiser, can know that our reader numbers are accurate.

LP Gas September 2022 Verified Audit Circulation Report for all numbers except unique monthly website visitors, unique monthly website page views, social media followers, and event attendees (publisher's own data).

Illustrations: Enis Aksoy/DigitalVision Vectors/Getty Images



12,000

UNDUPLICATED MAGAZINE SUBSCRIBERS



10,755

MONTHLY PRINT EDITION SUBSCRIBERS



4,719

MONTHLY DIGITAL EDITION SUBSCRIBERS



16,485

UNIQUE MONTHLY WEBSITE VISITORS



29,750

UNIQUE MONTHLY WEBSITE PAGE VIEWS



14,484

NUMBER OF SOCIAL FOLLOWERS



80+/120+

LP GAS GROWTH SUMMIT & HALL OF FAME ATTENDEES



8,475

BLUE FLAME PILOT ENEWS SUBSCRIBERS



8,395

TRADER'S CORNER ENEWS SUBSCRIBERS

Best in Business

Recency of Renewal for Magazine Subscribers

ACTIVE & ENGAGED
<i>LP Gas</i>
ONE YEAR
55.4%
TWO YEARS
34.5%
THREE + YEARS
10.1%

Per the most recent audit statement, close to 90% of *LP Gas* subscribers renewed their subscription and verified their contact information within the last 2 years.



INACTIVE & UNENGAGED?
<i>BPN</i>
ONE YEAR
?
TWO YEARS
?
THREE + YEARS
?

To date, *BPN* is not listed with a third-party-audit provider and has not reported renewal statistics since 2019.



THIRD-PARTY RESEARCH CONFIRMS

90% take action after reading advertisements and/or articles in *LP Gas* magazine and digital media

87% of readers consider *LP Gas* as their favorite industry magazine

73% use information found in *LP Gas* monthly print edition to make purchasing decisions



Source: *LP Gas* Verified Audit Circulation Report, August 2022

An Integrated Approach to Advertising

Consumers viewing a constant message across a variety of channels can improve purchase intent by **90%** and brand perception by **68%**.

- Cross-Media Ad Effectiveness Study by The Interactive Advertising Bureau (IAB)

At LP Gas, we offer integrated marketing programs that combine multiple channels including print, website, email, social media and events for a more effective campaign. With an integrated approach, you can be confident that your target audience is receiving a strong, consistent message no matter where your buyers encounter your brand.



Print is Essential to Driving Sales

PAPER READERS REMEMBER MORE

What neuroscience says about why print magazine ads work

- ✓ Higher comprehension and recall
- ✓ Stimulates emotions and desires
- ✓ Slow reading speeds
- ✓ Preferred by majority (even millennials and Gen Z)
- ✓ More focused attention, less distraction
- ✓ Drives sensory involvement which contributes to its impact on readers

Source: "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?" A White Paper From Mpa – The Association of Magazine Media, Scott McDonald, Ph.d., Nomos Research



100% of LP Gas subscribers read LP Gas every month!

