



WindEnergy

NETWORK

COMMUNICATION HUB FOR THE WIND ENERGY INDUSTRY



MAGAZINE

SUPPLY CHAIN REGISTER

EVENTS

TV CHANNEL

Media Marketing Pack

2017

Introduction

We offer a communication hub aimed exclusively at decision makers in the wind energy industry. Our subscribers are from all aspects of the supply chain. They range from the largest multi-nationals, established in the industry for years, to companies diversifying into the wind industry for the first time. They are geographically located within the UK, across Europe and beyond. All information is free to access and free to subscribe.

WE COVER...

- Onshore
- Offshore
- All aspects of the wind industry supply chain

WIND ENERGY NETWORK COMPRISES...

- Magazine - *bi-monthly, both online and printed versions*
- Supply Chain Register - *over 2,000 companies listed by their specialisms, plus by A-Z*
- Interactive links - *giving more information about the companies in the industry*
- Events Calendar - *'must attend' events*
- TV Channel - *wind industry specific videos*
- Careers - *vacancies with salaries over £30k*



Magazine

Wind Energy Network magazine is aimed exclusively at senior decision makers specifically in the wind energy industry. It is a glossy magazine, both in print and in a page turn format online. Each is full of interactive features. Every edition contains over 100 pages full of news and articles relevant to wind industry decision makers. Our emphasis is on providing good quality and interesting editorial to create a magazine which is well respected by our readers. Contributions are always sought from companies and industry experts. We will gladly help you plan in editorial to form part of your annual marketing mix.

The interactive links throughout the magazine lead to additional supporting information to give our readership a highly informative experience and relevant information at their fingertips – both online and in print.

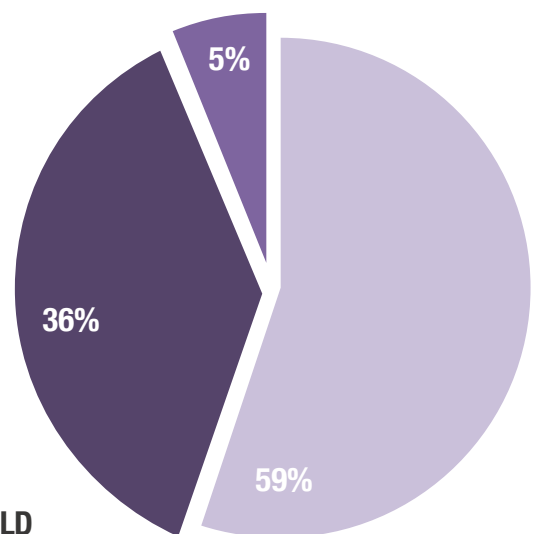
FEATURES	BENEFITS
Bi-monthly magazine	Regular information reaching your core audience
4,200 printed copies mailed to subscribers	On the desks of the main decision makers for those who prefer the touch & feel of a printed magazine
6,500 e-copies sent to subscribers	Interactive and immediate with all the green credentials for those who prefer their media in this format
Unique interactive features	Extra information available for our readers, enriching the articles. Making it a truly individual publication
Average 3,100 online views each month	The magazine is being widely read by industry decision makers
Genuine editorial	The magazine is filled with interesting articles from experts in their field from the whole wind industry supply chain
No charge for editorial	Free marketing
Magazine contains no advertorials	Making it a great read which people want to engage with

Who receives the magazine

- > Representing companies across the entire supply chain
- > Company owners, directors & managers
- > Decision makers only
- > All readers have subscribed to receive the magazine
- > Worldwide readership

MAGAZINE DISTRIBUTION

- UK
- EUROPE
- REST OF THE WORLD



Interactive Links

ONLINE MAGAZINE EXAMPLE

The screenshot shows two pages from an online magazine. The left page is titled 'TECHNICAL DEVELOPMENT KEEPING ONE STEP AHEAD' and features a large image of a yellow and blue offshore vessel. The right page is titled 'RACE BANK FROM MINE FIELD TO ALARP CERTIFICATION' and features a large image of a white, rocky landscape. Both pages have a 'MARINE ORDNANCE' header and a 'RAMORAD' logo. The right page includes a 'METHOD' section and a 'VIDEO DISPOSAL' section. At the bottom of the right page, there are three buttons: 'Click to view more info', 'Click to view solutions', and 'Click to view video'. Arrows from the text on the right point to these buttons.

