

worldwind

TECHNOLOGY

media kit 2021



INTRODUCTION

Who are we, what we do..

Wind is one of the fastest-growing power sources in the world, as energy systems shift towards clean, renewable forms of generation.

More than 60 GW of new capacity was installed globally in 2019 – a 20% annual increase – and although the pandemic has slowed the pace of this trajectory, wind has remained resilient during the crisis and record growth is expected over the next five years.

As more and more countries around the world target emissions reduction – including key growth markets of China, Europe and the US under a new administration – the sector is poised for a bright future.

Now is the time for suppliers establish themselves in this dynamic market as a wave of new projects and upgrades is announced and governments accelerate their clean-energy ambitions over the coming decade.

World Wind Technology will provide key executives, who have the power to make purchasing decisions, with unique analysis and data combined with contributions from leading industry analysts, practitioners and thought leaders.

Our unique and powerful database of readers includes qualified senior management and executive decision makers, who have the authority to buy the products and services they need in order to capitalise on the opportunities in the market.

Our editorial board comprises a specialist group of leading industry figures who, in conjunction with the *World Wind Technology* editorial team, identify the main drivers of the industry helping to produce regular, thought-provoking opinion pieces on the latest issues, challenges and developments.

www.windpower-international.com

Progressive MEDIA INTERNATIONAL

POWERED BY 170 YEARS OF ENERGY INDUSTRY EXPERTISE

Progressive Media International presents to you *World Wind Technology* as part of a larger portfolio including *Nuclear Engineering International*, *Modern Power Systems*, *International Water Power & Dam Construction*, *World Expro* and *World Mining Frontiers*.





REACH YOUR TARGET AUDIENCE

The size of the global wind power market increased from \$21.4 billion in 2006 to \$94.5 billion in 2017, at a CAGR of 14.4%. During 2018–2025, the wind power market size is expected to increase from \$94.9 billion to \$98.9 billion. World Wind Technology provides key executives, who have the power to make purchasing decisions, with unique analysis and data combined with contributions from leading onshore and offshore wind industry analysts, practitioners and thought leaders.

Published in print and digital formats, this multiplatform publication provides a unique blend of in-depth commentary and analysis of the key issues shaping the market, while offering a valuable and effective way of reaching and influencing a high-spending community of industry leaders and practitioners.

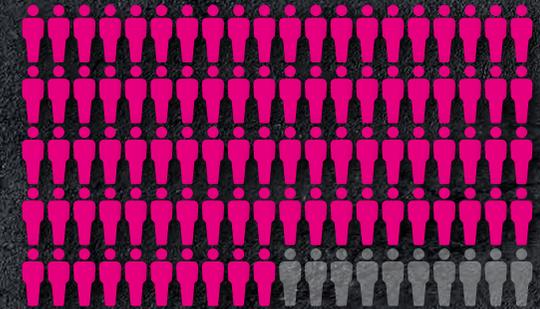
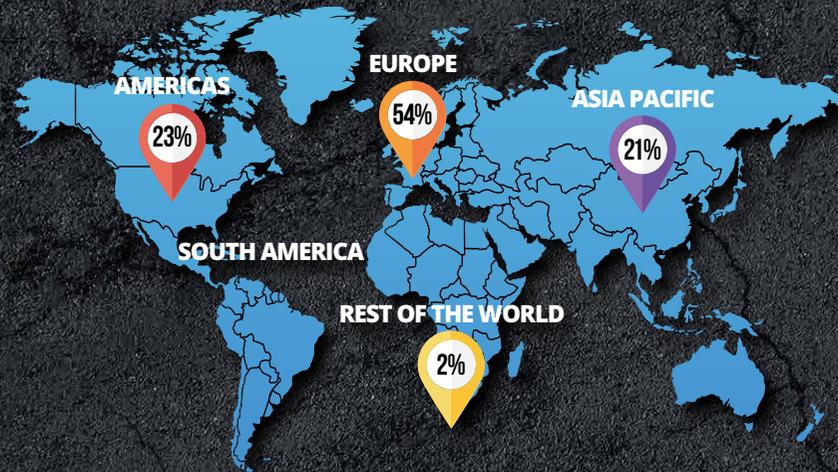
AUDIENCE OVERVIEW

www.windpower-international.com

MAGAZINE DISTRIBUTION
100% qualified & paid **30,000** readers*

WEBSITE **676,131** page views**

186,287 new users**



90% of our audience either buy or recommend products and services in the Energy sector

OUR GLOBAL REACH

www.windpower-international.com

Recipients of *World Wind Technology* include:

