WindEnergy NETWORK

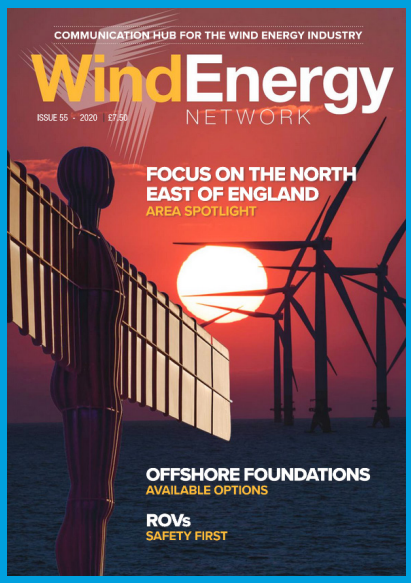
COMMUNICATION HUB FOR THE WIND ENERGY NETWORK

INTRODUCTION

Wind Energy Network magazine is aimed exclusively at key decision makers specifically in the wind energy industry and our readership comprises of CEOs, Marketing & Sales Managers, Technical Advisors and General Managers. It is a glossy magazine, both in print and online, with interactive features.

We offer targeted marketing and our subscribers are from all aspects of the wind energy 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 3,500 companies listed by their specialisms, plus by A-Z

LIMITLESS ONLINE INFO
interactive links giving more information about the companies in the industry

EVENTS CALENDAR
'must attend' events

MAGAZINE | SUPPLY CHAIN REGISTER | EVENTS

ABOUT THE MAGAZINE

The magazine is features-led and every edition contains news and articles relevant to the wind industry. 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.

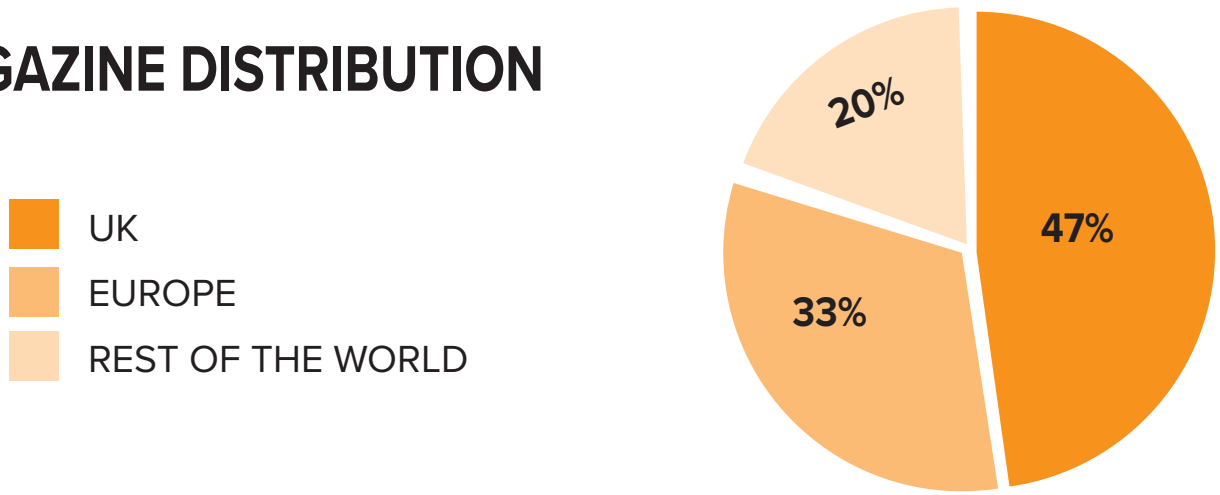
The interactive links throughout the magazine lead to additional supporting information to give our readership a highly informative experience and relevant information at their fingertips – both online and in print.

- Bi-monthly magazine with regular information reaching your core audience
- Features led, showcasing your company's expertise in this area
- Circa 8,000 copies sent to a mix of print and digital edition subscribers
- Readership: CEOs, Marketing & Sales Managers, Technical Advisors and General Managers.
- Average 20,000+ online views each month
- Unique interactive digital contact links/QR codes taking our readers to your digital information, enriching the articles with extra information. You can track the responses you get
- 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

ONLINE GLOBAL SUPPLY CHAIN REGISTER

We have an online directory of 1,000s of companies working in the wind sector covering all tiers from owner/operators all the way down to manufacturers/suppliers of nuts and bolts. The companies and organisations have been collected from over 11 years working within the sector and the register is an invaluable interactive tool in assisting communication throughout the industry.