- Source: Signet Research August 2022



44,095

Total average monthly print edition readers

PRINT PASS-ALONG LEADER

3.5 pass-along readers per copy
4.5 total readers per copy

Source: Signet Research August 2022

Magazine: kolotuschenko/iStock / Getty Images Plus/Getty Images

		AD CLOSE	MATERIALS DUE
JANUARY Software & Technology	SOFTWARE & TECHNOLOGY <ul style="list-style-type: none"> The path to technology adoption Technology Solutions & Tech Tips for propane operations Regional breakdown: Propane fuels the Northeast (<i>Our new quarterly series examines propane's role by region</i>) 	DEC 8	DEC 21
FEBRUARY Industry Exclusives	TOP PROPANE RETAILERS, LP GAS RISING LEADERS & SUPPLIERS GUIDE (3 IN 1!) <ul style="list-style-type: none"> Top Propane Retailers: Ranking the largest companies in the U.S. by annual gallon sales (<i>One of our most popular initiatives!</i>) Rising Leaders: Recognizing the industry's up-and-coming leaders (Support the industry's next generation of leaders!) Wholesale Propane Suppliers Guide: Directory of the industry's top propane supply sources <p>(<i>Enhance your directory listing with a Supplier Spotlight, which provides propane supplier advertisers in this issue with a full second page to highlight their company.</i>)</p>	JAN 10	JAN 18
MARCH Buyers Guide	BUYERS GUIDE <ul style="list-style-type: none"> Our comprehensive printed guide lists propane industry manufacturers, equipment distributors, products and services 	FEB 7	FEB 14
APRIL The Show Issue	PROPANE EXPO SHOW ISSUE <ul style="list-style-type: none"> The NPGA Southeastern Convention & International Propane Expo celebrates 75 years Winter wrap-up: How the industry fared in meeting customer demand <i>LP Gas</i> Hall of Fame inductees: Get to know the 2023 class Our Energy Future: Special Report Regional breakdown: Propane fuels the South (<i>Our new quarterly series examines propane's role by region</i>) 	MAR 14	MAR 21
MAY Mergers & Acquisitions	MERGERS & ACQUISITIONS <ul style="list-style-type: none"> Art of the deal: M&A leaders explain how the buying and selling process unfolds Perspectives from a propane company buyer and seller M&A philosophies Tracking the latest mergers and acquisitions and what they mean for the industry 	APR 11	APR 18
JUNE Trucks	THE TRUCK ISSUE <ul style="list-style-type: none"> Our popular, annual truck section provides the latest trends in trucking Plus: Truck-buying decisions, preparing trucks for winter, navigating the supply chain, safety and regulatory updates, new models and more Safety & Training: programs and processes to ensure safe operations 	MAY 9	MAY 16

		AD CLOSE	MATERIALS DUE
JULY Corporate Capabilities	CORPORATE CAPABILITIES / AGRICULTURE <ul style="list-style-type: none"> • How farmers and growers use propane to fuel their operations (Including: flame weeders, grain dryers, irrigation engines, material handlers, space heaters, water heaters and more) • Legislative and regulatory update from the nation's capital • Regional breakdown: Propane fuels the Midwest (Our new quarterly series examines propane's role by region) (Your full-page ad earns you a second full page to profile your company in the Corporate Capabilities section) 	JUN 12	JUN 19
AUGUST Ad Study	RESIDENTIAL & COMMERCIAL MARKETS <ul style="list-style-type: none"> • Traditional market applications and success stories (Including: combined heat and power units, construction equipment, fireplaces, furnaces, generators, grills, lawn mowers, ovens and ranges, refrigerators, space heaters, water heaters and more) (Ad Study Issue: Run any display ad and receive a personalized, independent ad study rating its reach and effectiveness) 	JUL 12	JUL 19
SEPTEMBER Winter Preview	WINTER PREVIEW / INSURANCE SECTOR <ul style="list-style-type: none"> • Propane marketers prepare for the winter heating season • Supply and pricing update • Factors impacting insurance coverage and pricing 	AUG 8	AUG 15
OCTOBER Autogas	AUTOGAS / ENGINES / FLEETS <ul style="list-style-type: none"> • Propane autogas, engine applications and fleet success stories • Regional breakdown: Propane fuels the West (Our new quarterly series examines propane's role by region) • LP Gas Growth Summit recap section 	SEP 6	SEP 13
NOVEMBER Tanks / Cylinders	THE TANK ISSUE <ul style="list-style-type: none"> • Tank market update • Tank Solutions for propane operations • Plus: The state of steel, cylinder exchange programs, tank refurbishing and composite cylinders 	OCT 11	OCT 18
DECEMBER State of the Industry	STATE OF THE INDUSTRY <ul style="list-style-type: none"> • State of the Industry report: A detailed look at propane industry trends, opportunities and challenges • State of the Economy: Our report informs propane marketers about economic issues that impact their businesses • 2024 wall calendar: Get your message on office walls across the country. Secure your month because they go fast! 	NOV 6	NOV 13

