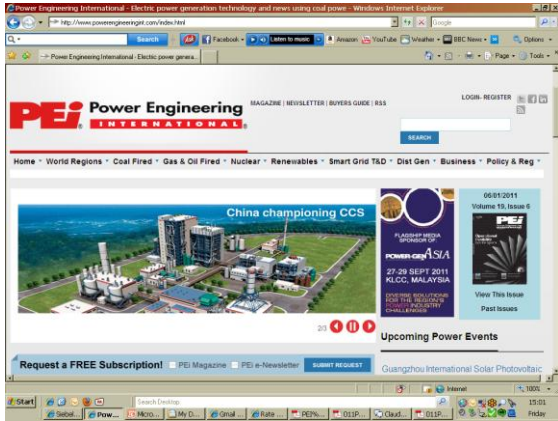


Take advantage of Power Engineering International's leading online platforms for the power sector. Reach your target audience online

Online Advertising Information



Powerengineeringint.com



Power Engineering International Weekly newsletter



Targeted Emails



Targeted Online Presentations

Powerengineeringint.com



Key Information

Regions:

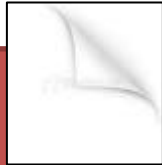
www.powerengineeringint.com is focused on the power market in Europe, Asia, Middle East, Africa, Oceania and South America.

Audience: Senior management, influencers in the power sector, major utilities and independent power producers, government energy departments.

Website Traffic: The site evolved from former website POWER-GEN Worldwide in July 2011. Latest average traffic for August is 43,000 page impressions monthly.

Home Page - www.powerengineeringint.com

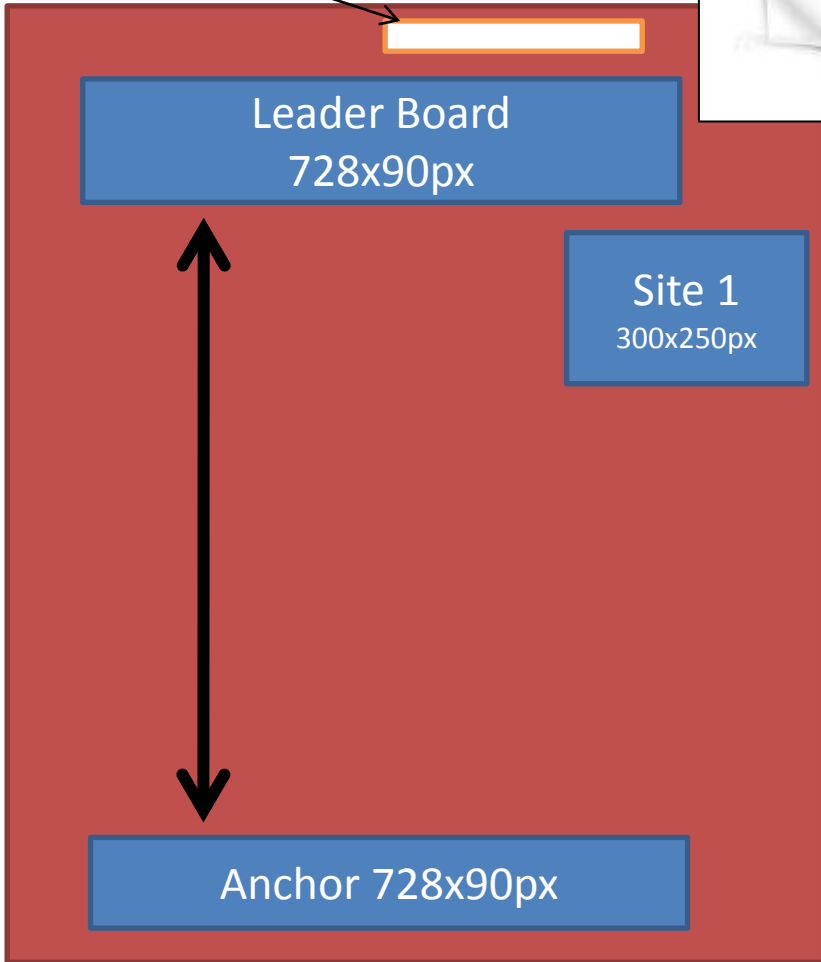
Search Bar



Page Peel



Home Page



Position	Price Dollar/Euro/Pound - Monthly
Leader Board & Anchor Position	\$ 1400 / € 945 / £ 887
Site Sponsor (3 rotations)	\$ 1100 / € 743 / £ 697
Page Peel	\$ 1800 / € 1216 / £ 1140
Search Sponsorship	\$1200/ €857 / £750