MAGAZINE DISTRIBUTION



T 01765 644224 E sales@greenenergypublishing.co.uk W www.windenergynetwork.co.uk

Having interactive links prioritises your editorial in the magazine over those without the links

- Up to three links at the end of your editorial to more information.
- The link can be to anything digital such as website, testimonials, brochures, white papers, contact information, mini CV's, vacancies, case studies, videos, charts and much more.
- Access the stats on the views from your own analytics.
- If you write longer articles we can abridge the text to appear in the magazine. We will host the full article and add a link to it. Therefore you are not having to cut your story short.

COST:

1 EDITION	(2 MONTHS ONLINE)	**£350**
6 EDITIONS	(1 YEAR ONLINE)	**£1850**

"WE'VE ADVERTISED IN OTHER PUBLICATIONS IN THE PAST, HOWEVER WE'VE CERTAINLY SEEN OUR BEST RESULTS FROM OUR CAMPAIGNS WITH WIND ENERGY NETWORK. WE'VE RECEIVED NUMEROUS NEW LEADS AND ENQUIRIES OFF THE BACK OF OUR ARTICLES AND ADVERTS."

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MAGAZINE FEATURE SPONSORSHIPS

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

- Your branding in each page of the feature placing you as the leader in this field
- Whole feature designed in your company colours creating brand awareness and recognition
- First editorial double page for your editorial and inclusion of eye-catching, strong imagery
- Up to 3 links to more information added at the end of the article offering our readers an easy method of seeing more about your company and its expertise
- PDF of your article for you to use in your wider marketing (have it printed/upload to your website/email out etc), making your marketing spend work harder
- Link to your website in our forthcoming features list
- Statistics on the views available through your analytics

MINI SPONSORSHIP - 2 PAGES

Sponsorship of a mini feature offers a great opportunity for your company to be seen as the champion in your particular field of expertise. You will have a double page spread which you can use flexibly, perhaps to run a thought leadership article or a technical piece. Your branding will appear at the side of each page and links to up to three places will be added (website/video/brochure for example), directing our readers straight to your information, so you can monitor the response.

Double page editorial

Your logo across both pages

Your branding down side of each page

COST: £1150

PINK LINK clicks straight through to your website, brochure, longer article, social media etc. **GREEN** link plays your video.

SCAN/CLICK
WEBSITE
VIDEO
BROCHURE

REGULAR SPONSORSHIP - 6-8 PAGES

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. Sponsorship of a regular feature (six to eight pages) offers a great opportunity for your company to be seen as the champion in this particular field. You can invite partner companies to contribute to the feature.

Double page editorial opening the feature

Your logo across all pages of the feature

Your branding down the side of each page throughout the feature

PINK LINK clicks straight through to your website, brochure, longer article, social media etc. **GREEN** link plays your video.

COST: £1750

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SUPER LARGE SPONSORSHIP - 12 PAGES

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. Sponsorship of a super large feature (12 pages) offers a great opportunity for your company to be seen as the champion in this particular field. You can invite partner companies to contribute editorial or adverts to the feature and you can purchase additional pages if required.

Double page editorial opening the feature

Your logo across all pages of the feature

Your branding down the side of each page throughout the feature

Invited partner companies

COST: £3000

ADDITIONAL PAGES: £850

SCAN/CLICK WEBSITE VIDEO BROCHURE

PINK LINK clicks straight through to your website, brochure, longer article, social media etc. **GREEN** link plays your video.

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BELLY BAND

An eye-catching 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 removable so the pages are not damaged in the process.

The reader opens the magazine straight to your pages.

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

FEATURES

- Prominent position
- Opens to a specified page in the magazine
- Use your own design
- Low cost, high impact

BENEFITS

- Will catch the eye of our reader
- Opens to your advertising/ editorial page, guaranteeing it will be seen
- Create brand awareness
- Ensuring your company stands out

COST PER ISSUE: £2900

COST PER ISSUE: £4000

GATEFOLD

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

- Large area (at least four pages) of coverage
- Great for running a technical piece plus advert
- The foldout is interactive
- Versatile
- Prominent

BENEFITS

- Will catch the eye of our reader
- Our readers engage with your information, making it highly memorable
- High impact on our readers
- Content is up to you
- Positioning your company as leader in the field

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CARRIER SHEET

The sheet with your address which accompanies each magazine

FEATURES

- Be seen by our readers immediately
- A4 sheet can be kept
- Your advert on both front and reverse

BENEFITS

- Your details to hand
- High impact

COST: £1850

ARTICLE REPRINT

Have your article made into a 4-page brochure, including bespoke cover and advert.

