



POWER MEDIA GROUP INTERNATIONAL LTD



2024 POWER DIVISION MEDIA KIT



60k+
Global online
opt-in audience*

REACH CUSTOMERS WORLDWIDE DIGITALLY AND IN PRINT AT 1 COST!

WORLDWIDE INDEPENDENT
POWER



EURO POWER NEWS



UK POWER NEWS



MIDDLE EAST POWER



AMERICAN POWER NEWS



INDEPENDENT POWER ASIA



AFRICA POWER NEWS



WORLDWIDE GEN-SET &
COGENERATION DIRECTORY



www.powermediagroup.co.uk

OUR POWER PORTFOLIO



Magazines

We offer a portfolio of magazines – *Worldwide Independent Power*, *Euro Power News*, *Independent Power Asia*, *UK Power News*, *Middle East Power*, *American Power News* & *Africa Power News*. Circulating in 153 countries worldwide and reaching upwards of 60,000+ readers!*

All our magazines and the Gen-Set & Cogeneration Directory are available in Print & Digital versions. Each magazine takes you into the heart of the industry with high-quality, in-depth and informative editorials, providing the latest market, technical and product news, supported by comment and analysis from some of the leading industry professionals.

*As at 21st September 2023



Worldwide Gen-Set & Cogeneration Directory

Publishing 2024 (any delays in publication may be due to excessive corrections)

The Worldwide Gen-Set & Cogeneration Directory is a powerful resource for professionals within the independent power sectors involved in engineering, manufacturing, servicing and purchasing functions.

Advertisers in the 2024 Directory will receive year-round exposure and prime visibility as an industry leader to the on-site power and cogeneration community.



Websites

powermediagroup.co.uk/directory

Page views/month
369

Statistics avg. taken from 90 day period (2023)
Source: Google Analytics.
Google Analytics is one of the most widely utilised web analytic services on the Internet and considered both reliable and valid.

e-Newsletters & e-Blasts

60,029
Global opt-in audience

Highly engaged audience
More than 1/3 of our subscribers are highly engaged and often open and click our emails.

Source: Brevo.com (Formerly Sendinblue) (2023)



wipmagazines.com

www.wipmagazines.com

Page views/month
~6k

As content consumption is exponentially shifting to digital based solutions, our brand has developed a leading and relevant resource for any energy enthusiast and in-market buyer.

Source: Google Analytics (2023)



PowerEx Live 2024

PowerEx Live 2024 aims to offer the perfect networking opportunities for professionals across the Genset, CHP, Data Centre and Consultancy industry sectors. With conference speakers at the top of their respective fields alongside premier display space in a world class venue, this event becomes a priority for all those in the power and energy markets.

www.powerexlive.co.uk

Circulation strength

Power Media International Group Ltd is one of the leading publishers of International magazines & information providers for the Independent Power/Standby Generator/CHP/District Heating & Cogeneration markets.

60,029
Global online
opt-in audience*

35%
Highly Engaged
Audience

Global distribution

Based on Worldwide Independent Power

NORTH, CENTRAL &
SOUTH AMERICA

11%

EUROPE

38%

AFRICA

9%

ASIA

25%

MIDDLE
EAST

17%

Our readership

We take our time to consistently research the market place whilst speaking directly to the most affluent and active professionals within the industry. This enables us to identify high quality readers with vital purchasing power for your products and services. One thing all our readers have in common is that they are the widely connected and influential individuals.

JOB FUNCTIONS



- Application Engineers
- Buyers & Specifiers
- Civil Engineering
- Climate Change Officers & Climate Resilience
- Construction and building service managers
- Consultants
- Consulting Engineers
- Data Centre decision makers
- Design Engineering / Service Engineers
- Director of operations
- Distributed Energy specifiers
- Distribution System Operators
- Electrical & Mechanical Engineers
- Electrical Networks & Storage
- Energy Analysts
- Energy and Technology Solution Managers
- Energy Buyers
- Energy Projects
- Engineering Services Managers
- Environmental Managers
- Financing
- Grid Modernisation
- Head of contracts & facilities
- Managing Directors / General Management
- Microgrid Managers
- Procurement Specialists
- Production / Process
- Project Manager & Coordinators
- Project Surveyors
- Research & Development
- Senior Environmental, Energy, Design & Principal Engineers
- Service Suppliers
- Sustainability Procurement Officers
- Technical Directors / Chief Engineers

SECTORS



- Batteries
- CHP / Cogeneration
- Construction
- Data Centres
- DNO's
- Energy Storage
- Facilities Managers
- Heat Networks
- Industrial End-Users
- IPPs
- Maintenance
- National Grid
- Solution Providers
- Sustainability
- Utilities
- Water Utilities

Included in EVERY edition:

- Exclusive news & feature articles on the latest and most prominent industry stories
- Classifieds & Engine Manufacturers Guide
- Market Report*
- New products & services**
- Association News**



Print advertising

Double page spreads, Full, half and quarter-page print advertisements are available in each edition.



Bonus Digital Issue

All advertisements are included free of charge within the digital versions of the magazines and are linked to your company website OR link of your choice!



Active Audience, High Impression!



DIGITAL FORMAT

The local Professional-reading new population makes up the majority.



60,029
Total Subscribers



6 min 44 sec
Avg. reading time per issue (2023)

Language Support:



Main: English
All digital editions translatable to over 100 languages!



