

- www.renewableenergyfocus.com
- Twitter: @REFocusmag
- Visit Renewable Energy Focus on LinkedIn

Covering renewables from innovation to market

Published since 2001

renewable energy
focus

media information

2014



Global magazine (English language) | REFocus China (simplified Chinese) | Website | Lead Generation | **New for 2014** – Webinar packages

Why choose renewable energy focus?

36,087¹ people registered for REFocus magazine

Things change rapidly in renewables. So our editorial team writes about things that matter. And that's why 36,087¹ people (plus 3,000 members of the ISES) receive either a print or digital version of our well-known bi-monthly publication.

Click here for readership details>>>

Get more brand interaction with our online community

Our website has achieved up to 70,000² page impressions monthly. Our weekly e-newsletter is sent to a list selected from our total electronic database of 57,186⁴ people.

Click here to go to our website>>>

A unique channel direct to our database

Our popular e-review service means we can send a sponsored email on your behalf to a list of your choice, selected from our total database of 57,186⁴ people.

Click here for information on how you can get your message out to our members>>>

Relevant, high quality leads

For 2014 we are boosting our webinar programme, introducing 2 pricing levels. We will agree a target number of leads with you. Also, have you written a white paper or article? We can host it, getting users to sign up to download it. Then you keep any leads generated.

Click here for more information on how our lead generation programs can help you>>>

The fast track into China

Business is booming in the Chinese renewable energy marketplace. Did you know we publish a Chinese language product, circulated to 28,075³ readers in China? We'll even translate your advertisement for you.

Click here for more information on getting your message out in China>>>

Access to the Refocus network and Elsevier B2B lists

We can offer you the opportunity to connect with an even wider community of industry professionals, academics and researchers worldwide – based on Elsevier's combined reach of magazines, websites, journals, websites, conferences and trade shows.

Click here for more information on the Refocus Network>>>

Want to go straight to our products and prices (rate card)? Click here>>>

Want to see a sample digital issue? Click here>>>

Want to see our website? Click here>>>

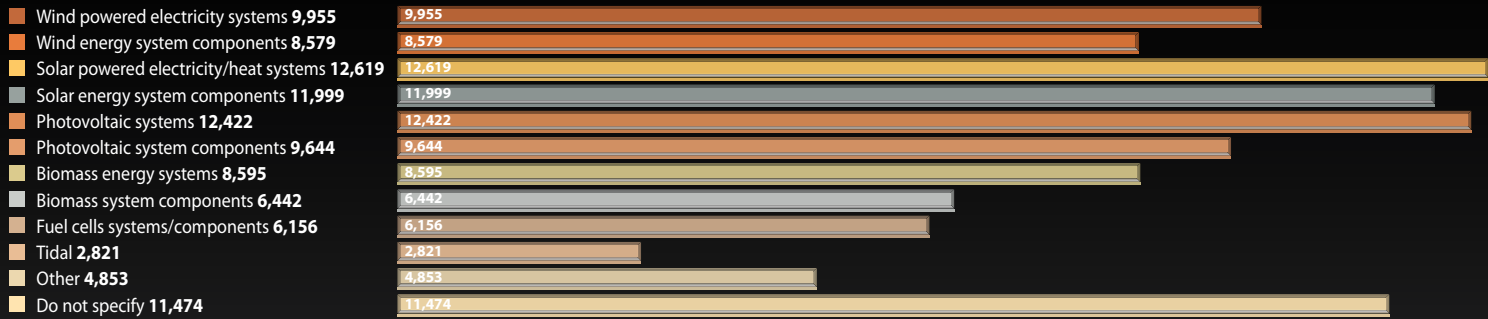
Renewable Energy technology buyers

Whether your company is active in renewable or clean energy wishing to reach potential users of your products and services, or whether your company is part of the innovative renewable energy value chain helping renewable product manufacturers bring down the cost of their own offerings, then Renewable Energy Focus platforms and products are the ideal vehicle for you to reach potential specifiers, buyers, or those who authorise purchase of products.

Who are we influencing?