FEATURES

- Brochure to hand out
- Digital copy included

BENEFITS

- Reach a wider market
- Use on social media and sales platforms

COST: £950 for 1,000 copies

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WindEnergy NETWORK

WEBSITE ADVERTISING

BUTTON ADVERT FEATURES

- On several pages of the website
- Randomised order of appearance
- Eye catching
- Link to website/event
- Limited availability
- Low annual cost

BANNER ADVERT FEATURES

- On selected page of the website
- Fixed, not randomised order of appearance
- Full width or half width
- Link to website/event
- Limited availability
- Low annual cost

BENEFITS

- Highly visible branding
- Brand awareness
- Monitor your views – highly accountable
- Your button/banner will stand out
- Very good value

SIZES (maximum):

FULL BANNER ADVERT

Landscape:
1160 pixels wide
x 150 pixels high

Portrait:
428 pixels wide
x 1024 pixels high

HALF BANNER ADVERT

Landscape:
560 pixels wide
x 150 pixels high

BUTTON ADVERT

Landscape:
153 pixels wide
x 100 pixels high

COST:	PER MONTH	ANNUALLY
BUTTON	£125	£1250
BANNER HALF	£200	£2000
BANNER FULL	£300	£3000

FULL LANDSCAPE BANNER ADVERT EXAMPLE

BUTTON ADVERT EXAMPLES

E-SHOTS

Your email sent directly to the inbox of our readers from our editorial team.

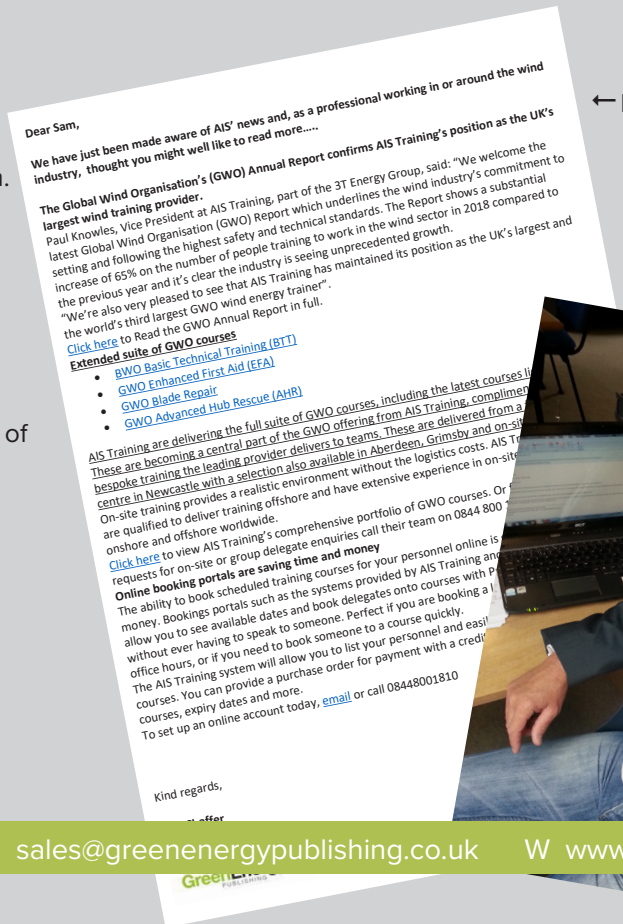
We will send your exclusive e-shot to our extensive database of clients and readers who subscribe to our third party emails.

High success rate: our readers are happy to open emails from the editor of a magazine they subscribe to.

As this is such a popular marketing tool, we minimise bookings to one a week.

COST: £650

← EMAIL EXAMPLE



Dear Sam,

We have just been made aware of AIS' news and, as a professional working in or around the wind industry, thought you might well like to read more.....