DEVICE USAGE

A (Desktop) = 80%
B (Phone) = 19%
C (Tablet) = 1%



ENGAGEMENTS

Website clicks = 36%
Video Ad plays = 23%
Downloads = 7%



Sponsor Digital Mag

Be seen by all readers instantly upon opening the digital magazine!

Contact
power@wipmagazines.com
for pricing.



Hyperlink Your Ad

When your AD is clicked, users will be taken to your chosen website / landing page.
Your hyperlinked advert will 'flash' to increase chance of readers clicking.



Video Ads

Your advert will feature a click to 'play' button (OR **Auto-Play** available!)
Show your audience more with your chosen video.
All you need is a YouTube link!
Prices upon request.



7,7k+

Potential reach per post

LinkedIn 2023

eNewsletter

Monthly Roundup of The Top News



1

Email leaderboard

600 (w) x 80 (h) pixels
Format: JPEG / PNG (under 1Mb)
£1,500 per e-newsletter

2

Sponsor this space

Image 600 (w) x 350 pixels (h)
20-60 word description
Button with hyperlink (4 word max)
£1,050 per e-newsletter

3

Middle Banner

600 (w) x 250 (h) pixels
Format: JPEG / PNG (under 1Mb)
£1050 per e-newsletter

4

Lower Banner

600 (w) x 250 (h) pixels
Format: JPEG / PNG (under 1Mb)
£925 per e-newsletter

60,029

Global opt-in audience*

34.77%

Subscribers who are highly engaged and often open and click our emails*

* Source: Brevo.com (Formerly Sendinblue.com) (2023)

eBlasts

Rate:
£0.50 / open — £750 minimum (best option for AWARENESS)
£0.75 / unique clicks — £1,125 minimum (best option for ENGAGEMENT)

Promote your company's products, services or announcements via e-mail sent directly to our high quality readership for ALL 6 power publications.

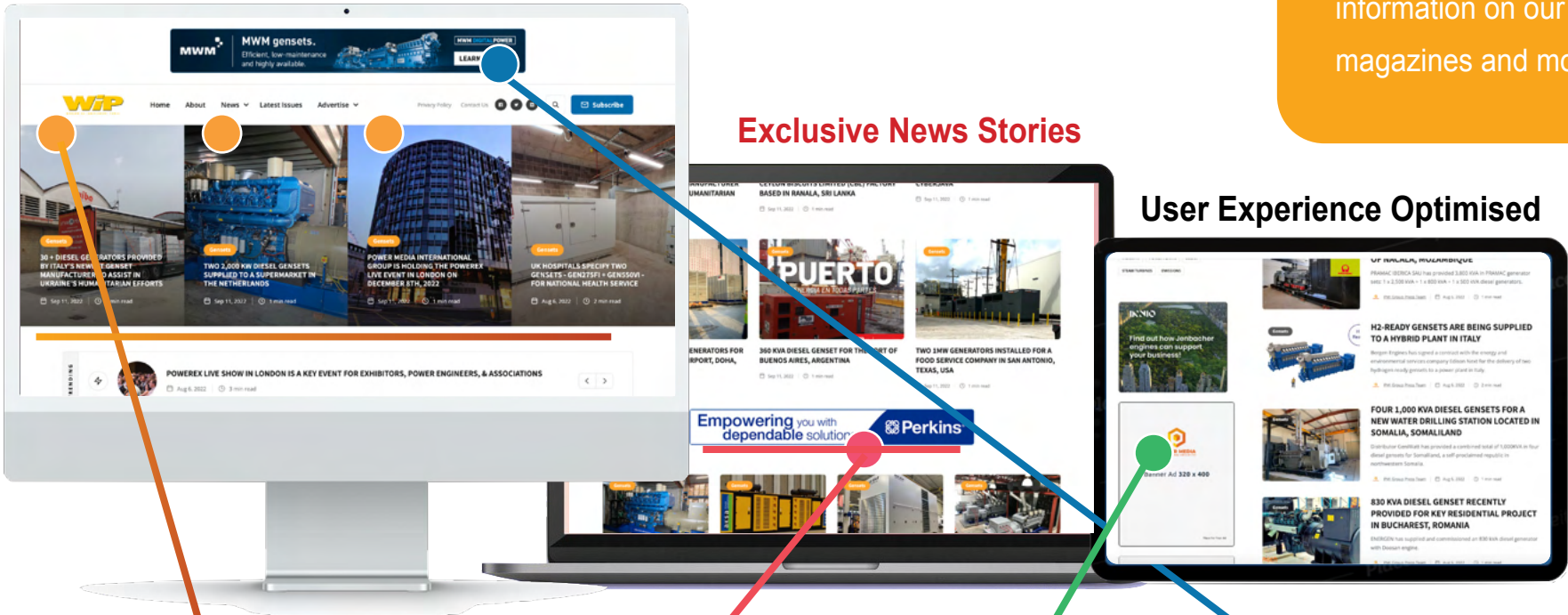
- Please supply the HTML file using the document type HTML 4.0 transitional
- Please supply all images unless they are hosted by you and the paths referenced accordingly to where the files are hosted which must be on a publicly available webserver
- A pre-prepared HTML file MUST NOT use or include:
 - Background Images, Embedded audio/video files, Animated gifs, Flash based files (e.g. SWF, FLV), Javascript or other similar scripting.
- One week prior to eBlast date send:
 - Your HTML file/code plus e-mail subject line to power@wipmagazines.com
 - A test e-mail will be sent for approval prior to mailing.
 - 2 weeks after mail date - customer's will be sent a report including: unique clicks, deliveries, and open rate.
- Terms & Conditions:
 - An unsubscribe link will be placed in the bottom of the e-mail footer.