The following chart shows the number of our subscribers who tell us they buy, specify or authorise certain categories of products (*note - 23,100 decision makers selected ALL relevant categories to them*)¹.

Specify, Buy, Authorise¹



1. Publisher's own data



Our audience: who do we reach and how do we reach them?

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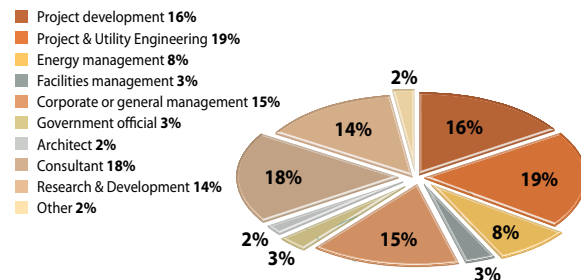
Targeted audience

Launched in 2001, initially under the REFocus brand, Renewable Energy Focus magazine is circulated to 36,087¹ individuals (who have requested the magazine in print or digital form), as well as around 3,000 members of the International Solar Energy Society (ISES).

Broadly, our readers are a mix of end users, energy providers (such as utilities) and project developers), as well as R&D professionals and the companies developing renewable energy technologies and their supply chains. Some of the other industry sectors we target include Energy Management in the process and manufacturing industries; Energy Consultancy; and Construction/Architecture (see 'Industry Sector' chart).

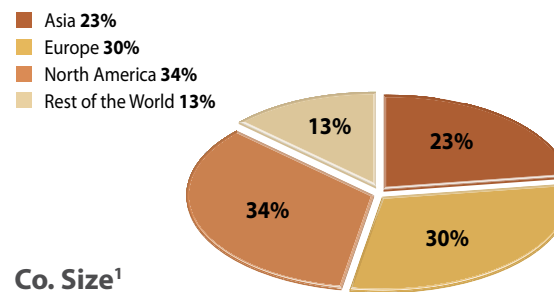
In addition to our bi-monthly magazine, why not add some online promotion or lead generation to your plans? Our website <http://www.renewableenergyfocus.com> continues to be a major focus for us moving forward (for example during August and September 2013 we achieved 70,000² page impressions per month).

Job Function¹

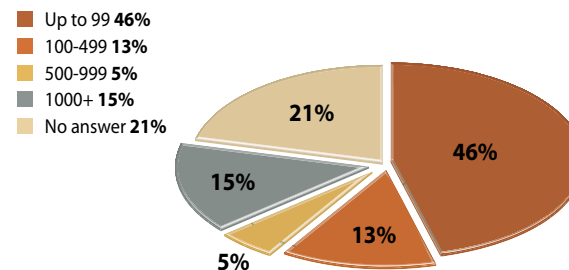


If you need any more potential reach, all Renewable Energy Focus magazine content is automatically placed onto Elsevier's online research library Science Direct (see <http://www.sciencedirect.com>).

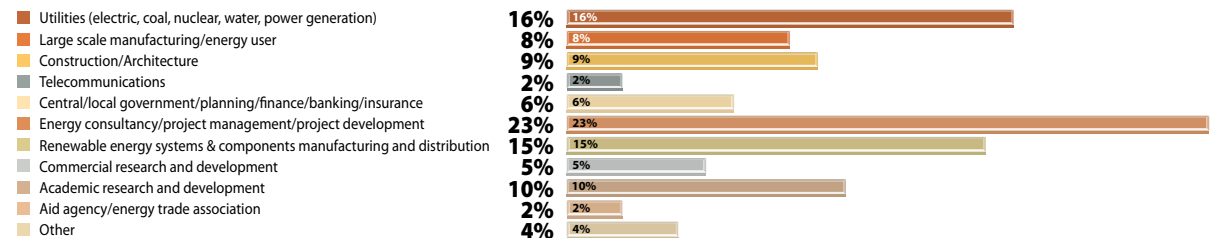
Geographic breakdown¹



Co. Size¹



Industry Sector¹



Our platforms

Print magazines

- Renewable Energy Focus distribution combined print and digital: 36,087¹
- *Renewable Energy Focus China distribution*: 28,075³

Online at

<http://www.renewableenergyfocus.com>

- Monthly page impressions (average): 70,000²
- Science Direct (Elsevier's online research library) average monthly hit figures on Renewable Energy Focus features:
Contact your account manager
- E-newsletter / sponsored email database: 57,186⁴ TOTAL database (*list size will be smaller depending on opt-in levels and list selection at the time of sending*).

