

WindEnergy

NETWORK

COMMUNICATION HUB FOR THE WIND ENERGY NETWORK

INTRODUCTION

We offer targeted marketing 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.



WIND ENERGY NETWORK COMPRISES OF...

-  **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

[MAGAZINE](#) | [SUPPLY CHAIN REGISTER](#) | [EVENTS](#)

ABOUT THE 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 online, with 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.

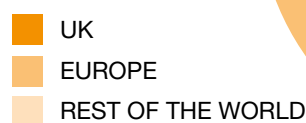
The interactive links throughout the magazine lead to additional supporting information to give our readership a highly informative experience and relevant information at their fingertips – both online and in print.

- Bi-monthly magazine with regular information reaching your core audience
- Features led, showcasing your company's expertise in this area
- 4,200 printed copies mailed to subscribers, hitting the desks of the main decision makers
- 7,300 e-copies sent to subscribers – interactive and immediate – with all the green credentials for those who prefer their media in this format
- Unique interactive links taking our readers to your digital information, enriching the articles with extra information. You can track the responses you get
- Average 14,000+ online views each month – monthly web stats available
- Genuine editorial – the magazine is filled with interesting articles from experts in their field from the whole wind industry supply chain meaning that it is widely read and respected
- No charge for editorial which means free publicity as part of your 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 and managers
- » Decision makers only. 57% of readers have Manager or Director in their title
- » All readers have subscribed to receive the magazine - worldwide readership

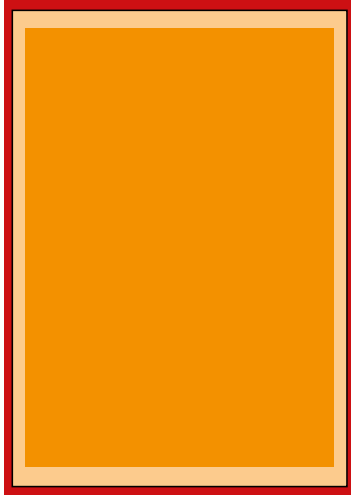
MAGAZINE DISTRIBUTION



ADVERT ARTWORK SPECIFICATION

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

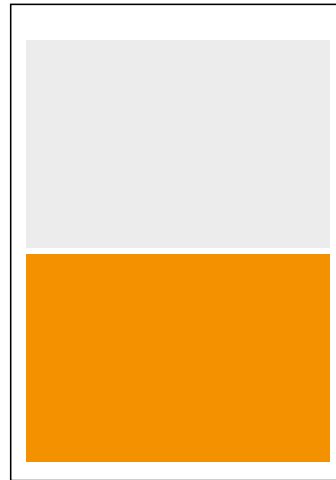
FULL PAGE



FORMAT:
FULL PAGE (Portrait)

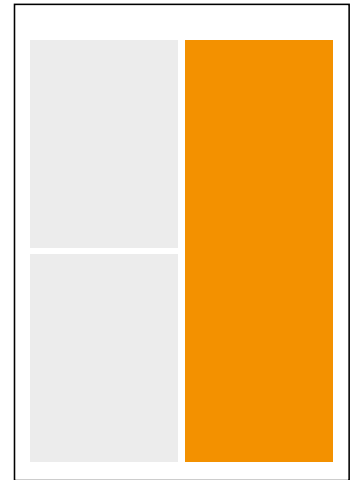
DIMENSIONS:
210mm X 297mm
5mm **BLEED ALL ROUND**
TYPE + BLEED AREA
220mm x 307mm

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

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.

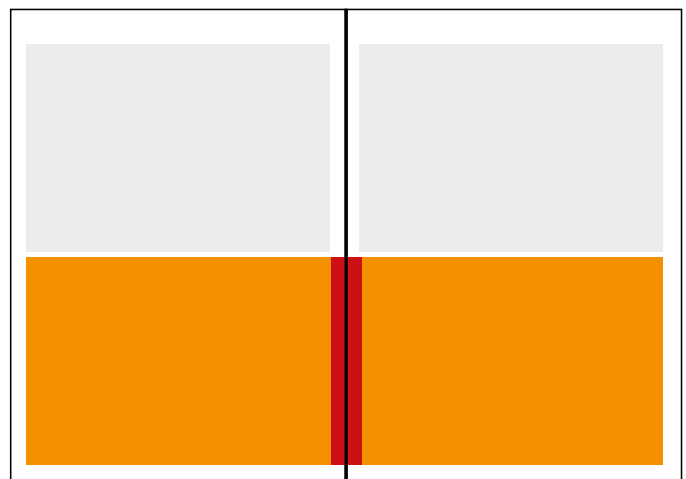
COLOUR: Colours must be 4 colour process – CMYK (No RGB, Spot or Pantone Colours).

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

IMAGES: If supplying separately, images must be high resolution in JPEG Min 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.



