

media kit
2024

worldwind

TECHNOLOGY



www.nsenergybusiness.com | www.windpower-international.com

INTRODUCTION

www.nsenergybusiness.com

Who are we, what we do..

The world is set to add as much renewable power in the next five years as it did in the past twenty, and wind power, as a the fastest-growing form of renewable energy globally, is set to play the leading role. Energy systems have already been shifting towards clean, renewable forms of energy generation, and nations seeking to strengthen their energy security has served to turbocharge these efforts.

More than 77.6GW of new wind capacity was installed globally in 2022 – bringing the total global wind capacity to 906GW. And while the pace of this trajectory had begun to slow in the West over the past few years – facing challenges over supply chains and inflation – policies like the Inflation Reduction Act in the US are set to provide a much-needed boost to wind on the global stage.

As countries around the world continue to target emissions reduction – including the leading markets of China, the US, the UK and Europe – the sector remains on track towards a bright future.

Now is the time for suppliers to establish themselves in this dynamic market, as a wave of new projects and upgrades are set to be announced and governments seek to accelerate their clean-energy ambitions over the coming decade.

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.

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.

Our editorial board comprises a specialist group of leading industry figures who, in conjunction with the World Wind Technology editorial team, identify the main drivers of the industry helping to produce regular, thought-provoking opinion pieces on the latest issues, challenges and developments.

Progressive
MEDIA INTERNATIONAL

POWERED BY 170 YEARS OF ENERGY INDUSTRY EXPERTISE

Progressive Media International presents to you *World Wind Technology* as part of a larger portfolio including *Nuclear Engineering International*, *Modern Power Systems*, *International Water Power & Dam Construction*, *World Expro* and *World Mining Frontiers*.



Progressive
MEDIA INTERNATIONAL

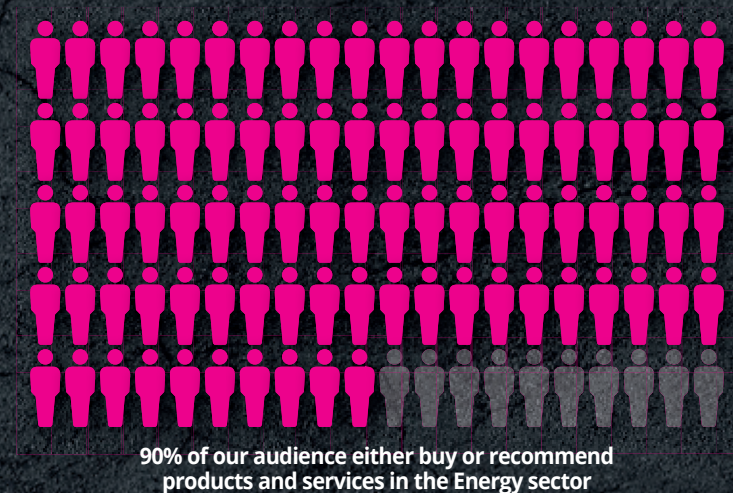
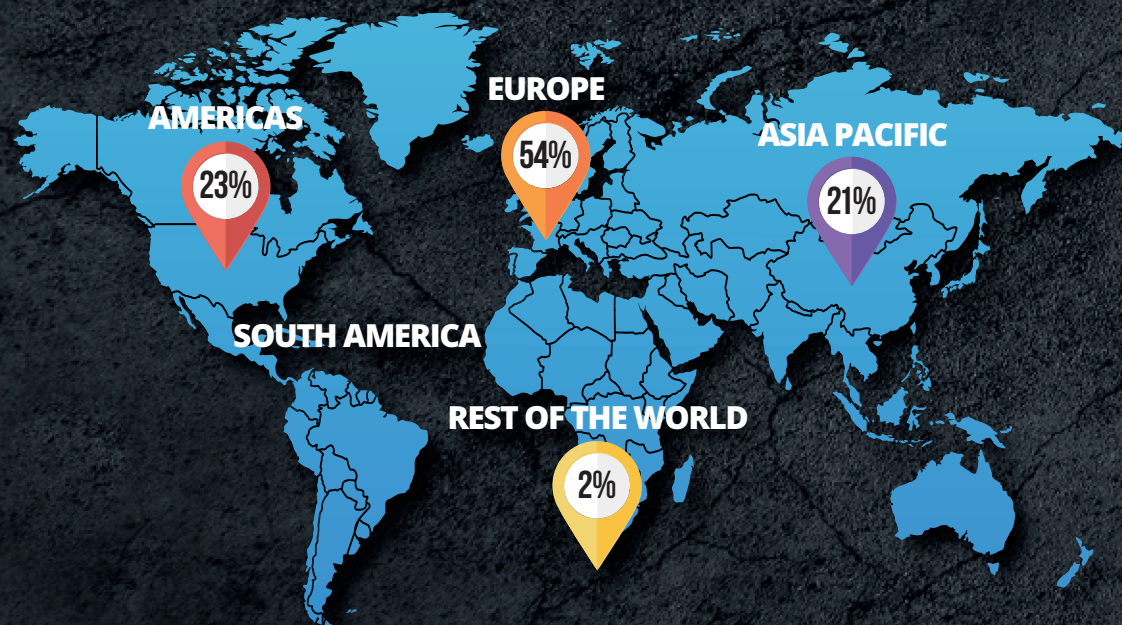
AUDIENCE OVERVIEW

