

POWERTEC

RUSSIA & CIS

Media Guide 2012



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ROSATOM



THE MEDIAS GROUP

Why Advertise in POWERTEC?

>> About POWERTEC

Put simply; the Russian power generation market is developing and investing at an incredible pace, and PowerTec backed by the leading authorities provides unrivalled reporting on the latest technologies, projects, investments and developments – to a highly targeted power gen audience.

Launched early 2010 and working with the regions leading authorities, PowerTec Russia has quickly risen to become the most important publication for the Russian and CIS power generation and distribution sector. Working directly with the regions power producing and distribution companies, both in terms of content and distribution, PowerTec delivers a highly targeted, bi-lingual, bi-annual publication to central offices in Moscow, regional offices out in the field as well as the most remotely located power producing plants.

Working with media partners such as Rosatom, RusHydro, TGC1, Federal Grid Company, Mosenergo amongst many others, PowerTec ensures a high value read to its subscribers, delivered on time, every time. PowerTec Russia reaches and is read by the people you want to influence . . . is circulated on a named basis to over 5000 individuals across the region . . . and is filled with the best articles and content available which comes directly from our media partners to ensure maximum editorial quality.

In addition to the standard circulation, PowerTec is a media partner to the regions leading events and will be exhibited with big bonus circulation at: Russia Power 2012, HydroVision 2012, Atom Expo, AtomEco, Nuclear Industry 2012, Smart Utilities amongst many others.

>> Digital Awareness

We believe at PowerTec that printed magazines will always be the primary source of industry media, but we also understand the importance of digital awareness, and as such, we offer PowerTec as an e-copy, a fully accessible e-magazine, e-mailed to our standard regional database of over 5000 individuals and an ever growing worldwide database of over 4000 individuals - over 9,000 in total all working within the power generation sector, receiving a copy directly to their inbox.

With the www.powertecrussia.com website receiving more and more hits by the day, over 10,000 hits per month! We help printed advertisers maximize their marketing efforts by offering additional on-line awareness at no additional cost.

These extras include; on-line interviews, company profiles, on-line case studies, and press release optimization.

With additional on-line services including daily industry news, event updates, interviews with industry heads etc. www.powertecrussia.com is visited daily by industry professionals both in region and worldwide and is a fantastic e-marketing addition to hardcopy advertisers.

>> Content Selection – Media Partnerships

PowerTec Russia has built its reputation on good solid content, written for us by our in-house industry expert journalists and reporters.

Additionally, we media partner directly with the markets leading power generators, associations and industry groups in terms of both content and circulation. We receive corporate interviews, articles, case studies, project overviews and forecasts from leading experts in Russia to ensure that every issue is packed with the latest and the best possible content.

We receive content contributions on an issue by issue basis from the likes of; Rosatom, RusHydro, VNIIG, OGC's, TGC1, En+, World Nuclear Ass, IHA, ESHA, Co-Gen Europe amongst many others.



Circulation

PowerTec is circulated bi-annually, in conjunction with our media partners to ensure the most targeted on circulations.

PowerTec is circulated on a subscription basis to over 5,000 people across the regions power generating sector including; Nuclear, Hydro, Coal, Gas, Renewable, Co-Gen and T&D.

Circulated on a named basis, we ensure that every issue of PowerTec falls into its intended hands and that no issue is wasted.

With our additional show distribution, PowerTec is the markets most visible title and brings great awareness to companies currently working and entering into this exciting market.



>> Full Readership Profile

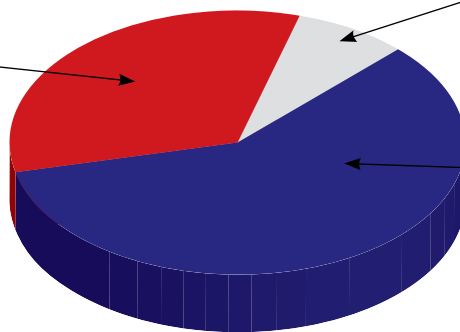
The readership is split into 2 x main areas; corporate management and plant engineers. This 2 x tier circulation approach ensure that the issue is read at HQ as well as on the plant floor, reaching the most remote power plants in the region.