Special Print Extras



FEBRUARY

Top Retailers, LP Gas Rising Leaders and Propane Suppliers Guide

APRIL

NPGA Southeastern Convention & International Propane Expo Issue

JULY

Corporate Capabilities

AUGUST

Signet Ad Study



DECEMBER

State of the Industry

YEAR-ROUND

Advertorial Inserts



CLASSIFIED ADVERTISING

Display Classified Rates

	1x	3x	6x	12x
B/W	\$195	\$188	\$178	\$154
2-Color	\$233	\$214	\$205	\$180
4-Color	\$248	\$240	\$231	\$207

Per column inch (1 column = 2-1/8")

Word Ads

Per Word	\$2.43
Blind Box	\$38.00
MS Minimum Charge	\$85.00

All rates net.

All classified ads appear in print and online plus are posted to LP Gas' Twitter feed.

For classifieds, please contact: Kelli Velasquez, Account Executive, 216-706-3767 kvelasquez@northcoastmedia.net

PRINT AD SIZES & GUIDELINES

LP Gas ads, advertorials and sponsored content (print and digital) must avoid comparative content (e.g., research or testimonials comparing one company's products to another, or one category of solutions or one active ingredient to another). LP Gas' "play fair" advertising guidelines benefit our valued marketing partners as well as our loyal readers. Advertisers can trust LP Gas to not publish print or digital ads, advertorials or sponsored content that directly speak negatively about other companies, products, product categories or active ingredients. By keeping ad messages positive and non-comparative — sticking to each advertiser's own solutions (and their specifications, features and benefits) — we add credibility with our professional audience, and help all parties reduce related potential liabilities.

Full Page 7-3/4" x 10-1/2" Spread 15-1/2" x 10-1/2"	1/2 Page Island 4-3/8" x 7-1/8"	1/2 Page Vertical 3-1/4" x 9-3/4"
1/2 Page Horizontal 6-3/4" x 4-5/8"	1/3 Page 2-1/8" x 9-3/4"	1/4 Page 3-1/4" x 4-5/8"

For display rates, please contact:
 Brian Kanaba, Publisher,
 216-706-3745,
bkanaba@northcoastmedia.net

LPGasMagazine.com

DIGITAL ADS

AD SIZES

- Clickable Wallpaper (1280 x 800)
- Interstitial Roadblock (640 x 480)
- Super Leaderboard or Expandable Leaderboard (970 x 90)
- Filmstrip (300 x 600)
- Medium Rectangle (300 x 250)

MOBILE AD SIZES

- Medium Rectangle (300 x 250)
- Banner (320 x 50)
- Roadblock (300 x 250)
- Top Leaderboard (320 x 50)
- Bottom Leaderboard (320 x 50)

PERFORMANCE

21,295
MONTHLY SESSIONS

16,485
UNIQUE WEBSITE VISITORS

29,750
MONTHLY PAGE VIEWS

TRAFFIC

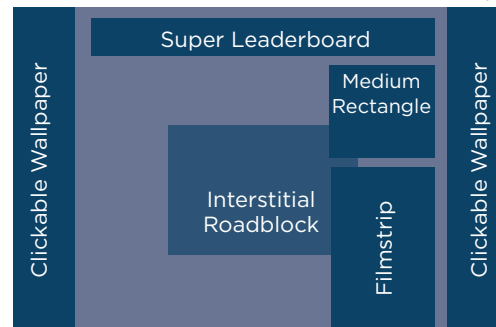
26.0%
MOBILE/TABLET

74.0%
DESKTOP



PLATINUM WEBSITE SPONSORSHIP

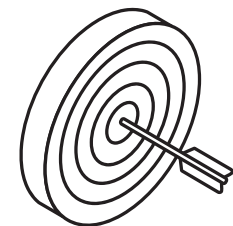
Your digital ads come together to frame the home page 33% of the time, and the rest of the time, one or more of your ads rotate in. Perfect for product launches, special promotions and brand awareness, our Platinum Website Sponsorship delivers immediate, significant ROI.