Lead generation

- Webinars: 200 leads minimum
- White paper downloads: 75 leads minimum
- Podcasts: 25 leads minimum

Editorial schedule and bonus distribution

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JANUARY/FEBRUARY

PV Expo (Japan) 2014

EWEA annual event 2014

Ecobuild

Solar Market focus: Asia and Australasia

EWEA event preview

**Latest technology trends in wind power
(On- and offshore): foundations and towers**

Innovation in Wind Technology

Wind farm O&M

Solar PV - innovations along the supply chain

Advertising booking deadline: 9 January

MARCH/APRIL

Windpower US 2014

Global Offshore Wind 2014 (UK)

SNEC PV Power Expo (China)

All Energy 2014

**Latest technology trends in wind power
(On- and offshore): turbines**

Upcoming market focus: Africa

**Renewables supply chains – obstacles and
opportunities**

Smart grids, integration and energy storage

PV system monitoring

**Bioenergy Focus: Latest developments in
biomass, biofuels and energy from waste**

Market Focus: China

Plus additional US Supplement

Advertising booking deadline: 10 March

MAY/JUNE

Intersolar Germany

Intersolar US

PV America 2014

SolarExpo Milano 2014

Focus on Concentrating Solar Power (CSP)

Solar Heating and Cooling

PV technology innovations

Inverter focus, part 1

PV Module focus part 1

**Wind Project development: mitigating risk,
finance solutions, and project management**

Plus additional US Supplement

Advertising booking deadline: 12 May

JULY/AUGUST (AND SPECIAL SUPPLEMENT)

Brazil Windpower 2014

**Renewable Energy Focus/Lahmeyer Special
Report: Global Renewable Power Generation**

Market Status Report 2013 (*sector-by-sector study,
looking at the status of the market and future trends in
hydro, wind, solar PV, solar thermal, biomass, geother-
mal, and marine.*)

PV technology innovations

Inverter focus, part 2

PV Module focus, part 2

Wind Power Markets: Latin America

**Latest technology trends in wind power
(On- and offshore)**

Advertising booking deadline: 14 July

SEPTEMBER/OCTOBER

Solar Power International 2014

WindEnergy Hamburg 2014

**Solar power in North America – policy and
project development, technology trends**

**Bioenergy Focus: Latest developments in
biomass, biofuels and energy from waste**

Wind turbine Innovation

Materials and equipment for Module Production

Plus additional US Supplement

Advertising booking deadline: 8 September

NOVEMBER/DECEMBER

World Future Energy Summit 2015

**Focus on Offshore Wind Power: market
developments, technology trends, logistics,
health & safety**

Solar Thermal market overview

Off-grid renewables – markets/technology

Market Focus: Middle East

Advertising booking deadline: 3 November

All planned distribution provisional at this stage. Other events to be added.

**Would you like to sponsor an issue and have your
logo on the front cover as a “supporting partner”?
Click here for details of our special ‘high visibility’
package...>>>**

Advertising Rates

Print Advertising rates

Number of insertions	1 time	3 times (unit price shown)	6 times (unit price shown)
Full page	€5,058/\$5,424	€4,804/\$5,153	€4,045/\$4,340
Double page spread	€8,312/\$9,180	€7,482/\$8,241	€6,650/\$7,325
1/2 page	€3,443 /\$3,695	€3,270 /\$3,509	€2,755 /\$2,955
1/2 page island	€3,803/\$4,079	€3,612 /\$3,876	€3,044/\$3,266
1/3 page	€2,332/\$2,497	€1,856/\$2,057	€1,863/\$1,999
1/4 page	€2,025/\$2,163	€1,856/\$2,057	€1,621/\$1,728
Inside front cover	€7,804/\$8,351	€7,439/\$7,961	€6,345/\$7,656
Outside back cover	€8,312/\$8,910	€7,895/\$8,464	€6,650/\$7,131
Inside back cover	€7,304/\$7,826	€6,939/\$7,436	€5,845/\$7,131

