

MEDIA PACK

worldwind

TECHNOLOGY

www.windpower-international.com



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

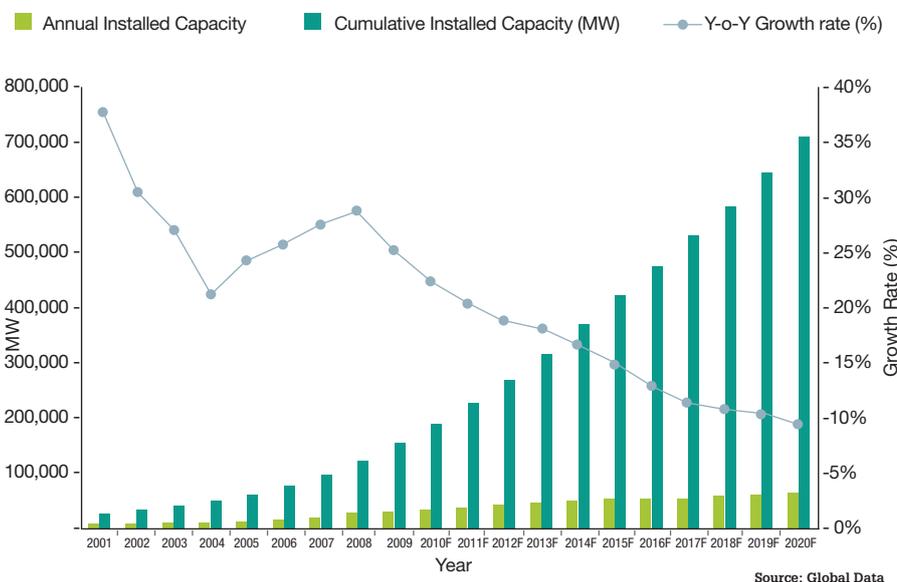
The global wind energy market is growing at more than 25%. This extraordinary growth is being driven by declining natural resources, environmental concerns and political pressure. In 2018, the wind sector employed over 1.16 million people and the global wind turbine market was worth just under \$50bn.

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

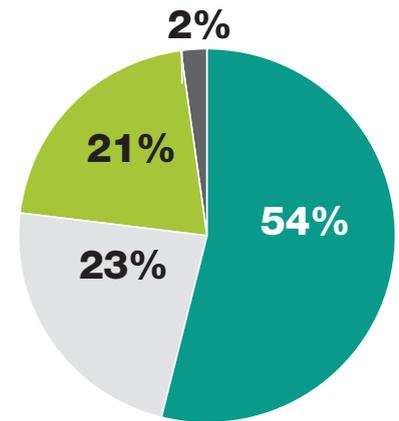
The readers of **World Wind Technology** are the budget holders responsible for purchasing and specifying the following:

- 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%



Summer 2020 editorial

World Outlook

• The Covid-19 pandemic saw not only a collapse in demand for fossil fuels like oil and gas, but also an uptick in the amount of investment poured into wind energy. What lessons should the industry learn from the crisis? And how best should it take advantage of newfound market confidence in the potential of turbines? We talk to Paul Cooley, director of capital projects at SSE Renewables, and Ben Blackwell, CEO of GWEC, to find out more.

Manufacturing

• In the first half of 2020, the Covid-19 pandemic saw remarkable investment in wind energy – and tremendous pressure on the supply chain for turbine manufacturing. We speak to leading industry figures about what kind of challenges they faced during the global lockdown, and how they're preparing for a possible second wave.

Offshore

• As demand grows for offshore wind, shipbuilders are scrambling to manufacture and adapt new vessels for crew transfer and maintenance duties. We chart the future of ship design for the wind energy market.

Technology

• While wind power is going from strength to strength, gas stubbornly remains a vital component of the energy mix for the UK and much of Europe. Fortunately, however, the former is poised to drag the latter into the future, by providing the power necessary to create synthetic hydrogen, eliminating the need to rely on fossil fuels to deliver natural gas. We hear from Angus McIntosh, director of energy futures at SGN, and Kevin Harrison, senior engineer at NREL, who break down the potential of wind-powered electrolysis.

Operations & Maintenance

• Missed working days – mostly due to bad weather conditions – are the bane of turbine maintenance. Now, a new collaboration between researchers at the University of Hull and Ore Catapult have developed a system that could significantly improve sea forecasting, by installing downward facing radars on each individual turbine. We talk to project lead Rob Dorrell to find out more.

Onshore

• The UK government recently announced its plans to relax planning legislation so that it becomes easier for wind energy operators to build battery storage facilities, all of which can help the country reach its

carbon neutrality goal by 2050. And yet, is the best solution to Britain's energy storage woes to build more of these static facilities? We investigate.

HSE

• Aquaculture is big business – and soon, the offshore wind industry may provide a vital staging point for the cultivation of fish and seaweed for applications ranging from food to animal feed. We speak to Bert Groenendaal of seaweed experts AtSeaNova, Henrice Jansen, a marine biologist at Wageningen Marine Research, and Dr Amy Bilton of the University of Toronto to learn more about how making turbines the main power source for aquaculture facilities could transform marine supply chains.

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
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- COWI A/S
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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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- Technical Director

- Operations Director
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- Technical Managers
- 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 1,900,000MW 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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