RETARGETING

Gain up to 50,000 buyer impressions per month!

Retargeting uses a simple code to anonymously “follow” our website users — your target audience — around the web. This allows your ad to appear on hundreds of popular sites such as yahoo.com, reuters.com, espn.com and many more.



Source: Publisher's own data, June 2022
Irena Tsoneva/DigitalVision Vectors/Getty Images

E-newsletters

Monthly

BLUE FLAME PILOT E-NEWSLETTER

This monthly newsletter keeps readers informed about the latest happenings in the propane industry. This newsletter is now mobile responsive.

PERFORMANCE

8,475
SUBSCRIBERS

43.0%
OPEN RATE

AD SIZES

- Leaderboard (728x90 desktop & 300x50 mobile)
- Medium Rectangle (300x250)
- Sponsored Content



TRADER'S CORNER E-NEWSLETTER

This weekly newsletter, in partnership with Cost Management Solutions, provides energy market analysis to help propane retailers manage their supply sources and make informed purchasing decisions.

AD SIZES

- Leaderboard (728x90 desktop & 300x50 mobile)
- Medium Rectangle (300x250)

PERFORMANCE

8,395
SUBSCRIBERS

41.1%
OPEN RATE

Weekly

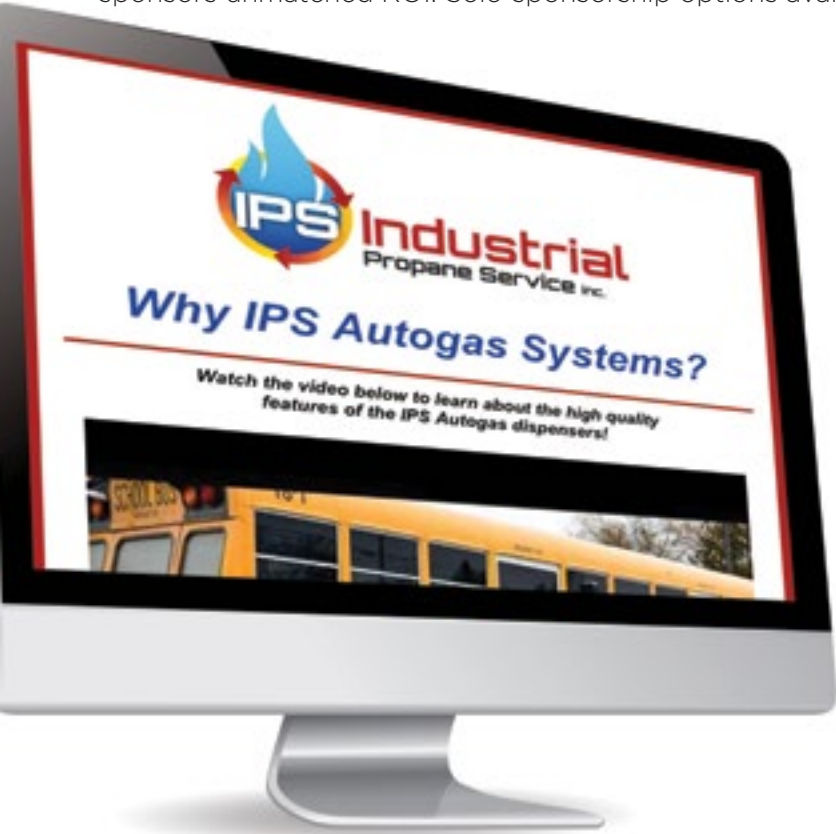
Sources: LP Gas Verified Audit Circulation Report, September 2022 (subscribers); Publisher's own data, June 2022 (open rates)

OnstOn/iStock / Getty Images Plus/Getty Images

Custom E-newsletters & E-blasts

CUSTOM E-NEWSLETTER

A perfect marriage of educational and promotional information, these highly targeted e-newsletters deliver sponsors unmatched ROI. Sole-sponsorship options available.