- Government and leading ministerial and regulatory bodies
- Wind farm owners, operators and project developers
- Wind power integrators and installers
- Wind technology developers and manufacturers
- Transmission system operators, planners and reliability authorities
- R&D institutes
- Finance and Investment leaders
- Wind energy associations

Associations –

Senior and middle management from:

- Wind Europe (formerly EWEA)
- World Wind Energy Association (WWEA)
- American Wind Energy Association (AWEA)
- European Wind Energy Association (EWEA)
- Global Wind Energy Council (GWEC)
- Renewable UK

Wind Farm Project Planners, Developers and Owners/Operators:

- Acciona Energy
- BP
- eno energy GmbH
- EDF Energy
- PNE
- Iberdrola
- Scottish & Southern Energy (SSE) PLC
- Vattenfall
- EDP Renewables
- Ørsted
- Natural Power

Wind Turbine Manufacturers:

- Siemens Gamesa Renewable Energy
- Vestas
- Goldwind
- GE Renewable Energy
- Enercon
- Nordex Group
- Senvion GmbH
- Envision Energy
- Suzlon

Component Suppliers / Services

- GE Renewable Energy
- Siemens Gamesa
- Sif Group
- Max Bögl
- EEW Group
- Prysmian Group
- Vestas
- COWI A/S
- DNV GL
- UL International GmbH
- Pfisterer
- Fraunhofer Institute

30,000 copies will be distributed to this hard-to-reach audience who are responsible for operating and managing:

- Electricity Utilities
- Energy Companies
- Wind Farms
- Power Plants
- Wind Turbine Manufacturers
- Consultants
- Investment Companies

- Government Departments
- Associations
- Planning & Development Companies
- Project Assessment Firms

Key job titles/Functions include:

- C-Level/Corporate Director
- Regional, Divisional Director
- Technical Director
- Operations Director
- Project Manager
- Departmental Head
- Government Official
- Engineering Director
- Heads of R&D
- Purchasing & Procurement Managers
- Senior Buyers
- Technical Managers
- Maintenance Managers

The readers of *World Wind Technology* are the budget holders responsible for purchasing and specifying the following:

- Blades
- Towers
- Components
- IT/ Software
- Construction
- Consultancy
- Electrical Equipment
- Turbines
- Maintenance Repair and Overhaul Transportation
- Storage
- Safety
- Foundations (offshore)

SUMMER 2021

World Outlook

The Covid-19 pandemic saw not only a collapse in demand for fossil fuels like oil and gas, but also an uptick in the amount of investment poured into wind energy. What lessons should the industry learn from the crisis? And how best should it take advantage of newfound market confidence in the potential of turbines? We talk to Paul Cooley, director of capital projects at SSE Renewables, and Ben Blackwell, CEO of GWEC, to find out more.

Manufacturing

In the first half of 2020, the Covid-19 pandemic saw remarkable investment in wind energy – and tremendous pressure on the supply chain for turbine manufacturing. We speak to leading industry figures about what kind of challenges they faced during the global lockdown, and how they're preparing for a possible second wave.

Offshore

As demand grows for offshore wind, shipbuilders are scrambling to manufacture and adapt new vessels for crew transfer and maintenance duties. We chart the future of ship design for the wind energy market.

Technology

While wind power is going from strength to strength, gas stubbornly remains a vital component of the energy mix for the UK and much of Europe. Fortunately, however, the former is poised to drag the latter into the future, by providing the power necessary to create synthetic hydrogen, eliminating the need to rely on

fossil fuels to deliver natural gas. We hear from Angus McIntosh, director of energy futures at SGN, and Kevin Harrison, senior engineer at NREL, who break down the potential of wind-powered electrolysis

Operations & Maintenance

Missed working days – mostly due to bad weather conditions – are the bane of turbine maintenance. Now, a new collaboration between researchers at the University of Hull and Ore Catapult have developed a system that could significantly improve sea forecasting, by installing downward facing radars on each individual turbine. We talk to project lead Rob Dorrell to find out more.

Onshore

The UK government recently announced its plans to relax planning legislation so that it becomes easier for wind energy operators to build battery storage facilities, all of which can help the country reach its carbon neutrality goal by 2050. And yet, is the best solution to Britain's energy storage woes to build more of these static facilities? We investigate.

HSE

Aquaculture is big business – and soon, the offshore wind industry may provide a vital staging point for the cultivation of fish and seaweed for applications ranging from food to animal feed. We speak to Bert Groenendaal of seaweed experts AtSeaNova, Henrice Jansen, a marine biologist at Wageningen Marine Research, and Dr Amy Bilton of the University of Toronto to learn more about how making turbines the main power source for aquaculture facilities could transform marine supply chains.

Editorial content is subject to change. Winter 2021 Editorial Programme available on request.