FORMAT:
HALF PAGE DOUBLE (Landscape)

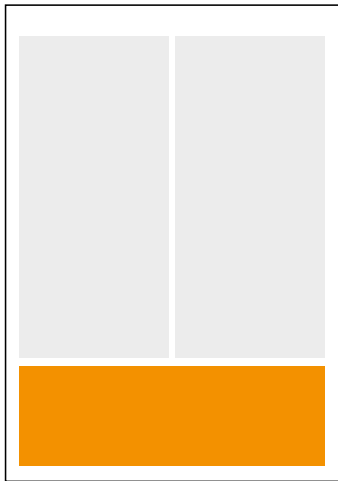
DIMENSIONS:
390mm X 130mm (Allow 30mm for the spine)
TYPE AREA ONLY
NO BLEED



ADVERT ARTWORK SPECIFICATION Continued...

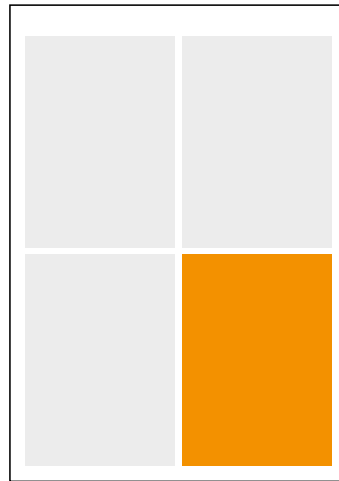
IMPORTANT: All dimensions are given in mm (millimetres) – width x height

QUARTER PAGE ADVERTS



FORMAT:
QUARTER PAGE (Landscape)

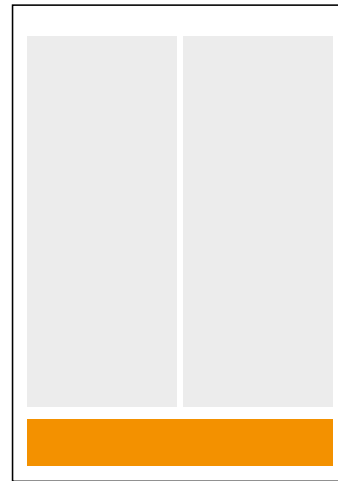
DIMENSIONS:
180mm X 65mm
TYPE AREA ONLY
NO BLEED



FORMAT:
QUARTER PAGE (Portrait)

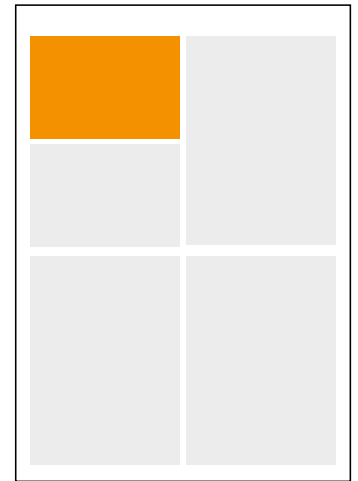
DIMENSIONS:
87mm X 130mm
TYPE AREA ONLY
NO BLEED

EIGHTH OF A PAGE ADVERTS



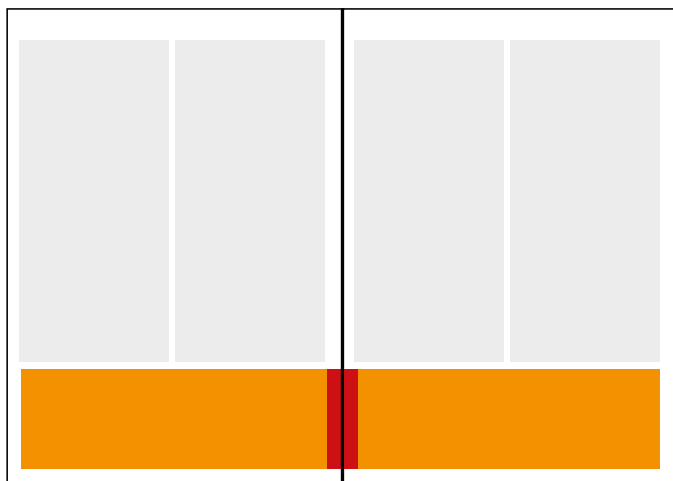
FORMAT:
EIGHTH OF A PAGE (Landscape)

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



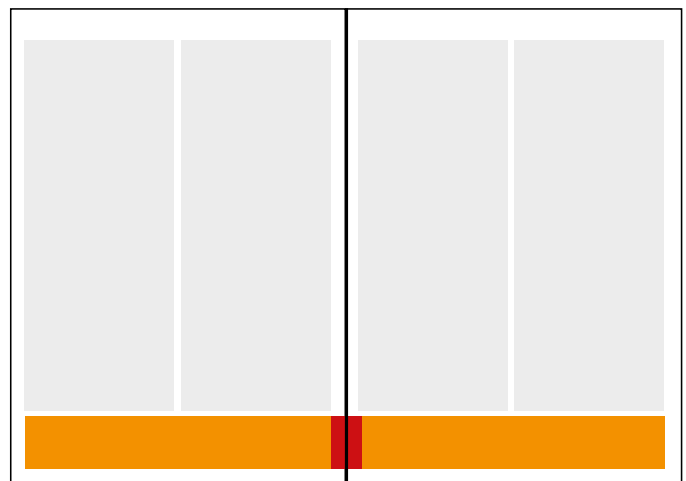
FORMAT:
EIGHTH OF A PAGE (Business Card)

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



FORMAT:
QUARTER DOUBLE (Landscape)

DIMENSIONS:
390mm X 65mm (Allow 30mm for the spine)
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



ADVERT ARTWORK SPECIFICATION Continued...