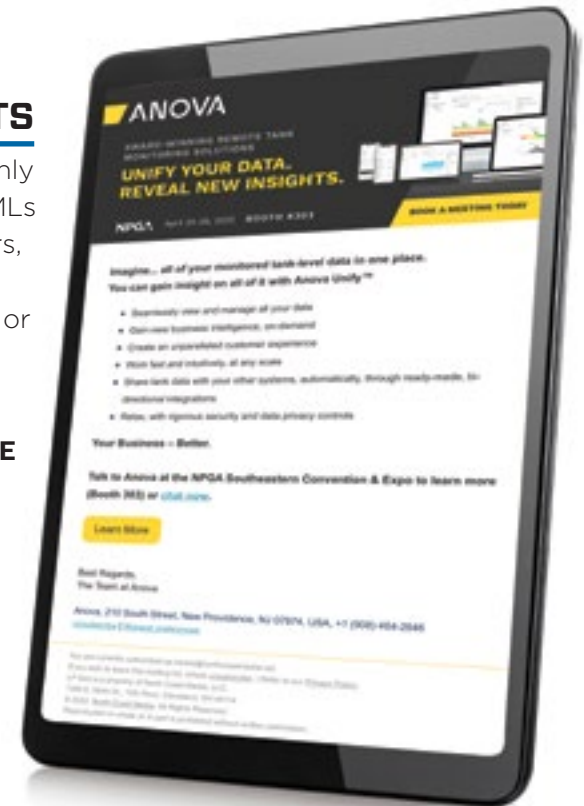


Source: Publisher's Own Data June 2022
Marat Musabirov/iStock / Getty Images Plus/Getty Images

CUSTOM EMAIL BLASTS

LP Gas' custom e-blasts are highly targeted and hand-tailored HTMLs that are perfect for special offers, programs and new product launches. Provide the HTML file or allow us to create it for you.

PERFORMANCE
47.3%
OPEN RATE



AD SIZES

- Medium Rectangle (300x250)
- Film Strip (300x600)
- Mobile Banner (320x50)
- Mobile Medium Rectangle (300x250)
- Ad sizes vary based on your custom format

5,000+

Potential Buyers!

Target by geographic region, business type, job title, fleet size and services performed.

Content Marketing

Content marketing helps you deliver valuable information that helps move your buyers through the marketing funnel toward any desired objective, whether that be purchasing, web visits, or link clicks.

Content marketing allows you to:

- Educate audience(s)
- Build credibility and trust
- Support sales/revenue generation
- Generate demand/leads
- Create brand awareness
- Build loyalty with existing customers



afe207/Stock / Getty Images Plus/Getty Images

PRINT ADVERTORIALS

Make your company and its products top of mind with our unmatched audience of qualified buyers. Tether your marketing message to our award-winning editorial, utilizing a custom print advertorial. Whether you provide the message or have one of our experts create it for you, our content marketing solutions will help optimize your standing in the marketplace.

DIGITAL CONTENT

Sponsored content on *LPGasMagazine.com* combines the written word with multimedia tools used to inform and entertain the audience. Whether the content is written by you or by us, we will utilize different distribution tools and drivers to ensure the correct audience is viewing your materials.