www.nsenergybusiness.com

MAGAZINE DISTRIBUTION
100% qualified & paid **30,000** readers*

WEBSITE **1,077,031** page views per month**

322,754 new users**



*per issue - print, digital and event distribution (€) | ** average per month

OUR GLOBAL REACH

www.nsenergybusiness.com

Recipients of *World Wind Technology* include:

- 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

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

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

- 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
- 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:

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

WORLD WIND TECHNOLOGY 2024 EDITORIAL PROGRAMME

www.nsenergybusiness.com

World Outlook

The Norwegian energy firm Equinor might be better known for its oil & gas holdings, but as August this year it now operates the world's largest floating offshore wind farm – Hywind Tampen – which will supply nearby O&G platforms in order to cut their greenhouse gas emissions. We hear from Geir Tungesvik, executive vice president for Projects, Drilling and Procurement, Equinor, and Aaslaug Haga, CEO at Renewables Norway, on the benefits that wind power can provide traditional fuel industries as the world weans itself off fossil fuels, and look into the debate over this practice, which has drawn criticism from some environmental activists.

Offshore

Offshore wind is not only one of the most cost-effective forms of energy but will also play a key role in driving down energy costs in both Europe and the UK, helping them meet key growth targets. However, high inflation and the ongoing supply chain crisis present serious challenges for offshore wind, and government policy and support frequently lag far behind. We speak with Per-Erik Holsten, Managing Director, Norway, ABB, and Jess Ralston, Head of Energy at the Energy and Climate Intelligence Unit (ECIU), to find out more about the obstacles faced by offshore wind and why it's vital that policy makers address them swiftly and comprehensively.

Onshore

With only two new onshore wind turbines built in the UK in 2022, the effects of the UK's de-facto onshore wind ban – established under David Cameron in 2015 – have long been felt. In September, however, the ban was finally rescinded, due in part to bipartisan cooperation between opposition parties and Conservative MPs including former prime minister Liz Truss. We speak to Alok Sharma, MP and president of COP26, Conservative Party, and Luke Murphy, an associate director at the Institute for Public Policy Research (IPPR), about why it has been long past time the UK brought down barriers around onshore wind, what has changed with the recent legislation, and what we can expect to see in the coming years as a result of this action.

Technology

As wind turbines grow larger and more powerful, they require increasingly higher-performing components – this has led to the development of medium-voltage (MV) converters capable of delivering up to 20MW of power to offshore wind turbines. We

talk with Jonas Wahlström is Head of Product Management, Wind Converters at ABB, and Carlos Gironés, R&D director of converters & controls at Ingeteam, to discover how MV converters can support the offshore wind sector as it works to maintain the demanding high growth rate it currently faces – and how they can enable the success of a new generation of high-power wind turbines.

HSE

With thousands of offshore wind turbines at the end or nearing the end of their lifespan across Europe, many will need to be decommissioned in the coming years, which presents a number of challenges. Researchers at the University of Plymouth in the UK have recently released a study highlighting the lack of scientific investigation around the ecological and environmental impact of the decommissioning process, making it difficult to effectively inform decision and policy making. We speak to Dr Anaëlle Lemasson, Post-Doctoral Research Fellow, and Dr Antony Knights, Associate Professor in Marine Ecology, to discuss their findings and why this gap needs to be addressed.

Operations & Maintenance

Electric remotely operated vehicles (eROVs) could be used to perform maintenance and repair tasks on offshore wind turbines without a single human being physically present, improving health and safety for works by reducing the need for potentially hazardous maintenance missions conducted by crewed support vessels. We hear from Yvan Petillot, Professor of Robotics and Autonomous Systems at Heriot-Watt University, academic co-lead at the National Robotarium and principal investigator of the UNITE project, and Mark Bruce, Global Product Manager – Next Generation ROV Systems at Fugro, to learn more.

Manufacturing

The wind power industry faces a size problem, as competition within the sector has led to a race for bigger and bigger turbines, with turbine blades now longer than football pitches for some models. Many executives throughout Europe are now calling for a cap on turbine sizes, looking instead for a period of standardisation to help provide stability. We speak with Anders Nielsen, chief technology officer, Vestas, and Soeren Lassen, head of offshore wind, Wood Mackenzie, to learn more about the benefits that a cap could offer, why some developers still seek increasingly large turbines, and why competition from Chinese manufacturers present further challenges.