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

CLASSIFIED ADVERTS

SMALL	87mm (w) x 30mm (h)
MEDIUM	87mm (w) x 62mm (h)
LARGE	87mm (w) x 130mm (h)
EXTRA LARGE	87mm (w) x 266mm (h)
LINEAGE	Company name, telephone number, email, website, brief 50 character (approx 4-8 words) description of your business.

MATRIX ADVERTS

SMALL	90mm (w) x 50mm (h)
MEDIUM	90mm (w) x 115mm (h)

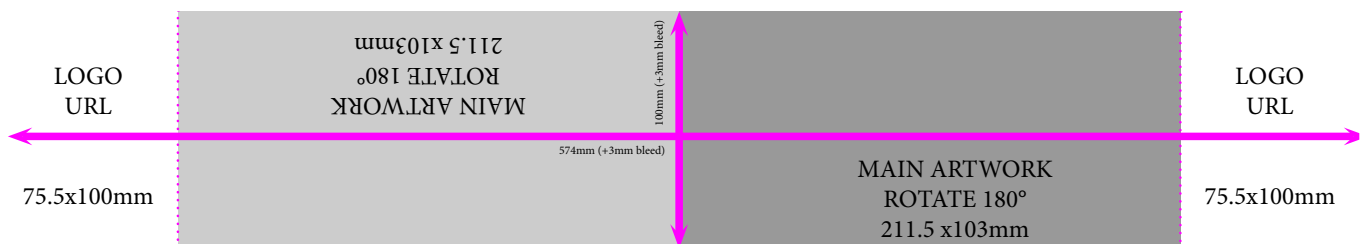
YEAR PLANNER ADVERTS

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

WALL MAP ADVERTS

SMALL	87mm (w) x 33mm (h)
MEDIUM	87mm (w) x 72mm (h)
LARGE (LANDSCAPE)	185mm (w) x 72mm (h)

BELLY BAND



4-PAGE 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.

ARTICLE REPRINT

Our magazine front cover, your editorial double page spread, back cover of either advert or additional editorial - 4 x A4 pages.

INSERTS

Maximum weight 12g

WEB BANNER ADVERTS

Banner Advert full width: 1160 pixels wide x 150 pixels high. Please note, these are maximum sizes

Banner Advert half width: 560 pixels wide x 150 pixels high. Please note, these are maximum sizes

Button Advert: 100 pixels high x 153 pixels wide

ADVERTISING

RATE CARD



	1 EDITION	3 EDITIONS	6 EDITIONS
MAGAZINE ADVERTS			
FULL PAGE	£1,850	£4,700	£9,000
HALF PAGE	£1,150	£2,500	£4,800
QUARTER PAGE	£650	£1,570	£3,000
EIGHTH OF A PAGE	£375	£990	£1,700
INTERACTIVE LINKS	£350	£950	£1,850
SPONSORSHIPS			
MINI	£1,150		
REGULAR	£1,750		
SUPER LARGE	£3,000		
ADDITIONAL PAGES	£850		
CLASSIFIED ADVERTISING			
	1 X SERIES	3 X SERIES	
LINEAGE	£50	£150	
SMALL ADVERT	£150	£450	
MEDIUM ADVERT	£250	£750	
LARGE ADVERT	£425	£1,275	
(BUY 3 AND GET 1 FREE)			
YEAR PLANNER			
SMALL ADVERT	£500		
MEDIUM ADVERT	£650		
LARGE ADVERT	£800		
ADDITIONAL MARKETING			
LEAFLET INSERT - UP TO 8 PAGES	£2,100		
MATRIX ADVERT	£300		
CARRIER SHEET	£1,850		
BELLY BAND	£2,900		
4-PAGE GATEFOLD	£4,000		
E-SHOT	£650		
ARTICLE REPRINT	£950 for 1,000		
WEBSITE ADVERTISING			
	1 X MONTH	1 X YEAR	
BUTTON	£125	£1,250	
BANNER HALF	£200	£2,000	
BANNER FULL	£300	£3,000	

COMPLETE DESIGN SERVICE from £120 (POA)

All adverts designed by us are fully interactive online, so will link to your website and email addresses allowing you to monitor your response: • Adverts • Brochures • Marketing • Corporate Branding

Visit our website for the latest package offers

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**