



2021 Media Kit

Readership Demographics

All PEI members receive the PEI Journal and the PEI Directory. Members include manufacturers, distributors and service and construction companies in the fuel and fluid handling equipment industry. Service stations, convenience stores, terminals, bulk plants, airports, marinas, and fuel oil and similar fuel marketing operations use PEI members' products and services.

Your ad reaches two audiences: first, convenience store operations and engineering professionals responsible for thousands of retail fueling locations; second, equipment distributors and service companies that equip and maintain retail fueling stations in the U.S., Canada and around the globe.

"Increasing our advertising budget with the PEI has been a great boon to our business in 2020. We have always advertised with PEI but we increased our size and our frequency and it has really made the difference."

—Diana Graff, Graffco

"PEI has one of the most outstanding marketing platforms worldwide. Our global network has basically been shaped due to the scope of marketing with PEI. The newsletters are very good for keeping our nationally branded name close to every potential client."

—Danny Brevard, P.G.

ACCENT Environmental Services Inc.



Petroleum Equipment Institute



PEI.org/linkedin



@PEINewsFeed



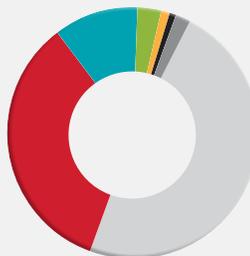
@PEInewsfeed

Additional resources available:
2021 Editorial Calendar
2021 Rate Card

PEI Journal 12,000–14,000 Readers

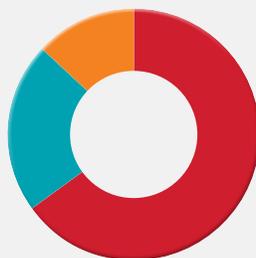
Average Company Sales

>\$40 million	2%	
\$21 – \$40 million	1%	
\$16 – \$20 million	1%	
\$11 – \$15 million	3%	
\$ 6 – \$10 million	11%	
\$ 1 – \$ 5 million	34%	
<\$ 1 million	48%	



96% of all PEI members said they read the PEI Journal.

Source: 2020 PEI Membership Survey

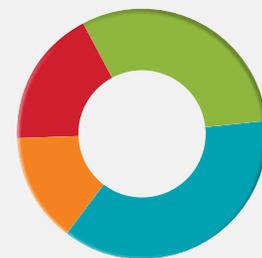


Readership frequency of each issue

Readership

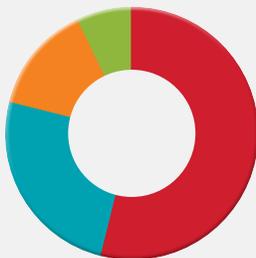
65%	Print
22%	Digital
13%	Print and Digital

4+ times	18%
3 times	31%
2 times	37%
1 time	14%



Pass-Along Readership

2.1 Other People



Purchasing Authority

54%	Approve/authorize purchases
25%	Recommend/specify brands/suppliers
14%	Involved in some other way:
7%	Not involved



97% Content Relevancy

Source: Baxter Research Study PEI Journal—Q4 2020



PEI

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PEI.org | PEI.org/journal | PEI.org/directory

The PEI Journal has you covered

Columns

Learn the opinions of PEI's president, executive vice president and editor in chief.

Industry News

Get the latest on mergers and acquisitions, hires, promotions, philanthropic endeavors, training opportunities, etc.

Member Profile

Meet successful PEI members and find out how they make an impact.

Storage Equipment/Technology

Learn industry concerns and the best solutions, including prevention.

Fuels

Read about conventional fuels and their competitors, old and new.

Business

Explore everything from finance and inventory to HR, long-term planning and protocol.

Features

Explore the research, analytics and experts behind the hottest topics.

Regulation/Legislation

Read summaries of the newest state and federal policies.

Safe Practices

Share these tips to keep all of your workers out of harm's way.

Innovative Ideas

Browse the industry's most talked-about products.

PEI™ JOURNAL

THE LEADING AUTHORITY FOR FUEL AND FLUID HANDLING EQUIPMENT WWW.PEI.ORG/JOURNAL

Have a topic idea? The PEI Journal is the authoritative source for the fuel and fluid handling industry's latest news and information. Each quarterly issue of the PEI Journal, written for PEI members, delivers priceless **benefits** to some 17,000 industry executives, managers and other qualified subscribers in more than 80 countries.

- **A broad view of the fuel and fluid handling equipment industry**
- **In-depth analysis of key business issues**
- **Interviews with industry leaders and technical experts**
- **Targeted advertising for the industry's top decision-makers**

EDITORIAL SUBMISSIONS

The PEI Journal welcomes bylined editorial material, story ideas, news briefs and other items.*



Email editorial queries to:

Kristen Wright, Editor in Chief
kwright@pei.org • 918-236-3963

Kristen Wright brings 21 years of journalism experience to the PEI Journal. Her work has appeared in daily and weekly newspapers, trade magazines and textbooks. She also has worked in broadcast news, public relations, graphic design and layout. Her reporting has been picked up by the Associated Press, and for six years her interviews focused on C-level execs at Fortune 500 power companies, tech startups and government.

*Use of editorial material is at the editor's discretion. The PEI Journal reserves the right to accept, refuse and edit all submitted materials, which become the property of the PEI Journal.