All adverts must be supplied below 40k

Run of Site – www.powerengineeringint.com



Run of site

The **Article Tool Bar** position appears on all article pages on the website. This a great brand opportunity as the article is the most popular final destination of the website.



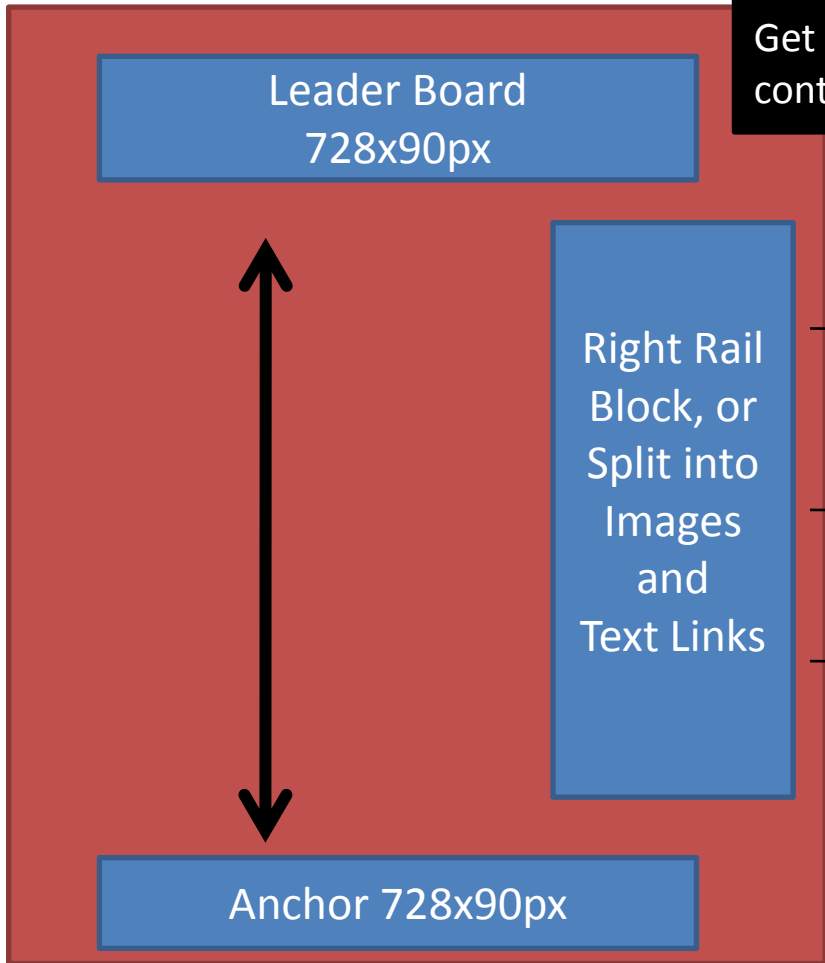
Article pages advertising

Prices: \$500 | €400 | £350 Monthly

Topic Centres – www.powerengineeringint.com



Topic Centre Page Example



Get your brand message within relevant content. Reach your target audience now.