Click on the pink link to take you straight to your website.

Click on the pink link to take you straight to your brochure.

Click on the green link to play video.

PRINTED MAGAZINE EXAMPLE

The screenshot shows two pages from a printed magazine, identical in content to the online version. The left page is titled 'TECHNICAL DEVELOPMENT KEEPING ONE STEP AHEAD' and features a large image of a yellow and blue offshore vessel. The right page is titled 'RACE BANK FROM MINE FIELD TO ALARP CERTIFICATION' and features a large image of a white, rocky landscape. Both pages have a 'MARINE ORDNANCE' header and a 'RAMORAD' logo. The right page includes a 'METHOD' section and a 'VIDEO DISPOSAL' section. At the bottom of the right page, there are three QR codes: a pink one, a red one, and a green one. Arrows from the text on the right point to these QR codes.

Scan and go direct to your website.

Scan and go direct to your brochure.

Scan to play video.

Interactive Links Continued...

ENHANCE AND MAKE THE MOST OF YOUR EDITORIAL IN THE MAGAZINE. UP TO THREE LINKS TO ADDITIONAL INFORMATION ABOUT YOUR COMPANY GIVES OUR READERS JUST WHAT THEY NEED TO SEE AT A TIME WHEN THEY ARE INTERESTED IN LEARNING MORE ABOUT YOUR COMPANY'S SERVICES.

- We add up to three links at the end of your editorial to more information.
- The link can be to anything digital such as pictures, website links, email links, logos, testimonials, brochures, white papers, contact information, mini CV's, vacancies, case studies, videos, charts and much more.
- You will be able to access the stats on the views from your own analytics
- If you write any longer articles we can abridge the article to appear in the magazine. We will host the longer article and put the rest on a link. Therefore you are not having to cut your story short.
- We also provide you with the PDF of your articles so you can use them in your wider marketing – upload to your website, use as mail outs or handouts at shows and exhibitions.

HAVING INTERACTIVE LINKS PRIORITISES YOUR EDITORIAL TO APPEAR IN THE MAGAZINE OVER THOSE WITHOUT THE LINKS



COST:

1 EDITION (2 MONTHS ONLINE)..... **£330** **6 EDITIONS** (1 YEAR ONLINE)..... **£1600**

Magazine Feature Sponsorship

Each edition of the magazine contains a number of different editorial features. Each contains an in-depth spotlight on an area of interest and importance to the industry and may be sponsored. Sponsorship offers a great opportunity for your company to be seen as the champion in this particular field.

Large features are divided into subsections. Each of which may be sponsored.

FEATURES	BENEFITS
Branding in the header of each page of the feature	Places you as the leader in this field
Whole feature designed in your company colours - only applies to one-off and regular feature sponsorship	Brand awareness and recognition
First editorial double page for your editorial and inclusion of eye-catching, strong imagery <i>(800-900 words and high res images please)</i>	Makes your editorial stand out from the rest and be the first to be read
Up to 3 links added to more information added at the end of the article <i>(pink link online and QR code in the printed version)</i>	Offering our readers an easy method of seeing more tech spec sheets as well as more about your company & its expertise
PDF of the whole feature for you to use in your wider marketing <i>(have it printed/upload to your website/email out etc)</i>	Additional free marketing
Link to your website in our forthcoming features list	Additional free marketing
Statistics on the views available through your analytics	Highly accountable marketing

EXAMPLE OF HOW YOUR LISTING WILL APPEAR IN OUR FORTHCOMING FEATURES - with link to website

- 6. **Oils and Lubricants** – sponsored by [Hydac](#)
- 7. **Navigation & Radar** - sponsored by [Aveillant](#)
- 8. **Focus on Energi Coast** - sponsored by [Tees Valley Unlimited](#)
- 9. **Research & Development** – sponsored by [Narec](#)



ONE-OFF FEATURE SPONSORSHIP

Refer to forthcoming features for full list of 2017 topics and availability

REGULAR FEATURE SPONSORSHIP

- Professional Services
- O&M
- Industry News

ONE-OFF SECTION SPONSORSHIP

Large features are divided into subsections, sponsor one section of your choice.

