ESJ ENERGY STORAGE JOURNAL

POWERING THE SMART GRID

MEDIA DETAILS 2016

STERLING RATES

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

SOLARUNITED
GLOBAL SOLAR BUSINESS & TECHNOLOGY ASSOCIATION

OVER 70,000 READERS PER QUARTER

ENERGY STORAGE JOURNAL MEDIA DETAILS 2016

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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.

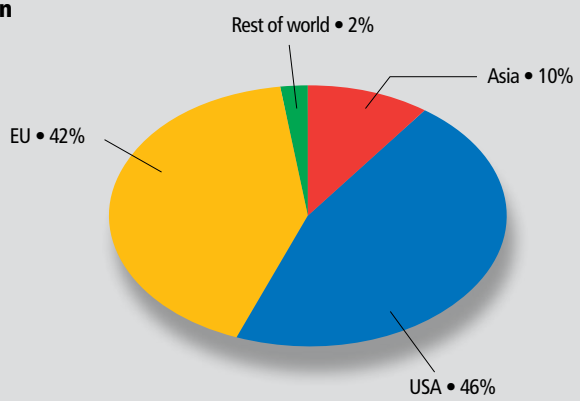
Copies are distributed at all major battery conferences, conventions and seminars throughout the world, reaching an influential readership at board level: sales and marketing directors, R&D management, industry organizations and academic institutions.

BESPOKE MARKETING

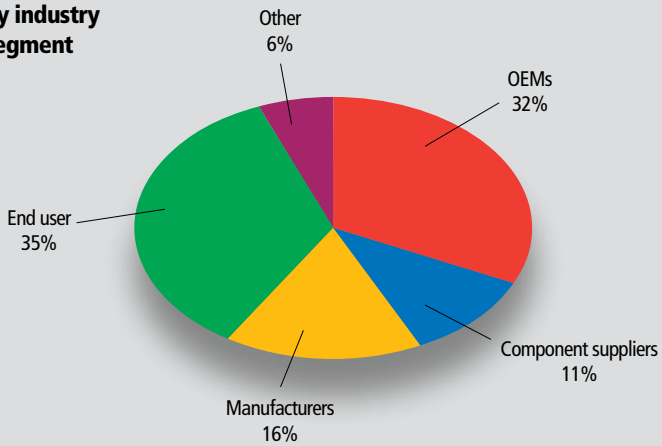
- Digital page turning version of the magazine to offer to existing and potential clients
- Targeted marketing campaigns for you
- Discounts to various conferences as a delegate or exhibitor
- Joint project initiatives
- Special distribution opportunities

READERSHIP PROFILE

By region



By industry segment



For commercial, marketing and advertising enquiries

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Solar United Members Discount Available

ADVERTISING RATES — PRINT EDITION

Prices in UK pounds Sterling. Rates from December 2015 until further notice.

Page	Full rate	2 issues -5% discount	3 issues -10% discount	4 issues -15% discount
Full page	2250	2138	2025	1913
Half page	1440	1368	1296	1224
Third page	1270	1207	1143	1080
Quarter page	965	917	869	820
Inside front cover	2590	2461	2331	2202
Inside back cover	2590	2461	2331	2202
Back cover	2785	2646	2507	2367
Double page spread	3975	3776	3578	3379
3 pages	6045	5743	5441	5138
Bellyband wrap	2235	2123	2012	1900

Cover sheet — premium space advertising				
Space A	3030	2880	2730	2580
Space B	1980	1880	1780	2680

ADVERTISING RATES — DIGITAL EDITION

Prices in UK pounds sterling

Electronic hyperlink	150 per issue
Premium front page box, electronic	750 per issue
Premium front page electronic banner	600 per issue

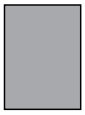
ARTWORK SPECIFICATIONS

- High resolution PDF files. Supplied as composite CYMK 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
- CYMK 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

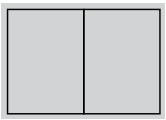
Full page type area
w: 184mm
h: 272mm



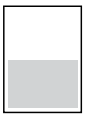
Full page trim area
w: 210mm
h: 297mm

Full page bleed
w: 220mm
h: 307mm

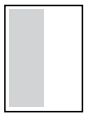
Double page type area
w: 390mm
h: 272mm



Double page bleed
w: 440mm
h: 307mm



Half page horizontal
w: 184mm
h: 132mm



Half page vertical
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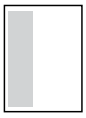
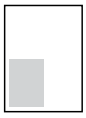
h: 263mm

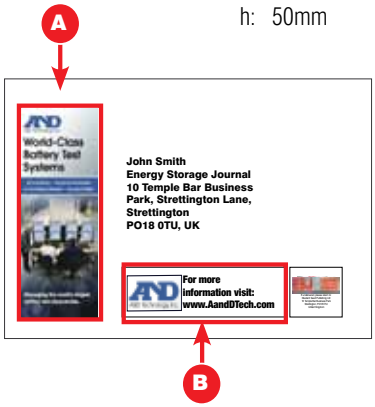


Third page
w: 65mm
h: 263mm



Quarter page
w: 90mm
h: 132mm

Bellyband wrap
w: 440mm
h: 50mm

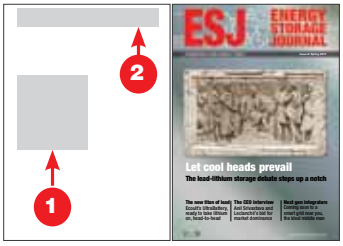


Cover sheet delivery label

Cover sheet space A
w: 69mm
h: 185mm

Cover sheet space B
w: 144mm
h: 44mm

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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