

MEDIA PACK

# worldwind

TECHNOLOGY

[www.windpower-international.com](http://www.windpower-international.com)



## Wind is the fastest growing energy source in the world with capacity doubling every three years.

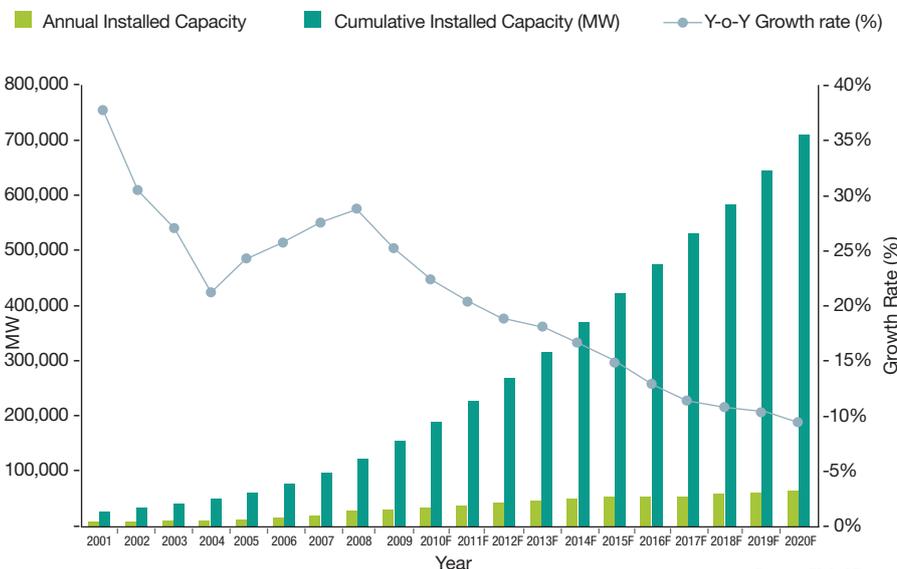
The global wind energy market is growing at more than 25%. This extraordinary growth is being driven by declining natural resources, environmental concerns and political pressure. By 2012 the wind sector will employ over 1 million people and by 2013 over \$100 billion in wind turbine technology is expected to be sold.

Wind energy will make a major contribution to future energy requirements and now is the time for suppliers establish themselves in this dynamic market as wave of new projects and upgrades is announced and governments shift their energy plans. 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.

**“ A green, renewable energy economy isn’t some pie-in-the-sky, far-off future – it is now. It is creating jobs – now. It is providing cheap alternatives to \$140-per-barrel oil – now. And it can create millions of additional jobs, an entire new industry, if we act – now. ”**

US President, Barack Obama

**Global Wind Market, Historical and Forecast Installed Capacity (MW), 2001-2020**



## READERSHIP

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.

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

- 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

## 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

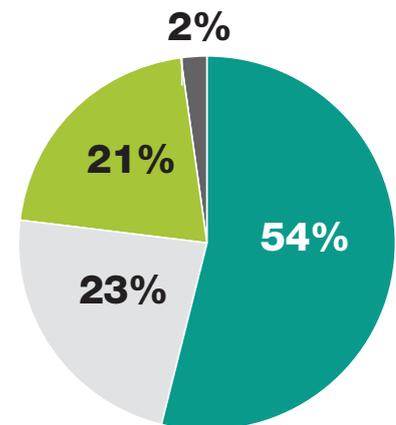
The readers of **World Wind Technology** are the budget holders responsible for purchasing and specifying the following:

- Wind turbine technology inc. blades, towers and components
- IT/Software
- Construction inc. installation
- Maintenance, repair and overhaul
- Transportation and logistics

- Health and safety
- Electrical/Mechanical equipment
- Wind farm operations
- Wind farm assessment

## Distribution by Country

- Europe 54% (Germany 18%, UK 8%, Spain 12%, Italy 7%, France 5%, Other 4%)
- Americas 23%
- Asia Pacific 21% (China 16%, India 5%)
- Rest of World 2%



## Winter 2016 editorial

### The intelligence

Wind Futures and Vital Stats

### Hot topic

Hot topic: Now the UK has committed to reducing its carbon emissions, wind power stands to benefit over the next decade. However, are the policies in place to ensure that targets are met? With onshore wind power all but banned, can offshore wind power meet the shortfall?

