

MEDIA PACK

worldwind

TECHNOLOGY

www.windpower-international.com



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

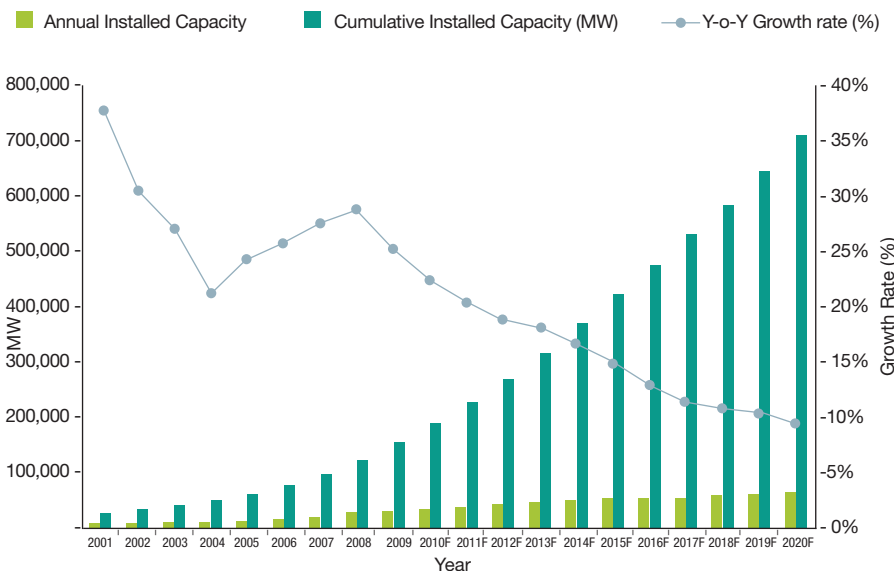
The global wind energy market is growing at more than 25%. This extraordinary growth is being driven by declining natural resources, environmental concerns and political pressure. By 2012 the wind sector will employ over 1 million people and by 2013 over \$100 billion in wind turbine technology is expected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

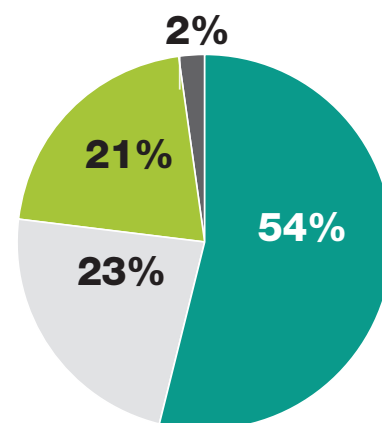
The readers of **World Wind Technology** are the budget holders responsible for purchasing and specifying the following:

- 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%



Sprint 2019 editorial

World Outlook

- Wind power is a hot topic in Kenya. A 100MW onshore development has been announced, supplementing existing facilities, as the country looks to meet its Vision 2030 goals by focusing on renewable energy. Deo Onyango, regional executive of onshore wind Sub-Saharan Africa for GE Renewable Energy, and Karin Ohlenforst at GWEC discuss the current and future state of development in the region.

Big Interview

- Former Danish prime minister Helle Thorning-Schmidt has accepted a nomination to sit on Vestas' board. In an exclusive interview, we hear about her long-standing commitment to renewable energy and future plans to promote the sector.

Events

- Denmark is a world leader in wind power and so makes an outstanding location for the 2019 WindEurope Offshore Conference and Exhibition, which takes place in Copenhagen in November. We look ahead to the event and the pioneering developments it promises to showcase.
- The Husum Wind trade fair is set to take place in September, and will provide a focus on the strong German market as well as featuring speakers and exhibitors from around the world. The event highlights innovation and will also offer experts' perspective on the industry.

Manufacturing

- Wind power is a valuable source of green energy – but how green is the production of the turbines themselves? We speak to Eva Topham of the University of Strathclyde and Dr Sameer Rahatekar of Cranfield University about how wind turbines can be manufactured to heighten sustainability throughout their lifecycle.

Onshore

- Wind farms have long been considered detrimental to wildlife, particularly birds and bats, but efforts to negate their effects are being facilitated by new methods of data collection and analysis. We discuss with Abby Arnold, executive director of the American Wind Wildlife Institute (AWWI), on the interaction between wind farms and fauna and the approaches the industry can take to prevent harm through the technologically advanced employment of data.

Technology

- Artificial intelligence can make the wind industry smarter. Here, we focus on its capability to monitor and accurately forecast weather patterns. Anders Vedel, CTO of Vestas Wind Systems, outlines innovation in this area and its potential for both the development of new wind farms and the optimisation of existing facilities.

Operations and Maintenance

- The growth of the Internet of Things has the potential to offer significant advantages to offshore wind maintenance, with sensors able to provide constant data on the functioning of a turbine. We talk to César Yanes, project coordinator of the ROMEO Project – an industry-led consortium devoted to developing technological solutions to reduce offshore O&M costs – about the use of IoT to move from corrective to condition-based maintenance.

Offshore

- Subsea cables are vital to the offshore industry, but can be vulnerable to damage: a 2017 Gcube report highlighted the high proportion of financial losses caused by cable issues. We talk to Rory Shanahan of the Carbon Trust's Offshore Wind Accelerator about the causes of cable failure – including third party incidents and installation error – and discuss the ways these risks can be mitigated.

Health and Safety

- Lightning strikes can cause huge damage to offshore turbines, particularly to blades, and is also a key safety concern for crews. With Gregorio Acero, global head of QM&HSE at Siemens Gamesa, we discuss the dangers turbines face from lightning and consider the key methods and technologies used to predict and monitor lightning and the procedures to keep crew safe.

Editorial content is subject to change.

RECIPIENTS OF WORLD WIND TECHNOLOGY INCLUDE:

Associations

Senior and middle management from:

- Wind Europe (formerly EWEA)
- World Wind Energy Association (WWEA)
- American Wind Energy Association (AWEA)
- European Wind Energy Association (EWEA)
- Global Wind Energy Council (GWEC)
- Renewable UK

Wind Farm Project Planners, Developers and Owners/Operators:

- Acciona Energy
- BP
- eno energy GmbH
- EDF Energy
- PNE
- Iberdrola
- Scottish & Southern Energy (SSE) PLC
- Vattenfall
- EDP Renewables
- Ørsted
- Natural Power

Wind Turbine Manufacturers:

- Siemens Gamesa Renewable Energy
- Vestas
- Goldwind
- GE Renewable Energy
- Enercon
- Nordex Group
- Senvion GmbH
- Envision Energy
- Suzlon

Component Suppliers / Services

- GE Renewable Energy
- Siemens Gamesa
- Sif Group
- Max Bögl
- EEW Group
- Prysmian Group
- Vestas
- COWI A/S
- DNV GL
- UL International GmbH
- Pfisterer
- Fraunhofer Institute

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- Electricity utilities
- Energy companies
- Wind farms
- Power plants
- Wind turbine manufacturers
- Consultants
- Investment Companies
- Government departments
- Associations
- Planning & Development Companies
- Project Assessment Firms

Key job titles/Functions include:

- C-Level/Corporate Director
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- Maintenance Managers

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Blades
Towers
Components
IT/ Software
Construction
Consultancy
Electrical Equipment
Turbines
Maintenance repair and overhaul
Transportation
Storage
Safety
Foundations (offshore)

“ 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 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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