Whether your targeting the power plants within nuclear, hydro, coal, gas, re-newables, one thing is for sure – PowerTec will be delivered there, on time, every time.

Circulation: 5,371 copies across Russia & the CIS

Corporate & Central Management (33%)

Owners,
CEO's,
Presidents,
Plant Directors,
Plant Managers



Others (8%)

Government Officials, University Professors, Association Staff etc.

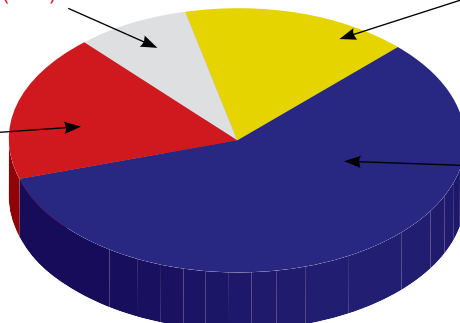
Senior Technical Staff (59%)

Heads Engineering, Purchasing Heads, Plant Engineers, IT Staff, Consultants

>> Distribution

Consulting Engineers / Construction (8%)

Others (16%) Government, ESCO's, Transporters, OEM's, Telecommunications, Analysts, Consultants



Institutional / Industrial and Commercial Energy Users (18%)

Electric Utility, Power Generators, Independent Power Producers, Municipalities, Utilities, Intergrated Energy Companies (58%)

Editorial Focus

PowerTec prides itself on independent, second to none, cutting edge content, in the areas of:

- Nuclear Technology
- Hydro Power Developments
- Coal and Gas Fired Plants
- Co-Generation, industrial and district heating
- T&D including Smart Grid Advances
- Renewable Advances

» With top corporate interviews and editorial contributions from industry leaders such as:

- Sergei Kirienko, Director General, RosAtom
- Roman Berdnikov, Federal Grid Company
- Boris Vainzhiker, CEO, TGC1
- Ian Hore-Lacy, Director Mkg, World Nuclear Association
- Alexander Lukin, General Director, TechnoPromExport

Plus many more, see past issue on-line at:

<http://www.powertecrussia.com/>



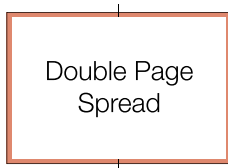
Advertising Rates

Cost Per Insertion -20%

Position	1	2
Half Page	€2750	€2200
Single Page	€5000	€4000
Double Page	€8100	€6480
Special Positions		
Inside Front Cover Double Page	€9500	€7600
Inside Back Cover	€7500	€6000
Outside Back Cover	€8000	€6400
Contents Page	€7500	€6000
Editors Note	€7500	€6000
Editors Banner Advert	€1500	N/A
Logo on Spine	€1500	N/A

Advertising Specifications

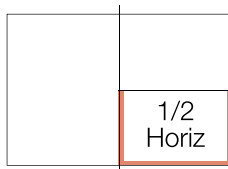
Advertising Sizes




Double Page Spread
Ad Size: 410 x 275mm
With Bleed: 416 x 281mm



Single Page
Ad Size: 205 x 275mm
With Bleed: 211 x 281mm



1/2 Horiz
Ad Size: 205 x 135mm
With Bleed: 211 x 141mm



1/2 Vertical
Ad Size: 100 x 275mm
With Bleed: 106 x 281mm

Technical Specifications: Supply of Advertisement Images:

POWERTEC Magazine can accept advertising materials in the following formats:

Adobe InDesign, Adobe Illustrator
 Adobe Photoshop, Freehand,
 PDF & Quark Express

Raw Materials:

Adverts can be created by POWERTEC Magazine from images and text supplied by the advertiser. Please note that all images should be 300 dpi at final size.

Please note that all images supplied should be high quality files (scanning images from brochures or other printed matter can result in poor quality reproduction).

Photographic images (pixel based) should be supplied at 300 dpi and saved as TIFF, JPG or PSD. Drawing images (vector based) should be saved as Illustrator, Freehand or InDesign documents.

All colours should be CMYK, pantone colours should be changed to process.