

# ESJ

# ENERGY STORAGE JOURNAL

POWERING THE SMART GRID

MEDIA DETAILS

# 2016

DOLLAR RATES

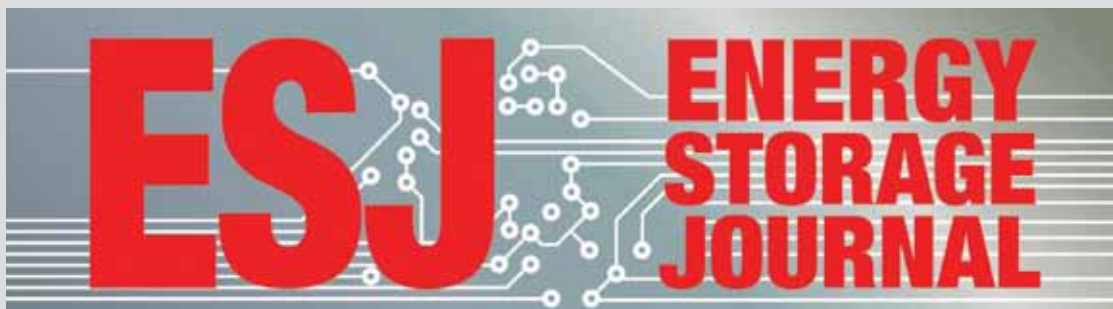


Distributed at the world's largest renewable energy storage conferences and exhibitions



OVER 70,000 READERS PER QUARTER

ENERGY STORAGE JOURNAL MEDIA DETAILS 2016



## CONTENT

- *Energy Storage Journal* in the past three years has become the definitive source of hard information serving the industry.
- A vital source of information keeping readers abreast of the latest developments.
- Regular news, views, technical updates and in-depth analysis written for key players — and, on occasion, by key players.
- All markets and categories in the energy storage and PV industry are covered: OEMs, distributors, suppliers, manufacturers, producers, recyclers and end users.
- The finest editorial coverage for Europe, Asia and the US includes full commentaries and reports on major industry conferences and conventions.

## CIRCULATION

*Energy Storage Journal* is read by a controlled circulation of more than 70,000 readers per quarter.

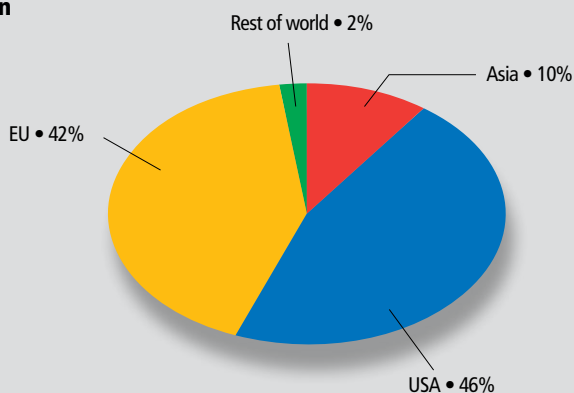
Copies are distributed at all major battery conferences, conventions and seminars throughout the world, reaching an influential readership at board level: sales and marketing directors, R&D management, industry organizations and academic institutions.

## BESPOKE MARKETING

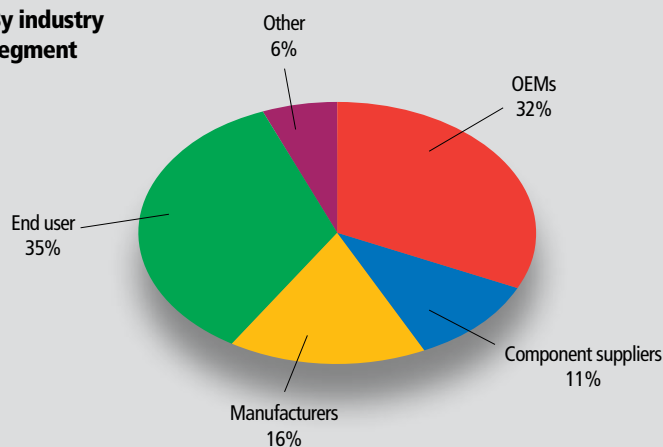
- Digital page turning version of the magazine to offer to existing and potential clients
- Targeted marketing campaigns for you
- Discounts to various conferences as a delegate or exhibitor
- Joint project initiatives
- Special distribution opportunities