ONE-OFF FEATURE SPONSORSHIP

£1,250

REGULAR FEATURE SPONSORSHIP

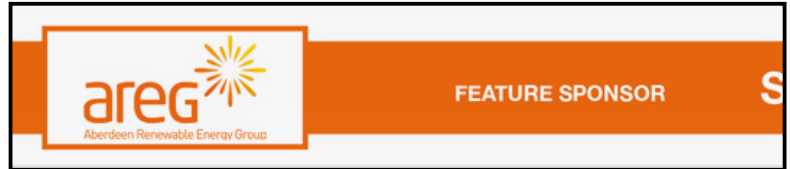
12 MONTHS £3,500

ONE-OFF SECTION SPONSORSHIP

£1,250

Magazine Feature Sponsorship Continued...

Double page editorial opening the feature



Green link plays your video.



Pink link clicks straight through to your website.



Belly Band **NEW!**

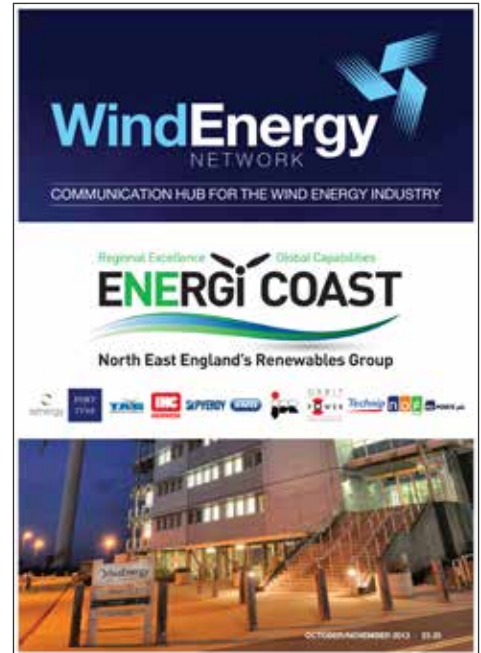
Introducing an eye-catching thin card band, 10cm wide, which wraps around the magazine cover both front and back. The ends of the bellyband tuck into the pages of the magazine and are glued in place. The magazine then opens up to a specific page either with your editorial or advert on it (so directing the reader straight to your company's page). The glue is a removable one, so the pages are not damaged in the process.

This ensures that the reader opens the magazine straight to your pages.

The artwork may run on one side of the belly band can contain any information of your choice - such as logos, images and text. This may be good to promote a product launch or presence at a particular conference or event. We will create the artwork for you to design the band. Cost is included in the price.

FEATURES	BENEFITS
Prominent position	Will catch the eye of our reader
Opens to a specified page in the magazine	Opens to your advertising/editorial page, guaranteeing it will be seen
Use your own design	Create brand awareness
Low cost, high impact	Ensuring your company stands out

**COST PER ISSUE:
£2900**



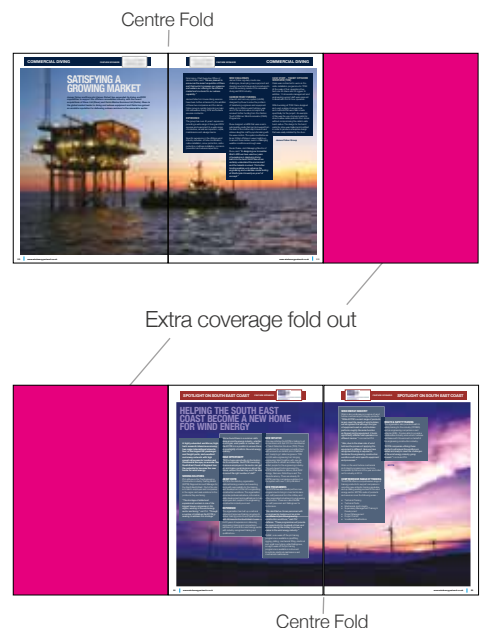
Gatefold **NEW!**

WHAT IS A GATEFOLD?

The left or right edges of the page fold inward and meet in the middle of the magazine without overlapping. When the page is folded out it doubles the page size. These are typically used as high impact images/ads or technical pieces. These can easily be incorporated into any of the features within the magazine to make a bold impact.