Exclusive Advertising Packages

www.wipmagazines.com

Get The Attention, Recognition And Sales You Deserve

Features weekly updates and breaking news from around the world, show and event updates, information on our magazines and more!



Exclusive News Stories

User Experience Optimised

News Package

£1095 / pm

1 featured story
(prominent place on homepage + run of site)

max. 3

Light Package

£1295 / pm

1 fullsize banner
728x90px
(home page only)

max. 2

Pro Package

£1895 / pm

1 sidebar banner
320x440px
(run of site*)

max. 3

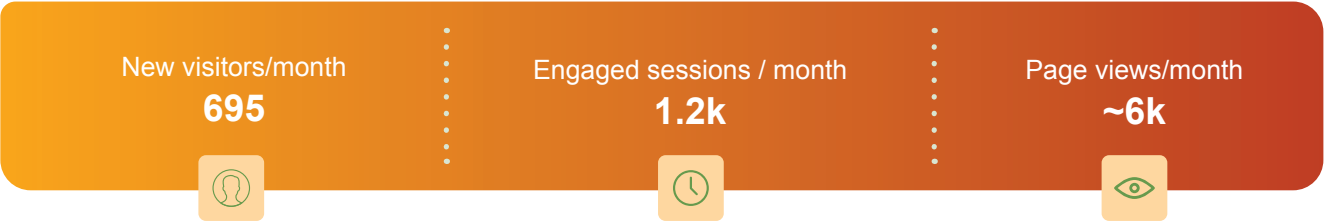
Power Package

£2500 / pm

1 fullsize banner
728x90px
(run of site)

ONLY 1

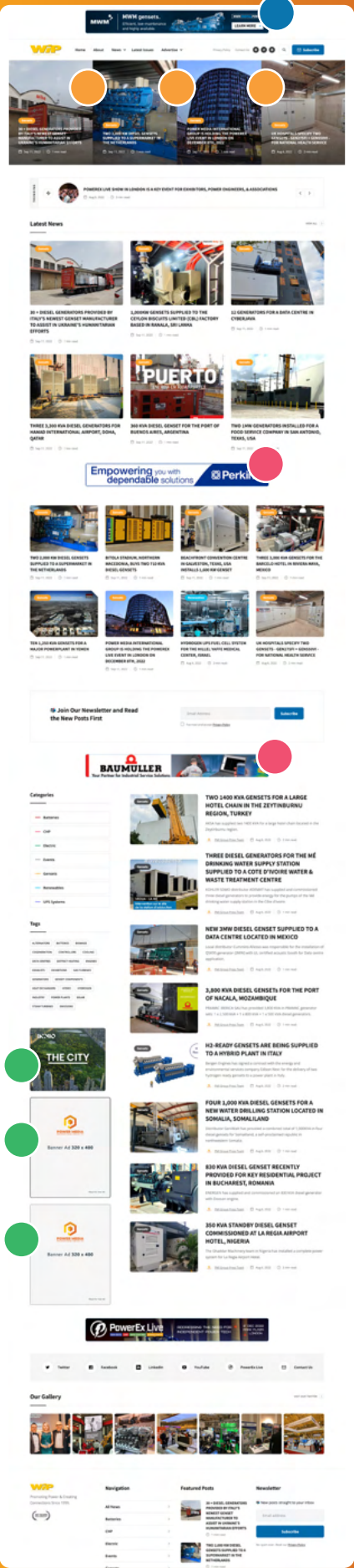
*Excludes: 'About', 'Advertise' and 'Contact' pages.
Feel free to [contact us](mailto:contact@wipmagazines.com) if you have any questions or ideas. We will be glad to help and let you know more about all our marketing and advertising options.



Source: Google Analytics 2023
Google Analytics is one of the most widely utilised web analytic services on the Internet and considered both reliable and valid.

An engaged session is a session that lasts longer than 10 seconds, has a conversion event, or has at least 2 pageviews or screenviews..

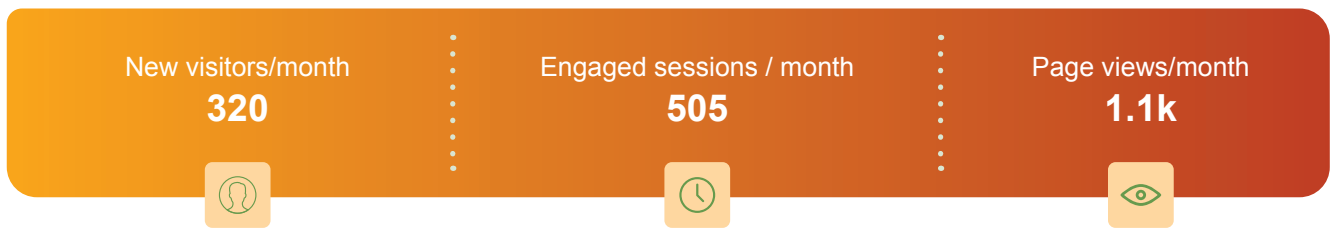
Home Page Preview



Power Media International Group Website



Key Statistics



Source: Google Analytics. 2023
Google Analytics is one of the most widely utilised web analytic services on the Internet and considered both reliable and valid.