Your online content package can include:

- Web pages
- Organic social media posts
- Paid social media campaigns
- Sole-sponsored e-newsletters or e-blasts
- Videos
- Web ad placements

Webinars & Sponsored Video

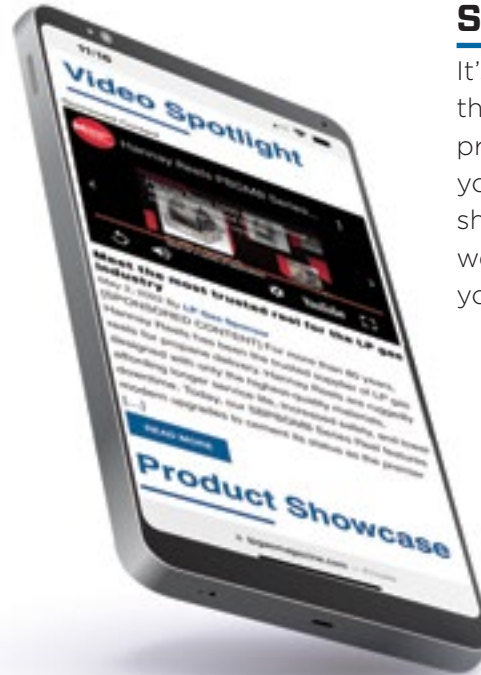
WEBINARS

Webinars are an effective way to communicate educational information, build awareness of your company's technical expertise or showcase customer case studies. Sponsoring a webinar with *LP Gas* provides an opportunity to establish your company as an industry thought-leader, while driving sales.



SPONSORED VIDEO

It's well established that video has been one of the standout trends for the last decade. Video provides storytelling to your audience about your product, service, or brand. We can help share your video to your target audience or we can also help you shoot, edit, and produce your video and make sure it's seen.



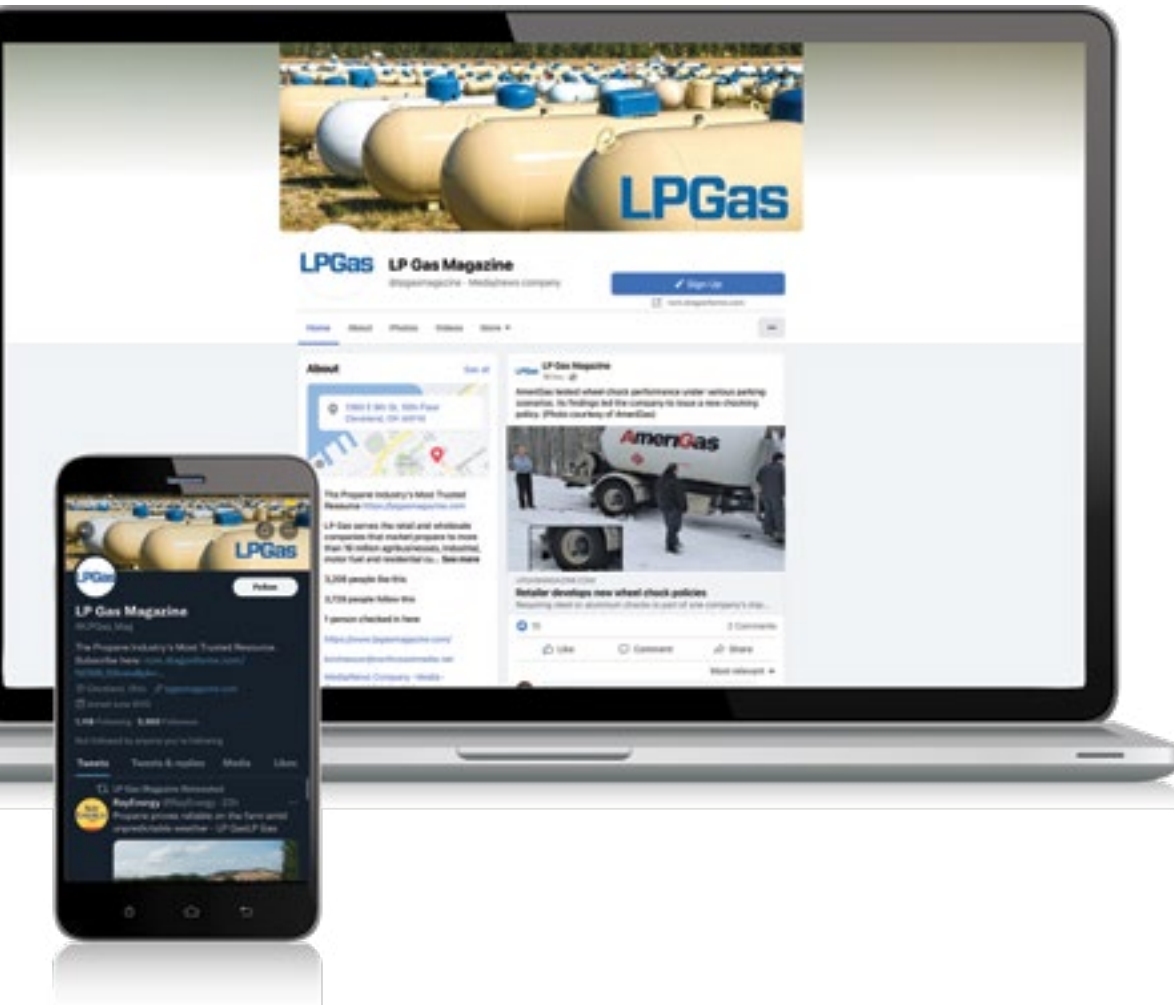
Sponsored video includes:

- Video on LPGasMagazine.com for one month
- 300x250 mobile ad linking to the video for one month
- Link to sponsored video ad in Blue Flame Pilot e-newsletter
- One tweet per week for one month (#sponsored)

73% of B2B marketers say webinars are the best way to generate high-quality leads.


- Source: 18 Eye-Opening Statistics on Webinars - Outgrow

Social Media



SOCIAL MEDIA

Social media is a cost-effective way to engage with your existing and potential customers. With a sponsored social media campaign, you can drive traffic to your website, increase demand for your content or boost your video views. Let us help you promote your brand through our social media channels. Paid campaigns are an effective part of an integrated program.


3,947
TWITTER


5,182
LINKEDIN


3,716
FACEBOOK


1,299
INSTAGRAM


340
YOUTUBE



Source: Publisher's Own Data (Sept. 2021)

Creative Services & More

CREATIVE SERVICES

Not all of our customers have in-house creative capabilities or work with an agency, which is why our award-winning content creators and designers stand ready to help increase your campaign results. We provide:

- Comprehensive digital campaigns
- Digital and print advertisements
- Other creative marketing collateral



LISTS/DIRECT

Extend your integrated marketing plan by leveraging our database to send a custom direct mail piece to your target audience.

- Introduce a new product
- Invite potential customers to an event
- Reinforce a digital campaign or print ad
- Share company news or information

MARKET RESEARCH

From a single-send email survey to a long-term study capped off with a detailed market report, we have you covered.

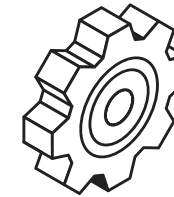
- Test new products during their development stages
- Assess customer needs and reactions to your company's products and those of your competitors
- Gauge customer sentiment
- Determine purchase intent

WHITE PAPERS

Rely on our industry expertise to develop a high-value asset that provides your target audience with important and expanded information about your product or service. We handle content creation, design and layout and will host on the LP Gas site with traffic-driving promotions.

Buyers Guide

The industry’s most complete equipment reference guide is featured in the March issue of *LP Gas*. The online Buyers Guide, found at LPGasBuyersGuide.com, gives your brand year-round online visibility. A basic listing is free, and there are a variety of upgrade packages to maximize your online presence.



Add Print Logos to your listing any place you appear in the print guide!