Topic Centres

\$1500
€1200
£1000
per month

Topics
World Regions
Coal Fired
Gas and Oil Fired
Nuclear
Renewables
Smart Grid (T&D)
Business
Distributed Generation
Policy and Regulation

Weekly E-Newsletter

PEi Power Engineering
INTERNATIONAL®

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UK's 2nd largest
licensed site operator

Top Stories

UK to halve carbon emissions by 2025
Energy secretary Chris Huhne yesterday announced a 50 per cent cut in the UK's carbon emissions by 2025, which represents one of the most ambitious targets on greenhouse gases set by any developed country.
Full Article
Share: [f](#) [in](#) [t](#)

TEPCO unveils new plans to contain Fukushima crisis
Tokyo Electric Power (TEPCO) has unveiled new plans to contain the crisis at the Fukushima Daiichi plant after admitting it faced greater challenges than first disclosed, according to Reuters.
Full Article
Share: [f](#) [in](#) [t](#)

US nuclear power plant inspections find flaws in emergency equipment
Inspections of the 104 US commercial nuclear reactors found some emergency equipment that "would not start when tested," was being used for other purposes or was stored in "potentially vulnerable areas," according to Bloomberg.
Full Article
Share: [f](#) [in](#) [t](#)

Strong response to Dewick find (1)
Dubai Electricity & Water Authority's (DEWA) request for qualification (RFQ) to build the emirate's first independent power project (IPP) has attracted significant interest from developers, says IEGD.
Full Article
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PEi Power News
Alstom to modernize Muzelak Kubanetsky hydro complex
Alstom Hydro France, Alstom Russia and the Russian United Energy-Construction

Contact Us
Editorial Contact:

Key Information

Regions: The [Power Engineering International Newsletter](#) is focused purely in Europe, Asia, Middle East, Africa, Oceania and South America. (We have a separate newsletter for the North American Region)

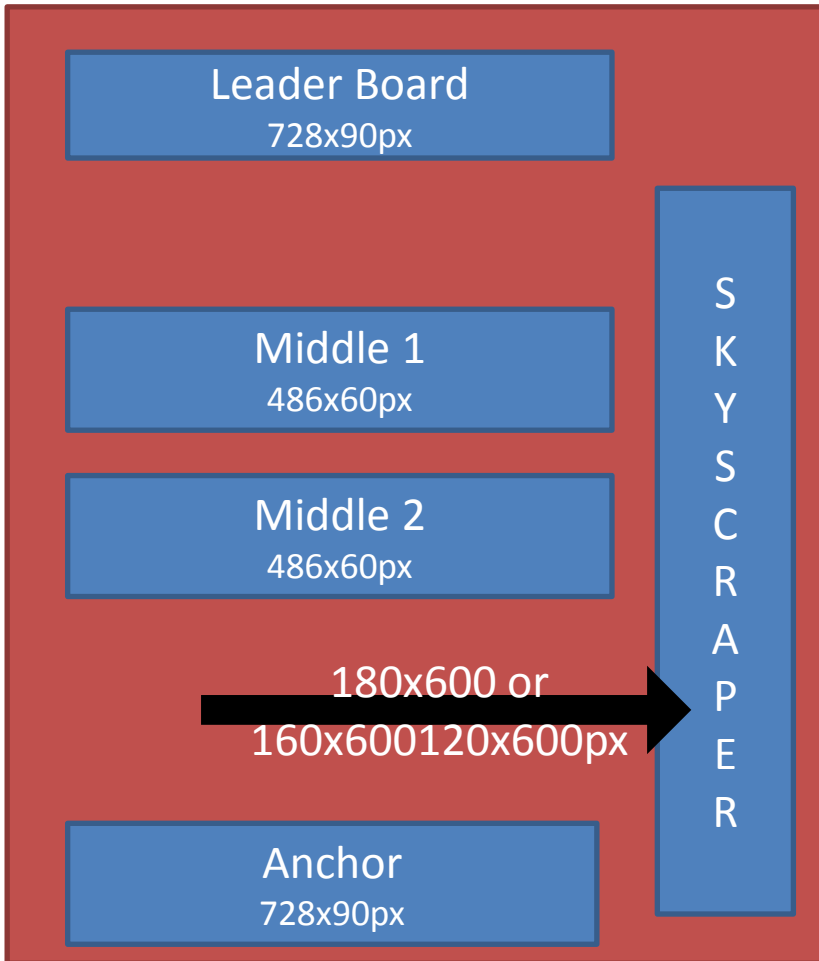
Audience: Senior management, influencers in the power sector, major utilities and independent power producers, government energy departments.