FEATURES	BENEFITS
Prominent	Will catch the eye of our reader
The foldout is interactive	Our readers engage with your information, making it highly memorable
Large area (at least four pages) of coverage	High impact on our readers
Great for running a technical piece plus advert	Positioning your company as leader in the field
Versatile	Content is up to you

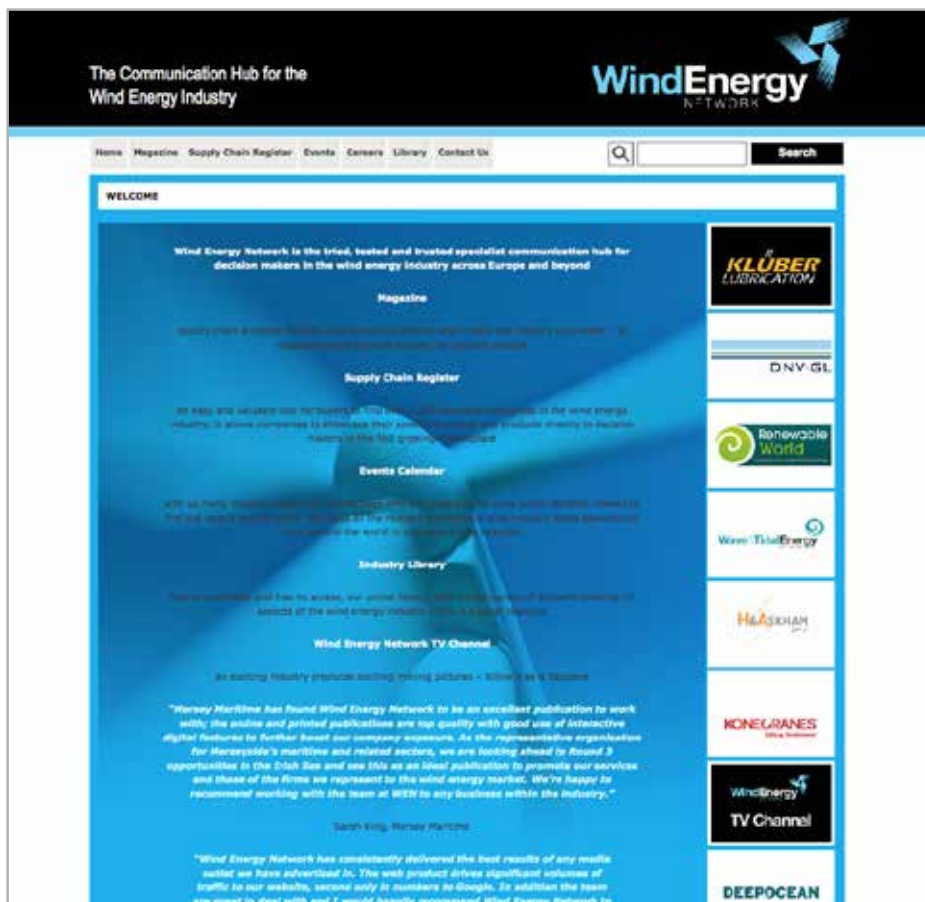
**COST PER ISSUE:
£4000**




Website Advertising


BUTTON ADVERTS...


FEATURES	BENEFITS
On each page of the website	Highly visible branding
Randomised order of appearance	Equal turn at the best slots
Eye catching	Brand awareness
Link to website	Monitor your views – highly accountable
Limited availability	Your button will stand out
Low annual cost	Very good value




ADVERTS...
















COST:	
PER MONTH	£100
ANNUALLY	£1000

Annual Year Planner

- > Sixth successful year
- > 4,200 copies mailed out to decision makers along with the December /January magazine
- > 12 months advertising and promotion
- > A1 size – large and eye-catching
- > Only a few advertising spaces available



DIMENSIONS:

SMALL ADVERT (LANDSCAPE) 93mm (w) x 40mm (h)	LARGE (LANDSCAPE) 197mm (w) x 79mm (h)
MEDIUM (LANDSCAPE) 93mm (w) x 79mm (h)	LARGE (PORTRAIT) 93mm (w) x 151mm (h)

COST:

SMALL ADVERT	£350
MEDIUM ADVERT	£500
LARGE ADVERT	£650

Complete Design Services

All adverts designed by us are fully interactive online, so will link to your website and email address's allowing you to monitor your response.