Statistics avg. taken from 90 day period 2023

Online Directory Website

The ultimate click and search guide for all professionals within the industry.






Key Statistics






Source: Google Analytics
Google Analytics is one of the most widely utilised web analytic services on the Internet and considered both reliable and valid.

Statistics avg. taken from 90 day period 2023








JAN / FEB		MARCH	APRIL	MAY	JUNE	JULY/AUG
KEY TOPICS		KEY TOPICS	KEY TOPICS	KEY TOPICS	KEY TOPICS	KEY TOPICS
CHP/COGENERATION	CHP/Cogeneration	CHP/Cogeneration	CHP/Cogeneration	CHP/Cogeneration	CHP/Cogeneration	CHP/Cogeneration
	Gas Engines	Gas Engines	Gas Engines	Gas Engines	Gas Engines	Gas / Diesel Engines
	Gas Turbines	Diesel Engines	Fuels	Power Plants	Emissions	Gas Turbines
	Biomass	Renewables	Gas Turbines	Diesel Engines	Fuels	Emissions
	Emissions	Facilities Management	Filtration	Renewables	Filtration	Power Plants
	Renewables	Emissions	Wind Energy	Gas Turbines	HRSG	Renewables
	Energy Storage	Gas Turbines	HRSG	Fuels	District Heating	Heat Exchangers
	Hydrogen	Biomass	Power Stations	Biomass	Heat Exchangers	Exhausts
	Filtration	Energy Storage	Heat Exchangers	Exhausts	Power & Heat Gas Compression	Power & Heat Gas Compression
	District Heating	Hydrogen	District Heating	Power & Heat Gas Compression	Biomass	District Heating
GEN-SETS, OEM'S, SUPPLIERS	Exhausts	Exhausts	Hydrogen	Hydrogen	Hydrogen	Biomass
	Power & Heat Gas Compression	Power & Heat Gas Compression	Emissions	Energy Storage	Energy Storage	Hydrogen
				Emissions		Energy Storage
	Gen-Set	Gen-Set	Gen-Set	Gen-Set	Gen-Set	Gen-Set
	Diesel Engines	Alternators	Diesel Engines	Hire & Rental Equipment	Diesel Engines	Hire & Rental Equipment
	Radiators	Batteries	UPS Systems	Alternators	Batteries, Chargers & Monitors	Batteries, Chargers & Monitors
	Batteries, Chargers & Monitors	UPS Systems	Loadbanks	Maintenance	Load Banks	Load Banks
	Load Banks	Data Centres	Test Equipment	Data Centres	Alternators	Alternators
	Noise & Vibration / Acoustics	Controls & Monitoring	Noise & Vibration / Acoustics	Controls & Monitoring	UPS Systems	UPS Systems
	Alternators	Hire & Rental Equipment	Batteries	Noise & Vibration / Acoustics	Controls & Monitoring	Controls & Monitoring
SYSTEMS	Maintenance	Silencers	Data Centres	Facilities Management	Silencers	Noise & Vibration / Acoustics
	UPS Systems	Noise & Vibration / Acoustics	Radiators		Test Equipment	UPS / Batteries
	Data Centres		Alternators			Radiators
	Heat Exchangers		Controls			
	Hire & Rental					
	Controls & Monitoring					
	Compressors	HRSG	Noise & Vibration	Gears	Power Plants	Cabling
	Power Plants, Equipment & Operations	Switchgear	Filtration & Fuel Cells	Rental	Renewables	Power Projects
	Boilers	Gears & Gear boxes	Transmission/Distribution	Design & EU Power Review	HRSG & Blading	Software
EXHIBITIONS	Coolers & Cooling Systems	Training	Software/Simulation			Switchgear
	28 Feb-1 March Key Energy (DPE) Rimini Italy	* 16-18 April - MEE show in Dubai		5-8 June - WIN Eurasia - Turkey	* ASME 2024 Turbomachinery Technical Conference - Turbo Expo in Boston, Massachusetts, - July 15th - 18th, 2024	* 4-6 Sept. - Electric & Power Vietnam Ho Chi Minh City Viet Nam
	6-7 March - Data Centre World - London UK	 25 April - IpowerE Lunch	24 May - Int. Conference on Carbon Capture & Storage Barcelona Spain	25-27 June - Hillhead -Buxton UK		20 ICCDCS Carbon Capture & Storage Lisbon Portugal
	13-14 March Distributed Energy Show, Telford International Centre, UK	23-25 April - Argus Biomass Conference London UK		26 June - PowerEx Golf Day		
	14-16 March - ENERGY-ENG-2024 Dubai, UAE			27 June - PowerEx Live Midlands UK		TBD Battery Japan 2024 Chiba Japan
	29 March ICCGST Carbon Capture & Storage Paris France					25-27 POWER & ENERGY AFRICA Dar-es-Salaam Tanzania
				TBD - ENERGY LEBANON Beirut		
				25-27 June - ASME TURBO - London UK		
				TBD GPOWER - Shanghai-China		
DEADLINES		DEADLINES	DEADLINES	DEADLINES	DEADLINES	DEADLINES
Editorial copy - Jan 31st		Editorial copy - Feb 22nd	Editorial copy - March 29th	Editorial copy - April 26th	Editorial copy - May 24th	Editorial copy - June 28th
Adverts - 8th Feb		Adverts - March 8th	Adverts - April 12th	Adverts - May 10th	Adverts - June 14th	Adverts - July 12th
Publication date Feb 22nd		Publication date March 20th	Publication date April 25th	Publication date May 24th	Publication date June 27th	Publication date July 24th