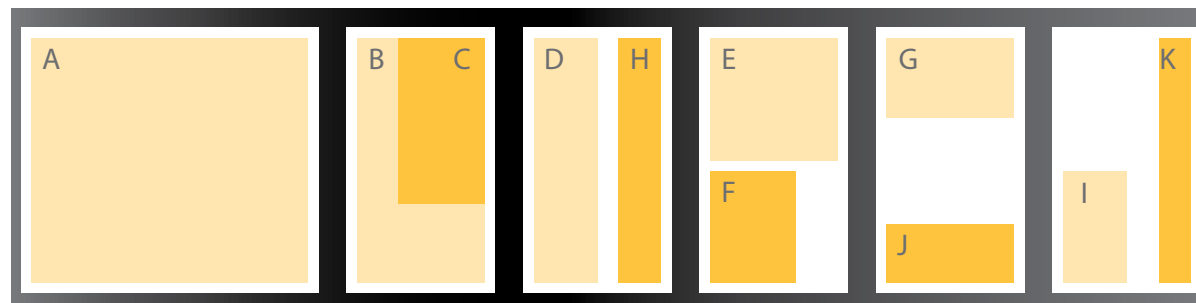
Online advertising rates and specifications

Specifications	1 month	3 months (Total price)	6 months (Total price)	12 months (Total price)
Leaderboard 728x90 (max 40kb, flash*, GIF or JPG file)	€2,042/\$2,709	€3,326/\$4,433	€6,251/\$8,335	€10,535/\$14,046
Skyscraper 120x600*** (max 40kb, flash*, GIF or JPG file)	€1,553/\$2,071	€2,876/\$3,834	€5,415/\$7,222	€9,942/\$13,256
Large Rectangle MPU (336x280) (max 40kb, flash*, GIF or JPG file)	€2,790/\$3,721	€4,750/\$6,333	€8,595/\$11,460	€12,542/\$16,722
Button (150x100) (max 40kb, flash*, GIF or JPG file)	€508/\$677	€829/\$1,105	€1,563/\$2,083	€2,636/\$3,514
*All flash banners need to have clicking information embedded exactly as follows:		on (release) { getURL (clickTag,"_blank") }		
** Rates include homepage. For non homepage rates, please contact your account manager for details. It is also possible to buy extra "Share of Voice" where appropriate space remains available.				
*** Price shown for right side upper Skyscraper. Left side lower skyscraper available at 40% discount.				

Print Advertising Specifications

Print Specifications

Position	MM	Inches
Double Page Spread (Live type area) A	258mm x 370mm	10 1/8 x 14 5/8
Double Page Spread (Trim)	297mm x 420mm	11 1/16 x 16 4/16
Double Page Spread (Bleed)	303mm x 426mm	11 7/8 x 16 6/8
Full Page (Live type area) B	258mm x 185mm	10 3/16 x 7 5/16
Full Page (Trim)	297mm x 210mm	11 1/16 x 8 4/8
Full Page (Bleed)	303mm x 216mm	11 7/8 x 8 1/8
Half Page Horizontal E	124mm x 185mm	4 7/8 x 7 5/16
Half Page Vertical D	258mm x 86mm	10 3/16 x 3 3/8
Half Page Island C	185mm x 124mm	7 5/16 x 4 7/8
Third Page Island F	118mm x 116mm	4 1/4 x 4 3/16
Third Page Vertical H	60mm x 258mm	2 3/6 x 10 3/16
Third Page Horizontal G	185mm x 92mm	7 5/16 x 3 9/16
Quarter Page Standard I	124mm x 86mm	4 7/8 x 3 3/8
Quarter Page Horizontal J	60mm x 185mm	2 3/8 X 7 5/16
Quarter Page Vertical K	258mm x 43mm	10 3/16 X 1 11/16



ADVERT COPY REQUIREMENTS

Adverts should be supplied as Composite PDF version 1.3

Please ensure that:

1. Artwork is within CMYK colour space
2. Image resolution is at least 300dpi
3. Total ink coverage does not exceed 300%
4. Fonts are embedded and subsetted
5. Transparencies are flattened
6. No colour management profiles should be included, ie: ICC profiles

We cannot accept artwork in Microsoft product formats.