Media partners/ associate events



WIND EXPO

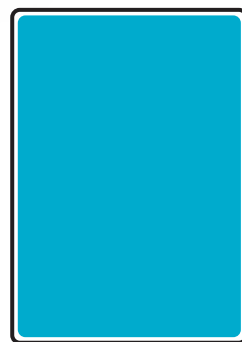


IN-PRINT ADVERTISING OPPORTUNITIES

www.nsenergybusiness.com



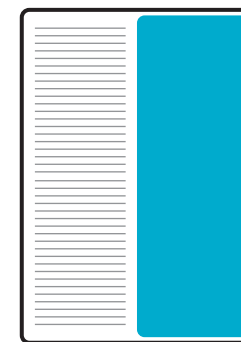
Double page spread
Bleed (H) 292mm x (W) 426mm
Trim (H) 286mm x (W) 420mm



Single page
Bleed (H) 292mm x (W) 216mm
Trim (H) 286mm x (W) 210mm



Half page landscape
Trim only
(H) 124mm x (W) 178mm



Half page portrait
Trim only
(H) 255mm x (W) 85mm



Half page island
Trim only
(H) 178mm x (W) 124mm

Advertising rates

Double page spread (DPS)
£9,900 (single issue)
Single page
£5,900 (single issue)
Half page
£3,950 (single issue)
Half page island
£3,500 (single issue)
Inside front cover DPS
£11,900 (single issue)

Advertising rates

Double page spread (DPS)
£8,910 (two issues)
Single page
£5,310 (two issues)
Half page
£3,555 (two issues)
Half page island
£3,150 (two issues)
Inside front cover DPS
£10,710 (two issues)

Priority positions

Inside front cover
Rate plus 15%
Inside back cover
Rate plus 10%
Outside back cover
Rate plus 12.5%
Other guaranteed positions
Rate plus 5%

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 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 as detailed.

SUPPLYING PRINT AD MATERIAL FOR WORLD WIND TECHNOLOGY

Ad material to be supplied as PDF with PDF/X-1a format option. We also accept ads built in these programs: InDesign, Illustrator and Photoshop. Please supply all fonts, images and artwork with ads supplied in these applications. *World wind Technology* does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw. All images must be CMYK and have a resolution of 300 dpi. We cannot guarantee good quality reproduction if these formats are not met. All fonts must be embedded in all graphics.

DIGITAL OPPORTUNITIES AND ENHANCEMENTS

www.nsenergybusiness.com

£1500
per issue



Skyscraper

e-Magazine distribution partner

Location: e-Mail alert

Sent to: all digital edition subscribers, alerting them when a new issue is available

Specs: 160 (W) x 600 (H) pixels

Features: Solo or multi-sponsor

Platform: Browser Edition, iPad App Features

Links: Can link to internal pages or an external site

£1500
per issue



Belly band

e-Magazine cover wrap sponsorship (digital belly band)

Location: Displayed over front cover

Specs: (W) 216mm x (H) 75mm @300dpi. .jpg, .pdf + URL(s) if bellyband should be linked

Platform: Browser Edition, iPad App

Links: Can link to internal pages or an external site



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.

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.

WEBINARS

www.nsenergybusiness.com

Work with us to produce, host and promote your webinar featuring your product, content and service.

What to expect

- Production of all aspects of the webinar
- Creation of your registration page on our website
- Promotion of the webinar via targeted emails and social media
- On demand webinar promotion
- Delegate acquisition team - In the run up to the event the delegate acquisition team will contact your potential leads to invite them to attend your webinar
- Approval process – our approval process gives you complete control over who attends your webinar Approve those who fit our criteria, reject those who don't
- Introductory call with our experienced marketing team
- Advertisement in our monthly newsletter
- Spotlight interview in our monthly newsletter
- Targeted promotion to your desired audience
- Full assistance during the live webinar
- Live polling questions and comprehensive reporting for all metrics including all delegate contact details
- Detailed project plan with an overview of the deadlines
- Original recording

Website traffic statistic

Average pageviews per month **62,390**

Unique visitors per month **31,893**

Visits by Device:



Desktop **82.8%**



Mobile **14%**



Tablet **3.2%**

Webinar metrics

We ran 200 webcasts in 2023

Live conversion **42.6%**

■ Total leads: **35,082**

■ Total unique attendees: **14,968**

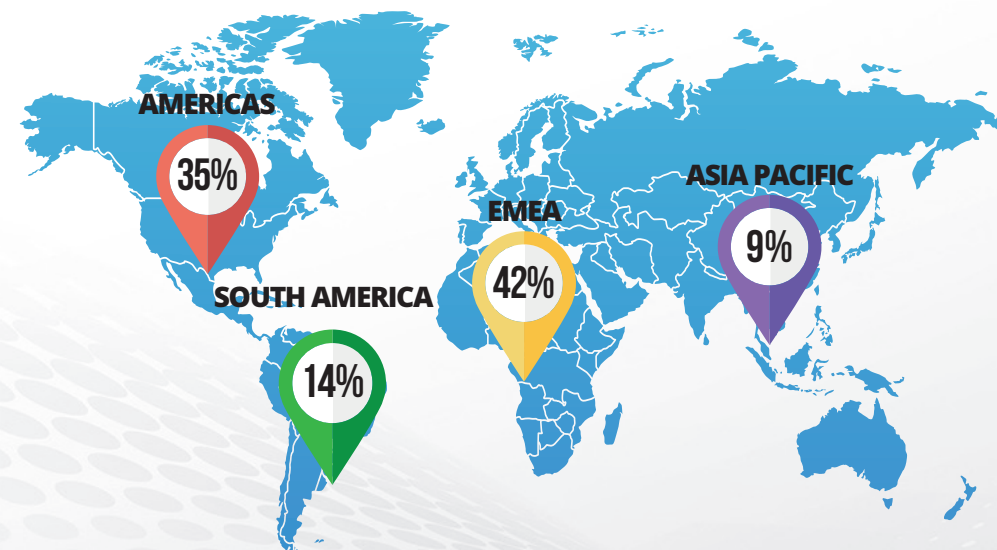
Target your audience

Find your market with our Data Selection Forms

Job titles

- Board members
- Consultants
- Analysts
- CEO
- CIO
- CFO
- Engineers
- Financial Advisors
- Geologists
- Government
- NGOs
- Investment officer
- Professionals from manufacturing, suppliers and services

Global breakdown



Contact us for a quote

POWERED BY 170 YEARS OF ENERGY INDUSTRY EXPERTISE

The authoritative voice of the energy sector, NS Energy Business is leading the debate on the evolution of the market through extensive research, data analysis, policy reports and up-to-the-minute reporting from the power, renewables, mining and oil & gas industries (plus many more).

This definitive destination for informed energy professionals is driven by unbiased and authoritative editorial content brought to you by an expert team of 20 full-time journalists.

NS Energy Business is also proud to feature editorial content from *Nuclear Engineering International*, *Modern Power Systems*, *International Water Power & Dam Construction*, *World Expro* and *World Mining Frontiers*.

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. 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. Our editorial board comprises a specialist group of leading industry figures who, in conjunction with the World Wind Technology editorial team, identify the main drivers of the industry helping to produce regular, thought-provoking opinion pieces on the latest issues, challenges and developments.

Since its first issue in April 1956, **Nuclear Engineering International** has provided technical insight behind the news headlines for the entire civil nuclear power industry, from uranium mining to deep geological waste disposal, and new build to contamination.

Nuclear Engineering International bridges the gap between the boardroom and the shop floor, attracting audiences from well-established nuclear markets as well as nuclear newcomers, and its content is followed by government bodies, associations, and environmental groups.

Now entering its fifth decade of publication, **Modern Power Systems** is firmly established as the leading international guide to electricity, power generation, transmission and distribution, while spearheading the debate on the evolution of the digitalisation of the Energy landscape.

Technical content makes *Modern Power Systems* essential reading for engineers involved in the development, construction, operation and maintenance of power plants and transmission systems.

International Water Power & Dam Construction (IWP&DC) has more than 73 years' experience providing independent, technical and business analysis for the hydropower and dam construction industry. Specialising in presenting key engineering and commercial developments in an accessible and digestible style, *IWP&DC* is the magazine that professionals in the dam construction and hydropower industries turn to first for the information they need.

World Expro is the premier information source for the world's upstream oil executives who need reliable and accurate intelligence to help them make critical business decisions. Aimed at senior board members, operations, procurement and E&P heads within the upstream industry, *World Expro* provides a clear overview of the latest industry thinking regarding the key stages of exploration and production.

World Mining Frontiers is designed and edited specifically for primary decision makers engaged in the process of exploration, extraction and processing of mineral resources and throughout the supply chain.

Published in print and digital formats, this multiplatform publication provides a unique blend of in-depth commentary and analysis of the key issues shaping the market, while offering a valuable and effective way of reaching and influencing a high-spending community of industry leaders and practitioners.

CONTACT US

www.nsenergybusiness.com



GURDEEP SINGH

Global Sales Manager:
Global Wind (& Mining) Sectors

T: +44 (0)20 7406 6634

E: Gurdeep.Singh@progressivemediainternational.com