Media partners/associate events



IN-PRINT ADVERTISING OPPORTUNITIES

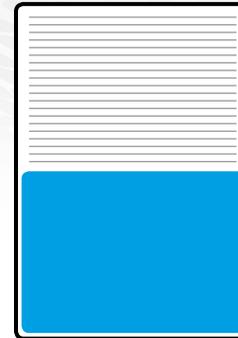
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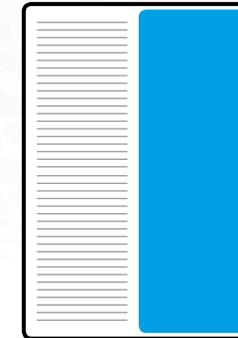
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Trim (H) 286mm x (W) 420mm



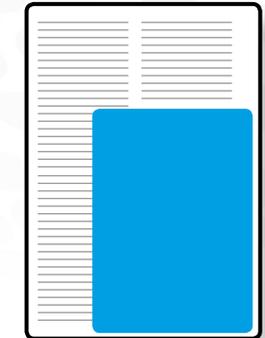
Single page
Bleed (H) 292mm x (W) 216mm
Trim (H) 286mm x (W) 210mm



Half page landscape
Trim only
(H) 124mm x (W) 178mm



Half page portrait
Trim only
(H) 255mm x (W) 85mm



Half page island
Trim only
(H) 178mm x (W) 124mm

Advertising rates

Double page spread (DPS)
£9,900 (single issue)
Single page
£5,900 (single issue)
Half page
£3,950 (single issue)
Half page island
£3,500 (single issue)
Inside front cover DPS
£11,900 (single issue)

Advertising rates

Double page spread (DPS)
£8,910 (two issues)
Single page
£5,310 (two issues)
Half page
£3,555 (two issues)
Half page island
£3,150 (two issues)
Inside front cover DPS
£10,710 (two issues)

Priority positions

Inside front cover
Rate plus 15%
Inside back cover
Rate plus 10%
Outside back cover
Rate plus 12.5%
Other guaranteed positions
Rate plus 5%

SUPPLYING PRINT AD MATERIAL FOR NEI

Ad material to be supplied as PDF with PDF/X-1a format option. We also accept ads built in these programs: InDesign, Illustrator and Photoshop. Please supply all fonts, images and artwork with ads supplied in these applications. *World Wind Technology* does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw. All images must be CMYK and have a resolution of 300 dpi. We cannot guarantee good quality reproduction if these formats are not met. All fonts must be embedded in all graphics.

Advertising

Quality content combined with a first-class approach to circulation will ensure that advertisers are able to reach and impress the business leaders they need to influence. *World Wind Technology* offers readers numerous options to respond to advertisements. Each edition will feature a reader response system, buyers guide listing and comprehensive advertiser index.

The package includes:

- Highly targeted and audited circulation
- Your advertisement placed within the relevant editorial section
- A products and services listing
- Suppliers index
- A reader response system

A strictly limited number of strategically placed advertising positions have been made available and the costs are as detailed.

UNLOCK YOUR POTENTIAL



**Never underestimate the power
of online banner campaigns!**

Through the use of visually appealing text, graphics, animation, and even video, high impact banners open new opportunities for your business to grow and expand.

DIGITAL OPPORTUNITIES AND ENHANCEMENTS

www.windpower-international.com

£1500
per issue



Skyscraper

e-Magazine distribution partner

Location: e-Mail alert

Sent to: all digital edition subscribers, alerting them when a new issue is available

Specs: 160 (W) x 600 (H) pixels

Features: Solo or multi-sponsor

Platform: Browser Edition, iPad App Features

Links: Can link to internal pages or an external site

£1500
per issue



Belly band

e-Magazine cover wrap sponsorship (digital belly band)

Location: Displayed over front cover

Specs: (W) 216mm x (H) 75mm @300dpi. .jpg, .pdf + URL(s) if bellyband should be linked

Platform: Browser Edition, iPad App

Links: Can link to internal pages or an external site



Digital edition

Copies will sent via email to senior and middle management at major companies, trade associations, advisers, investors, consultants and senior officials at government departments.

High impact

Your advert will be placed in an environment in which the reader already has an interest and that will stimulate a strong impulse to buy. However, the real value comes when major decision makers suddenly find a focused journal, specifically dedicated to their needs, that they can easily share with their peers and teams.

The digital edition will provide links to your website, which will allow instant access or ordering. In addition, your advertisement or editorial can be enhanced with animation or video for greater impact and response.

Search engine friendly

The digital edition of *World Wind Technology* will be indexed by leading search engines, providing yet another way to draw readers to your advertisement. Readers looking for specific information will arrive at the digital magazine page as easily as at a website.