Frequency: Weekly to over 21,000 opted in contacts from the Power Sector and growing.

Weekly E-Newsletter



E-newsletter



Position	Price Dollar/Euro/Pound - Weekly
Leader Board & Anchor Position	\$ 1950 / €1403 / £1200
Middle 1 Position	\$ 1700 / € 1148 / £ 1077
Middle 2 Position	\$ 1500 / € 1013 / £ 950
Skyscraper	\$1700 / € 1148 / £ 1077

All adverts must be under 40k, non animated. We can also accept text format, or hybrid provided the content does not exceed pre-specified area

Targeted Emails

Reach the freshest contacts in Power now!



Key Facts

Opt in: We only send your emails to **opted in parties**. In effect our audience wants to see relevant email targeted at their specific interests.

Audience Quality

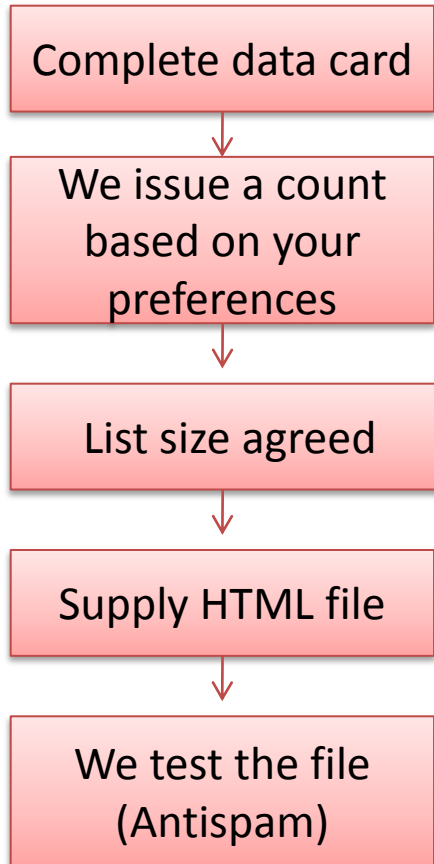
PennWell organise seven respected major POWER-GEN events worldwide. We also publish a number of subscription based magazines for the power sector.

Full Tracking: We filter your campaign before deployment to ensure maximum open rates. Furthermore after deployment we will send you a detailed report on clicks and open rates.



Targeted Emails

Process



Key Info
 *HTML file must be embedded.
 *Images must be supplied or linked to your servers
 *Text file back up must be supplied
 *You can choose you subject line and sender

Prices

List Size	Client Rate Dollar/Euro/Pound \$450 per 1000	New Customers Dollar/Euro/Pound \$550 per 1000
5000	\$ 2250 / €1607 / £1406	\$ 2750 / €1964 / £1717
10000	\$ 4500 / € 3214 / £ 2812	\$ 5500 / €3928 / £3437
20000	\$ 9000/ € 6428 / £ 5624	\$ 11'000/ € 7856 / £ 6874
40000	\$16'200 / € 11571 / £10'124	\$20'000/ € 15'712 / £13'748



Targeted Presentations

Most companies make their sales through **effective presentations**. You can bring your customers to a presentation online?



How it works

You supply us with your presentation

We promote your event for free!

Website Print Email Marketing

Hold Live Event
we share attendee details

Archive hosted for
1 year



Webcasts

Targeted Presentations

You only need to supply the presentation and we do the rest!

Included in your package

- Adverts in Pei Magazine
- 3 x Email alerts
- Video Email announcement
- Email Reminder messages
- Archive on Pei website (12mths)
- On demand Archive
- Immediate lead generation sent straight into your inbox
- Website advertising
- E-newsletter announcement

Cost
€12'000
£10'000
\$15'000



Your Webcast event is completely customizable. Brand your Webcast with your company's logo and message.

- Customized registration page
- Gather specific registration information with customized fields
- Customize your audience console (example below)
- Survey audience both during and after the Webcast
- Introduction and Wrap-up text read by Webcast producer

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