<div>ABOUT</div> <div>PRINT</div> <div>DIGITAL</div> <div>CONTENT</div> <div>SPECIFICATIONS & RATE</div>		<div><div><div></div></div> = WIP SPONSORS</div>		OFFICIAL SUPPORTING MEE SHOW ISSUE		MEDIA KIT 2024 16			
SEPTEMBER		OCTOBER		NOV/DEC		FEB/MARCH		JULY/AUGUST	
KEY TOPICS		KEY TOPICS		KEY TOPICS		KEY TOPICS		KEY TOPICS	
CHP/COGENERATION		CHP/Cogeneration Gas Engines Gas Turbines Fuels Filtration HRSG Renewables District Heating Biomass Hydrogen Energy Storage Emissions		CHP/Cogeneration Gas Engines Gas Turbines Filtration Fuels Renewables Biomass Power Plants Heat Exchangers Exhausts Power & Heat Gas Compression District Heating Hydrogen Energy Storage Emissions		CHP/Cogeneration Gas Engines Diesel Engines Renewables Facilities Management Emissions Gas Turbines Biomass Fuels District Heating		CHP/Cogeneration Gas Turbines Fuels & Lubricants Biomass Filtration Renewables Emissions Energy Storage Gas Engines Power Solutions	
GEN-SETS, OEM'S, SUPPLIERS		Gen-Set Data Centres Controls & Monitoring Noise & Vibration / Acoustics UPS Systems Batteries Radiators Alternators		Gen-Set Diesel Engines Test Equipment Load Banks Alternators Maintenance UPS / Batteries Data Centres Hire & Rental Controls & Monitoring		Gen-Set UPS Systems Controls & Monitoring Radiators Alternators Data Centres Diesel Engines Maintenance Load Banks Heat Exchangers		Gen-Set Load Banks Heat Exchangers UPS Systems Controls & Monitoring Radiators Noise & Vibration / Acoustics Hire & Rental Batteries, Chargers & Monitors Alternators Data Centres Diesel Engines Maintenance	
SYSTEMS		Steam Turbines Generators HRSG		Fuel Cells Heat Exchangers Filtration & Power Station Design		Coolers & Cooling Systems Boilers Maintenance Compressors Power Plants & Operations		Coolers & Cooling Systems Power Plants, Equipment & Operations Compressors Boilers	
EXHIBITIONS		TBD Nibs Battery Show UK 5-8 November - International Trade Fair for the Electrical Sector MATELEC Madrid Spain 12 November - ENERGY DECENTRAL Hannover Germany TBD - DataCentres Ireland TBD - EMEX 12th December - POWEREX LIVE 2024 London UK		12th December - POWEREX LIVE 2024 London UK 25 January - Power-Gen Int'l USA		* 16-18 April - MEE show in Dubai 5-8 June - WIN Eurasia - Turkey TBD - ENERGY LEBANON Beirut		TBD EGYPT ENERGY EIEC (Egypt International Exhibition Center)	
DEADLINES		DEADLINES		DEADLINES		DEADLINES		DEADLINES	
Editorial copy Sept. 28th Adverts - October 11th Publication date October 25th		Editorial copy Sept. 28th Adverts - October 11th Publication date October 25th		Editorial copy Nov. 15th Adverts - Nov. 22nd Publication date Dec. 6th		Editorial copy - Feb 29th Adverts - March 8th Publication date March 27th		Editorial copy - June 28th Adverts - July 12th Publication date July 24th	