## READERSHIP PROFILE

### By region



### By industry segment



**For commercial, marketing and advertising enquiries**

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# ENERGY STORAGE JOURNAL MEDIA DETAILS 2016

Solar United Members Discount Available



## ADVERTISING RATES — PRINT EDITION

Prices in US dollars. Rates from December 2015 until further notice.

Page	Full rate	2 issues -5% discount	3 issues -10% discount	4 issues -15% discount
Full page	2880	2735	2590	2450
Half page	1995	1890	1795	1690
Third page	1750	1660	1570	1485
Quarter page	1195	1130	1075	1010
Inside front cover	3995	3710	3595	3390
Inside back cover	3995	3710	3595	3390
Back cover	4500	4275	4050	3825
Double page spread	5600	5320	5040	4760
3 Pages	7950	7550	7150	6755
Bellyband wrap	3515	3340	3163	2987

## Cover sheet — premium space advertising

	Full rate	2 issues -5% discount	3 issues -10% discount	4 issues -15% discount
Space A	4900	4655	4410	4165
Space B	3200	3040	2880	2720

## ADVERTISING RATES — DIGITAL EDITION

Prices in US dollars sterling

Electronic hyperlink	250 per issue
Premium front page box, electronic	1100 per issue
Premium front page electronic banner	900 per issue

## ARTWORK SPECIFICATIONS

- High resolution PDF files. Supplied as composite CMYK files
- Pages to include 5mm bleed
- PDF should have 10mm on height and width of final page size, ie for A4 publication: width 220mm, height 307mm
- File must contain all images in high resolution — 300dpi minimum
- CMYK format with all fonts embedded
- Registration centred
- File content remains responsibility of the creator
- Size 100%

If supplying jpeg, tif or eps files please ensure they are at least 300dpi

## ARTWORK SIZES — PRINT EDITION



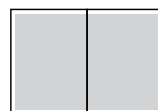
**Full page type area**  
w: 184mm  
h: 272mm



**Full page trim area**  
w: 210mm  
h: 297mm



**Full page bleed**  
w: 220mm  
h: 307mm



**Double page type area**  
w: 390mm  
h: 272mm



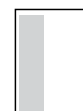
**Double page bleed**  
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h: 307mm



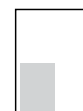
**Half page horizontal**  
w: 184mm  
h: 132mm



**Half page vertical**  
w: 93mm  
h: 263mm



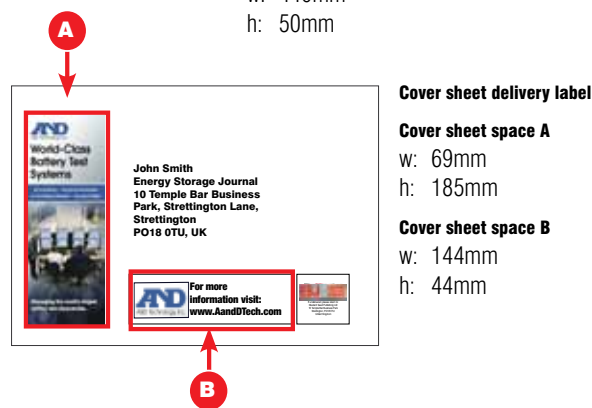
**Third page**  
w: 65mm  
h: 263mm



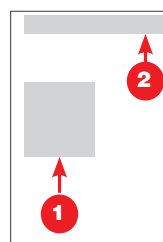
**Quarter page**  
w: 90mm  
h: 132mm



**Bellyband wrap**  
w: 440mm  
h: 50mm



## ARTWORK SIZES — DIGITAL EDITION



**Electronic front page box 1**  
w: 350 pixels  
h: 350 pixels



**Electronic front page banner 2**  
w: 2000 pixels  
h: 60 pixels

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