DIGITAL OPPORTUNITIES AND ENHANCEMENTS

www.windpower-international.com

Run of site opportunities

Through the use of visually appealing text, graphics, animation, and even video, high-impact ads open new opportunities for your business to grow and expand.

- Leaderboard & Anchor combo: £1500*
- MPU (rail positions): position 1 £1500*
- position 2: £1300*

* Rates based on booking for one month only. Discounts available for series bookings.



Leaderboard

728 pixels wide x 90 pixels deep

1



MPU (x2 positions)

300 pixels wide x 250 pixels deep

2

Anchor

728 pixels wide x 90 pixels deep

£3750

White Paper programme (3 month campaign)

White Papers ensure your content is visible where industry decision makers go to conduct purchasing research and create vendor short lists. Online White Paper sponsorships leverage our sites' content depth and SEO expertise, resulting in a powerful marketing tool to educate your next potential customer. Custom registration forms help provide your sales staff with a database of quality leads. White Papers are posted to our website to generate leads not only from our audience but from online search as well. To increase exposure and maximise performance, emails are sent to targeted users from our database.

- 3x months on *World Wind Technology* home page (logo/graphic and teaser text to encourage click through)
- Gated registration page for data capture
- One promotional email to pre-registered *World Wind Technology* audience based on criteria set by sponsor
- 12x months archive in White Paper library



Progressive

MEDIA INTERNATIONAL

POWERED BY 170 YEARS OF ENERGY INDUSTRY EXPERTISE

The authoritative voice of the energy sector, NS Energy Business is leading the debate on the evolution of the market through extensive research, data analysis, policy reports and up-to-the-minute reporting from the power, renewables, mining and oil & gas industries (plus many more).

This definitive destination for informed energy professionals is driven by unbiased and authoritative editorial content brought to you by an expert team of 20 full-time journalists.

NS Energy Business is also proud to feature editorial content from *Nuclear Engineering International*, *Modern Power Systems*, *International Water Power & Dam Construction*, *World Expro*, *World Wind Technology* and *World Mining Frontiers*.

Since its first issue in April 1956, ***Nuclear Engineering International*** has provided technical insight behind the news headlines for the entire civil nuclear power industry, from uranium mining to deep geological waste disposal, and new build to contamination.

Nuclear Engineering International bridges the gap between the boardroom and the shop floor, attracting audiences from well-established nuclear markets as well as nuclear newcomers, and its content is followed by government bodies, associations, and environmental groups.

Now entering its fifth decade of publication, ***Modern Power Systems*** is firmly established as the leading international guide to electricity, power generation, transmission and distribution, while spearheading the debate on the evolution of the digitalisation of the Energy landscape.

Technical content makes *Modern Power Systems* essential reading for engineers involved in the development, construction, operation and maintenance of power plants and transmission systems.

International Water Power & Dam Construction (IWP&DC) has more than 68 years' experience providing independent, technical and business analysis for the hydropower and dam construction industry. Specialising in presenting key engineering and commercial developments in an accessible and digestible style, *IWP&DC* is the magazine that professionals in the dam construction and hydropower industries turn to first for the information they need.

World Expro is the premier information source for the world's upstream oil executives who need reliable and accurate intelligence to help them make critical business decisions. Aimed at senior board members, operations, procurement and E&P heads within the upstream industry, *World Expro* provides a clear overview of the latest industry thinking regarding the key stages of exploration and production.

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World Mining Frontiers is designed and edited specifically for primary decision makers engaged in the process of exploration, extraction and processing of mineral resources and throughout the supply chain.

Published in print and digital formats, this multiplatform publication provides a unique blend of in-depth commentary and analysis of the key issues shaping the market, while offering a valuable and effective way of reaching and influencing a high-spending community of industry leaders and practitioners.

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USA	Rest of the World
ALABAMA	Albania
ARKANSAS	Argentina
FLORIDA	Australia
ILLINOIS	Canada
IOWA	China
KANSAS	Croatia
LOUISIANA	Czech Republic (Czechia)
MICHIGAN	Denmark
MINNESOTA	Finland
MISSISSIPPI	Iceland
MISSOURI	Ireland
N/S DAKOTA	Japan
NEBRASKA	Latvia
OKLAHOMA	Lithuania
TENNESSEE	Luxembourg
TEXAS	Mongolia
WISCONSIN	Montenegro
	New Zealand
	Poland
	Romania
	Russia
	Samoa
	Serbia
	Slovakia
	Slovenia
	Sweden
	Tonga
	Ukraine
	United Kingdom

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VIRGINIA	
WASHINGTON DC	
WEST VIRGINIA	

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	United Arab Emirates