JAN-MARCH		APRIL-JUNE		JULY-SEPT.		OCT-DEC	
KEY TOPICS		KEY TOPICS		KEY TOPICS		KEY TOPICS	
CHP/COGENERATION	CHP/Cogeneration Gas Engines Gas Turbines Power Solutions Renewables Fuels & Lubricants Emissions Hydrogen District Heating Biomass Energy Storage Power & Heat Gas Compression		CHP/Cogeneration District Heating Emissions Fuels & Lubricants Biomass Energy Storage Gas Engines Power Solutions Hydrogen Renewables Gas Turbines Energy Storage Power & Heat Gas Compression		CHP/Cogeneration Gas Engines Diesel Engines Renewables Facilities Management Emissions Hydrogen Gas Turbines Biomass Fuels District Heating Energy Storage Power & Heat Gas Compression		CHP/Cogeneration Gas Turbines Fuels & Lubricants Biomass Filtration Renewables Emissions Hydrogen Gas Engines Energy Storage
	Gen-Set Diesel Engines Radiators Batteries, Chargers & Monitors Load Banks Noise & Vibration / Acoustics Alternators Maintenance UPS Systems Data Centres Heat Exchangers Hire & Rental Controls & Monitoring		Gen-Set Radiators Noise & Vibration Data Centres Diesel Engines Maintenance Load Banks Heat Exchangers Hire & Rental Batteries, Chargers & Monitors Alternators		Gen-Set UPS Systems Controls & Monitoring Radiators Noise & Vibration / Acoustics Data Centres Diesel Engines Hire & Rental Maintenance Load Banks Heat Exchangers		Gen-Set Load Banks Heat Exchangers UPS Systems Controls & Monitoring Radiators Noise & Vibration / Acoustics Hire & Rental Batteries, Chargers & Monitors Alternators Data Centres Diesel Engines Maintenance
	Compressors Power Plants, Equipment & Operations Maintenance Coolers & Cooling Systems		Boilers Maintenance Power Plants, Equipment & Operations Coolers & Cooling Systems		Boilers Maintenance Compressors Power Plants & Operations		Coolers & Cooling Systems Power Plants, Equipment & Operations Compressors Boilers
	28 Feb-1 March Key Energy (DPE) Rimini Italy 6-7 March - Data Centre World - London UK 13-14 March Distributed Energy Show, Telford International Centre, UK 29 March ICCST Carbon Capture & Storage Paris France		25 April - IpowerE Lunch 23-25 April - Argus Biomass Conference London UK 24 April - Int. Conference on Carbon Capture & Storage Barcelona Spain 25-27 June - Hillhead -Buxton UK 26 June - PowerEx Live Golf Day UK 27 June - PowerEx Live Midlands UK  25-27 June - ASME TURBO - London UK 20 Sept. ICCDCS Carbon Capture & Storage Lisbon Portugal		TBD HESE - HYDROGEN ENERGY SUMMIT & EXPO 2023 Bologna Italy 23-24 October - The Showman Show UK 5-8 Nov. - International Trade Fair for the Electrical Sector MATELEC Madrid Spain 12 Nov. ENERGY DECENTRAL Hannover Germany		 12 December - POWEREX LIVE 2024 London UK  TBC Nibs Battery Show UK
EXHIBITIONS							
DEADLINES		DEADLINES		DEADLINES		DEADLINES	
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JANUARY		JULY/AUGUST		MAY - JUNE		NOV/DEC	
CHP/COGENERATION	KEY TOPICS	KEY TOPICS	KEY TOPICS	KEY TOPICS	KEY TOPICS	KEY TOPICS	KEY TOPICS
	CHP/Cogeneration Gas Engines Gas Turbines Power Solutions Renewables Fuels & Lubricants Emissions Hydrogen District Heating	CHP/Cogeneration District Heating Emissions Fuels & Lubricants Biomass Energy Storage Gas Engines Power Solutions Renewables Gas Turbines	CHP/Cogeneration Gas Engines Diesel Engines Renewables Facilities Management Emissions Gas Turbines Biomass Fuels District Heating	CHP/Cogeneration Gas Turbines Fuels & Lubricants Biomass Filtration Renewables Emissions Energy Storage Gas Engines Power Solutions			
	Gen-Set Diesel Engines Radiators Batteries, Chargers & Monitors Load Banks Noise & Vibration / Acoustics Alternators Maintenance UPS Systems Data Centres Heat Exchangers Hire & Rental Controls & Monitoring	Gen-Set Radiators Noise & Vibration / Acoustics Data Centres Diesel Engines Maintenance Load Banks Heat Exchangers Hire & Rental Batteries, Chargers & Monitors Alternators	Gen-Set UPS Systems Controls & Monitoring Radiators Alternators Data Centres Diesel Engines Maintenance Load Banks Heat Exchangers	Gen-Set Load Banks Heat Exchangers UPS Systems Controls & Monitoring Radiators Noise & Vibration / Acoustics Hire & Rental Batteries, Chargers & Monitors Alternators Data Centres Diesel Engines Maintenance			
	Compressors Power Plants, Equipment & Operations Maintenance Coolers & Cooling Systems	Boilers Maintenance Power Plants, Equipment & Operations Coolers & Cooling Systems	Coolers & Cooling Systems Boilers Maintenance Compressors Power Plants & Operations	Coolers & Cooling Systems Power Plants, Equipment & Operations Compressors Boilers			
	* 22-24 FEB. - POWER ENERGY AFRICA 24 Addis Ababa Ethiopia	* 25-27 Sept. POWER & ENERGY AFRICA Dar-es-Salaam Tanzania	15 - 18th July - ASME 2024 Turbomachinery Technical Conference - Turbo Expo in Boston, Massachusetts 8 October - THE BATTERY SHOW - NORTH AMERICA Detroit MI USA	25 January - Power-Gen Int'l USA			
EXHIBITIONS	DEADLINES	DEADLINES	DEADLINES	DEADLINES			
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2023 JAN - FEB		MARCH - APRIL		MAY - JUNE		JULY - AUGUST		SEPT. - OCTOBER		NOV - DEC	
KEY TOPICS		KEY TOPICS		KEY TOPICS		KEY TOPICS		KEY TOPICS		KEY TOPICS	
CHP/COGENERATION	CHP/Cogeneration	CHP/Cogeneration	CHP/Cogeneration	CHP/Cogeneration	CHP/Cogeneration	CHP/Cogeneration	CHP/Cogeneration	CHP/Cogeneration	CHP/Cogeneration	CHP/Cogeneration	CHP/Cogeneration
	Gas Engines		Biomass		District Heating		Gas Engines		Gas Engines		Fuels & Lubricants
	Gas Turbines		Fuels & Lubricants		Power Solutions		Filtration		District Heating		Biomass
	Biomass		Emissions		Renewables		Gas Engines		Fuels & Lubricants		Filtration
	Power Solutions		Filtration		Biomass		District Heating		Emissions		Gas Engines
	Renewables		Gas Engines		Fuels & Lubricants		Fuels & Lubricants		Power Solutions		District Heating
	Fuels & Lubricants		Gas Turbines		Emissions		Emissions		Renewables		Emissions
	Emissions		District Heating		Filtration		Power Solutions		Gas Turbines		Power Solutions
	Hydrogen		Energy Storage		Gas Engines		Renewables		Biomass		Renewables
	District Heating		Power Solutions		Gas Turbines		Hydrogen		Energy Storage		Gas Turbines
GEN-SETS, OEM'S, SUPPLIERS	Gen-Set	Gen-Set	Gen-Set	Gen-Set	Gen-Set	Gen-Set	Gen-Set	Gen-Set	Gen-Set	Gen-Set	Gen-Set
	Diesel Engines		Data Centres		Load Banks		Noise & Vibration / Acoustics		UPS Systems		Radiators
	Radiators		Diesel Engines		Noise & Vibration / Acoustics		Alternators		Load Banks		Noise & Vibration / Acoustics
	Batteries, Chargers & Monitors		Heat Exchangers		Alternators		UPS Systems		Heat Exchangers		Data Centres
	Load Banks		Hire & Rental		UPS Systems		Load Banks		Hire & Rental		Diesel Engines
	Noise & Vibration / Acoustics		Controls & Monitoring		Radiators		Radiators		Batteries, Chargers & Monitors		UPS Systems
	Alternators		Maintenance		Data Centres		Controls & Monitoring		Radiators		Controls & Monitoring
	Maintenance		Batteries, Chargers & Monitors		Diesel Engines		Maintenance		Noise & Vibration / Acoustics		Maintenance
	UPS Systems		Load Banks		Heat Exchangers		Data Centres		Alternators		Load Banks
	Data Centres		Noise & Vibration / Acoustics		Hire & Rental		Diesel Engines		Controls & Monitoring		Heat Exchangers
	Heat Exchangers		Alternators		Controls & Monitoring		Heat Exchangers		Maintenance		Hire & Rental
	Hire & Rental		UPS Systems		Maintenance		Hire & Rental		Data Centres		Batteries, Chargers & Monitors
	Controls & Monitoring		Radiators						Diesel Engines		Alternators
SYSTEMS	Compressors	Power Plants, Equipment & Operations	Power Plants, Equipment & Operations	Boilers	Boilers	Maintenance	Maintenance	Coolers & Cooling Systems	Coolers & Cooling Systems	Power Plants, Equipment & Operations	Power Plants, Equipment & Operations
	Power Plants, Equipment & Operations		Boilers		Compressors		Power Plants, Equipment & Operations		Maintenance		Operations
	Boilers		Compressors		Coolers & Cooling Systems		Boilers		Power Plants, Equipment & Operations		Coolers & Cooling Systems
	Coolers & Cooling Systems		Coolers & Cooling Systems		Maintenance		Compressors		Compressors		Maintenance
EXHIBITIONS	6-7 March - Data Centre World - London UK	 	25-27 June - Hillhead -Buxton UK					 	23-24 October - The Showman Show UK		12 December - POWEREX LIVE 2024 London UK
	13-14 March Distributed Energy Show, Telford International Centre, UK		26 June - PowerEx Live Golf Day						TBC Nibs Battery Show UK		
	25 April - IpowerE Lunch		27 June - PowerEx Live Midlands UK								
	23-25 April - Argus Biomass Conference London UK		25-27 June - ASME TURBO - London UK								
DEADLINES		DEADLINES		DEADLINES		DEADLINES		DEADLINES		DEADLINES	
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Adverts - Jan 25th		Adverts - March 22nd		Adverts - June 14th		Adverts - August 16th		Adverts - October 11th		Adverts - December 6th	
Publication date Feb 22nd		Publication date April 26th		Publication date June 28th		Publication date August 23rd		Publication date October 25th		Publication date December 20th	