Please note that:

- Overprint and knockout is the responsibility of the originator. If your requirements are outside of typical printer default settings (100% black set to overprint, and 100% white set to knock out) you must inform us.
- We cannot accept responsibility for colour without contract proof.

Method of supply

- **FTP:** ftp://stsales@ftp.elsevier.com
- **Username:** stsales
- **Password:** 5a 135_ftp
- Email to adcopy@elsevier.com

Digital edition enhanced advertising

- Rich media - Files must be in 'shockwave flash' format - SWF or FLV. FLV files must have supporting content in a publicly accessible location. Max file size is 2MB, and cannot run for more than 30 seconds.

Artwork assistance

For customers needing assistance when submitting artwork: +44 (0)1865 843868.

Special Options

High Visibility Package

Got a big announcement? Want to get the company name out there quickly? Heading to an event and want to make a splash? Select from all (or a selection) of these options:

- Logo on the cover of the magazine as “Issue sponsor”;
- 2 page by-line article (or company profile) in the issue;
- Full page advertisement in the magazine;
- 1 targeted email to a list of your choice;
- Advertising of your choice on <http://www.renewableenergyfocus.com>

Lead Generation Package

Leads. The holy grail. Let us help:

- Webinar, arranged, marketed and moderated by us on the subject of your choice (our editorial team can help with this);
- 2 White paper download campaign;
- 2 Audio Podcast campaign;
- All the promotion to reach a certain number of agreed leads.

Channel Sponsorship

Targeting a single area? Want to focus your resources where it counts? Book all

three ad slots on one of our web channels (i.e. Wind, Solar PV, Solar Electricity etc).

Exhibition package

Want to drum up some interest in your expo presence before you start putting your booth up? Why not be the exclusive sponsor of one of our event e-newsletters? We can also select some of our archived feature articles that relate to your company’s business sector.

We also have **special distribution packages available for the major events.**

Want even more options?

- **Inserts:** your brochure/marketing material inserted into print copies and/or digital edition;
- **Reprints:** a reprint and PDF service for articles featuring your company.

Editorial support

- For a small charge, any press releases not selected by our editorial team can be published as a “Sponsored Announcement”;
- And of course we have advertorial options available if you have a longer article you want to publish.

Speak to your account manager who will advise on these special promotional packages.

[Click here>>>](#)



Digital opportunities

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High visibility branding

www.renewableenergyfocus.com

Our website is complemented with electronic media solutions which deliver information to readers in various forms:

Leaderboard/Skyscraper/'Rectangle' ads:

Banner ads are trackable. You can choose to advertise on the homepage/all site, or on selected channels to narrow your focus.

[Click here for all the options on specifications and pricing >>>>](#)

Add the e-newsletter too?

The Renewable Energy Focus e-newsletter includes banner advertising (such as a leaderboard and content box) allowing you to promote a brand, service, new product or corporate initiative - while driving traffic to your website. Open and Click-through rates are trackable.

Got a message for our database?

Our popular e-review service allows us to send a sponsored email on your behalf to a list of your choice. We provide you with statistics on how many emails were viewed and the number of people who clicked on links to your website.

If you want to target a bespoke selection, you can select names from the *Renewable*

Energy Focus email database. Selections can be made by industry type, geographical location and various other criteria.

Lead generation options

Generating concrete leads is the holy grail for many organisations and Renewable Energy Focus provides a number of different ways to do this:

WEBINARS

- **200 leads guaranteed**
- **Best selling lead-generation programme**

The Renewable Energy Focus webinar series is an online 1-hour seminar designed to educate industry members about new technologies, 'best practices', and hot topics/issues impacting the industry.

Sponsors have an opportunity to present their message to a captive audience and capture contact details of registrants online.