The Global Wind Organisation's (GWO) Annual Report confirms AIS Training's position as the UK's largest wind training provider.

Paul Knowles, Vice President at AIS Training, part of the 3T Energy Group, said: "We welcome the latest Global Wind Organisation (GWO) Report which underlines the wind industry's commitment to setting and following the highest safety and technical standards. The Report shows a substantial increase of 65% on the number of people training to work in the wind sector in 2018 compared to the previous year and it's clear the industry is seeing unprecedented growth.

"We're also very pleased to see that AIS Training has maintained its position as the UK's largest and the world's third largest GWO wind energy trainer".

Click here to Read the GWO Annual Report in full.

Extended suite of GWO courses

- BWO Basic Technical Training (BTT)
- GWO Enhanced First Aid (EFA)
- GWO Blade Repair
- GWO Advanced Hub Rescue (AHR)

AIS Training are delivering the full suite of GWO courses, including the latest courses l
These are becoming a central part of the GWO offering from AIS Training, complimen
These are delivered from a
bespoke training the leading provider delivers to teams.
centre in Newcastle with a selection also available in Aberdeen, Grimsby and on-sit
On-site training provides a realistic environment without the logistics costs. AIS T
are qualified to deliver training offshore and have extensive experience in on-site
onshore and offshore worldwide.
Click here to view AIS Training's comprehensive portfolio of GWO courses. Or
requests for on-site or group delegate enquiries call their team on 0844 800

Online booking portals are saving time and money

The ability to book scheduled training courses for your personnel online is
money. Bookings portals such as the systems provided by AIS Training an
allow you to see available dates and book delegates onto courses with
without ever having to speak to someone. Perfect if you are booking a
office hours, or if you need to book someone to a course quickly.
The AIS Training system will allow you to list your personnel and easi
courses. You can provide a purchase order for payment with a credi
courses, expiry dates and more.
To set up an online account today, email or call 08448001810

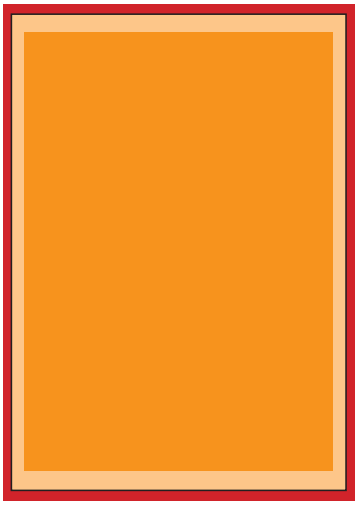
Kind regards,

OUR EDITOR ↓

ADVERT ARTWORK SPECIFICATION

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

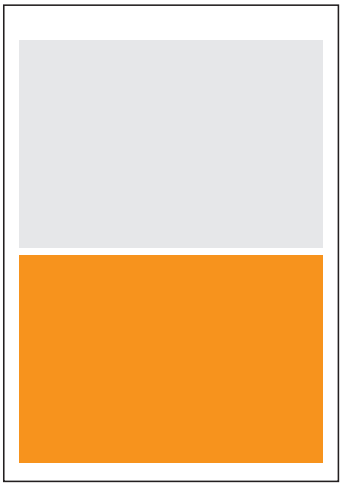
FULL PAGE



FORMAT:
FULL PAGE (Portrait)

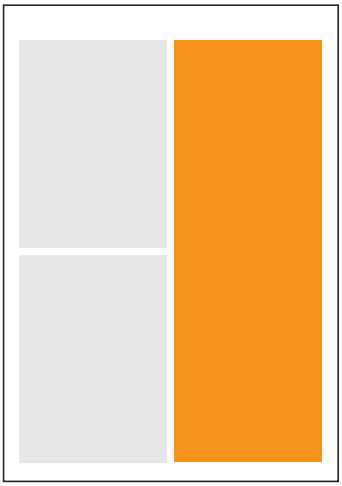
DIMENSIONS:
210mm X 297mm
5mm BLEED ALL ROUND
TYPE + BLEED AREA
220mm x 307mm