- > Brochures
- > Website
- > Marketing
- > Corporate branding

COST:

ADVERT DESIGN £100



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Advertising

RATE CARD

	1 EDITION	3 EDITIONS	6 EDITIONS
Full Page	£1,650	£4,300	£8,200
Half Page	£1,000	£2,300	£4,400
Half Page Double	£1,650	£4,300	£8,200
Quarter Page	£575	£1,430	£2,700
Quarter Page Double	£1,000	£2,300	£4,400
Eighth of a Page	£320	£890	£1,600
Eighth of a Page Double	£575	£1,430	£2,700
Inside Front/Back Cover	£1,900	£4,600	£8,800
Outside Back Cover	£2,200	£6,300	£11,900
Leaflet Insert	£2,100		



Bespoke packages

A tailor-made package can be created just for your company by our experienced Account Managers. This may include choices from our huge range of options, such as online, in-print and direct e-marketing.

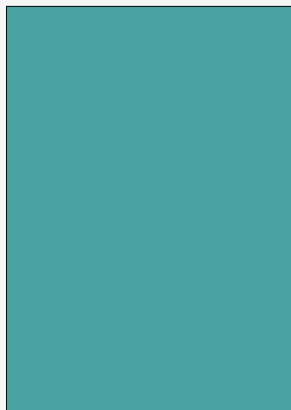
GREAT DISCOUNTS ARE AVAILABLE WITH THE BESPOKE PACKAGES.



Advert Artwork Specification

IMPORTANT: All dimensions are given in mm (millimetres) – width x height

FULL PAGE



FORMAT:
FULL PAGE (Portrait)

DIMENSIONS:
210mm X 297mm
5mm BLEED ALL ROUND
TYPE + BLEED AREA
220mm x 307mm

MICROPAGES:

Please send technical information in either JPEG or PDF format.

PLEASE CHECK THIS SHEET CAREFULLY BEFORE SENDING ARTWORK:

COPY REQUIREMENTS:

FORMATS: We can accept:

- Press-ready PDF files. This is our preferred format.
- EPS, hi-res TIFF and Jpeg files.

COLOUR: Colours must be 4 colour process – CMYK (No RGB, Spot or Pantone Colours).

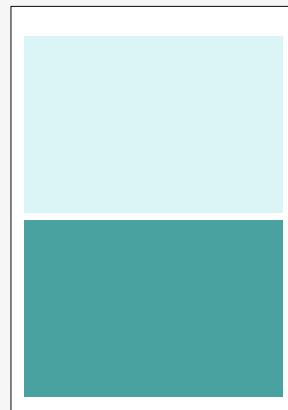
FORMATS: PDF: All fonts must be embedded in the file.

IMAGES: If supplying separately, images must be high resolution in either Jpeg or EPS format. Minimum 300dpi.

TEXT: If supplying separately, text must be supplied in an editable format. (for example in a Word document or Email)

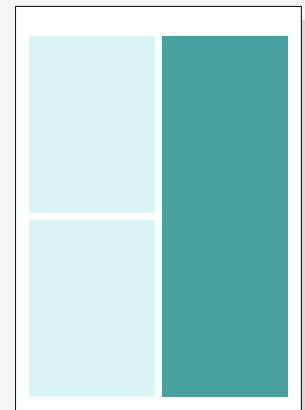
BLEED: NO bleed required on any advert EXCEPT FULL PAGE ADVERTS.

HALF PAGE ADVERTS



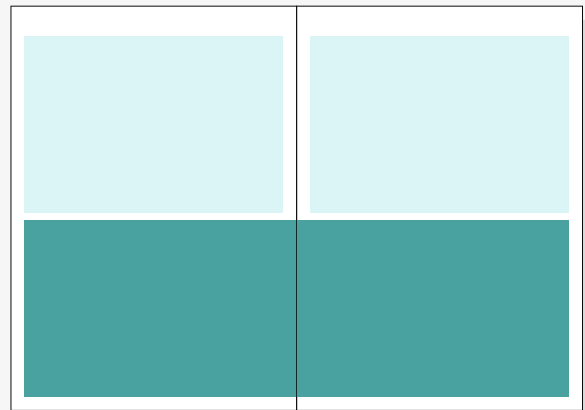
FORMAT:
HALF PAGE (Landscape)