BASIC

- ✓ Product Categories (8)
- ✓ Contacts (3)
- ✓ Branches (3)
- ✗ Social Media Links
- ✗ Long Company Description
- ✗ Online Logo
- ✗ Where to Buy Information
- ✗ Highlighted in Search Results
- ✗ Listing Bolded Across Buyers Guide Pages
- ✗ Discount on 2023 Digital Buyers Guide Ads
- ✗ FREE Month Run of Medium Rectangle Digital Ad on the *LP Gas* Buyers Guide Site
- ✗ **FREE** Print Logo in Annual Print Issue
- ✗ Spotlight Display in Search Results
- ✗ Bold Text in Print Guide
- ✗ Media Uploads/Assets

GOLD

- ✓ Product Categories (15)
- ✓ Contacts (8)
- ✓ Branches (8)
- ✓ Social Media Links (4)
- ✓ Long Company Description (500 characters)
- ✓ Online Logo
- ✓ Where to Buy Information
- ✓ Highlighted in Search Results
- ✓ Listing Bolded Across Buyers Guide Pages
- ✓ Discount on 2023 Digital Buyers Guide Ads (25%)
- ✓ FREE Month Run of Medium Rectangle Digital Ad on the *LP Gas* Buyers Guide Site
- ✓ **FREE** Print Logo in Annual Print Issue
- ✗ Spotlight Display in Search Results
- ✗ Bold Text in Print Guide
- ✗ Media Uploads/Assets

PLATINUM

- ✓ Product Categories (30)
- ✓ Contacts (12)
- ✓ Branches (12)
- ✓ Social Media Links (5)
- ✓ Long Company Description (700 characters)
- ✓ Online Logo
- ✓ Where to Buy Information
- ✓ Highlighted in Search Results
- ✓ Listing Bolded Across Buyers Guide Pages
- ✓ Discount on 2023 Digital Buyers Guide Ads (50%)
- ✓ FREE Month Run of Medium Rectangle Digital Ad on the *LP Gas* Buyers Guide Site
- ✓ **FREE** Print Logo in Annual Print Issue
- ✓ Spotlight Display in Search Results
- ✓ Bold Text in Print Guide
- ✓ Media Uploads/Assets (5)

Kept by readers for quick desktop reference throughout the year, the massive Buyers Guide issue includes:

- Manufacturers listings
- Equipment by category
- Equipment Distributors by state
- Contact information and more

FOR MORE INFORMATION ON THE BUYERS GUIDE:

EMILY ADKINS

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 216-675-6006

Growth Summit Networking Event

HELP ATTENDEES DIVERSIFY THEIR OFFERINGS, IMPROVE EFFICIENCIES AND GROW GALLONS.

DATE: September 2023
(Specific dates TBD)
ATTENDANCE: 80+
LOCATION: Orlando, FL.
FORMAT: Three-day event, bringing industry professionals together through one-on-one meetings, networking opportunities, golf, games & cocktails.
AUDIENCE: 20+ retail propane decision-makers & executives with the proven ability to buy.
PARTNERSHIP INCLUDES: A dedicated meeting area, inclusion in extensive pre- and post-event promotion, and much more.

EXCLUSIVE COVERAGE IN A POST-EVENT ISSUE OF LP GAS MAGAZINE!



LPGASMAGAZINE.COM/LP-GAS-GROWTH-SUMMIT



LPGas Growth Summit

Hall of Fame Event

LPGASHALLOFFAME.COM

SPONSOR THIS BLACK-TIE CELEBRATION ...

Help honor the legends, icons and leaders who have helped establish, advance and grow the propane industry.

Launched in 2012, propane's centennial year, the *LP Gas* Hall of Fame provides the industry with an annual, peer-recognized achievement of the people who have contributed to its century-old history.

DATE: April 22, 2023

ATTENDANCE: 120+

LOCATION: Omni Nashville Hotel, preceding the NPGA show

FORMAT: Black-tie attire | cocktails, seated dinner and awards ceremony

The Hall of Fame is open to any living or nonliving propane industry employee, working at any level of his or her company, or having retired.

Limited number of sponsorships available.



MEET THE LPGas TEAM



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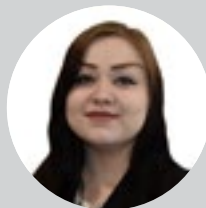
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LP GAS

PRINT

DIGITAL

CONTENT MARKETING

BUYERS GUIDE

EVENTS

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