<div><div>ABOUTPRINTDIGITALCONTENTSPECIFICATIONS & RATE</div><div><div>ipa</div><div>INDEPENDENT POWER ASIA</div></div></div>						
FEB/MARCH		JUNE/JULY		OCT/NOV		
KEY TOPICS		KEY TOPICS		KEY TOPICS		
CHP/COGENERATION	CHP/Cogeneration		CHP/Cogeneration		CHP/Cogeneration	
	Gas Engines		Gas / Diesel Engines		Gas Engines	
	Fuels		Gas Turbines		Gas Turbines	
	Filtration		Emissions		Filtration	
	HRSG		Renewables		Fuels	
	Renewables		Hydrogen		Renewables	
	District Heating		Energy Storage		Biomass	
	Biomass				Power Plants	
GEN-SETS, OEM'S, SUPPLIERS	Gen-Set		Gen-Set		Gen-Set	
	Diesel Engines		Data Centres		Diesel Engines	
	Batteries, Chargers & Monitors		Controls & Monitoring		Test Equipment	
	Load Banks		Noise & Vibration / Acoustics		Load Banks	
	Alternators		UPS Systems		Alternators	
	Maintenance		Batteries		Maintenance	
	UPS Systems		Radiators		UPS / Batteries	
	Data Centres		Alternators		Data Centres	
	Hire & Rental				Hire & Rental	
	Controls & Monitoring				Controls & Monitoring	
	Test Equipment					
	Silencers					
	SYSTEMS	Steam Turbines		Boilers		Fuel Cells
Generators		Emissions		Heat Exchangers		
HRSG		Biomass		Filtration & Power Station		
				Design		
EXHIBITIONS	TBD GPOWER - Shanghai-China		4-6 Sept. - Electric & Power Vietnam Ho Chi Minh City Viet Nam		TBD Battery Japan 2024 Chiba Japan	
			TBD Battery Japan 2024 Chiba Japan			
DEADLINES		DEADLINES		DEADLINES		
Editorial copy - Feb 22nd		Editorial copy - July 11th		Editorial copy Nov. 8th		
Adverts - March 8th		Adverts - July 17th		Adverts - Nov. 15th		
Publication date March 20th		Publication date July 26th		Publication date Nov. 22nd		