### World outlook

With April's COP21 climate change agreement in place, the world has never been more committed to reducing emissions. GWEC discusses the countries and regions which have made the biggest strides in wind energy since April and which are well positioned to make good progress on tackling their emissions over the next 12 months.

### Technology

Sandra Arroz Collado, 5MW and 3.3MW Blade Stress Team Leader, Gamesa: As blade design sees lengths reach in excess of 100m, material fatigue needs to be watched

extremely closely as the stresses on long blades are amplified. We find out how this fatigue is assessed and blades are designed to cope.

### Offshore

Dr Carol Sparling, Technical Director, SMRU Consulting, University of St Andrews: With the UK a world leader in offshore wind, much has been made over the relatively low impact it has compared with onshore wind farms. However, the potential damage caused to marine life, particularly from acoustic disturbance during piling for the installation of turbines needs to be addressed. What can be done to mitigate this?

### Operations & maintenance

Research by Navigant values the global market for inspecting wind turbines using drones at \$6bn a year by 2024, but can UAVs provide the flexibility, cost savings and increased safety over manned inspection that operators are looking for?

### Manufacturing

No longer confined to wealthy developed countries, wind power is now being actively pursued globally, with more additions to capacity coming from developing nations

last year. WWT rounds up the regions which are best placed to capitalise on this from a manufacturing perspective, which regions specialise in what types of wind energy and how they will likely grow over the next decade.

### Transport & logistics

Michael Hannibal, CEO Offshore, Siemens Wind Power: With work now well underway at the Green Port Hull project, we find out how Siemens' £130 million investment is being spent and what we can expect from the finished port.

### Show preview

We take a look ahead at the EWEA and AWEA 2017 events and find out what exhibitors and delegates can expect.

### HSE

P Conkwright, Director of Quality and EHS, Wind Service America, Siemens: With the rapid development of the wind industry, training methods have had a hard time keeping pace. But the adoption of behavioural based safety (BBS) could mean that techniques stay one step ahead.

Editorial content is subject to change.

## RECIPIENTS OF WORLD WIND TECHNOLOGY INCLUDE:

### Associations

#### Senior and middle management from:

- American Wind Energy Association (AWEA)
- European Wind Energy Association (EWEA)
- World Wind Energy Association (WWEA)
- Global Wind Energy Council (GWEC)
- Government procurement offices – Municipalities and Urban Planning bureaus

#### Research, Development & Testing:

- VTT Finland
- SINTEF
- Deutsche Zentrum fuer Luft – und Raumfahrt e.V
- DEWI
- European Academy of Wind Energy
- The Centre for Renewable Energy
- Institute for Energy Technology

- National Renewable Energy Laboratory
- DNV GL
- Tuv Nord
- Tuv Sud

#### Wind Turbine Manufacturers:

- Vestas
- Nordex
- Gamesa
- Siemens
- Enercon
- GE Energy
- Areva
- Senvion
- Acciona
- MHI Vestas

#### Tier 1, 2 and 3 manufacturers:

- LM Wind Power

- Sinoi
- Alstom
- ABB

#### Wind Farm Project Planners, Developers and Owners/Operators:

- EDF Energy
- E.ON
- Vattenfall
- Statoil
- Bilfinger
- Dong Energy
- Acciona
- Ciemat
- PNE
- SSE Renewables
- China Longyuan Electric Power Group
- Iberdrola

“ Based on accelerated development and further improved policies, WWEA increases its predictions and sees a global capacity of 1'900'000 Megawatt as possible by the year 2020. ”

## DIGITAL EDITION

Copies will be 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.

## 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 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.

### 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 detailed here.



	x 1	x 2
Full Page	£5,900	£5,310
Double-page spread	£9,900	£8,910
Half page	£3,950	£3,555
Island	£3,500	£3,150
Outside back cover	£7,900	£7,110
Inside front cover DPS	£11,900	£10,710
Inside front cover	£7,900	£7,110
Inside back cover	£6,900	£6,210



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