HALF PAGE ADVERTS



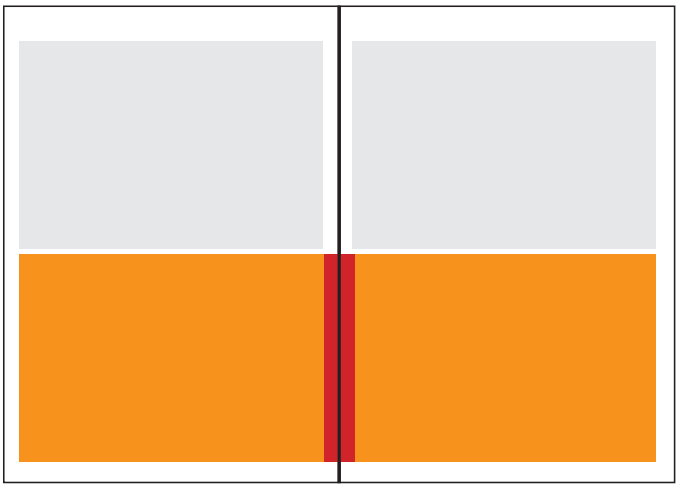
FORMAT:
HALF PAGE (Landscape)

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



FORMAT:
HALF PAGE (Portrait)

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



FORMAT:
HALF PAGE DOUBLE (Landscape)

DIMENSIONS:
390mm X 130mm (Allow 30mm for the spine)
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.

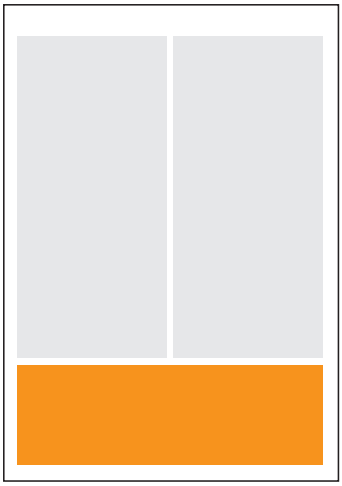
TEXT: If supplying separately, text must be supplied in an editable format. (for example in a Word document or Email)

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

ADVERT ARTWORK SPECIFICATION Continued...

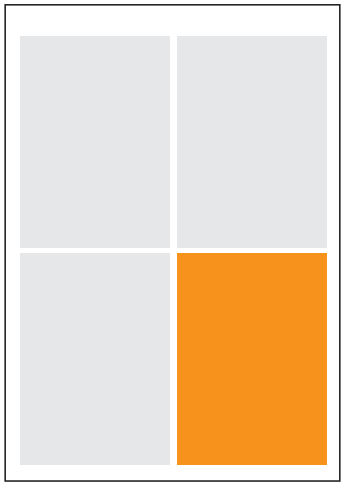
IMPORTANT: All dimensions are given in mm (millimetres) – width x height

QUARTER PAGE ADVERTS



FORMAT:
QUARTER PAGE (Landscape)

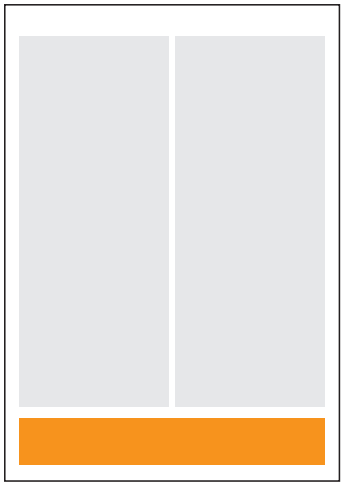
DIMENSIONS:
180mm X 65mm
TYPE AREA ONLY
NO BLEED



FORMAT:
QUARTER PAGE (Portrait)

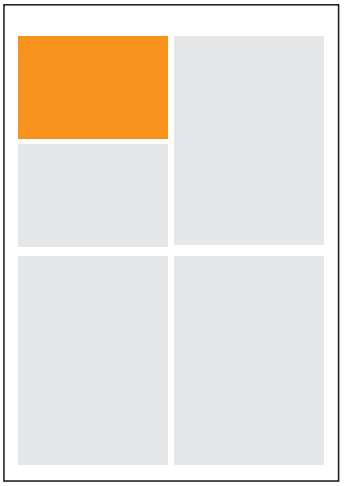
DIMENSIONS:
87mm X 130mm
TYPE AREA ONLY
NO BLEED