Our editorial team will work with you to develop the topic and help recruit relevant speakers.

WHITE PAPER DOWNLOADS

One of Renewable Energy Focus' most successful lead generation programmes, white paper and article downloads, offer sponsors an opportunity to obtain contact details of industry

members who access their technical article for free.

Renewable Energy Focus will promote the programme to its database providing additional branding exposure for sponsors.

AUDIO PODCAST

Renewable Energy Focus offers an exclusive opportunity to communicate with industry professionals with buying power and generate leads via an audio/visual podcast.

[Click here for examples of our products:](#)

- **Bi-monthly magazine (print and digital)**
- **E-newsletter**
- **E-review (message to our database)**
- **Webinar**
- **White paper download**
- **Podcast**

[Want pricing details? See opposite>>>](#)

[Want to check out our website? Click here>>>](#)

[Want details of our lead generation special package? Click here>>>](#)

[Want our circulation \(and minimum lead\) guarantees? Click here>>>](#)

Advertising Rates

Enewsletter (every week)*

Specifications	1 Month	3 Months (Total Price)	6 Months (Total Price)	12 Months (Total Price)
Horizontal Banner 468 x 60 (max 30kb, GIF file)	€729/\$972	€2,076/ \$2,768	€4,069/\$5,424	€6,713/\$8,950
Button "side" Banner 150 x 100 (max 30kb, GIF file)	€423/\$565	€1,049/\$1,400	€1,896/\$2,529	€2,881/\$3,842
Content Box (no more than 35 words) Logos no wider than 120 and no higher than 100 pixels	€512/ \$684	€1,350/ \$1,802	€2,523/ \$3,356	€3,560/ \$4,746
* For premium Enewsletter requests add 20%				

E-review

1 X Rate	2 x rate (unit price shown)	3 x rate (unit price shown)
€2,988/\$4,106	€2,774/\$3,812	€2,562/\$3,520
Bespoke selection from magazine circulation: Euro 400 / \$520 per 1000 names (Minimum charge Euro 750/ \$1000)		

Lead Generation

Webinar packages	prices on request
Podcasts	prices on request
White Paper Downloads	prices on request
Other Promotional Options	
Belly Band	prices on request
Insert/Outsert	prices on request
Exclusive e-newsletter sponsorship	prices on request



Access the Refocus Network

Extend your reach using Elsevier's broad advertising product portfolio

What is the refocus network?

The refocus network offers you an opportunity to connect with our parent company Reed Elsevier's wider reach of renewable energy professionals, scientists, academics and researchers worldwide.

This is based on Elsevier's combined reach of magazines, journals, websites, conferences and trade shows from Reed Elsevier relevant to the energy sector (see below for some examples).

We can help you reach targeted audiences that matter most to your business, from energy users and providers who specify, buy, or authorise relevant products, equipment and services, to industry members engaged in influencing renewable energy policy, R&D, and investments.

One of Elsevier's popular electronic vehicles is ScienceDirect.com, a content delivery system platform for more than 2,500 journals and books. The platform stores more than 25% of the world's scientific content and is published in 24 different categories.

The site is accessed monthly by 16 million researchers and professionals from corporate, government, academic, and health care institutions. Users of the subscribed section of the ScienceDirect.com website are relevant professionals and researchers

employed with organisations that have purchased a site license.

MAGAZINES:

Renewable Energy Focus China;
Renewable Energy Focus

OVER 50 ELSEVIER PEER-REVIEWED SCIENTIFIC JOURNALS, INCLUDING:

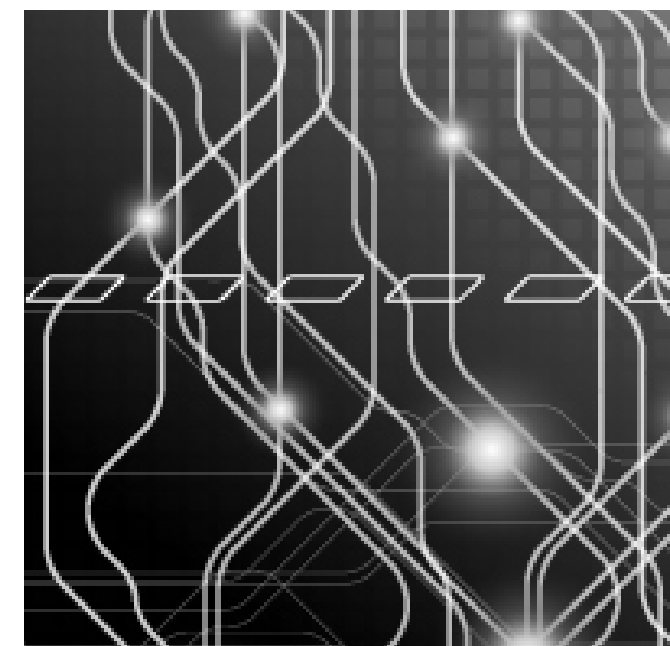
Advanced Energy Conversion, Applied Energy, Biomass and Bioenergy, Bioresource Technology, Energy, Energy and Buildings, Energy Conversion and Management, Energy for Sustainable Development, Fuel and Energy Abstracts, Fuel Cells, Fuel Cells Bulletin, International Journal of Hydrogen Energy, Journal of Power Sources, Journal of Wind Engineering and Industrial Aerodynamics, Renewable and Sustainable Energy Reviews, Renewable Energy (official journal of WREN), Solar Energy Materials, Solar Energy Materials and Solar Cells, Solar Energy (official journal of ISES), Solid State Ionics

CONFERENCES AND TRADE SHOWS:

- Fuel Cells Science & Technology Conference
- Grove Fuel Cell Symposium
- World Future Energy Summit
- All Energy

WEBSITES:

- Energy Procedia (platform for accessing conference proceedings)
- ScienceDirect.com (stores more than 25% of the world's scientific content, accessed monthly by 16 million researchers and professionals from corporate, government, academic, and healthcare institutions)
- www.renewableenergyfocus.com



Curious as to how using the refocus network could extend your advertising reach? Speak to your account manager who will advise on a promotional 'network package'. [Click here>>>](#)

Fast track China

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Renewable Energy Focus has been publishing a Chinese language version since 2006, and the magazine is now well established with 28,075¹ subscribers in China.

China's 12th *Five Year Plan for Renewable Energy Development* lays the policy roadmap for China's clean energy development over the next five years. It stipulates that solar generating capacity is to be 21GW, total installed wind power 100GW, the annual electricity production, 190 billion kWh, and biomass power generation installed capacity will be approximately 13GW by 2015. Therefore, a huge market has created unprecedented opportunities for material, machinery, equipment and parts suppliers. China is now the most attractive country in the world for renewable energy investors.

In a strategic editorial partnership with Elsevier's [Renewable Energy Focus](#), and a team of authoritative editorial advisors in China, [Renewable Energy Focus China](#) facilitates technology transfer by providing the latest developments in the selection, application, installation and maintenance of renewable energy materials, parts and machinery.

[Renewable Energy Focus China](#) also presents its comprehensive content through multimedia. These include e-magazines, a renewable energy website (in both Chinese and English) with daily updates and online exclusives, and monthly e-newsletters. With such current, informative and attractive content in both digital and printed forms, [Renewable Energy Focus China](#) offers the most effective communication package for suppliers.

1. Publisher's own data (Ringier).

2014 issues of Renewable Energy Focus China will be distributed at the following events:

Clean Energy Expo China 2014 (Beijing)
Mar 26-28

The 8th China (Shanghai) International Wind Energy Exhibition and Conference (CWEE) (Shanghai)

Apr 4-8

SNEC 8th (2014) International Photovoltaic Power Generation Conference & Exhibition

May 20-22

The 20th China Composites Industry Technical Expo (China Composites Expo 2014) (Shanghai)

Sept 3-5

China Wind Power 2014, Beijing
October

Industrial Automation Show 2014, Metalworking and CNC Machine Tool Show 2014, Energy Show 2014 (Shanghai)

Nov 4-7 +SHOW DAILY



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