DIMENSIONS:
180mm X 130mm
TYPE AREA ONLY
NO BLEED



FORMAT:
HALF PAGE (Portrait)

DIMENSIONS:
87mm X 266mm
TYPE AREA ONLY
NO BLEED



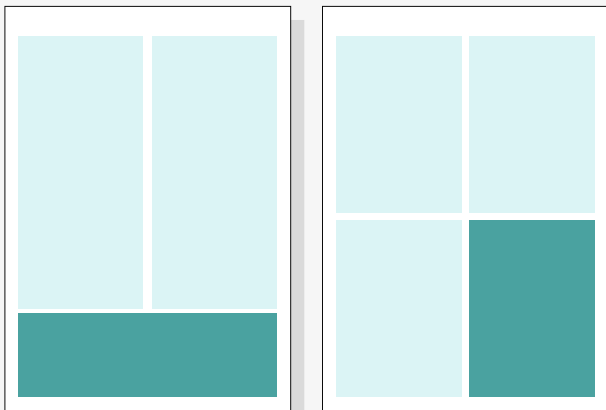
FORMAT:
HALF PAGE DOUBLE (Landscape)

DIMENSIONS:
390mm X 130mm (Allow 30mm for the spine)
TYPE AREA ONLY
NO BLEED

Advert Artwork Specification Continued...

IMPORTANT: All dimensions are given in mm (millimetres) – width x height

QUARTER PAGE ADVERTS

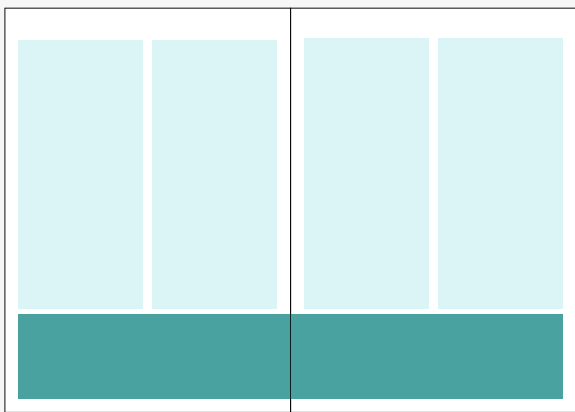


FORMAT:
QUARTER PAGE (Landscape)

DIMENSIONS:
180mm X 65mm
TYPE AREA ONLY
NO BLEED

FORMAT:
QUARTER PAGE (Portrait)

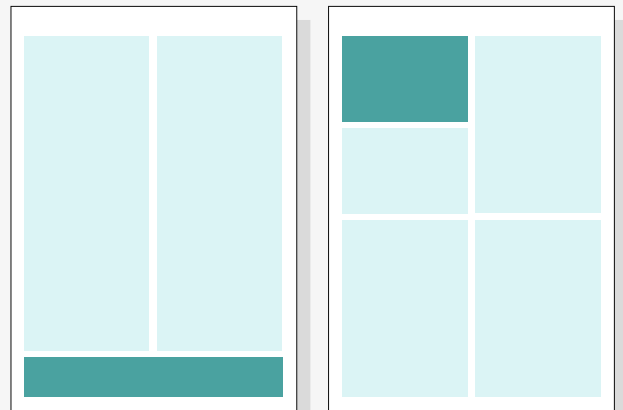
DIMENSIONS:
87mm X 130mm
TYPE AREA ONLY
NO BLEED



FORMAT:
QUARTER DOUBLE (Landscape)

DIMENSIONS:
390mm X 65mm (Allow 30mm for the spine)
TYPE AREA ONLY
NO BLEED

EIGHTH OF A PAGE ADVERTS



FORMAT:
EIGHTH OF A PAGE
(Landscape)

DIMENSIONS:
180mm X 33mm
TYPE AREA ONLY
NO BLEED

FORMAT:
EIGHTH OF A PAGE
(Business Card)

DIMENSIONS:
87mm X 62mm
TYPE AREA ONLY
NO BLEED



FORMAT:
EIGHTH OF A PAGE DOUBLE (Landscape)

DIMENSIONS:
390mm X 33mm (Allow 30mm for the spine)
TYPE AREA ONLY
NO BLEED