EIGHTH OF A PAGE ADVERTS



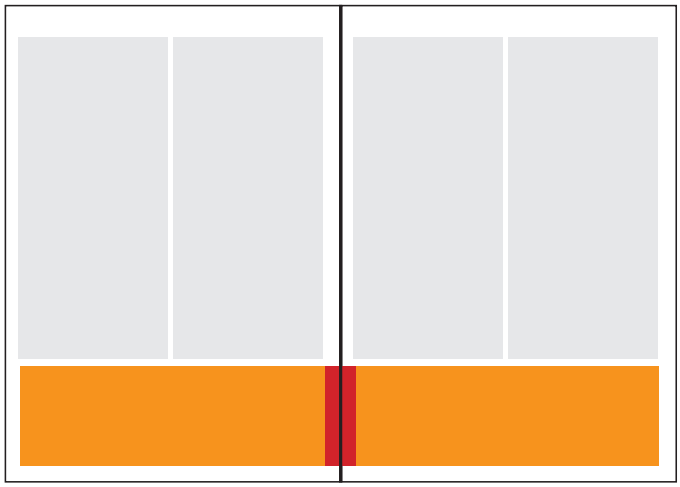
FORMAT:
EIGHTH OF A PAGE (Landscape)

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



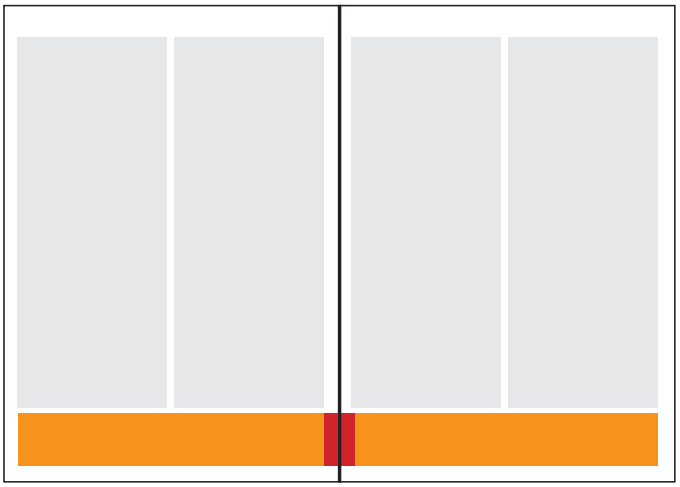
FORMAT:
EIGHTH OF A PAGE (Business Card)

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

MATRIX ADVERTS

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

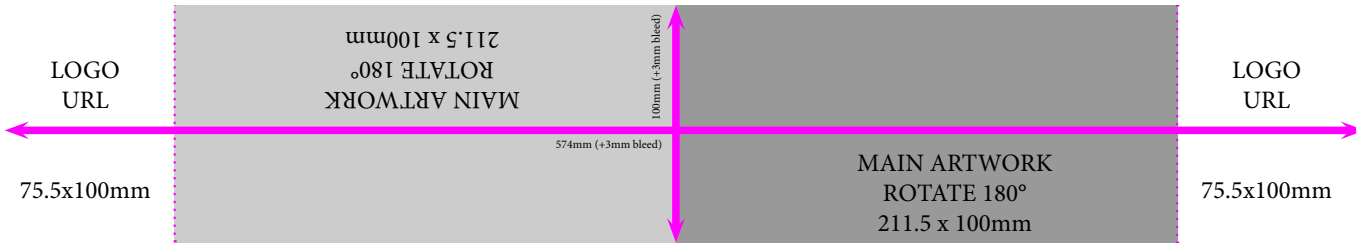
YEAR PLANNER ADVERTS

SMALL	87mm (w) x 33mm (h)
MEDIUM	87mm (w) x 72mm (h)
LARGE (LANDSCAPE)	185mm (w) x 72mm (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 (Please note, these are maximum sizes)

Banner Advert full: Landscape: 1160 pixels wide x 150 pixels high

Banner Advert full: Portrait: 428 pixels wide x 1024 pixels high

Banner Advert half: Landscape: 560 pixels wide x 150 pixels high

Button Advert: 153 pixels wide x 100 pixels high

ADVERTISING
RATE CARD

WindEnergy NETWORK

	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		
OFFSHORE WIND MAPS			
SMALL ADVERT	£350		
MEDIUM ADVERT	£500		
LARGE ADVERT	£650		
YEAR PLANNER			
SMALL ADVERT	£350		
MEDIUM ADVERT	£500		
LARGE ADVERT	£650		
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