A4 SIZE



Full Page

Metric:
210mm (w) x 297mm (h)
Imperial:
8.267" (w) x 11.692" (h)



Bleed Size:

Metric:
216mm (w) x 303mm (h)
Imperial:
8.503" (w) x 11.929" (h)



Type Area:

Metric:
190mm (w) x 277mm (h)
Imperial:
7.480" (w) x 10.905" (h)



Half-Page

Landscape:
185mm (w) x 128mm (h)
Portrait:
87mm (w) x 265mm (h)



Quarter Page

Metric:
87mm (w) x 128mm (h)
Imperial:
3.425" (w) x 5.039" (h)



Double Page:

Metric:
420mm (w) x 297mm (h)
Imperial:
16.535" (w) x 11.692" (h)



Bleed Size:

Metric:
426mm (w) x 303mm (h)
Imperial:
16.771" (w) x 11.929" (h)



Type Area:

Metric:
400mm (w) x 277mm (h)
Imperial:
15.748" (w) x 10.905" (h)



Front Cover

Metric:
210mm (w) x 240mm (h)
Imperial:
8.267" (w) x 9.448" (h)



TABLOID SIZE



Full Page

Metric:
245mm (w) x 330mm (h)
Imperial:
9.645" (w) x 12.992" (h)



Bleed Size:

Metric:
251mm (w) x 336mm (h)
Imperial:
9.882" (w) x 13.228" (h)



Type Area:

Metric:
225mm (w) x 310mm (h)
Imperial:
8.858" (w) x 12.205" (h)



Half-Page

Landscape:
220mm (w) x 145mm (h)
Portrait:
110mm (w) x 300mm (h)



Quarter Page

Metric:
95mm (w) x 145mm (h)
Imperial:
3.740" (w) x 5.709" (h)
Top Strap Advert:
235 (w) x 55 (h) mm



Bonus Digital Issue

All advertisements are included free of charge within the digital versions of the magazines and are linked to your company website OR link of your choice!

REQUIREMENTS

Artwork:

300dpi
CMYK

Files Accepted:

PDF
JPEG

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(Click to play advert)
YouTube / Vimeo link
MP4.

Supply:

power@wipmagazines.
com

Do not use:

RGB colour
pict files



No. of insertions:	1-2	3-5	6-7	8-9
Outside Back Cover	£4,125	£3,925	£3,580	£3,180
Inside Front Cover	£3,900	£3,675	£3,510	£3,250
Inside Back Cover	£3,520	£3,510	£3,325	£3,145
Double Page Spread	£6,325	£5,930	£5,550	£5,190
Full Page	£3,510	£3,290	£3,080	£2,885
Half Page	£2,090	£1,990	£1,875	£1,785
Quarter Page	£1,500	£1,440	£1,385	£1,325



No. of insertions:	1-2	3-4	5-6
Quarter Page (FRONT)	£900	£900	£900
Outside Back Cover	£2,900	£2,700	£2,500
Inside Back Cover	£2,500	£2,300	£2,000
Full Page	£2,300	£2,200	£2,100
Half Page	£1,275	£1,100	£990
Quarter Page	£725	£675	£585

Publication:	MEP MIDDLE EAST POWER		AFRICA Power News		IPA INDEPENDENT POWER ASIA	AMERICAN POWER NEWS USA, CANADA, CARIBBEAN & S.AMERICA	EURO POWER NEWS
Outside Back Cover	£3,179	£2,911	£3,179	£2,911	£3,179	£3,179	£3,179
Inside Front Cover	£3,512	£3,316	£3,512	£3,316	£3,512	N/A	£3,512
Inside Back Cover	£3,327	£3,144	£3,327	£3,144	£3,327	£3,327	£3,327
Double Page Spread	£5,549	£5,191	£5,549	£5,191	£5,549	£5,549	£5,549
Full Page	£3,083	£2,884	£3,083	£2,884	£3,083	£3,083	£3,083
Half Page	£1,883	£1,783	£1,883	£1,783	£1,883	£1,883	£1,883
Quarter Page	£1,384	£1,324	£1,384	£1,324	£1,384	£1,384	£1,384
No. of insertions:	1	2	1	2	1-3	1-2	1-4

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